



# Partnerships as a solution

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# AUSTRALIA IS A BIG COUNTRY

**32 x the size of the United Kingdom**

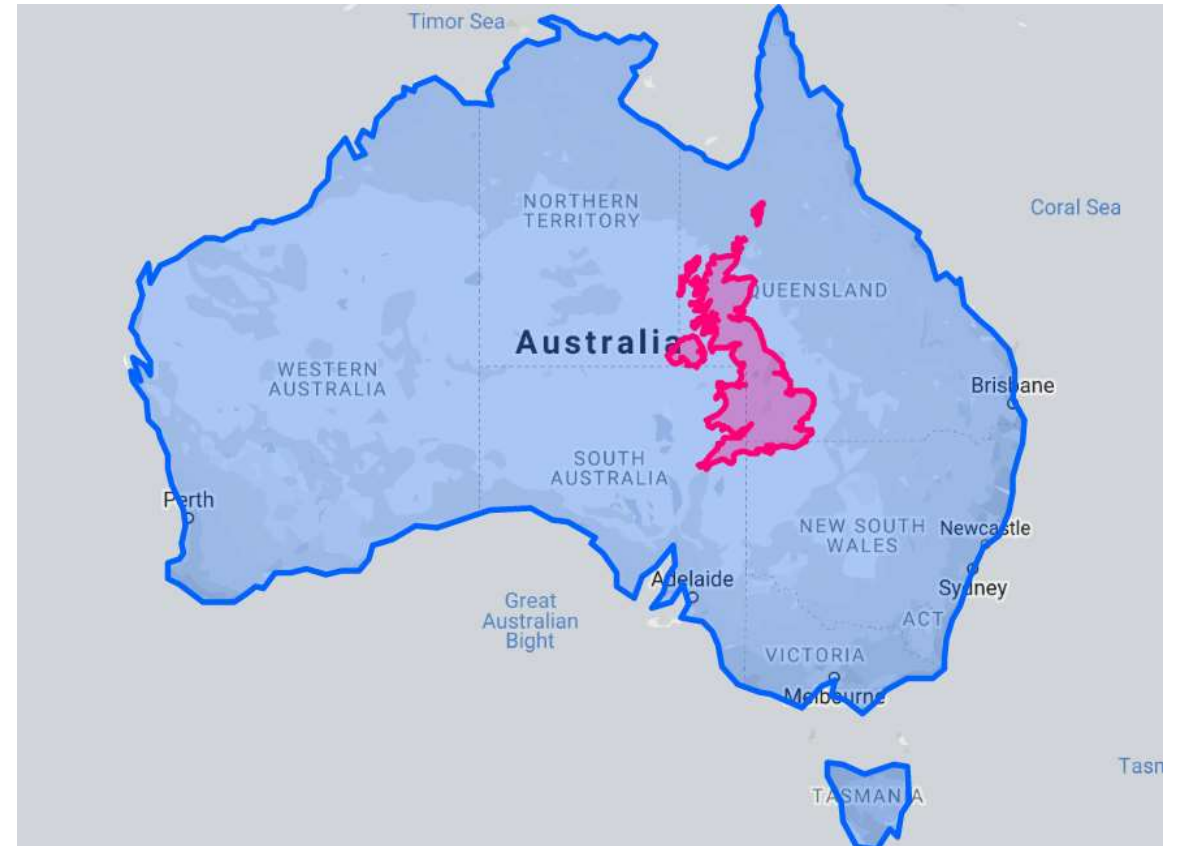
**United Kingdom has 2.7 x Australian population**

**Australia is 11<sup>th</sup> on the World Happiness Index**

**United Kingdom is 15<sup>th</sup>.**

**Health wise Australians live on average 1.5 years longer**

**United Kingdom Coco Cola & fast food is 33% and 10% cheaper – might have some contribution to life expectancy!**



# STATE OF AUSTRALIAN LIBRARIES



Total expenditure increased from \$1.03 billion in 2012-2013 to over **\$1.23 billion in 2016-2017**, representing a **19.5% increase**.



Expressed on a per capita basis, expenditure increased by 12.3% over the same period to **\$49.92**.



**1,666 public library service points and outlets** with 1,408 branches, 77 mobiles and 181 other outlets.

# STATE OF AUSTRALIAN LIBRARIES

Over **161.4 million loans** to **9.3 million members** of Australia's public libraries.

Over **114 million customer visits annually**, or more than **9.5 million per month**.

Over **36.3 million items** (1.4 items per person) for the community & more than **\$126 million** was spent on collections.

Attendance at library programs totalled over **6.5 million**, an annual increase of **6.7%**.

