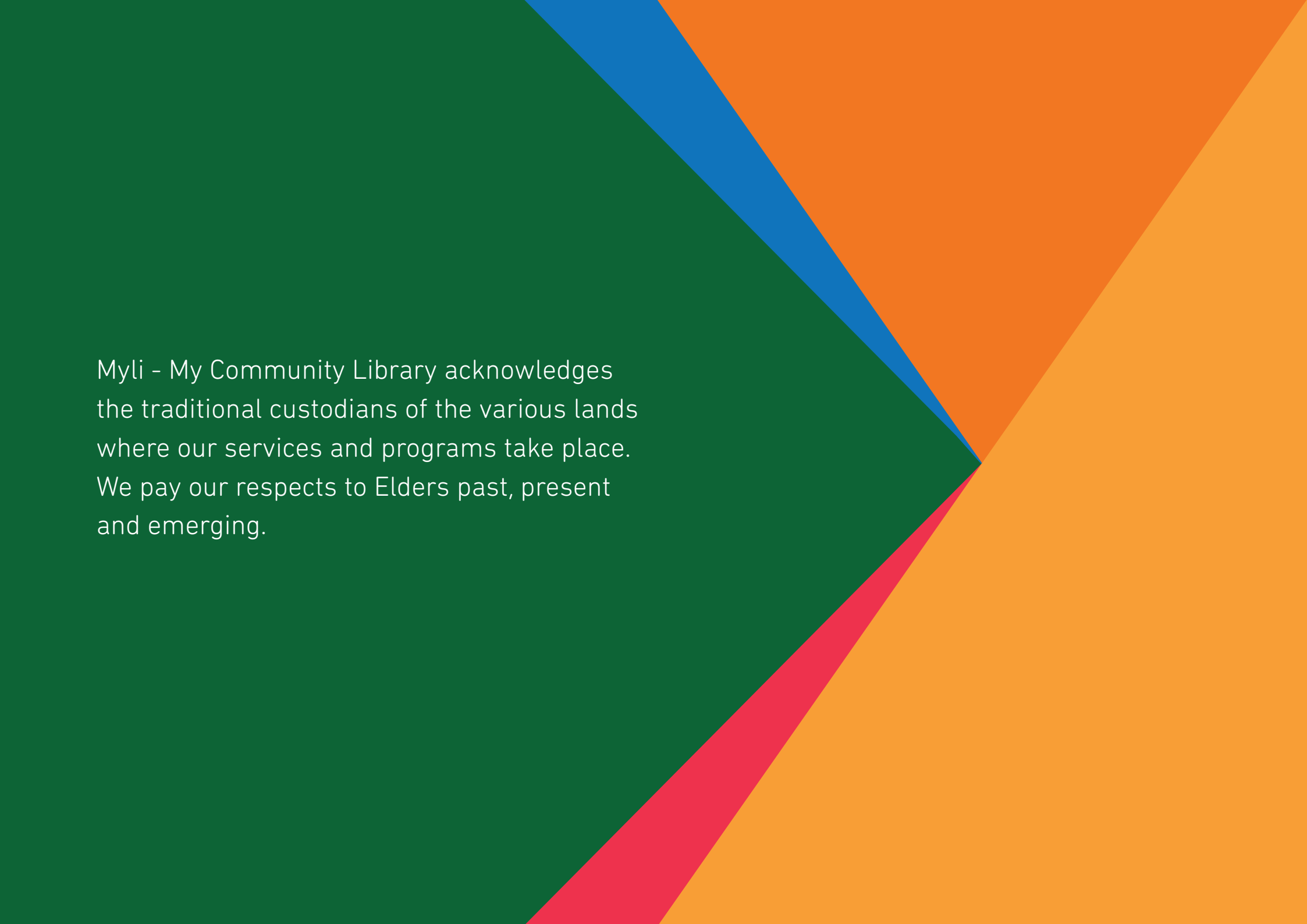




**Library Plan**  
**2021—25**

Revised May 2022



Myli - My Community Library acknowledges  
the traditional custodians of the various lands  
where our services and programs take place.  
We pay our respects to Elders past, present  
and emerging.



## **Our child safety commitment**

Myli - My Community Library is committed to the safety and wellbeing of all children and young people.



“What an inspirational organisation!  
I have been constantly surprised and  
impressed by your innovation and I have never  
had an unpleasant interaction with any of your  
staff in many years of using your services.”

**LIBRARY PATRON**

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## FROM THE CHAIR



### Annemarie McCabe

Board Chairperson  
Baw Baw Shire Council

In December 2021, I was appointed to the role of Board Chair. I'm delighted to be leading Myli – My Community Library in what has been an exciting year for the organisation.

We would like to thank Rick Brown for his contribution to the Board and Myli - My Community Library, particularly his leadership during the organisations transition to a not-for-profit. Rick's commitment and expertise were valuable and shaped the path to our successful transition.

