Library Use and Outcomes 2022-23

Woollahra Municipal Council

11

OUTCOME METRICS

1075

RESPONSES

Contents

1. Background

Woollahra Libraries

Woollahra Libraries comprises of three facilities located in Paddington, Double Bay and Watsons Bay. The libraries offer a range of services that benefit the wider community, such as the Home Library Service, access to local history information and Rhyme Time/Story Time sessions.

Whilst the libraries' extensive collections are a main attraction, the greenery-filled study spaces and Secret Garden children's area at Double Bay, relaxed and artistic environment at Paddington, and holiday-like setting at Watsons Bay show how Woollahra Libraries appeal to different community groups.

Public Libraries Evaluation Network Project

Woollahra Libraries has participated in Culture Counts' Public Libraries Evaluation Network (PLEN) since 2021. PLEN is a nationwide data collection initiative designed to empower libraries to understand their collective value and illustrate the vital outcomes they generate.

Libraries that partake in the network have used Culture Counts to survey public users of the library and event attendees. Feedback was collected from 25 libraries* regarding: library use; performance; and personal and community outcomes.

Evaluation Methodology

Woollahra Libraries distributes a **Library Use and Outcomes** survey to registered library members once per year. The survey is sent via email, and flyers with QR codes are distributed onsite at branches. In the final weeks of the survey, volunteers roam Double Bay library with survey ipads. The survey asks members questions regarding; library awareness, learning, and application; outcomes; open text questions; and user demographics. This is a PLEN methodology and the resulting data aligns with the project's big dataset.

Each survey contained a range of 'dimension' questions, asking members of the public about their experience at the Woollahra Libraries and their programs. These dimensions have been developed and tested in collaboration with industry, practitioners, and academics to measure the impact and value of arts and cultural events and activities.

Dimensions used in the **Library Use and Outcomes** were chosen based on their alignment with PLEN strategic objectives.

Library Use And Outcomes Survey (PLEN)

Domain	Dimension	Dimension Statement
Cultural	Creativity	The library has helped me be more creative in my own life and work
	Learning	The library has helped me to enjoy learning
	Literacy	My library experience has encouraged me to read more
Social	Connection	The library has encouraged me to become more engaged in the community
	Digital Connection	The library helps me to be more digitally connected to others
	Safe and Trusted	I feel safe and welcome when using the library service
	Time With Children	The library encourages me to spend more quality time with my children
Quality	Relevance	The library is changing in ways that increase its relevance for me
	Role	The library is an important part of the place where I live
Economic	Enterprise	The library has helped me to improve the success of my business
	Skills	The library service has enabled me to learn and gain new skills

Dimensions are assessed on a Likert scale, in which respondents move a slider to a point that indicates whether they agree or disagree with the dimension statement. An example of a dimension question in the Culture Counts survey tool is presented below.

* PLEN participating Libraries (25) include the City of Cockburn (WA), City of Rockingham (WA), City of Swan (WA), City of Wanneroo (WA), City of Canning (WA), City of Belmont (WA), City of Subiaco (WA), City of Yarra (VIC), Town of Cambridge (WA), City of Kwinana (WA), City of Joondalup (WA), City of Armadale (WA), City of Stirling (WA), City of Townsville (QLD, City of Albany (WA), City of Mount Gambier (SA), Richmond Tweed Regional Library (NSW), City of South Perth (WA), Woollahra Municipal Council (NSW), Eastern Regional Libraries Corporation (VIC), Campaspe Shire Council (VIC), Lockyer Valley Regional Council (QLD), Alice Springs Public Library (NT), and City of Monash (VIC).

2. Community Profile

Demographics

Users from all branches of the Woollahra Libraries were asked a selection of demographic questions, to help the library learn their member and visitor characteristics. This enables results to be filtered by demographics to see how different groups use the library and its programs. Respondents were asked to provide their age, gender, and identity.

The following charts show the proportion of Library Use and Outcomes survey responses captured for each of the age, gender, and identity demographic questions.

Age group
What is your age?

Gender
How would you describe your gender?

- Female
- Male
- In another way
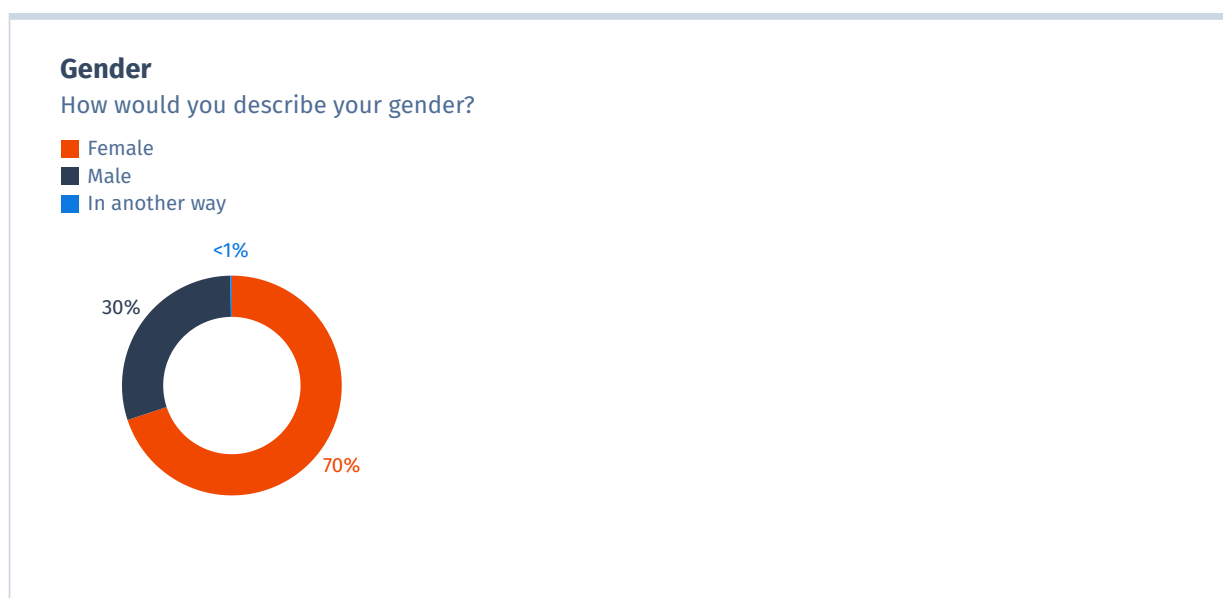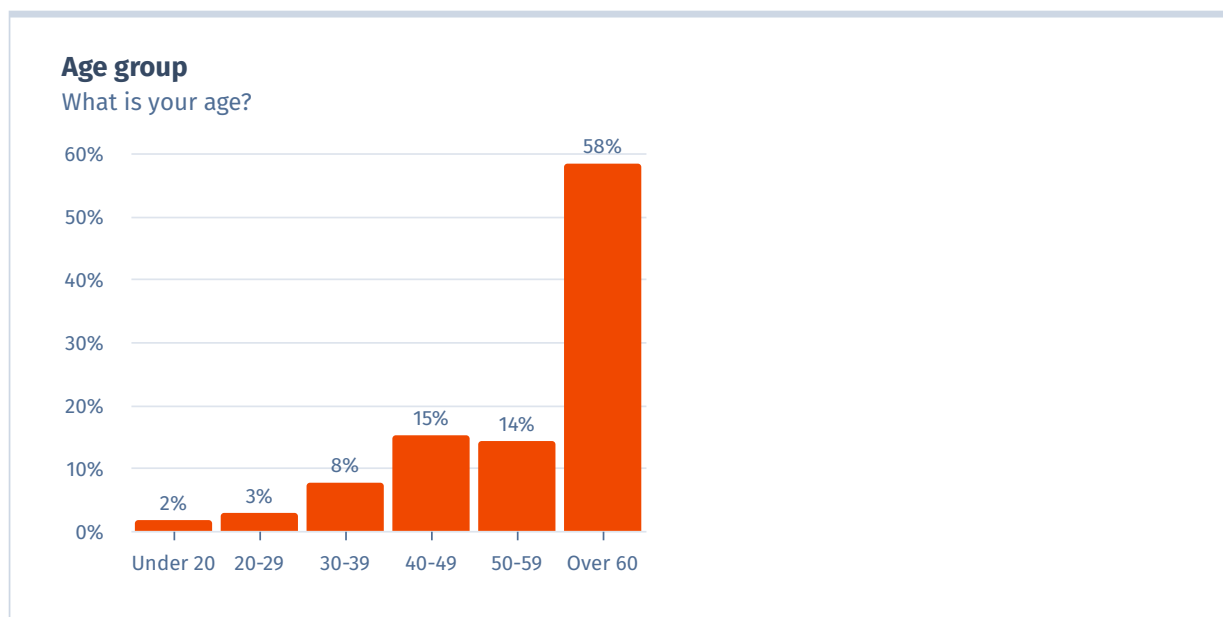
Identity