# YARRA PLENTY REGIONAL LIBRARY

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CORPORATION – LOCAL GOVERNMENT  
ENTITY – SERVICING 3 MUNICIPAL COUNCILS

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GOVERNED BY A BOARD

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BUDGET OF \$16 MILLION, 94FTE,

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COMPRISES 9 BRANCHES, 1 MOBILE LIBRARY,  
1 OUTREACH VEHICLE, 1 HEAD OFFICE

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LIBRARY BUILDINGS RESPONSIBILITY OF  
COUNCILS

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COST APPORTIONMENT MODEL IN PLACE

LIBRARIES AFTER DARK

PUBLIC HEALTH PILOT  
PROJECT  
GAMBLING VICTORIA  
FOUNDATION

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# Create meaningful experiences







# LIBRARIES AFTER DARK



## Our measures of success

**Increase awareness** of the local library as an alternative social / recreational option:

- among target group
- among gamblers support services, health & welfare agencies

**Increase participation** of target group in library activities

- especially at night

**Increase understanding** of library staff about:

- gambling harm
- risks and stigma of those affected,
- potential for library staff to engage and support target group

**Increase linkages** between:

- local governments in the region (towards harm prevention)
- libraries, social policy and public health functions within Councils in the region.



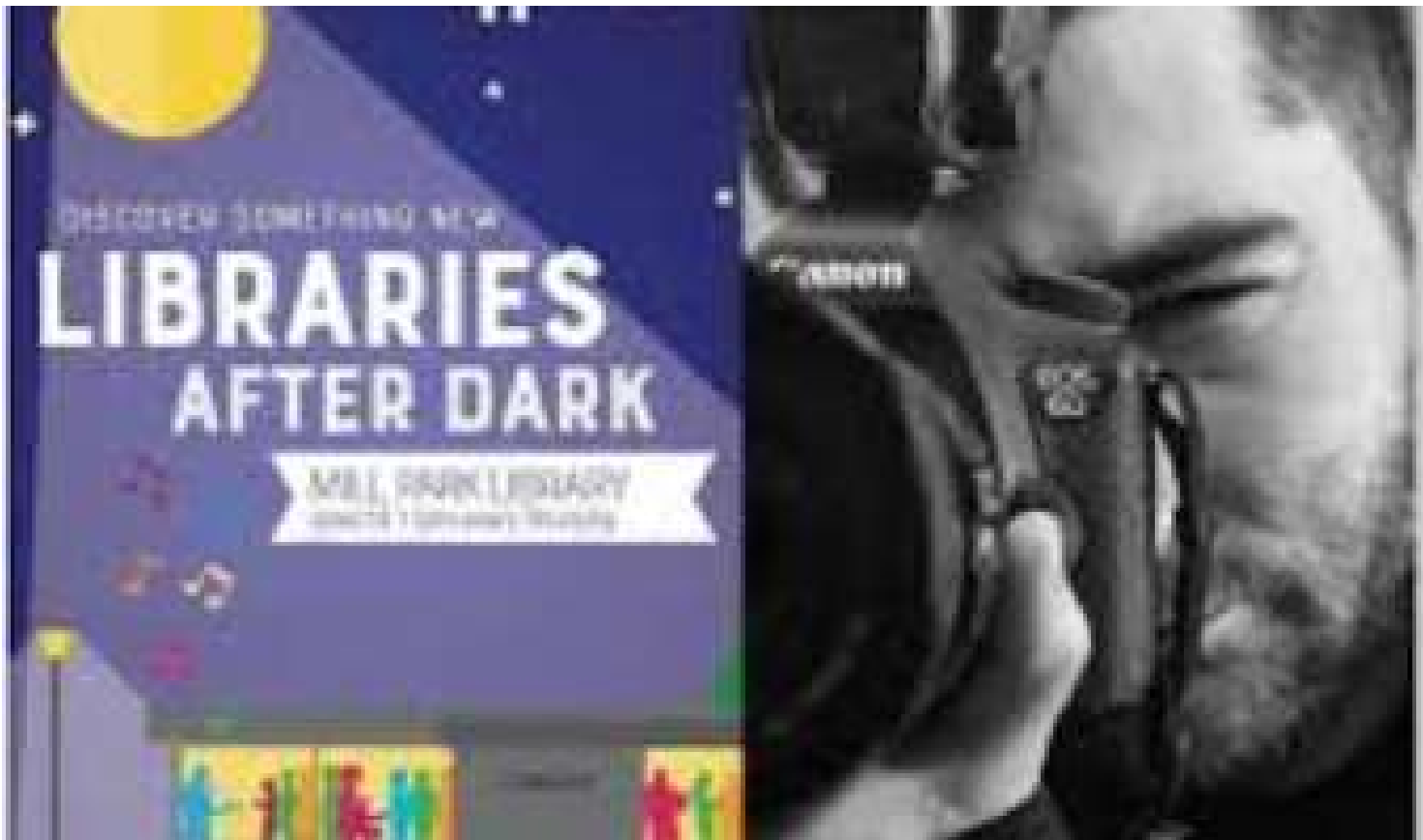
**INCREASE AWARENESS OF THE  
LOCAL LIBRARY AS AN  
ALTERNATIVE SOCIAL OPTION TO  
GAMBLING VENUES**

- A total of 33,404 people attended the program across the four libraries.
- Libraries collaborated with local gamblers support services and health and welfare services.