During 2020-21 we continued to see COVID-19 heavily impact Victoria with lockdowns, density limits, check in and vaccination mandates. The Leadership team continued navigating these restrictions with careful consideration and branch staff demonstrated unwavering care and compassion guiding our patrons through these, what seemed like, daily changes. On behalf of the Board, I express my thanks and appreciation.

We have not only maintained our services and level of service within the limitations placed upon us, but also responded to needs which have emerged because of the pandemic such as home delivery and caring calls to members over 70 years as well as producing blogs about mental health and a video series that provides tips for those seeking employment.

Our Library Plan for the remaining three-year period outlines the objectives we have set to continue to meet the needs of, and be relevant to, the communities we serve and to maintain our position as a recognised leader of library services.

We strive for a vision of connected, inclusive and resilient communities that are supported to grow and thrive. These objectives are translated into this Library Plan as deliverable actions across projects

and initiatives to be accomplished during each current year.

This Plan focuses on three strategic pillars that are embedded in our mission statement: connect; belong; and learn. The community consultation process has found that more than 98% respondents support the themes developed in this plan.

Our strategic goals for each strategic pillar have been developed to support our vision for connected, inclusive and resilient communities that are supported to grow and thrive.

Our goals for 2021-2025 are:

1. Making our service more accessible.
2. Grow our membership and awareness of our service within the community.
3. Create more learning opportunities within our service and within the community.

The key projects and initiatives we will accomplish are:

- More 24/7 access libraries
- Life skills learning portal
- Website user experience enhancements
- Increase Outreach Services
- Increase at Home Services
- Digital strategy for online resources and services
- Increase the physical collection resources

These projects and initiatives help us achieve our commitments to our community and our organisation.

We look forward to continuing our work with the community and implementing this Library Plan over the next three years.

## FROM THE CEO

Libraries hold a special place in the community. More than a place to read, libraries are a vibrant place for connection, belonging and learning. Our libraries and people are supporting our communities and helping people every day.

This Strategic Plan has been designed with this in mind and provides the guidance for our organisation to continue to build relationships and bravely deliver excellence in service and resources.

In the next four years, we will continue to partner with community organisations and businesses to lift the profile of the service to reach more people in the community. Our key strategic actions to support this include developing organisational plans and programs around advocacy, membership and engagement. This will include investing in technology and resources to continue enhancing the customer experience, attract new members and focus on continuously engaging with patrons to add value and ensure they stay active members.

Myli - My Community Library continues to listen, test and adapt to the changing needs of our community to lead innovative programs. This Strategic Plan includes developing life skills focused programs that are freely available and support information literacy in this information age.

Over the next four years, we will be investing in staff development and training and resources to deliver an accessible service. This includes developing more Outreach programs, online programs and website enhancements and more 24/7 open access models to better reflect the needs of our community. We

will also invest in our people to ensure they have the skills to confidently engage with our diverse community.

The way people use our libraries continues to change and we will continue to be agile and adapt to these changing needs. Investment in our resources will continue to be a focus of the strategy and budget.

Our values are our commitment to our community and each other. We will:

- Build relationships with our stakeholders, communities and each other.
- Deliver excellence in everything we do.
- We anticipate and bravely adapt with the changing needs of our communities.



**Leanne Williams**

Chief Executive Officer  
Myli - My Community Library





## OUR PURPOSE

“Front-line staff engage with customers, make people feel valued and make people’s day. That is what is important - relationships and connectedness. Keep nurturing them and listening to their wisdom, please!”.