Do you identify as any of the following?

Category	Percentage
Speak a language other than English at home	14%
Living with disability	7%
Lesbian, Gay, Bisexual, Transgender or Intersex	7%
Caring for someone with a disability	6%
Of Aboriginal or Torres Strait Islander ancestry	<1%
None of the above	71%
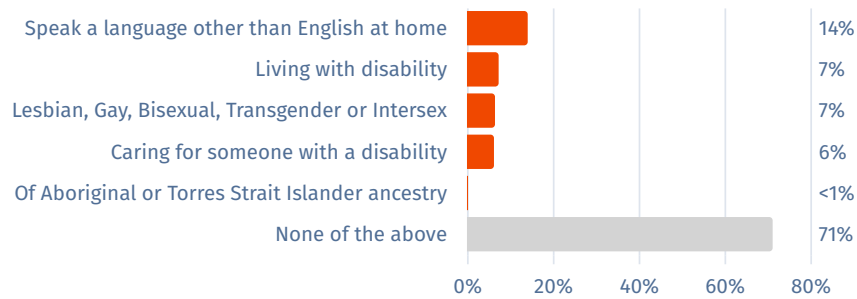
Insights

The largest age group of respondents was the over 60 bracket (58%), followed by those aged 40-49 (15%). 14% of the sample were in the 50-59 age cohort, 8% were in the 30-39 age bracket, 3% were 20-29, and 2% were under 20.

70% of respondents identified as female, 30% identified as male, and less than 1% identified their gender in another way.

14% of survey respondents indicated that they 'speak a language other than English at home'. Those identifying as 'living with disability' and 'Lesbian, Gay, Bisexual, Transgender or Intersex' made up 7% of the sample each. 6% are 'caring for someone with a disability' and less than 1% of respondents were 'of Aboriginal or Torres Strait Islander ancestry'.

Location and Postcode

Library Use and Outcomes survey respondents were asked to provide their current postcode. This data identifies the demographic sample of people who responded to the survey and took part in events. It enables data to be matched to the wider population and responses to be filtered to understand differences in demographics.

The following charts show the proportion of survey responses captured for respondents' identified top postcode results.

Postcode
What is your postcode?

Postcode	Percentage
Paddington (2021)	18.1%
Vaucluse (2030)	10.5%
Bellevue Hill (2023)	9.8%
Darling Point (2027)	7.9%
Woollahra (2025)	7.3%
North Bondi (2026)	7.1%
Rose Bay (2029)	6.7%
Double Bay (2028)	6.6%
Rushcutters Bay (2011)	3.6%
Darlinghurst (2010)	3.3%
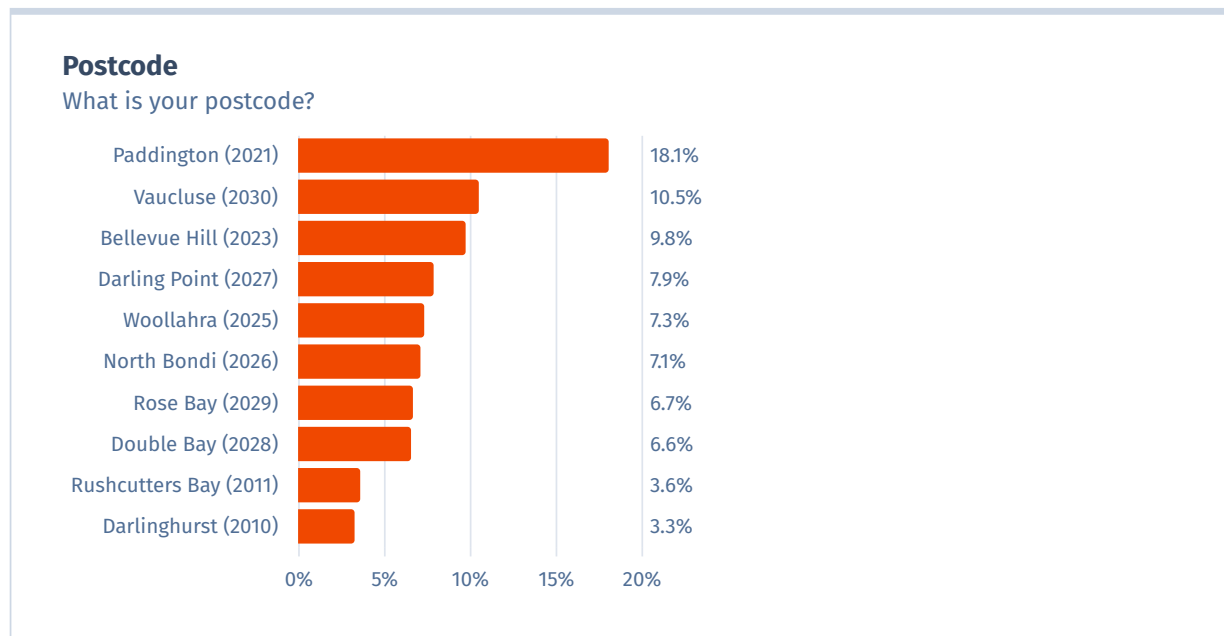
Insights

