



28th November, 2006

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, 5TH DECEMBER, 2006 AT 5:45 P.M.

Committee Members: The Mayor, P. Tracey, Belleli, Hughes, Matson, Nash, Procopiadis (Deputy Chairperson), Woodsmith (Chairperson)

Quorum: Four (4) members.

NOTE: AT THE EXTRAORDINARY MEETING HELD ON 28TH SEPTEMBER, 2004, THE COUNCIL RESOLVED THAT THE COMMUNITY SERVICES COMMITTEE BE CONSTITUTED AS A COMMITTEE WITH FULL DELEGATION TO DETERMINE MATTERS ON THE AGENDA.

1 Apologies/Granting of leave of absences

2 Confirmation of the Minutes

CONFIRMATION OF THE MINUTES OF THE COMMUNITY SERVICES COMMITTEE MEETING HELD ON TUESDAY, 10TH OCTOBER, 2006.

3 Declaration of Pecuniary & Non-Pecuniary Interests

4 Addressing of Committee by Members of the Public

5 Urgent Business

6 Library

6.1 DIRECTOR, CITY SERVICES' REPORT 90/2006 - 2
MATRAVILLE BRANCH LIBRARY.

7 Confidential Items (Closed Session)

8 Notices of Rescission Motions

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GENERAL MANAGER

Director, City Services' Report 90/2006

SUBJECT:	MATRAVILLE BRANCH LIBRARY
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DATE:	22 November, 2006	FILE NO:	F2004/08383
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REPORT BY: DIRECTOR, CITY SERVICES

INTRODUCTION:

Randwick City Library is developing a strategy to revamp Matraville Branch Library to increase usage and community awareness in a cost-effective way.

The following report provides information and the framework that has been developed to enhance the services and facilities provided through Matraville Branch Library by making it a more appealing community asset.

ISSUES:**A need to increase usage**

While Randwick Branch and Bowen Libraries have experienced stellar increases in usage (visits and loans) over the past year, usage levels at Matraville Branch have plateaued.

Malabar Community Library – a new name for a new start

While the branch library has been called Matraville Branch Library, the local community of users know it as the Malabar Branch. Indeed the current name for the library is highly confusing as it is quite a distance from Matraville town centre. Many people have asked why the name is not changed to reflect the shopping centre that it is part of – Malabar shops.

It is proposed that, as part of the re-branding of the library it is re-named Malabar Community Library, thus reflecting its true geographic location and giving some ownership to the community that uses it.

Updating the exterior

For a small amount of money the existing dated and dowdy exterior can be updated and made more appealing:

- Rendering the exterior to create a more contemporary look
- New signage to promote Malabar Community Library
- Community art competition for a new mural on the retaining wall at the front of the building – this should help to discourage graffiti.
- A water wise garden has already been planted and is being connected to the water tank.

Redesigning the interior - New spaces for new customers

Recent evidence of new customer groups using the library has resulted in a plan to refocus the collection and create more lounging and meeting spaces while still catering for the long term, loyal customers.

The internal layout will be moved around at minimal cost and some new furniture such as comfortable chairs will be provided to increase the comfort level and appeal of the space.

Emerging populations

The latest Census information will provide some clear direction on demographic changes in the LGA. In the mean time there have been some changes that can be catered for immediately.

A small Chinese community has moved into the Malabar/Matraville area. A core collection of Chinese resources – books, DVDs, Magazines and newspapers – will be made available and monitored to see if usage increases.

Young people and teenagers have returned to the branch library after an absence of a number of years. Graphic novels, Computer Games and DVDs are being provided and a dedicated space will be provided in the re-design of the layout.

Customers can select for the collection

A highly successful strategy by Central West Regional Library Service recently won the NSW State Library Marketing Award for its innovative way of encouraging customer involvement in resource selection.

Library members in Orange were able to go to a number of book shops and select resources for addition to the collection. It was so successful that the \$50,000 allocated budget was spent within three days.

On a smaller scale it is proposed that a \$5,000 allocation be provided for library members who use Matraville/Malabar Branch to select books, CDs and DVDs from Big W at Westfield Eastgardens. Selection would be within the Collection Development Policy guidelines and would be checked by library staff prior to purchase.

Re-launching Malabar Community Library

Once the bulk of work has been carried-out a community event would be held, inviting Councillors, community stakeholders and members of the community to celebrate the re-launch of this valuable community asset. This could be scheduled to take place as part of the planned Library Family Fun day in the April 2007 school holidays. The previous Family Fun Day at Matraville Branch Library in 2006 attracted over three hundred people.

RELATIONSHIP TO THE CITY PLAN:

The relationship to the City Plan is as follows:

Outcome 2: A vibrant and diverse community.

Direction 2a. A range of community services that meet the community's needs.

Outcome 5: Excellence in recreation and lifestyle opportunities.
Direction 5B. A range of cultural, sporting and leisure opportunities.

FINANCIAL IMPACT STATEMENT:

There is little financial impact involved in improving the interior of the building and the cost can be absorbed within the current library budget.

The cost of rendering and painting the building can be absorbed by Property Services, either in this financial year or next.

The community art competition will attract a \$500 prize, which can be absorbed by the library budget.

The cost of the signage is \$2,500 and has been planned for in this budget.

Customers selecting books for the library to purchase will be taken from the book vote.

CONCLUSION:

By re-launching the small community library in the south of the LGA as Malabar Community Library and providing a cost effective, inexpensive refurbishment the opportunity exists to raise the profile of and increase usage levels at the Matrville Branch Library. Community involvement in the overall project, will include the mural competition and the customer selection proposal.

RECOMMENDATION:

That Council support the re-naming and refurbishment of Matrville Branch Library to increase usage and community awareness.

ATTACHMENT/S:

Nil

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JORDE FRANGOPLES
DIRECTOR, CITY SERVICES

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BARRY MCGUREN
CLIENT SERVICES CO-
ORDINATOR

Confidential Items (Closed Session)

Notices of Rescission Motions