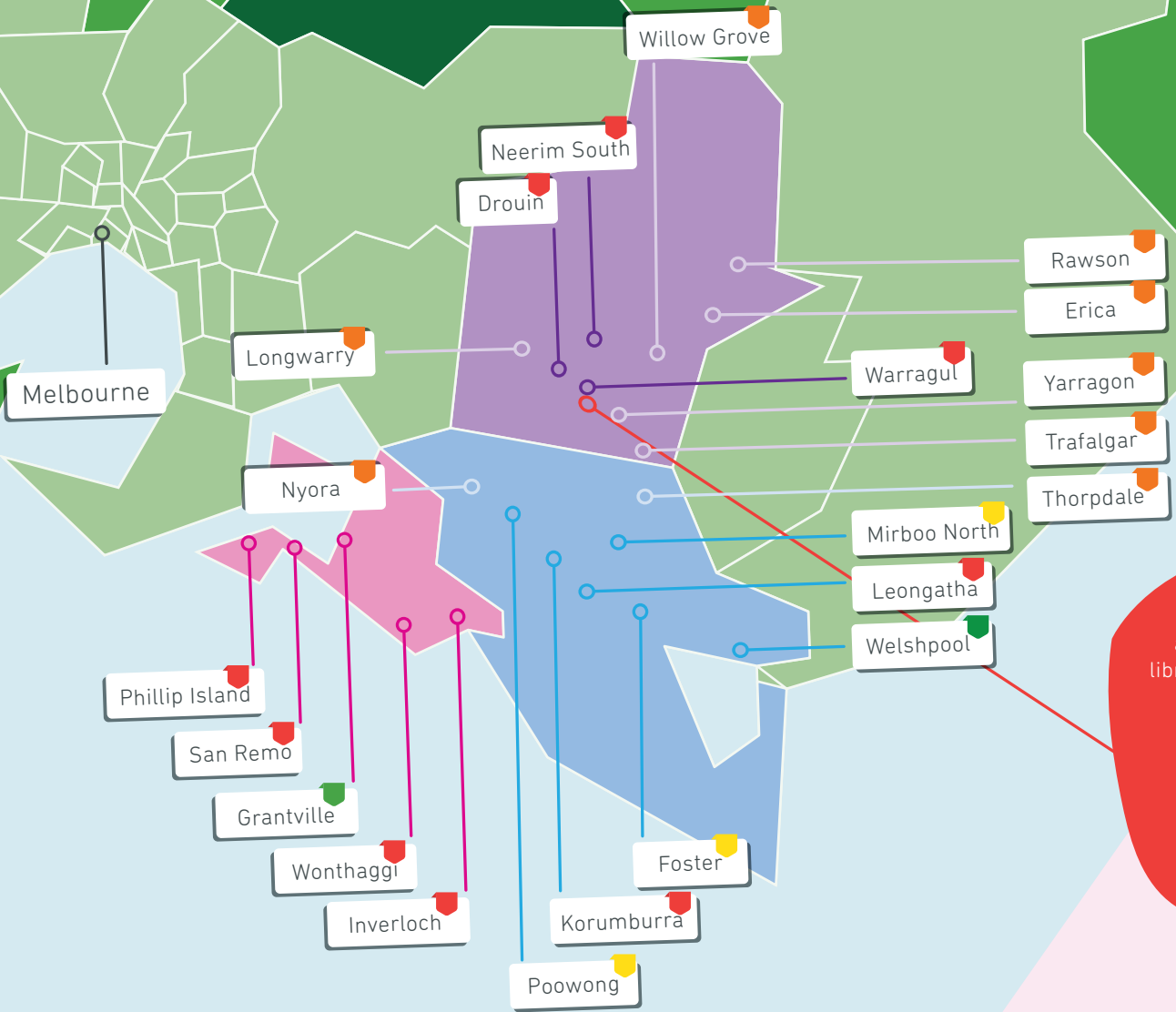
**LIBRARY PATRON**



# VISION, MISSION & VALUES







# WHO WE ARE



Our Regional Support Centre provides administrative support to our libraries and is based in Warragul.

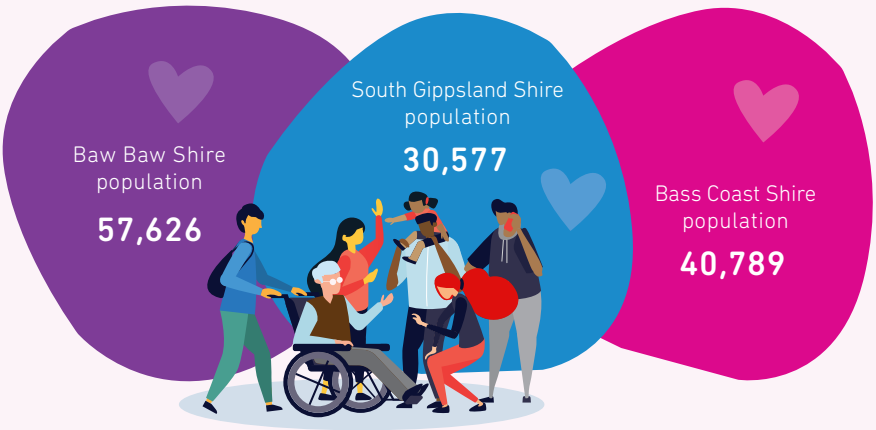


-  Branch Library
-  Community Library
-  24/7 Access
-  Mobile Library

# THE COMMUNITY WE SERVE



We serve a total population of 128,992 people  
Over an area of 8187km<sup>2</sup>, which includes 3 municipalities.



Baw Baw Shire population  
**57,626**

South Gippsland Shire population  
**30,577**

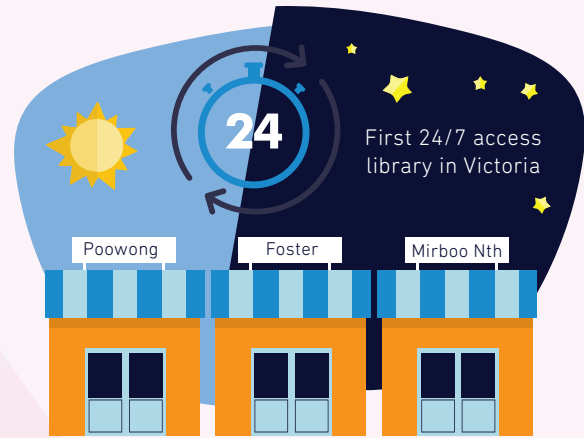
Bass Coast Shire population  
**40,789**



Baw Baw, South Gippsland and Bass Coast Shires are home to more than 12,293 people who are born overseas with more than 40 different languages spoken at home.