Paddington was the most commonly cited postcode (18.1%), followed by Vaucluse (10.5%), and Bellevue Hill (9.8%). This indicates that users of Woollahra Libraries mostly reside within the Woollahra local government area.
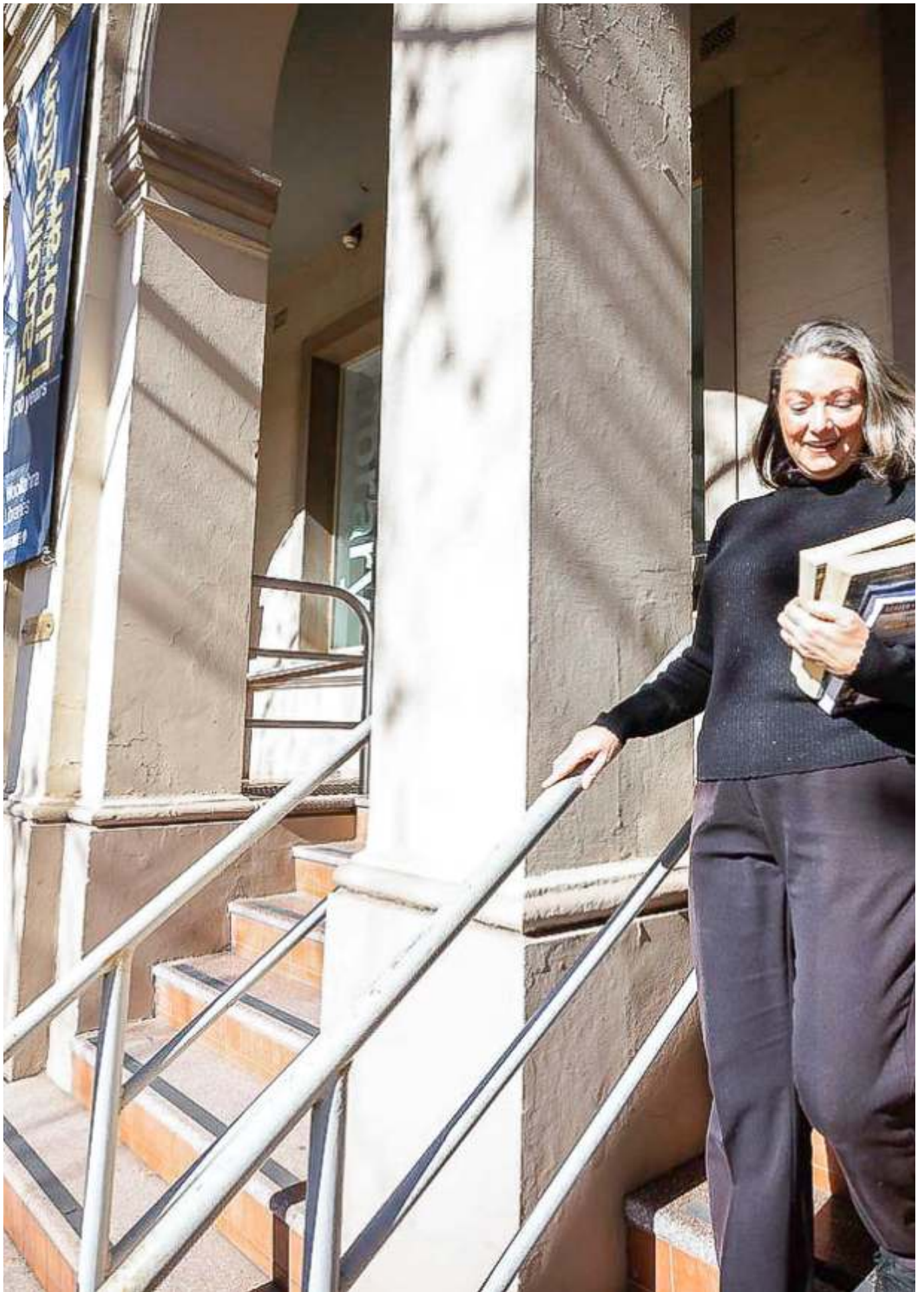
Membership

In order to understand overall membership loyalty, respondents were asked if they were a member of the Woollahra Libraries network. This question indicates how membership influences library use but also identifies the potential for membership base growth.

Membership Status
Are you a member of the library?

- Yes
- No

2%

98%
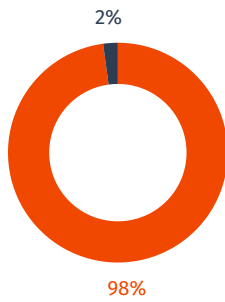
Insights

98% of survey respondents were current members of the library which indicates the library's loyal membership base.

The remaining 2% of respondents were not members of the library indicating there is opportunity to develop further initiatives to attract community and grow library membership.

Library Use

Respondents to the Library Use and Outcomes survey were asked to indicate which library branches they used. They were also asked to indicate the last time they accessed Woollahra Libraries services and how they use these services. This provides information about the most used branches, frequency of use and customer loyalty.

Library Branch
Which library branches do you use?

Branch	Percentage
Woollahra Library at Double Bay	80%
Paddington Library	35%
Watsons Bay Library	11%
I do not use any library branches	3%
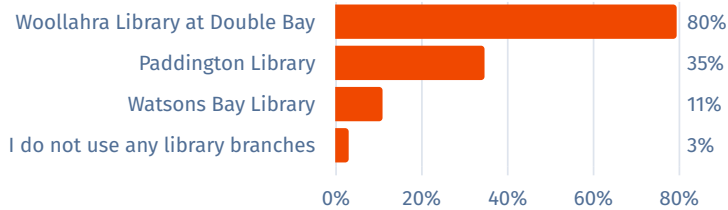
Last Time Accessing Services
When is the last time you accessed the library service?

	Percentage
Within the last week	47%
Within the last month	29%
Within the last six months	14%
Within the last year	5%
Longer than a year ago	5%
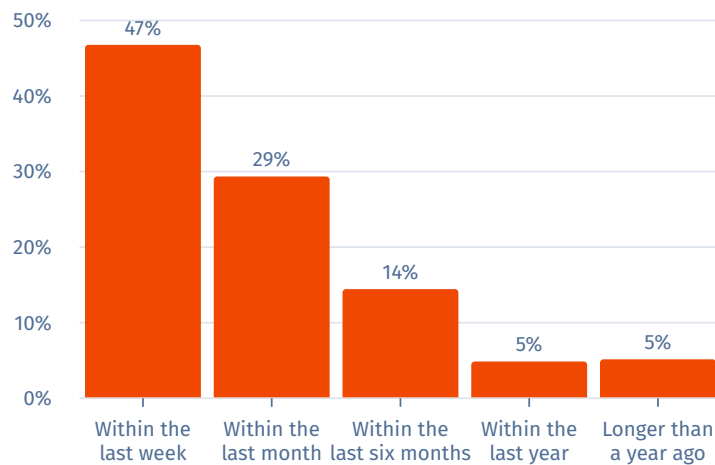
Recent Activity
In the last 12 months, have you:

Activity	Percentage
Used the facilities or services at the library	79%
Accessed library services online from home	48%
Attended an event or program at the library	23%
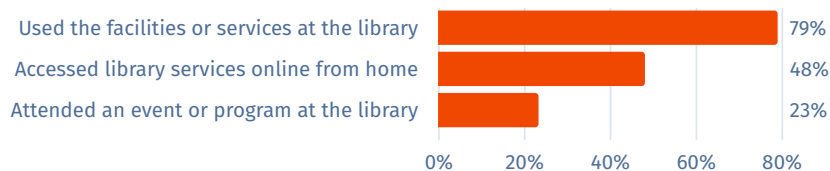
Insights

Respondents reported using the Woollahra Library at Double Bay the most compared to other libraries within the Woollahra Municipal Council, with 80% of respondents selecting this branch. 35% selected Paddington Library, 11% chose Watsons Bay Library and 3% reported not using any of the library branches, though may be accessing online services.