## ***INCREASE PARTICIPATION OF TARGET GROUP IN LIBRARY ACTIVITIES***

- Using comparative door count statistics Thursday evening participation increased at all 4 libraries.
- People vulnerable to gambling harm did attend all 4 libraries programs.



**INCREASED UNDERSTANDING OF LIBRARY STAFF  
ABOUT GAMBLING HARM & POTENTIAL FOR LIBRARY  
STAFF TO SUPPORT TARGET GROUP**

- Libraries After Dark increased library staff knowledge of gambling harm in their community creating gambling harm prevention champions

*“As a librarian I need to be able to understand my community and the support I can provide. Libraries After Dark has opened my eyes to gambling harm and an aspect of the community, I was not aware of.”*



**INCREASE LINKAGES IN THE REGION  
(TOWARDS HARM PREVENTION),  
LIBRARIES, SOCIAL POLICY & PUBLIC  
HEALTH FUNCTIONS WITHIN COUNCILS.**

- Relationships between partner libraries/councils was strengthened
- Libraries After Dark encouraged a unique relationship between libraries around a common aim.
- Reference group of library managers, staff & council officers, strengthened relationships & provided a place of collaboration & reflection



- ❑ To reach out beyond libraries' traditional patrons' food & drinks is very important
- ❑ Consistent, high profile branding,
- ❑ A simple message was very important
- ❑ Helped to build awareness & participation

## KEY LEARNINGS

*Libraries After Dark – Open till 10PM every Thursday*



## PROTOTYPE TO BUILD EVIDENCE

Move from evidence based practice to practice based evidence

A Doing Model of constant research

Plan – Do – Study– Act

Expertise does sit with our community in this model

Can we invite them in when prototyping

Local context is most important in this innovation model



Photo by [Giu Vicente](#) on [Unsplash](#)





A R A L U E N

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# A Framework for Australian universities and public libraries supporting regional and remote students

**WORKING TOGETHER**

Australian universities and public libraries facilitating student success in regional & remote communities



The project aims to investigate the question: How can Australian universities and public libraries work together to provide highly accessible, relevant and sustainable learning support to meet the needs of low socio-economic higher education students living in regional and remote communities?

**Contact:** For further information on this project please contact Professor Helen Partridge, University of Southern Queensland.



INTERVIEWS WITH...

public library staff

## PARTNERSHIP BETWEEN AUSTRALIAN UNIVERSITIES & PUBLIC LIBRARIES

Issue

Lack of support for regional and remote students

Research

How can public libraries & universities work together to help these students

Why

Improve equity in Higher Education

# WORKING TOGETHER

Australian universities and public libraries facilitating student success in regional + remote communities

**IMPROVE EQUITY IN  
HIGHER EDUCATION**

Further positioning public libraries as 'education champions' in regional and remote communities

The Framework will support public library staff in working with current higher education students, and with high school students, teachers and parents as they navigate pathways to higher education.

# FOR MORE INFORMATION

[HTTPS://WORKINGTOGETHER.USQ.  
EDU.AU/](https://workingtogether.usq.edu.au/)

[HELEN.PARTRIDGE@USQ.EDU.AU](mailto:HELEN.PARTRIDGE@USQ.EDU.AU)

Article:

*‘Working Together’: Public Libraries Supporting Rural, Regional, and Remote Low-Socioeconomic Student Success in Partnership with Universities*

Emma Power, Helen Partridge, Sue Owen, Kathryn Kelly & Sandra Jeffries

JALIA Published online: 07 May 2019.

LUCi



Sign In

# Your Library

## Discover Content. Access Anytime.

Join For Free Now

Local Library | Address | Opening Hours

SEARCH OUR CATALOGUE



**Discovery** – LUCi will deliver a fresh, modern discovery platform, that compares with today's leading Web Apps like Netflix. A commercial grade, best-of-breed content aggregator, for discovery and consumption!



**Marketing Automation** – Enabling the library to drive increased patron engagement and sign up, converting site visitors into new customers, through our digital front door!



**CRM** – Customer Relationship Management will manage the library's relationship with potential and current customers, ensuring that the right message, goes to the right audience, at the right time.



**Events** – Make it easy for customers to discover, browse and book library events and classes. We offer fantastic & mostly free, events to the public and LUCi will help maximise the ROI and ensure we're full-to-capacity.



