NATIONAL VISION AND FRAMEWORK 2010 – 2015
DOCUMENT 2 OF 3: *WORKPLAN FOR THE LIBRARY SECTOR*

Australian
Library and
Information
Association

A NATIONAL VISION AND FRAMEWORK FOR PUBLIC LIBRARIES

Australian public libraries united, collaborative, community-focused and valued

FRAMEWORK AROUND 'UNITED'

Strategy 1	We will come together to achieve our vision			
Headline actions	**Activities**	**Detail**	**Timing**	**Responsibility**
1.1 Achieve consensus between various bodies representing public libraries	Formal agreement between ALIA, PLA, PLAssoc	Memorandum of Collaboration between ALIA, PLA, PLAssoc to be renewed	13 July 2010 COMPLETE	PLAC
	Expand communications to include affiliate organisations	Create a more structured approach to communication with NSLA, FOLA, LGMA, ALGA, ALSA	Half-yearly PLAC report September 2010 ONGOING	PLAC chair
1.2 Create a forum for discussion and joint decision-making	ALIA Public Library Advisory Committee to be representative of all public library bodies	Ratify new members of PLAC	15 March 2010 COMPLETE	ALIA Board
1.3 Maintain national statistics	Contribute to collection and analysis of public library statistics	Standard procedure	Annual ONGOING	NSLA
1.4 Produce major national programs	National Year of Reading 2012	Funding contributions to be agreed	30 June 2010 COMPLETE	PLA/PLAssoc/State Libraries
		Work in progress – The Library Agency	ONGOING	Founder partners
	National early literacy strategy	Meeting to establish a mechanism for state and territory-based program managers to share information	3 June 2010 COMPLETE	ALIA
		Public library early literacy strategy to be produced to complement current provision	June 2011	Led by the State Library of Queensland
	National Broadband Network	Develop a proposal for public libraries to be a major partner in delivering the National Broadband Network	July – September 2010	ALIA
1.5 Build the case for federally-funded national programs for public libraries	Develop a national vision and framework for public libraries	Work in progress – The Library Agency	November 2010 COMPLETE	ALIA
	State of the nation report on public library funding across Australia	Research project (recommended by FOLA)	2011 – funding dependent	PLAC

FRAMEWORK AROUND 'COLLABORATIVE'

Strategy 2	We will work together and with partners to guide and improve operations, build services, increase reach			
Headline actions	**Activities**	**Detail**	**Timing**	**Responsibility**
GUIDE AND IMPROVE OPERATIONS				
2.1 Identify, document and disseminate best practice, learning from colleagues in Australia and other parts of the world	Innovation Working Group created	Innovation Working Group set up to guide the project	2010-2011 Stage 1 December 2010	Working group: Karen Ward-Smith, Robert McEntyre, Vanessa Little, Janice Nitschke
	Project to identify opportunities for improvement; ways in which public libraries could operate more efficiently, for example in the adoption of new technologies or by pooling budgets and/ or resources	Stage 1: Scoping exercise and budget allocation		
		Stage 2: Consultancy briefed to carry out research and prioritise improvement/efficiency areas		
		Stage 3: Consultancy to identify examples of best practice and models for increased efficiency	Stage 2-4 Funding dependent	Potential for federal government funded initiative
		Stage 4: Findings to be documented and shared with library managers		
2.2 Provide guidance for public library managers, for efficiently and effectively responding to new opportunities and challenges eg the role of e-books in the library of the future	Innovation Working Group created	Think-tank with secretariat to monitor and discuss developments in the public library world	Dependent on funding, sponsorship and/or volunteer support	As above
	Briefing sheets to be produced (available as downloads from association websites)			
		Expert insight to be sought for particular issues		
	Research to be commissioned	Opportunity to connect with universities and scholarship recipients		
2.3 Support existing and new collaborative programs designed to improve ways of working	ERA	Promote involvement with Electronic Resources Australia	ONGOING	All
	Frontline	Roll out of Frontline training scheme	2011	ALIA
2.4 Contribute to the development and maintenance of national public library standards	National standards project	Work in progress – Libraries Alive!	Early 2011 LAUNCH ONGOING maintenance	ALIA

