Beyond a Quality Service:
Strengthening the Social Fabric

Standards and Guidelines
for Australian Public Libraries

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Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

ii

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Australian
Library and
Information
Association

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

iii

www.alia.org.au/publiclibraries

CONTENTS

Australian
Library and
Information
Association

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

iv

www.alia.org.au/publiclibraries

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

v

www.alia.org.au/publiclibraries

EXECUTIVE SUMMARY

This document is an evidence-based guide for the development of public library services in Australia. It uses the National and State Libraries Australasia (NSLA) annual collation of state and territory statistics as its evidence base, and builds on the earlier work on standards and guidelines carried out by the State Libraries of New South Wales and Queensland.

Standards are quality levels - goals for attainment, and they are presented at baseline and enhanced service delivery levels. Guidelines document best practice and are intended as operational suggestions for improving library performance.

In this first edition there are 12 standards and 20 guidelines. These are:

Standards

S1.	Library expenditure per capita per annum	S7.	Items per capita in collection
S2.	Members as a percentage of population	S8.	Age of collection (last five years)
S3.	Visits per capita per annum	S9.	Circulation (loans) per capita per annum
S4.	Staff ratio for population served	S10.	Turnover of stock – loans per volume
S5.	Qualified staff ratio for population served	S11.	Provision of Internet computers
S6.	Library materials expenditure per capita per annum	S12.	Satisfaction with library services

A summary of the Standards is presented below. Standards are also presented in context within the main text of the Guidelines.

Guidelines

G1.	Library management and operations	G11.	Marketing and public relations
G2.	Library buildings	G12.	Mobile libraries
G3.	Staff	G13.	Local studies collections
G4.	Opening hours	G14.	Literacy services
G5.	Library collection	G15.	Services for Indigenous Australians
G6.	Information technology	G16.	Services for culturally diverse communities
G7.	Information services	G17.	Services for people with disability
G8.	Inter-library loans	G18.	Services for young people
G9.	Programs	G19.	Services for older people
G10.	Customer service	G20.	Home library services

It is expected that library managers will use the standards and guidelines in conjunction with more detailed state and territory based information, and that they will be applied within the context of local challenges and opportunities. ALIA will ensure that these standards and guidelines are kept up to date as their evidence base evolves.

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

vi

www.alia.org.au/publiclibraries

STANDARDS SUMMARY

Library management and operations

For Definitions and Notes see Section 1.3

S1. Standard for library expenditure per capita per annum (excluding library materials)

Scope: Public library expenditure per capita per annum (excluding library materials):
Baseline target: $35 per capita per annum
Enhanced target: $39 per capita per annum

S2. Standard for membership as a percentage of population

Scope: Per cent of eligible population who are library members
Baseline: 46%
Enhanced: 51%

S3. Standard for visits per capita per annum

Scope: Customer visits (physical visits) per capita to libraries.
Baseline: 5.1
Enhanced: 6.1

Staff

For Definitions and Notes see Section 2.3

S4. Standard for number of staff

Scope: Minimum number of staff members (FTE) per population served
Baseline: 1 staff member (FTE) per 3,000 population or part thereof.
Enhanced: 1 staff member (FTE) per 2,500 population or part thereof.

S5. Standard for number of qualified staff

Scope: Minimum number of qualified staff members (FTE) per population served
Baseline: 1 librarian/qualified staff member (FTE) per 10,000 population or part thereof.
Enhanced: 1.2 librarians/qualified staff members (FTE) per 10,000 population or part thereof.

Library collections

For Definitions and Notes see Section 5.3

S6. Standard for library materials expenditure per capita

Scope: Expenditure on library materials per capita per annum.
Baseline: $5.40 per capita per annum
Enhanced: $6.10 per capita per annum

S7. Standard for collection items per capita

Scope: 'Collection items' means 'library materials' (stock).
Baseline: 2 per capita
Enhanced: 2.2 per capita

S8. Standard for age of collection (last five years)

Scope: Percentage of collection purchased in last five years
Baseline: 50% of collection items purchased in last five years
Enhanced: 58% of collection items purchased in last five years.