**Social** – Patrons will gravitate and share their stories, getting the word out about the library, what they are reading, their reviews and recommendations... Your patrons, marketing your collections!



**eReader** – Our eBook access has been clunky compared to commercial services like Amazon. LUCi's integrated reader will streamline this process, giving the customer instant access to content, whether they're on, or offline.



**Data Analytics** – Performance drives everything that we do. Analytics will continually monitor and report, allowing continuous improvement, delivering ROI!



# SOCIAL SCIENCE RESEARCH IN PARTNERSHIP

Research question

Information experience for non-library user immigrants

Why Public Libraries?

example program/service →  
“English Conversation Circles” engages with this audience

A Partnership Research project:

Logan City Libraries

University of Queensland

Queensland University of Technology

# RESEARCHERS

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Fulbright Scholar-In-Residence, University of  
the Pacific, USA

Debra Cooper  
Logan City Council Libraries

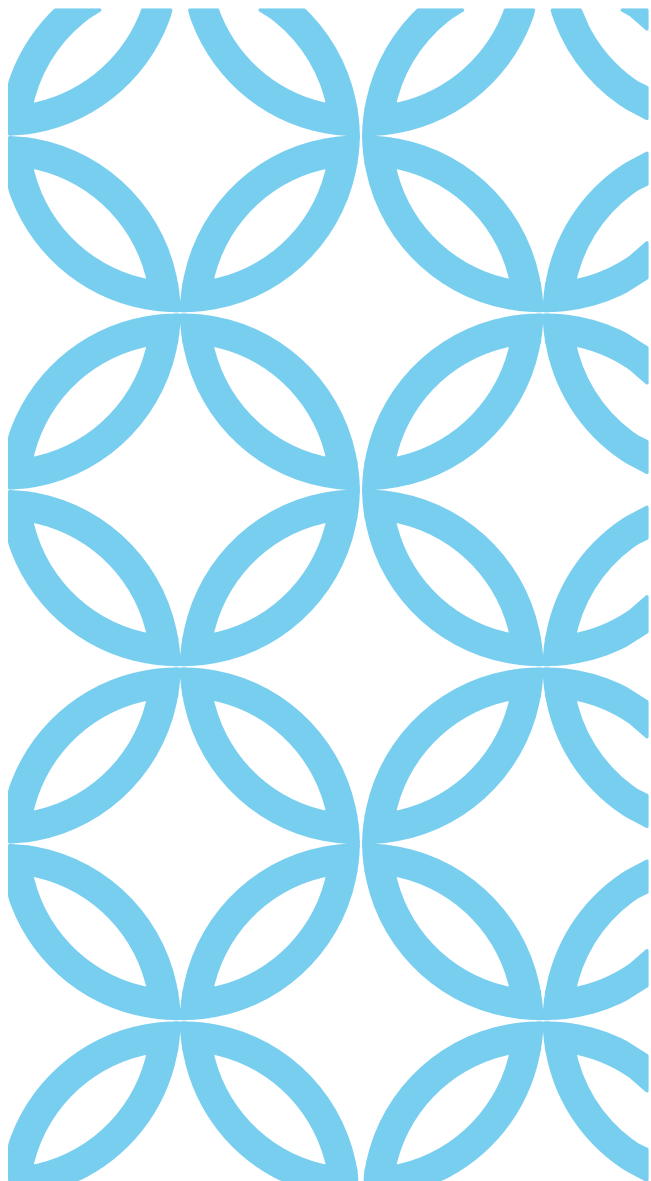
Kathleen Smeaton @kathleensme  
University of Queensland Library





compared the ways immigrants engage with information with the current programs/services

ways of engagement with information	example services/programs:
<ul style="list-style-type: none"><li>• being a newcomer; becoming a local<ul style="list-style-type: none"><li>✓ being a newcomer;</li><li>✓ staying connected with the past;</li><li>✓ the environment presenting itself;</li><li>✓ becoming a local.</li></ul></li></ul>	<ul style="list-style-type: none"><li>• support with the linguistic aspect of the environment, e.g. LOTE collections, CALD volunteers</li><li>• <u>organised</u> visit to the library</li></ul>
<ul style="list-style-type: none"><li>• seeing differences and/or similarities</li></ul>	<ul style="list-style-type: none"><li>• conversation groups</li></ul>
<ul style="list-style-type: none"><li>• being directly educated</li></ul>	<ul style="list-style-type: none"><li>• guest talks</li></ul>



<https://aplic.alia.org.au/content/non-library-user-immigrants-how-can-public-libraries-enhance-their-information-experience>

Contact the research team at:

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**FOR MORE INFORMATION**



**LIBRARY TOOLKIT AS GOOD  
PARTNERS**

**Empathy  
Curiosity  
Creativity  
Audacity**