How libraries fit with government priorities

Headline actions	Activities	Detail	Timing	Responsibility
2.5 Share information about Australian state and territory-based initiatives and concepts from other parts of the world	Connect library managers with ideas and information	Maintain existing forms of communication - association e-newsletters, e-mail alerts, InCite articles, etc	ONGOING	All
		Create a central repository of knowledge for public library managers on the ALIA website	2011	ALIA web team
		Populate the central repository	ONGOING	All
2.6 Ensure that conference and events are well-attended and deliver full value to participants and sponsors	Open debate to identify and resolve any issues of over-supply	Create and update a central calendar of conferences and events	ONGOING	ALIA web team All to populate
BUILD SERVICES				
1.4 Produce major national programs	See page 2			
2.2 Provide guidance for public library managers, for efficiently and effectively responding to new opportunities and challenges	See page 3			
2.5 Share information about Australian state and territory-based initiatives and concepts from around the world	See above			
2.7 Support, promote and adopt national programs	Services for people with print disabilities	Federal government funding of $1m announced in July 2010	July 2010 – June 2011	ALIA
2.8 Establish national strategic partnerships	Develop target partnership program for public libraries	Identify potential partners and opportunities for collaboration	July – December 2010	PLAC
	Take advantage of opportunities	Be alert to potential joint ventures	ONGOING	All
	Liaise with Government	Be alert to policy openings	ONGOING	All

How libraries fit with government priorities

Headline actions	Activities	Detail	Timing	Responsibility
INCREASE REACH				
1.4 Produce major national programs	See page 2			
2.9 Support, promote and be involved with national promotions	Library & Information Week		Annual - May	All
	National Simultaneous Storytime	Encourage library managers to invite politicians and local celebrities to be guest readers	May 2011	All
	Summer Reading Club	Agree future funding arrangements; holistic approach across Australia	13 July 2010 COMPLETE	PLAC
	Library Lovers Day		Annual	All
2.10 Establish a consumer-facing website for public library users	Option 1: adapt a US website Option 2: create a new website	www.publiclibraries.org.au registered and on hold pending negotiations with American website hosts	February 2011 – funding and resource dependent	ALIA

FRAMEWORK AROUND 'COMMUNITY-FOCUSED'

Strategy 3	We will shape public library services to suit the changing needs of the communities they serve			
Headline actions	**Activities**	**Detail**	**Timing**	**Responsibility**
3.1 Create a toolkit for library managers	Community Engagement Working Group created	Community Engagement Working group set up to guide initiative	2010-2011	Working Group: John Murrell, Kathryn Cass, Jan Richards, Graham Smith Potential for federal government funded initiative
	Research and create the materials: ■ community profiling tool ■ methodology for measuring program and service delivery against audience demographics ■ customer satisfaction survey template	Stage 1: Scoping exercise and budget allocation, review of what already exists in Australia and internationally	Stage 1 December 2010	
		Stage 2: Consultancy briefed to carry out more detailed research		
		Stage 3: Consultancy develops toolkit	Stage 2-4	
		Stage 4: Central results bank created (ID-stripped data) to enable library managers to benchmark their library's performance	Funding dependent	

How libraries fit with government priorities

FRAMEWORK AROUND 'VALUED'

Strategy 4	We will provide universal free access to information, knowledge and ideas, and deliver against local, state/territory and national government priorities			
Headline actions	**Activities**	**Detail**	**Timing**	**Responsibility**
Strategy 3: Shape public library services to suit the needs of the communities they serve	See page 5			
4.1 Lobby government to inform policy-makers' decision-making	Submissions and meetings with politicians	ALIA representing public libraries at Parliament House	ONGOING	ALIA
4.2 Raise awareness of the contribution public libraries make to government priorities	Develop advocacy skills among library managers and staff	Sell/distribute the second print run of the Little Book of Public Libraries Post advice and case studies on the ALIA website Every Member an Advocate Workshops (9 locations, May to November 2010)	February – December 2010	ALIA