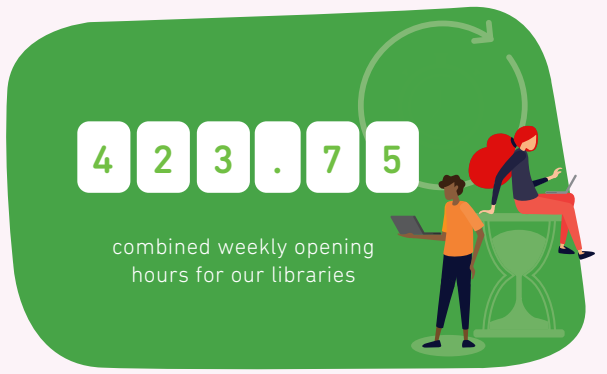


The various lands in which our programs and services take place are home to more than 1,547 Aboriginal and Torres Strait Islander people.



**24** First 24/7 access library in Victoria

Poowong Foster Mirboo Nth



**4 2 3 . 7 5**  
combined weekly opening hours for our libraries



# SNAPSHOT OF 2021.22



ONLINE PROGRAMS & EVENTS

Discover our wide range of online programs and events

DISCOVER — THE WORLD

Search books, DVDs, magazines, music + much more.

Search Catalogue All Fields

Q Search

Advanced Search

Breath

a little bit crafty

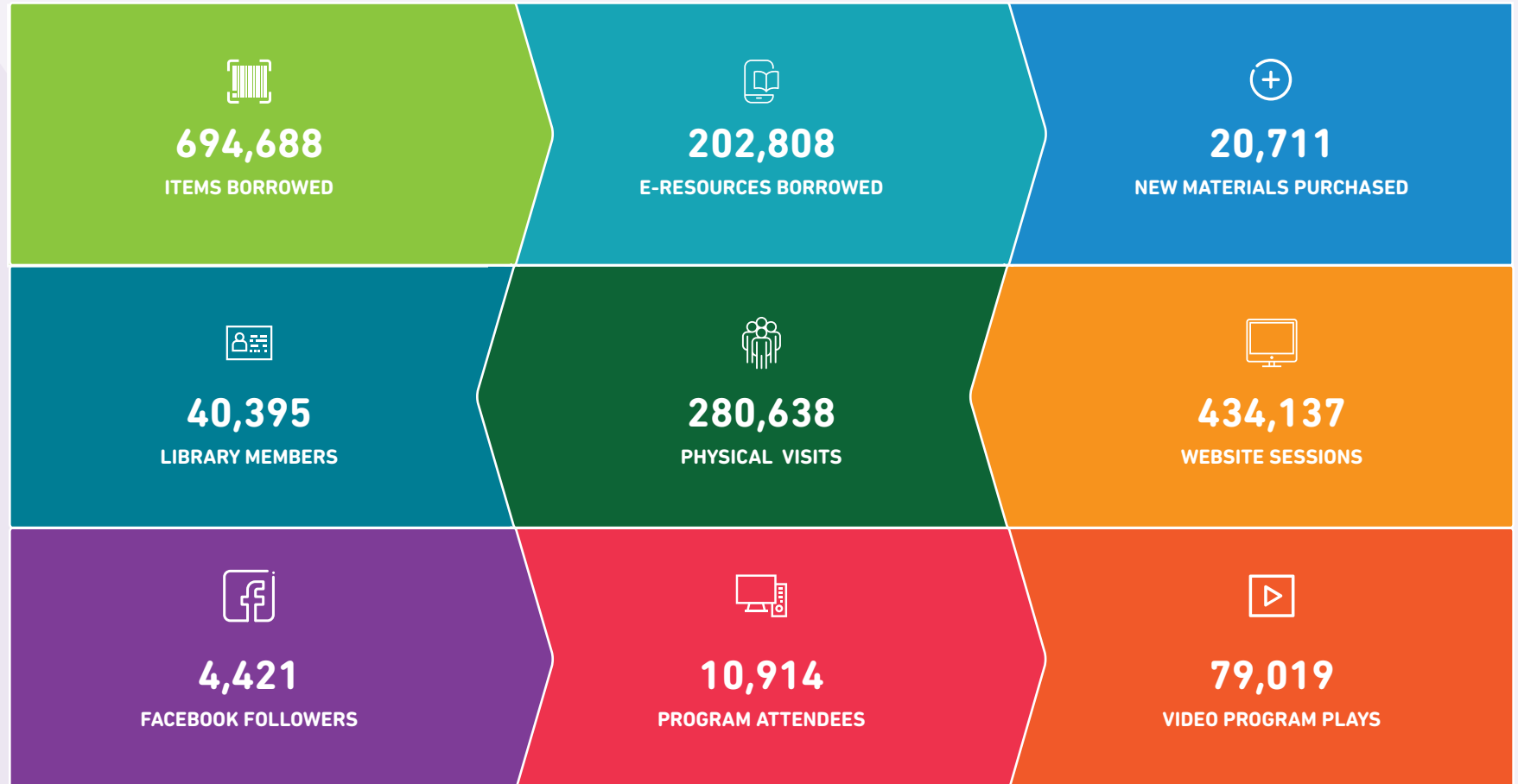
Good Habits Bad Habits

WENDY WOOD

"I'm always impressed at the range of events you offer and my family has loved taking part over the years including kid's performances, workshops and Future Lab".