S9. Circulation (loans) per capita

Scope: Loans per head of population
Baseline: 8.4

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

vii

www.alia.org.au/publiclibraries

Enhanced: 10.3

S10. Standard for turnover of stock (loans per volume)

Scope: Loans per volume (collection item) held
Baseline: 4.4
Enhanced: 5.4

Information technology

For Definitions and Notes see Section 6.3

S11. Standard for provision of Internet computers

Scope: Personal computers for public access to the Internet
Baseline: 1 PC for access to the Internet per 3,000 population or part thereof.
Enhanced: 1 PC for access to the Internet for every 2,000 population or part thereof.

Customer service

For Notes see Section 10.4

S12. Standard for customer satisfaction

Scope: A single, simple measure of satisfaction with library services, which libraries can use for comparison with each other, or for identifying trends over time.

Simple measure of satisfaction

Question to library customers:

What is your opinion of the library service? Circle one option:

Very good   Good   Satisfactory   Poor   Very poor

Baseline: 95% per cent of library customers view their library service as 'very good' or 'good' in response to the question.
Enhanced: 98% of library customers view their library service as 'very good' or 'good' in response to the question.

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

viii

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INTRODUCTION

Objectives

The aim of this document is to support the work of Australia's 1500 public libraries in bringing information, recreation and lifelong learning opportunities to all Australians.

Not since 1990 when ALIA published *Towards a quality service: goals, objectives and standards for public libraries in Australia*, has there been a single document applicable to public libraries across Australia.

This publication is an evidence-based guide for the development of library services in Australia. It provides a framework for service assessment and continuous improvement, and is a practical tool for comparison among library services. It is intended to encourage best practice and equity in service delivery, not by presenting theoretical targets, but by highlighting what standards are already achieved by leading libraries.

These standards and guidelines are intended to assist public libraries, their funding bodies, stakeholders and other interested parties to:

• evaluate current services

• set targets for improvement

• develop continuous improvement in library service delivery

• plan for future needs, and

• provide a framework for equitable service delivery across Australia.

The national standards will be of benefit to states and territories without their own standards, and are intended to be used in conjunction with other more detailed state standards and guidelines which suit local needs and conditions. It is expected that public library managers will use their experience and judgment to apply these standards and guidelines in accordance with the exigencies and possibilities of local conditions.

In this document there is a distinction between 'guidelines' and 'standards':

Guidelines document best practice; they are principles for developing levels of performance which lead to quality library services.

Standards are quality levels and goals for attainment - a baseline target which is a minimum for libraries to aim at, and an aspirational target for enhanced service delivery. In adopting a two-tiered approach to standards we follow the clear preference expressed by ALIA and PLAC representatives, although we note that there is interest in a three-tiered approach, along the lines of the NSW standards and guidelines. Standards are presented in context within the Guideline sections.

Methodology

This is an evidence-based guide for improving library services in Australia. It recognises standards already achieved by leading libraries and builds on existing Australian guidelines and related work.

The agreed evidence base is the annual collation of national-level library statistics reported through NSLA. Although the NSLA data set may have some shortcomings for comparisons between libraries – NSLA says about its annual statistical data that

 'it is difficult to use this data to compare library services with each other due to the significant variations in social and geographic criteria applying from State to State and within each State. These conditions create differing demands and needs which affect the type and scope of public library services provided. Further difficulties in comparing data are caused by the diverse service delivery methods used to provide public library services.' – it is the only available national data set on library performance.

The working hypothesis for this first edition was to accept the 2009 NSLA averages as the base targets, and set the enhanced targets as the average of the three best performing states/territories for each measure. In this way a strong evidence-based approach to baseline and enhanced targets is retained, and a simple updating process can be triggered by the release of successive annual NSLA statistics.

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

1

www.alia.org.au/publiclibraries

Each year, upon release of the NSLA statistics, a new edition of this publication will be produced. This edition is based on NSLA statistics for 2008–09.[1]

Guidelines are based on best practice and research, and draw heavily on the work already done in New South Wales (*Living learning libraries*[2]) and Queensland (*Queensland public library standards and guidelines*[3]). Additional resources are listed within each guideline.

Reference is made in context to related standards, reports, case studies and other material documenting best practice service provision.