Nearly half of the sample accessed Woollahra Library service within the last week (47%), followed by the 29% that had used the services within the last month. Those accessing the library service within the last six months made up 14% of respondents. 5% had accessed the library in the last year and 5% have not accessed services in over a year.

In the last 12 months, 79% of respondents used the facilities or services at the library, 48% accessed library services online from home, and 23% attended an event or program at the library.

3. Library Outcomes

Outcomes Agreement

Culture Counts uses a slider input to measure responses for dimension statements as part of the evaluation methodology. This method also provides the capability to understand response results within a typical 5-point agree-to-disagree format.

The following chart contains the response data for 'public' responses and shows the percentage of people that agreed or disagreed with each of the statements, using a 5-point ordinal Likert scale.

Dimension Agreement

Role: The library is an important part of the place where I live
72% | 21%

Safe and Trusted: I feel safe and welcome when using the library service
76% | 16%

Literacy: My library experience has encouraged me to read more
54% | 30% | 11%

Learning: The library has helped me to enjoy learning
41% | 29% | 26%

Relevance: The library is changing in ways that increase its relevance for me
39% | 29% | 23%

Creativity: The library has helped me be more creative in my own life and work
27% | 34% | 30%

Skills: The library service has enabled me to learn and gain new skills
25% | 33% | 33%

Connection: The library has encouraged me to become more engaged in the community
20% | 26% | 40%

Time With Children: The library encourages me to spend more quality time with my children
25% | 17% | 45% | 9%

Digital Connection: The library helps me to be more digitally connected to others
19% | 17% | 43% | 11% | 10%

Enterprise: The library has helped me to improve the success of my business
10% | 14% | 58% | 13%

Legend:
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Insights

Of the dimensions measured, 'Role' (93%) and 'Safe and Trusted' (92%) received the highest levels of overall agreement, demonstrating that most people agreed the library is an important part of the place where they live and they feel safe and welcome when using the library service.

Literacy' (84%), 'Learning' (70%), and 'Relevance' (68%) also produced positive results. This means that the majority of the sample agreed that their library experience has encouraged them to read more, the library has helped them to enjoy learning, and the library is changing in ways that increase its relevance for them.

'Enterprise' (24%), 'Digital Connection' (36%) and 'Time With Children' (42%), received the lowest levels of overall agreement. This demonstrates that fewer people agreed the library has helped them to improve the success of their business, to be more digitally connected to others or to spend more quality time with their children.

These results also reflect the demographics of survey respondents. As 58% of respondents were over age 60, dimensions such as 'Enterprise' and 'Time with Children' may be less relevant to their needs.

Outcomes by Domain

Dimension statements can be categorised into their representative outcome domain. Outcome domains represent categorisations of dimensions based on their general area of focus. For example:

Stronger and Creative Communities (SACC) Represents dimensions that reflect the ability of libraries to provide a safe and inclusive forum, support creative expression, and strengthen communities.

Personal Development and Wellbeing (PDAW) Represent dimensions that reflect the ability of libraries to provide access to information, knowledge and skills development that contribute to personal growth and greater quality of life.

Literacy and Lifelong Learning (LALL) Represents dimensions that reflect the ability of libraries to develop youth and adult literacy and provide skills and strategies for lifelong learning.

Community Engagement (CE) Represents dimensions that reflect the ability of libraries to provide spaces and programs that bring people together, encouraging connection and supporting participation in community life.

Digital Inclusion (DI) Represents dimensions that reflect the ability of libraries to provide access, skills and confidence in using digital technologies, ensuring all communities can connect with others and important online services.

Economic and Workforce Development (EAWD) Represent dimensions that reflect the ability of libraries to support improved employment and productivity outcomes.

Overall Dimension Results by Domain

Stronger and Creative Communities
55% | 24% | 16%

Personal Development and Wellbeing
41% | 29% | 26%

Community Engagement
44% | 25% | 22%

Literacy and Lifelong Learning
37% | 27% | 27%

Digital Inclusion
19% | 17% | 43% | 11% | 10%

Economic and Workforce Development
10% | 14% | 58% | 13%

Legend:
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Axis: 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Insights

'Stronger and Creative Communities' (79%) was the domain that received the most agreement overall. This was followed by 'Personal Development and Wellbeing' (70%) and 'Community Engagement' (69%), indicating that these domains were rated highly by respondents. 'Economic and Workforce Development' was the lowest-ranking domain (24%).

Learning and Confidence

Library Use and Outcomes survey respondents were asked what way Woollahra Libraries made them feel more confident. The following chart shows the percentage of respondents that rated the library across seven options.

Confidence
The library has helped me feel more confident:

About reading	48%
When using digital resources	29%
With my education and the process of learning	29%
About becoming involved in my community	27%
Helping my children learn	25%
Establishing a new business	6%
About the job search process	4%

0%   10%   20%   30%   40%   50%
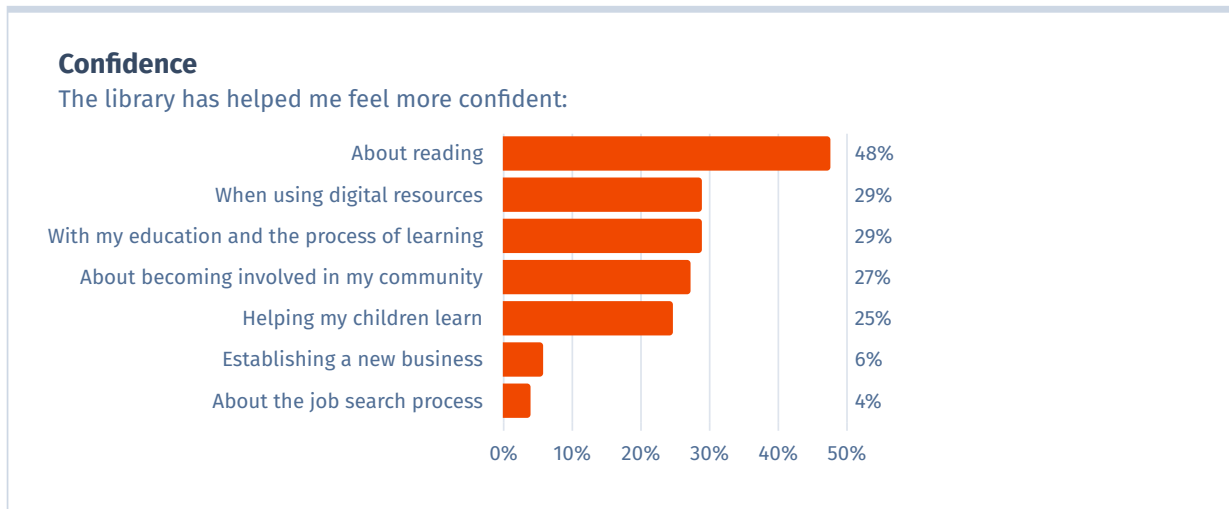
Respondents were asked about the kinds of learning they engaged in at Woollahra Libraries. This chart shows the percentage of respondents that rated the event across these five options.