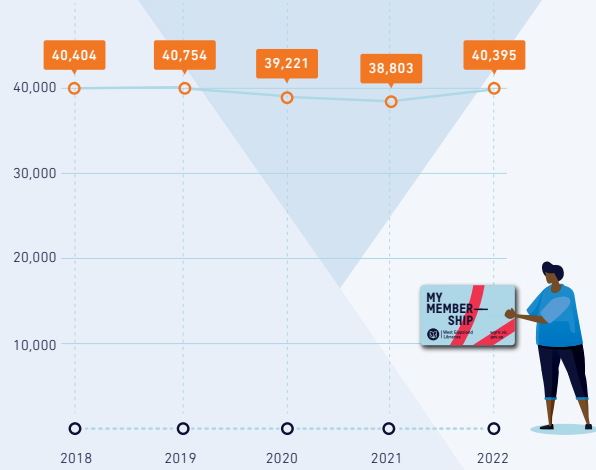
LIBRARY PATRON

## IN 2021.22 WE HAD...

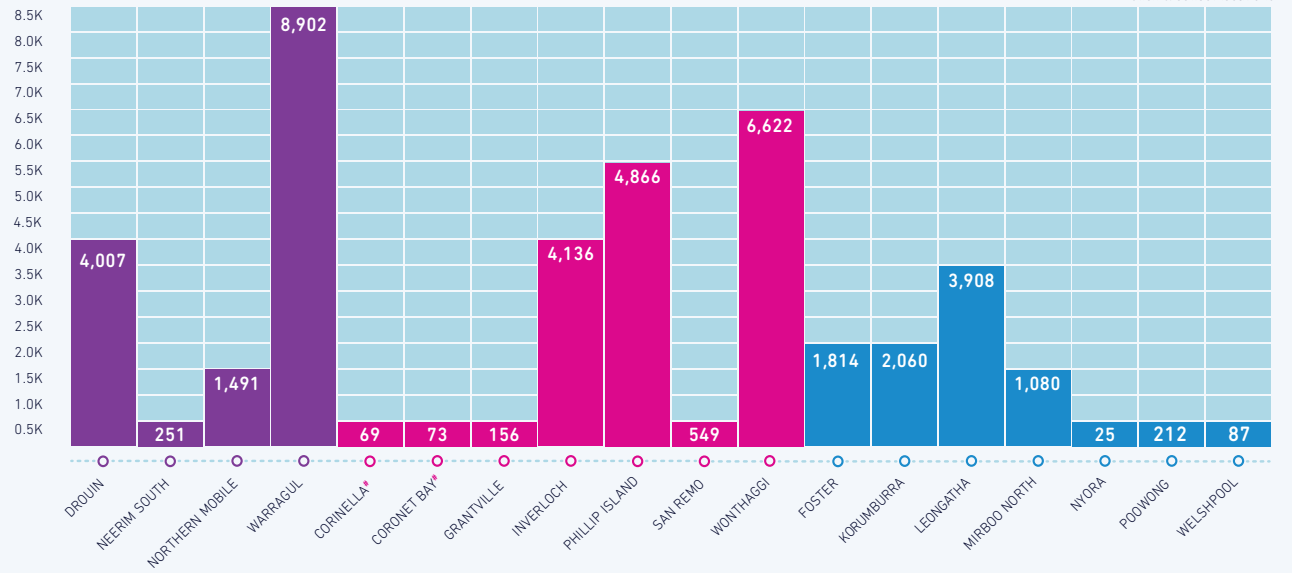


# WHAT YOU ARE TELLING US

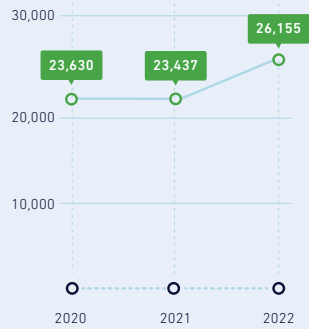
## MEMBERSHIP



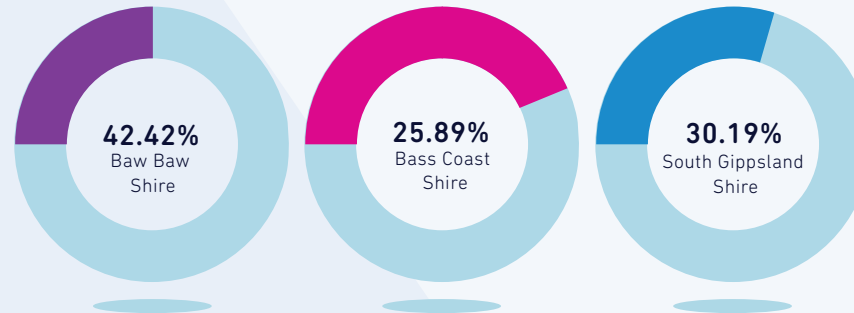
## WHICH LIBRARY ARE OUR MEMBERS FROM? (40,395 LIBRARY MEMBERS)



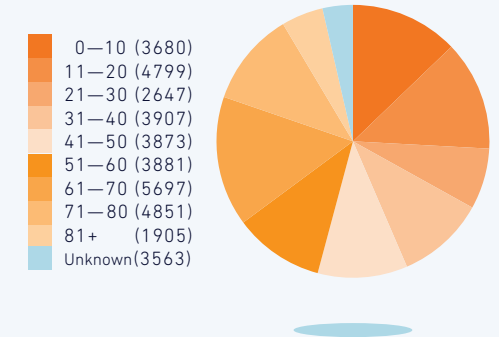
## ACTIVE MEMBERS



## CURRENT MEMBERSHIP % OF POPULATION

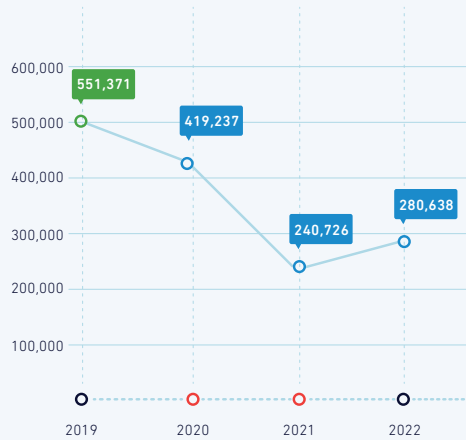


## HOW OLD ARE OUR MEMBERS





### VISITS TO OUR LIBRARY



○ COVID-19 closures during 2020-21: March 18th 20 to June 22nd 20, August 5th 20 to October 21st 20 and 13th to 18th February 2021 due to the Coronavirus pandemic.

### NUMBER OF TIMES OUR E-RESOURCES WERE BORROWED



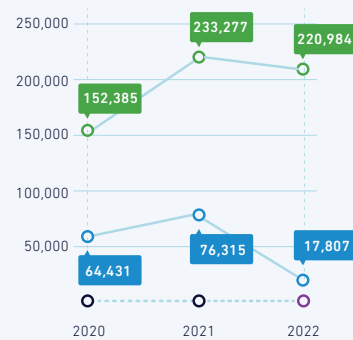
### TOTAL NUMBER OF ALL ITEMS LOANED



### NUMBER OF PEOPLE WHO ATTENDED OUR PROGRAMS



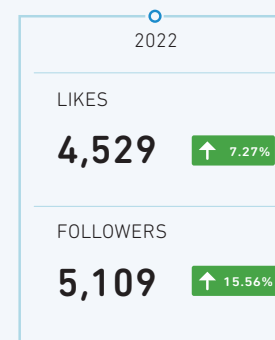
### ONLINE VIDEO PROGRAM VIEWS



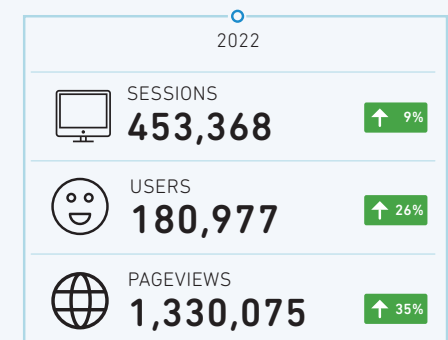
■ Total number of people reached  
■ Total number of video plays

○ Peak video production period was during COVID-19 closures between 2020-21. Video production reduced in 2022 and is reflected in number of video views.

### FACEBOOK COMMUNITY



### WEBSITE VISITS



# OUR STRATEGIC OBJECTIVES 2021-2025



Myli - My Community Library has developed a four-year strategic plan to strive for a vision for connected, inclusive and resilient communities that are supported to grow and thrive. To deliver on the mission, and to help people connect, belong, and learn, actions are outlined below.

Our strategic plan 2021-2025 comprises key actions across three focus areas that support the achievement of our vision and mission. These focus areas guide the delivery of outcomes for you and our community. Growing and retaining membership of the service to ensure long term organisational sustainability is a further area of focus.

Myli also plays a role in supporting progress towards the United Nations Sustainable Development Goals. The United Nations Member States adopted 17 goals that are a “plan for action for people, the planet and prosperity”. You can read more about the goals at <https://sdgs.org.au/goals/>. Services provided by Myli contribute to goals 3, 4, 5, 10, 11, and 16.

