

4th May, 2004

COMMUNITY SERVICES COMMITTEE MEETING

NOTICE IS HEREBY GIVEN THAT A COMMUNITY SERVICES COMMITTEE MEETING OF THE COUNCIL OF THE CITY OF RANDWICK WILL BE HELD IN THE COUNCIL CHAMBER, TOWN HALL, 90 AVOCA STREET, RANDWICK, ON TUESDAY, 11TH MAY, 2004 AT 5:30 P.M.

Committee Members: His Worship the Mayor, Cr M. Matson, Crs Bastic, Kenny, Nash, Procopiadis, Tracey (Chairperson) & Woodsmith (Deputy Chairperson)

Quorum: Four (4) members.

NOTE: AT THE EXTRAORDINARY MEETING HELD ON 5TH SEPTEMBER, 2000, THE COUNCIL RESOLVED THAT THE COMMUNITY SERVICES COMMITTEE BE CONSTITUTED AS A COMMITTEE WITH FULL DELEGATION TO DETERMINE MATTERS ON THE AGENDA.

1 Apologies

2 Minutes

CONFIRMATION OF THE MINUTES OF THE COMMUNITY SERVICES COMMITTEE MEETING HELD ON TUESDAY, 2ND DECEMBER, 2003.

3 Addresses to Committee by the Public

4 Mayoral Minutes

5 Library

5.1 DIRECTOR GOVERNANCE, MANAGEMENT & 2
INFORMATION SERVICES' REPORT 7/2004 - PUBLIC
LIBRARY RETAIL MARKETING PROGRAM

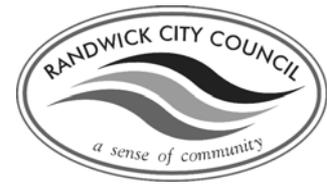
5.2 DIRECTOR GOVERNANCE, MANAGEMENT & 7
INFORMATION SERVICES' REPORT 8/2004 - COUNCILLOR
REPRESENTATIVE FOR MPLA.

6 General Business

7 Notice of Rescission Motions

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GENERAL MANAGER

Director Governance, Management & Information Services' Report 7/2004



SUBJECT:	PUBLIC LIBRARY RETAIL MARKETING PROGRAM
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DATE:	28 April, 2004	FILE NO:	98/S/3567
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REPORT BY: DIRECTOR GOVERNANCE, MANAGEMENT & INFORMATION SERVICES

INTRODUCTION:

The purpose of this report is to outline the strategies put in place at Randwick City Library & Information Service (RCLIS) to improve the overall presentation of library service points and to increase usage of and membership to the library, following the successful grant application and the engagement of retail marketing specialist, John Stanley and Associates.

ISSUES:

Grant Application and Program Development

In 2003, the Manager of Great Lakes Library Service invited interested parties from the NSW Public Libraries Network to support a NSW State Library grant application to engage the services of retail marketing expert, John Stanley. As an active member of the NSW Public Libraries Marketing Group, Randwick City Library & Information Service supported the grant application, which was successfully received in 2003.

The outcome of this grant was the engagement of John Stanley to visit the six participating public libraries throughout NSW to provide guidance and to workshop ideas for improving library services with the staff of each participating library. John Stanley visited RCLIS on Saturday 8th March 2003. A comprehensive report was provided and workshops were conducted and attended by all library staff on Monday 11th August 2003.

As time was limited the Bowen Library and Randwick Branch Library were chosen for investigation.

Following the implementation of the marketing strategies the results are as follows:

- **Interruption Marketing - Cinema Advertising**

The local Val Morgan Advertising representative offered a very attractive package to be screened at the Hoyts Cinema Complex at Westfield Eastgardens Shopping Centre. The

contract is paid monthly and is very easy to manage. Changes are made to the script periodically to promote particular collections and events such as the toy and game library and the HSC programme of talks.

The contract has proven to be very successful, as it has brought a large number of new customers to the library as well as returning some of those who had not visited recently. A Local Special Projects Grant (through the Library Council) funded the project.

- **Interruption Marketing - Letterbox Drop**

To promote changes at Matraville Branch Library including the re-arrangement of shelving using John Stanley principles, some new paintwork and the reintroduction of Saturday morning opening and one evening to 7.00pm, a colourful three fold glossy brochure was produced mid-2003. The brochure featured several improvements including shelving layout and space with excellent photos of friendly staff 'here to help'. 2000 brochures were delivered to homes close to the branch. The improvements and brochure were funded from a Local Special Projects Grant.