Learning and Application
Library learnings and intention to apply them

🟧 The library has helped me learn something new in the following areas:
⬛ I intend to apply what I've learnt at the library in the following areas:

Reading/Literacy
37%
43%

Education/Lifelong Learning
36%
38%

Digital Learning
16%
13%

Civic/Community Engagement
13%
9%

Early Childhood Literacy
11%
10%

Job Skills
8%
8%

Economic/Business Development
7%
7%

None of the above
28%
30%

0% 5% 10% 15% 20% 25% 30% 35% 40% 45%
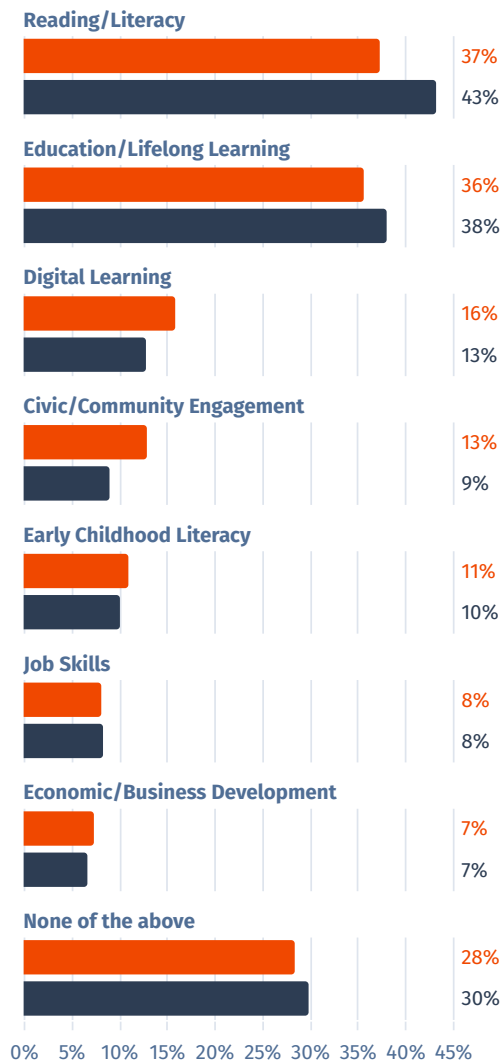
Insights

48% of respondents reported that the library has helped them feel more confident 'About reading'. Respondents also indicated the library has helped them feel confident 'When using digital resouces' (29%), 'With my education and the process of learning'(29%), and 'About becoming involved in my community' (27%).

37% of respondents indicated that the library helped them learn something new in the area of 'Reading/Literacy' and 36% in 'Education/Lifelong Learning'. These also scored highest when asked if respondents intended to apply what they had learned (43% and 38% respectively).

Fewer respondents indicated that the library helped them learn something new about 'Early Childhood Literacy' (11%), 'Job Skills' (8%), and 'Economic/Business Development' (7%). '

Net Promoter Score

Respondents were asked whether they would recommend *Woollahra Library* services to a friend or colleague. Respondents could choose a number from 0 to 10 from a menu, with 0 meaning 'not likely at all' and 10 meaning 'extremely likely'.

These results can be used to calculate a Net Promoter Score (NPS). NPS is a standardised metric that seeks to measure loyalty between an organisation and its audience. Respondents with a score of 9 or 10 are considered 'Promoters'. 'Detractors' are those who respond with a score of 0 to 6. Scores of 7 and 8 are considered 'Passives'.

NPS is calculated by subtracting the percentage of respondents who are Detractors from the percentage of customers who are Promoters. This means that an overall Net Promoter Score can range between -100 to +100.

This chart shows the proportion of respondents that would or would not recommend *Woollahra Library* services, followed by the calculated NPS below.

Net Promoter Score
How likely is it that you would recommend this library service to a friend or colleague?

Legend: Detractor | Neutral | Promoter

Likeliness	0	1	2	3	4	5	6	7	8	9	10
	1%	<1%	1%	2%	2%	5%	4%	7%	10%	8%	60%
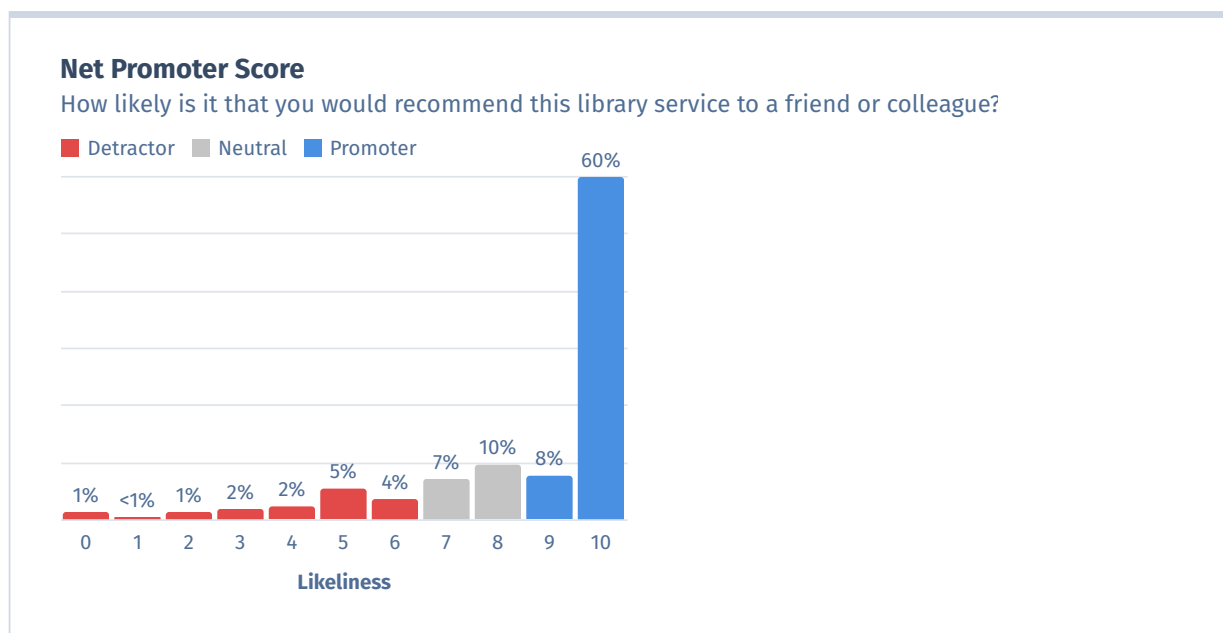
Net Promoter Score: 51

Insights

68% of respondents rated *Woollahra Library* services either 9 or 10, indicating they would be classified as Promoters. 17% of respondents had passive results (7 or 8) and less than 15% would be considered detractors (scoring between 0-6).