**Strategic pillars are:**

**Connect:** We are responsive and bring people together.

**Belong:** We are inclusive and work with you.

**Learn:** Our free resources allow minds to explore and create.

**Our goals are:**

Making our service available to more people for more hours.

Increase our membership and awareness of our service within the community.

Create more learning opportunities within our service and within the community.

**Community Engagement**

In February 2021, a community consultation survey was circulated amongst stakeholders, including the Board, staff, library members and the broader community.

The survey invited stakeholders to contribute to the discussion. Of the 2,371 responses, 98.5% of respondents from the community consultation supported the themes used to develop this strategic plan.







## CONNECT

We are responsive and bring people together

Making our service available for more hours to more people

## VIRTUAL

Our service goes beyond the four walls of a physical place and being virtual is essential for reaching more people in a digital environment.

**Action:** Continue to enhance the website.

**Why:** Visitation to the website continues to increase and many are choosing this as their main interaction with our service.

**Action:** Provide a program portal to deliver life skills videos and learning content for members.

**Why:** Increasing investment in online services and creating a quality member portal is important. It supports membership growth and builds connection with our current and potential membership base.

## PHYSICAL

People come together at the library because it is welcoming, safe and free.

**Action:** Provide more 24/7 libraries.

**Why:** We know that many in our community cannot get to the library during working hours. 24/7 provides a convenient way to access services. This has been demonstrated by the success of the Foster 24/7 Library.

**Action:** Provide expert advice on the development of new libraries and develop a long-term infrastructure plan to ensure our physical places are modern.

**Why:** As our communities grow and our buildings age, it's essential that we plan for the renewal of our libraries to ensure they are modern and vibrant.

## FLEXIBLE

Our service needs to be flexible to meet the changing and diverse needs of our community.

**Action:** Provide more outreach services.

**Why:** Improving the awareness and access to our service requires us to go where the community get together. This includes aged care facilities, kindergartens and community events.

**Action:** Provide a home library service by engaging volunteers to help with this impactful service.

**Why:** Accessing our service is a fundamental value of libraries. We know that some in our community face challenges accessing the service and we want to make it easier for them to do so.



## **BELONG**

We are inclusive  
and work with you

Increase our membership and awareness  
of our service within the community

## ADVOCACY

Our existing members and partners are our best advocates for promoting our service.

**Action:** Develop an Ambassador Program.

**Why:** An Ambassador Program will guide how we identify ambassadors and how we help them advocate for us to increase awareness of our service and increase membership.

**Action:** Develop an Advocacy Plan.

**Why:** An advocacy plan will identify and target key strategic priorities which need a higher profile and community awareness.

**Action:** Finalise the Donation, Bequest and Fundraising Policy.

**Why:** The community are often asking how they can support our service. This policy will provide clear guidance on how Myli can receive donations, bequests and fundraising contributions.

## MEMBERSHIP

Our aspiration is to demonstrate our value to the community, and ensure people benefit from our high-quality service.

**Action:** Develop a formal feedback program from members.

**Why:** Seeking feedback from members is an essential part of improving our service and achieving excellence.

**Action:** Transition to a Not-for-Profit entity.

**Why:** The Local Government Act 2020 requires Library Corporations to change how they are legally governed. This transition is essential to ensure Myli can continue to deliver excellent services to the community for the long-term future.

**Action:** Develop a formal Partnership Plan.

**Why:** Partners offer an opportunity to promote our service and share the benefits and costs of service delivery.

## ENGAGEMENT

Engaging with our members is essential for providing excellence in everything we do.

**Action:** Implement the Volunteers Framework.

**Why:** Working with volunteers provides benefits for everyone. It helps reduce social isolation, enables more people to use the service and can improve accessibility.

**Action:** Develop a Friends of the Library Framework.

**Why:** The friends groups provide immense support for our services including events and programs and annual monetary contributions. We would like to provide more support to the friends groups so we can all succeed.

**Action:** Improve engagement with our members.

**Why:** If our engagement rate increases, that tells us we are delivering services that the community want.



## LEARN

Our free resources allow our minds to explore and create

Create more learning opportunities within our service and within the community



## PROGRAMS AND LITERACY

"Information Literacy is the ability to think critically and make balanced judgements about any information we find and use. It empowers us as citizens to develop informed views and to engage fully with society."<sup>^</sup>

**Action:** Develop life skills programs (i.e., financial literacy).

**Why:** Our libraries are increasingly providing life skills support to the community because they have nowhere else to turn. We are free and offer a safe place.

**Action:** Build relationships with education providers.

**Why:** Education providers are an essential pathway to promoting the benefits of our programs within the community.

## PERFORMANCE

Our people are the key to the success of our service. Investing in them so they can be the best they can be is essential.