The letterbox drop was highly successful. It coincided with a new monthly event, 'Morning Tea at Matraville' which achieved excellent attendance and continues to increase every month. The project aimed to target potential customers which resulted in many new members and visitors to Matraville Branch.

- **Service Wide Changes**

Some of the changes required were simple and easily implemented, including larger garbage bins for customers, clearer signage, the compulsory wearing of name badges, a good tidy up and the replacement of artificial plants with live ones (hired and cared for by a Hire Company) at the Bowen Library and Randwick Branch Library.

The team workshops proved to be a valuable experience as staff members were keen to discuss changes and have their say. Some of the suggestions brought forward were very forward thinking and many have since been put in place including withdrawing the requirement for reciprocal library members to produce proof of membership of other library services. The new policy has streamlined the membership process.

- **Removal of Plastic Bags**

It was recommended to remove plastic bags from all service points. Library calico bags had been available for purchase from each library location for a number of years and recycled plastic bags were also provided. Marketing staff constructed library bag displays above all three Lending Desks to promote the sale of Library's own calico bags. Randwick City Council has since become plastic bag free and promotes ESD principles throughout the City and council buildings.

- **Power Displays**

Power displays had been in place in all libraries since the first John Stanley presentation library staff attended. Further display plinths were purchased. The plinths, which are easily erected and very portable, were placed at all service points.

- **Simple Themed Displays for 2004**

Each year there are certain themed weeks, such as Refugee Week, Schizophrenia Awareness Week, and Children's Week etc. A range of themed week signs were produced for 2004. These small, attractive laminated A4 signs were distributed to the three service points and are an excellent starting point for promotion of particular community activities and related library stock. They are also easily tied in with power displays.

- A **Library Marketing Group** was also formed, consisting of staff from all sections of the library service. The group meets regularly to plan displays and events.

Other Display Techniques include:

- Face Out Display Methods
- Slat Boards
- **Magazines in Genre**

John Stanley recommended magazine shelving similar to a newsagency. Magazines are now shelved in genres. New shelf markers were produced in the genre colours to reflect the subjects. The genres are now; *Current Affairs, Science & Nature, Computers & Technology, Sports & Health, The Arts, Money, At Home and Lifestyle*. The new magazine arrangement is present at both the Bowen Library and Randwick Branch Library.

Bowen Library

- **Youth Area improvements**

The consultant was impressed with the youth area at the Bowen Library, however improvements were suggested. A sofa and coffee table created a 'nook' for teenagers. Teenage magazines were relocated to the youth zone from the general lending magazines area. A 'name your area' competition was run and the teenagers came up with 'Teen Scene'. A mural artist was commissioned to produce a graffiti like sign for 'Teen Scene' and the area is now frequented by teenagers regularly.

- **Food and Drink**

Drink and snack machines were provided for library customers in the foyer at Bowen approximately 2 years ago, which highlighted the need for larger, brightly coloured bins. The ground floor café idea is on hold at present and will be re-examined in the future. In the meantime a coffee vending machine (Caffepresso) has been placed in the library for customers to enjoy while browsing or waiting for family and friends. It is highly visible and is strategically placed near two sofas and a coffee table in a high traffic area.

Other Ambience Improvements

- **Improved Natural Light**

Additional long vertical windows were installed on the eastern side of the building

- **Angled Fiction Shelving**

The arrangement of these shelves allows the light to filter between the shelves and through to the front desk.

- **Aromatherapy**

Aromatherapy (plug in deodorisers) enhances the experience of visiting the library.

Randwick Branch Library

Randwick Branch Library is approximately ¼ of the size of the Bowen Library and is located in a busy shopping centre. It is in a great position, next to a Post Office, a Gym and major retail outlets. There are currently negotiations to sublet a section of the space to an Early Childhood Centre (POW Hospital). John Stanley took this into consideration when devising a new floor plan which will improve customer flow, layout of shelving and space for displays and lounges and a new circulation desk were the prime considerations.

- **Ambience**

Randwick Branch has minimal natural light, which detracts from the atmosphere of the library, and the customer focussed staff. A plant hire company now provides plants to improve the ambience of the library.

- **Overall visual environment**

The overall visual environment has been improved. The junior area is painted yellow and the small meeting room painted a Wedgwood blue which is much more attractive.

- **Other Changes at Randwick Branch**

The Young Adult area was relocated to a cosy corner. A bright rug was purchased for the floor which acts as sectioning for the area. Also, beanbags were purchased and a new “Young Adult” sign created. A 2004 Youth Week competition to “name the space” has resulted in a *Teen Zone*.