An NPS that is positive (i.e. higher than zero) is felt to be good, and an NPS of 50+ is excellent. *Woollahra Library* services have an NPS of 51, which indicates an excellent level of loyalty towards the library, with a high likelihood of being recommended when speaking with others.
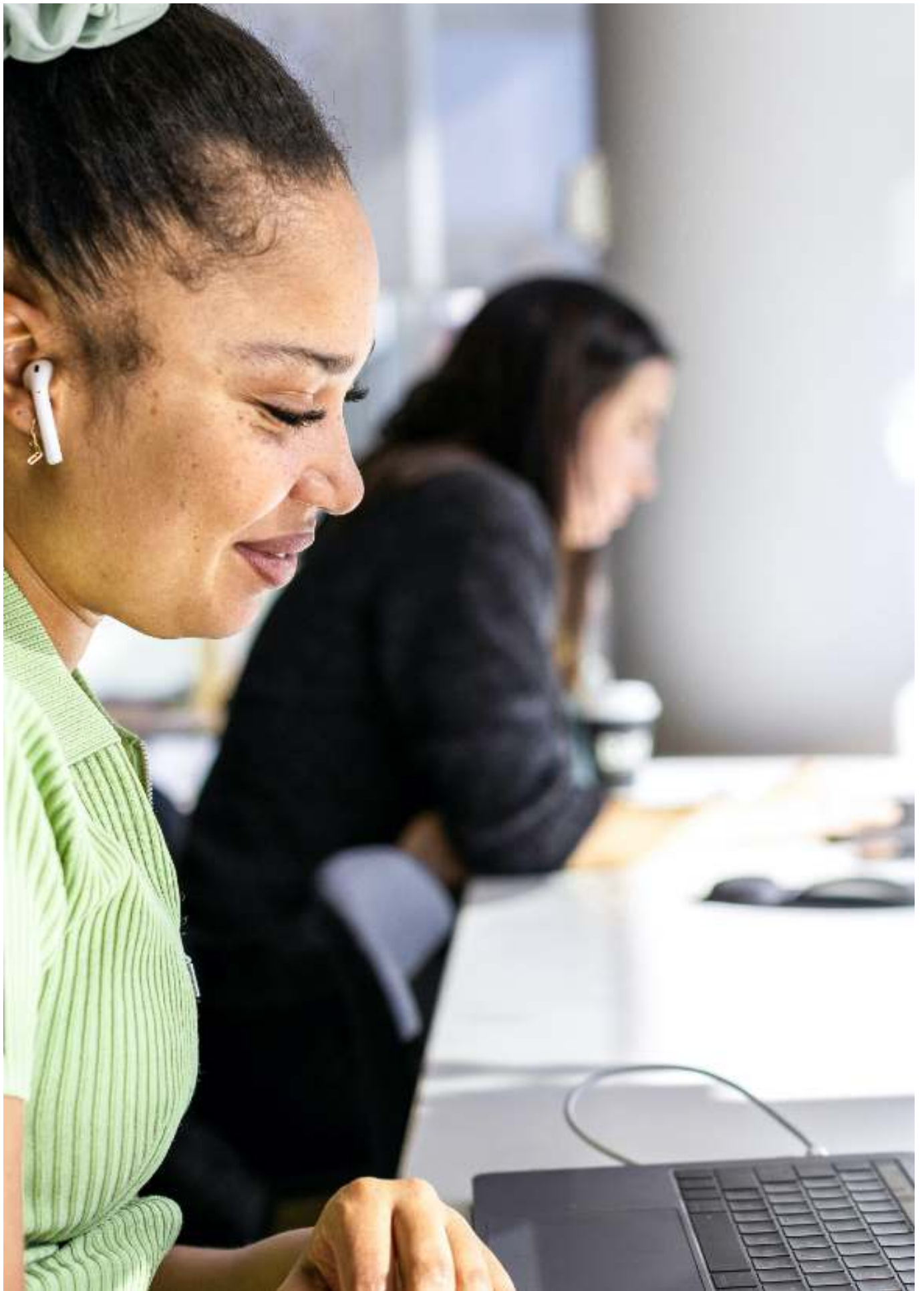
4. Comparison & Benchmarks

Demographic Breakdowns

Respondents were asked to provide their age and gender as part of the survey. This data enables results to be filtered to understand any differences that exist because of demography.

Dimension Averages by Age
Stronger and Creative Communities

Safe and Trusted

Age	Score
Under 20	93
20-29	91
30-39	90
40-49	90
50-59	89
Over 60	87

Creativity

Age	Score
Under 20	66
20-29	75
30-39	68
40-49	67
50-59	71
Over 60	64

Strongly Disagree — Neutral — Strongly Agree

Dimension Averages by Age
Personal Development and Wellbeing

Learning

Age	Score
Under 20	81
20-29	83
30-39	76
40-49	74
50-59	76
Over 60	71

Strongly Disagree — Neutral — Strongly Agree

Dimension Averages by Age
Literacy and Lifelong Learning

Literacy

Under 20		80
20-29		85
30-39		85
40-49		80
50-59		77
Over 60		78

Skills

Under 20		79
20-29		83
30-39		69
40-49		64
50-59		68
Over 60		61

Time With Children

Under 20		43
20-29		53
30-39		80
40-49		72
50-59		58
Over 60		54

Strongly Disagree   Neutral   Strongly Agree
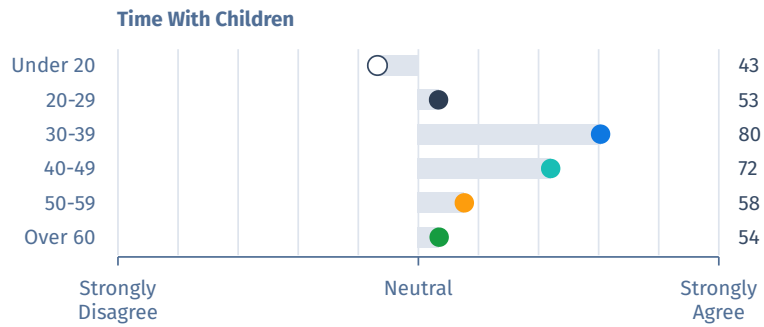
Dimension Averages by Age
Community Engagement