**Action:** Develop a Workforce Development Plan.

**Why:** Our staff require a variety of skills and professional development to continue to support the community in a changing environment.

**Action:** Increase the staff training and development budget.

**Why:** This demonstrates a commitment to continuous learning and improvement.

## SERVICES

We have a solid foundation of many essential services. We are also innovative and bravely adapt to changing environments. We will continue to enhance existing services whilst investing in new and emerging services.

**Action:** Provide more new physical books and collection items.

**Why:** Many of the respondents to the community engagement survey requested more books to meet the demand.

**Action:** Redevelop our Digital Strategy.

**Why:** The Digital Strategy will provide an essential benchmark and tool to equip staff with the skills to support the community.

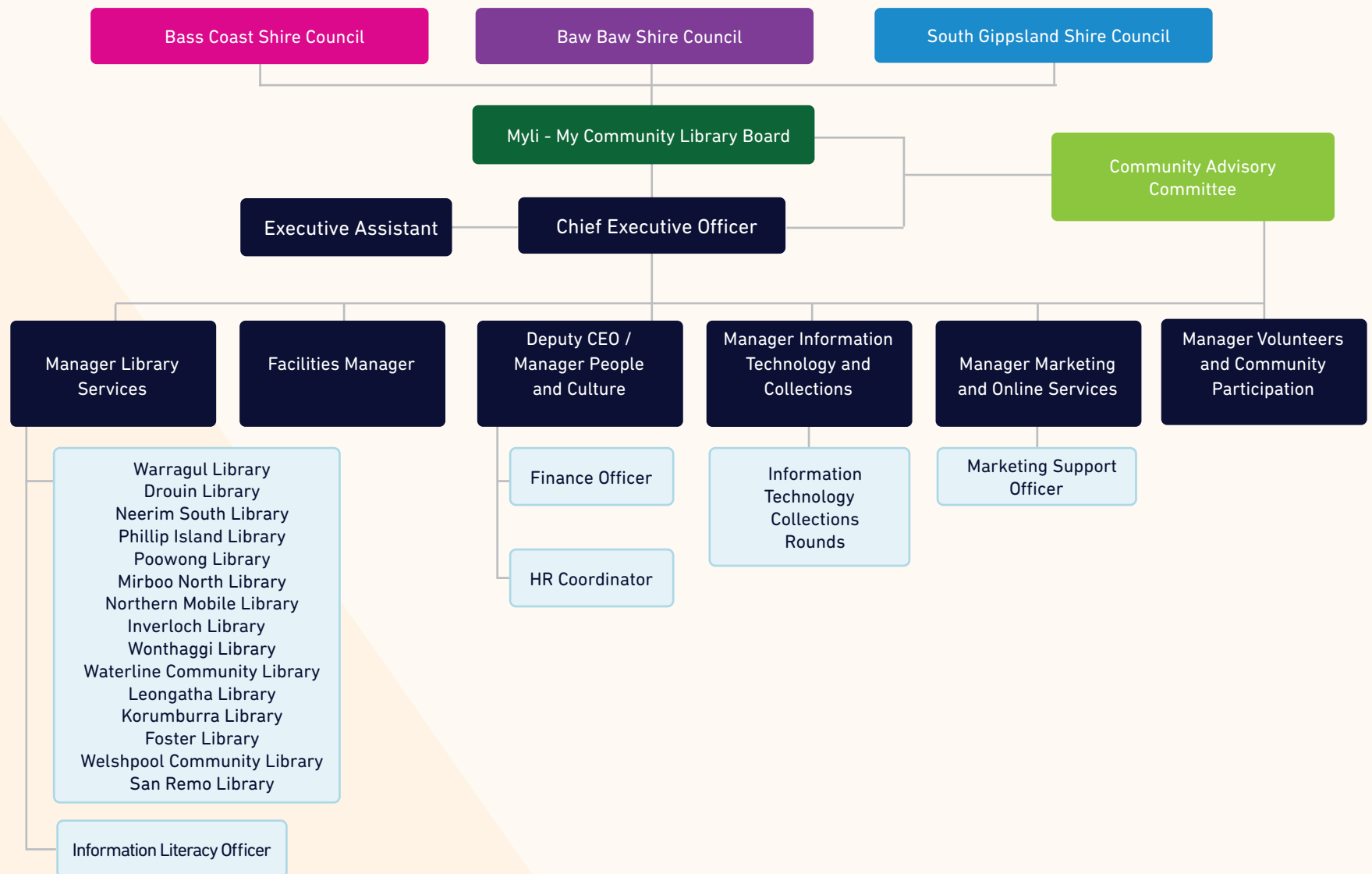
<sup>^</sup> Chartered Institute of Library and Information Professionals.



## OUR TEAM

“It is always a positive experience, I have been a member of the library for the past 20+ years and it is great to see the library changing and adapting”.

**LIBRARY PATRON**





**Produced by:  
Myli - My Community Library Ltd.**

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Warragul 3820**

**[myli.org.au](http://myli.org.au)**