Improvements for the future

- A Café for the ground floor entrance at the Bowen Library to also include a Council “one-stop-shop” facility
- Slat Boards / end caps at the ends of the shelves at all three libraries
- Replacement carpet for the Bowen Library will be essential in the next 2-4 years after 10-15 years of constant wear and tear.
- Improve the signage in the garage for the Bowen Library (in hand for 2004).
- Provide a range of display kits consisting of props for displays which rotate between the three libraries would be beneficial for all staff, especially for display novices.
- Refurbishment of Randwick Branch Library

CONCLUSION:

The John Stanley workshops, attended by all the library staff, introduced the staff to retail strategy concepts and have proven to be a catalyst for staff to offer suggestions to improve the image of the library service to the community. The workshops invigorated library staff with concepts and ideas which are still being strongly adhered to in 2004. Together with the development and implementation of the Marketing Plan, the environment of all three library service points has been significantly improved to better reflect our role as a community hub and meeting space. Much work has been done on a limited budget with enormous benefits to Council and the community. Randwick City Library & Information Service aims to be recognised as an industry leader in the NSW Public Library Network in the area of service promotion and retail marketing.

RECOMMENDATION:

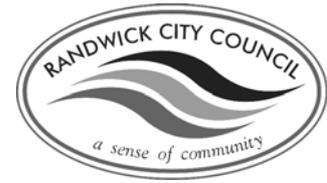
That the Committee note the report.

ATTACHMENT/S:

Nil

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MARK HUMMERSTON
DIRECTOR GOVERNANCE,
MANAGEMENT & INFORMATION
SERVICES

Director Governance, Management & Information Services' Report 8/2004



SUBJECT:	COUNCILLOR REPRESENTATIVE FOR MPLA
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DATE:	28 April, 2004	FILE NO:	98/S/0261
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REPORT BY: DIRECTOR GOVERNANCE, MANAGEMENT & INFORMATION SERVICES

INTRODUCTION:

The Metropolitan Public Libraries Association (MPLA) represents the concerns and interests of local government public libraries in the Greater Sydney Region to the State and Federal Governments, in local government forums, and where appropriate, to other bodies and the wider community.

The objectives of the Association are:

1. To undertake and encourage research and development on matters of interest to public libraries in the Greater Sydney Region;
2. To coordinate and encourage cooperative projects or working groups in the areas of Collection Strengths in NSW Public Libraries, Joint Fiction Reserve, Interlibrary Loan Van, Union List of Periodicals, AORA (the Children's Literature Research Collection), Library Service Performance Measures, Multicultural Library services, Community Information and document Delivery; and
3. To develop and maintain strategic alliances with other information agencies.

ISSUES:

Membership

Membership of the association is open to all Councils in the greater Sydney Region who:

- Have adopted the Library Act, 1939 (NSW) as amended; and
- Have made application in writing requesting membership to the Secretary of the association; and
- Have paid the membership fee determined in accordance with these rules.

Randwick City Council has funded continuous membership of the Metropolitan Public Libraries Association since 1994 (previously the group was known as the Metropolitan Chief Librarian's Committee).

Member Representatives

Following Local Government council elections, council are requested to advise the Secretary of MPLA, the names and address of two persons (at least one of whom must be an elected Councillor of the member council) authorized to be representatives at all meetings of the association and who may each vote and nominate and stand for office. The second representative is usually the Manager of the Library Service.

Authorisation of the representatives shall be by resolution of council.

The meeting schedule for the year is three ordinary meetings and an annual general meeting with special meetings only as required.

CONCLUSION:

The Metropolitan Public Libraries Association requires council to nominate authorised representatives to represent Randwick City Council at meetings of the Association and vote for or nominate and stand for the offices of President and Vice President of the Association. At least one of the representatives should be an elected member of council.

RECOMMENDATION:

It is recommended that:

1. The report be noted;
2. Council nominate one (1) councillor to be Council's delegate to the Metropolitan Libraries Association; and
3. Council nominate the Manager Library and Information Service as the second delegate to the Metropolitan Libraries Association.

ATTACHMENT/S:

Councillor Representation resolution form.

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MARK HUMMERSTON
DIRECTOR GOVERNANCE,
MANAGEMENT & INFORMATION
SERVICES

MPLA (Metropolitan Public Libraries Association) NSW Inc.
PO Box 424
BONDI JUNCTION NSW 2022

Dear Sir/Madam

RE: COUNCILLOR REPRESENTATION

At its meeting of
Council resolved to make
its representative to the MPLA.

Yours faithfully

General Manager