Role

Age	Value
Under 20	78
20-29	86
30-39	85
40-49	86
50-59	86
Over 60	87

Relevance

Age	Value
Under 20	64
20-29	73
30-39	74
40-49	71
50-59	75
Over 60	70

Connection

Age	Value
Under 20	53
20-29	63
30-39	64
40-49	58
50-59	55
Over 60	59

Strongly Disagree — Neutral — Strongly Agree
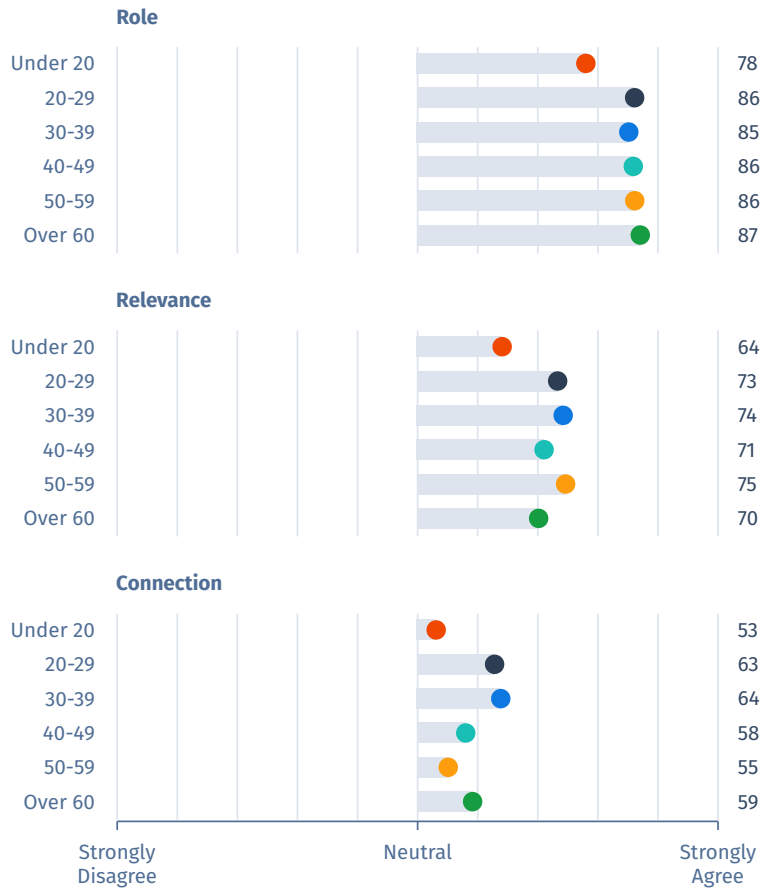
Dimension Averages by Age
Digital Inclusion

Digital Connection

Age	Value
Under 20	44
20-29	57
30-39	56
40-49	51
50-59	56
Over 60	56

Strongly Disagree — Neutral — Strongly Agree
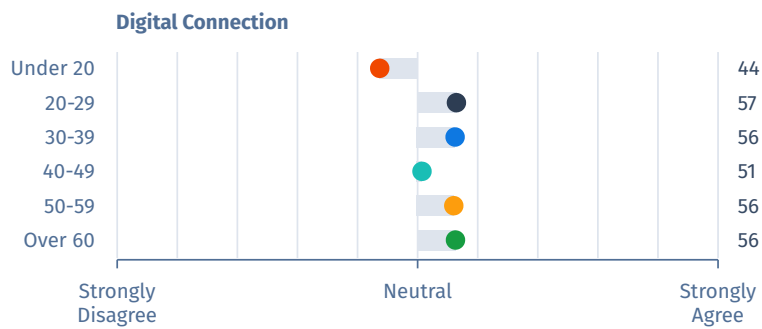
Dimension Averages by Age
Economic and Workforce Development

Enterprise

Age	Value
Under 20	48
20-29	64
30-39	53
40-49	54
50-59	55
Over 60	47

Strongly Disagree — Neutral — Strongly Agree
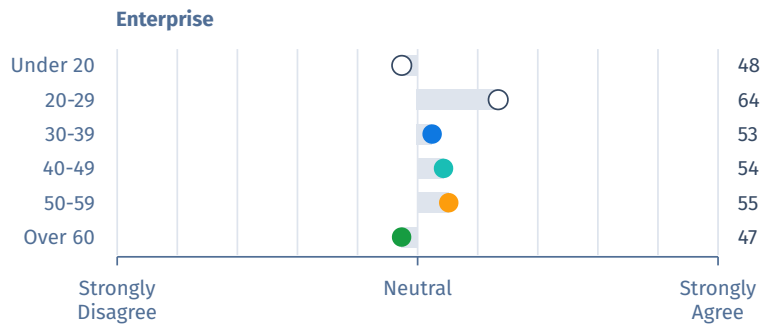
Categories with fewer than 10 responses are shown as white dots to indicate that the value may not be representative due to the small sample size.

Insights

Females and males scored similarly across all dimensions with the exception of 'Time With Children' where females produced an average agreement that was 7/100 more than males. This indicates that females are more likely to agree that the library has added value to the their time spent with children.

'Learning' and 'Enterprise' were the only dimensions that produced a slightly higher average from males compared to females. This indicates that males were slightly more likely to agree that the library has helped improve their personal Development and Wellbeing and the success of their business.

The 20-29 age cohort produced the highest average agreement for four of the 11 dimensions. This included 'Digital Connection' (57/100), 'Skills' (83/100), 'Learning' (83/100), and 'Creativity' (75/100). The highest agreement average for 'Literacy' was produced by both 20-29 and 30-39 age cohorts.

Respondents under 20 agreed with 'Safe and Trusted' (93/100) the most while agreeing with 'Digital Connection' (44/100) the least. This demonstrates that this age group is most likely to agree that they feel safe and welcome when using the library service and least likely to agree that the library helps them to be more digitally connected to others.

'Time With Children' (80/100) and 'Connection' (64/100) had the highest agreement among respondents in the 30-39 age cohort. This indicates that respondents in this age cohort are most likely to agree that the library encourages them to spend more quality time with their children and that the library has encouraged them to become more engaged in the community.

Respondents who were over 60 were most likely to agree that the library is an important part of the place where they live ('Role' 87/100) while those aged between 50-59 were most likely to agree that the library is changing in ways that increase its relevance for them ('Relevance' 75/100).

Year-on-Year

Dimensions measured in the 2022-23 Library Use and Outcomes survey were also measured in 2021-22. This consistent use of measurement allows organisers to benchmark their results and track progress in achieving strategic outcomes over time.

The following chart compares the results for 2021-22 and 2022-23.

Dimension Averages by Year

Safe and Trusted

2022-23	87
2021-22	85

Role

2022-23	86
2021-22	84

Literacy

2022-23	79
2021-22	77

Learning

2022-23	73
2021-22	70

Relevance

2022-23	71
2021-22	67

Creativity

2022-23	66
2021-22	63

Strongly Disagree   Neutral   Strongly Agree

Insights

The average scores of all dimensions measured saw improvement in 2022-23 when compared to the prior year, an excellent result.

5. Library Feedback

Positive aspects

Respondents were asked to share what they liked the most about their library.

A selection of comments from each library has been identified, with the most frequently used words visualised below.

What do you like most about your library?

Double Bay Library

> *The environment is inspiring! everyone is super friendly and helpful! My husband, my children and I love spending time in the library!!!*

> *I like reading books. I particularly like the library staff for their efficiency and their courtesy.*

> *It's a beautifully designed space, that is welcoming and calming - no matter how busy it is. I love that there seems to be a constant influx of new books - so many books & so little time!*

> *The coding club is an excellent program*

> *Play area for children, rhyme time, plethora of books available for children and parenting, safe area for breastfeeding and facilities.*

Watsons Bay Library

> *Its size is just right and stocks a diversity of books that interest me, in particular design, art, garden. The librarians are just lovely - always helpful with just the right amount of interaction.*

> *It has a great selection of books and magazines, great staff, beautiful library and surrounding area. Near a lovely coffee shop. Community feel.*

> *Friendly staff, welcoming atmosphere, part of the local area that fosters community and connecting with others*

> *The ease of access. Friendly and helpful staff. Range of books for such a small library (Watson's Bay). It makes me proud to be a member.*

Paddington Library

> *Open every day, professional and welcoming staff, good basic collection and ability to request books and other resources from a wider collection, computers and printing services*

> *I love Paddington library so much, it's so up to date and new, it's almost like visiting a bookstore.*

> *I love coming to the RhymeTime sessions at Paddington Library. I moved from Melbourne and have enjoyed seeing familiar neighbourhood faces each week. My son loves the singing and dancing. Library staff showed me how to get magazines online and I love them, sometimes it's all a busy mum can manage.*

> *That I can take the kids there and look for books. We always enjoy our time. Also, it's a place I'll let my kids go on their own from home so they can have a little independence.*

Opportunities

Library User and Outcomes survey respondents were asked how Woollahra Libraries could improve.

A selection of suggestions have been identified and collated into themes, with the most frequently used words visualised below.

What could the library do to improve?

Space and Access

> Have more seating area for the students as often they use the computers desk but then it is a spot taken for people needing the computers

> Have a couple of little stools in the aisles when choosing a book, especially for seniors and people with back, hip problems.

> Opening on Saturdays would be appreciated - Watsons Bay

> Longer hours to easily access the facilities - Watsons Bay

> The surrounding libraries do not charge a fee for reservation or late returns. This creates a barrier towards borrowing from the library.

Tech and Collections

> Not sure as I often search books I will be reading for my bookclub and unforutnately most are not readily available due to being popular. I then resort to reading them on a device.

> Make the website easier for me to reserve a book

> Please continue to expand your digital collection - especially audiobooks. Eg please have the domestic and international bestsellers, prize winners, great contemporary authors works.

Engagement Opportunities

would like Watsons Bay to have more adult activities

Perhaps more classes/courses for seniors on different days of the week.

I would like more community information sessions like the session before the federal election and about the voice to parliament . More author sessions but with no charge. More daytime events for retirees. A film club during the day with a movie and discussion or talk afterwards. They could be well chosen films from the streaming services that the library offers.

More creative writing courses, focused on writing not publishing

Perhaps more classes for youth? My son loved the Edison robot coding classes and if you offered another course with the accessories we would definitely sign him up. My daughter also loved the scent workshop.
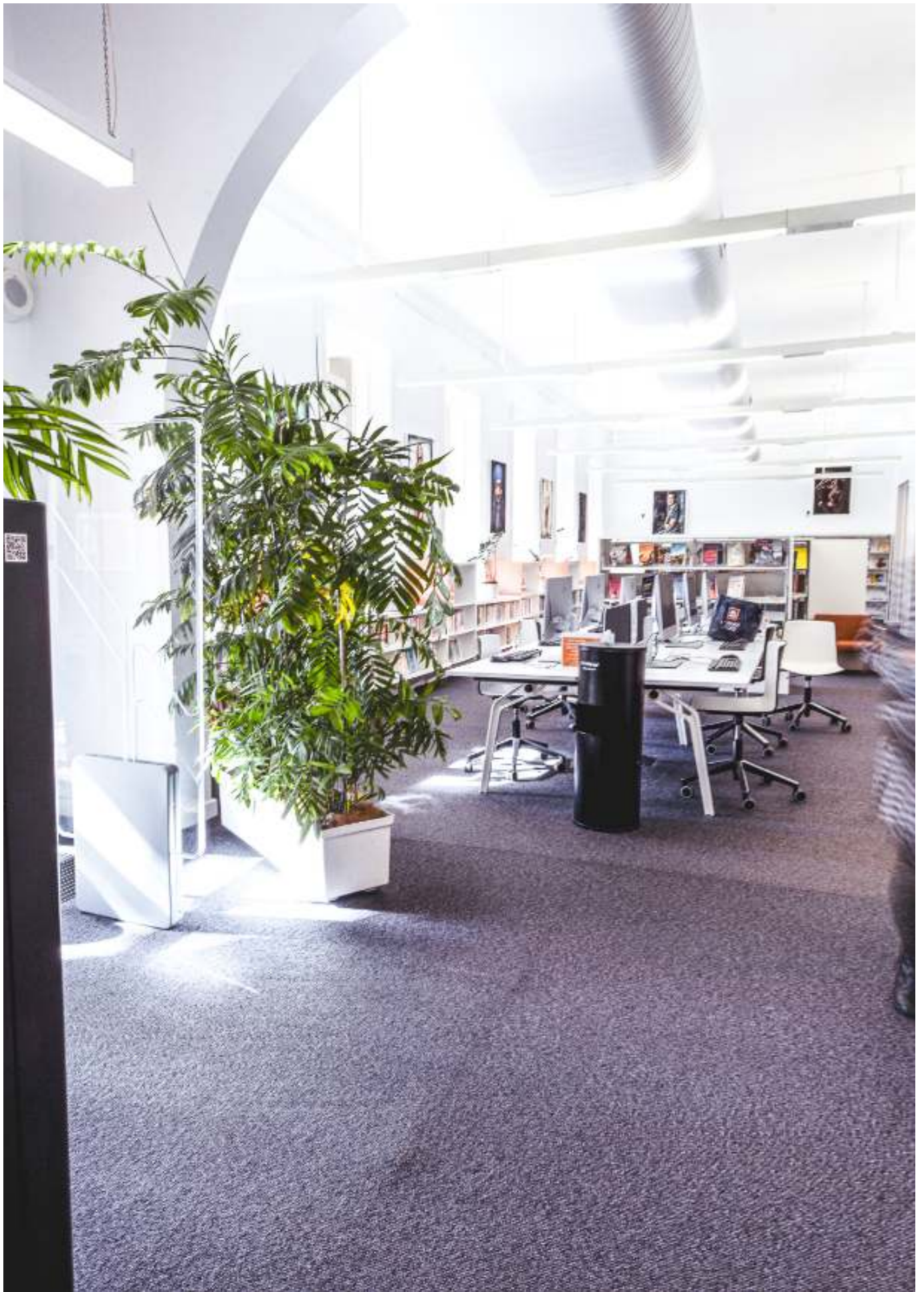
Data and Insights by

CultureCounts

Report prepared for

Woollahra
Municipal
Council

We respectfully acknowledge the Traditional Owners of Country throughout Australia and recognise the continuing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures, and to Elders past and present.