Consultation strategy

ALIA's Public Libraries Advisory Committee (PLAC) has overseen the project, receiving regular reports from Libraries Alive! Four representatives formed a Project Reference Group from which Libraries Alive! sought advice and feedback. ALIA and PLAC members commented on draft documents, publicised the project, distributed the draft standards and guidelines to ALIA members, public library association members and to other stakeholders, and sought feedback for Libraries Alive!

The project is documented at **http://www.librariesalive.com.au/Aust_PL_Standards_Project.htm** and linked from ALIA's PLAC page (**http://www.alia.org.au/governance/committees/public.libraries/**). Information was posted to Australian public library elists and announced at ALIA events, and news items have appeared in *inCite*, *aliaPUBNEWS* and the newsletters of public library associations. Stakeholder consultation on the exposure draft took place during September–October 2010.

Structure of this document

This document references recent work on standards from Australia and overseas, and is firmly grounded in contemporary Australian practice. It deals with the reality of public library service provision, with what is, rather than with visions of what might be. Performance improvements are posited on practice – not on arbitrary targets.

The **Introduction** section of the document (this section) describes the objectives and methodology.

The next section presents background on **public libraries in Australia**, their funding and administration and the environment in which they operate, and the trends which affect them.

The main body of the document, **standards and guidelines**, presents a set of principles and practices for areas of library service provision, with Standards (targets for service provision) given where appropriate. Reference is made to related resources, such as specialised standards and key works.

This section draws on the experience and judgment of many public library managers, and acknowledges that application of the standards and guidelines needs to be tempered by local operational conditions. Thus the document presents strategies from library practitioners for tailoring services to the needs of local communities based on such factors as age, disability, socioeconomic status, cultural diversity and affordability.

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1   Australian public libraries statistical report 2008–2009; final report, compiled by Public & Indigenous Library Services, State Library of Queensland, December 2010: **http://www.nsla.org.au/publications/statistics/2010/pdf/NSLA.Statistics-20101203-Australian. Public.Library.Statistics.2008..2009.pdf** It was agreed that Standards target figures should be either whole numbers or, where it makes sense, have only one decimal place, thus some NSLA figures have been rounded. For example, the NSLA average of $34.98 for public library expenditure per capita (excluding library materials) – Standard S2 – has been rounded to $35.

2   Living Learning Libraries; standards and guidelines for NSW public libraries, 2nd ed. 2009, published by the State Library of NSW for the Library Council of NSW: **http://www.sl.nsw.gov.au/services/public_libraries/living_learning_libraries/index.html**

3   *Queensland public library standards and guidelines*, State Library of Queensland: **http://www.slq.qld.gov.au/info/publib/policy/ guidelines**

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

2

www.alia.org.au/publiclibraries

The Guidelines are:

G1.	Library management and operations	**G11.**	Marketing and public relations
G2.	Staff	**G12.**	Mobile libraries
G3.	Library buildings	**G13.**	Local studies collections
G4.	Opening hours	**G14.**	Literacy services
G5.	Library collections	**G15.**	Services for Indigenous Australians
G6.	Information technology	**G16.**	Services for culturally diverse communities
G7.	Information services	**G17.**	Services for people with disability
G8.	Inter-library loans	**G18.**	Services for young people
G9.	Programs	**G19.**	Services for older people
G10.	Customer service	**G20.**	Home library services

Twelve standards, representing key targets agreed by PLAC, are presented in context within the Guidelines:

S1. Library expenditure per capita per annum (Section G1.3)

S2. Members as a percentage of population (Section G1.3)

S3. Visits per capita per annum (physical visits) (Section G1.3)

S4. Staff ratio for population served (Section G2.3)

S5. Qualified staff ratio for population served (Section G2.3)

S6. Library materials expenditure per capita per annum (Section G5.3)

S7. Items per capita in collection (Section G5.3)

S8. Age of collection (last five years) (Section G5.3)

S9. Circulation (loans) per capita per annum (Section G5.3)

S10. Turnover of stock – loans per volume (Section G5.3)

S11. Provision of Internet computers (Section G6.3)

S12. Satisfaction with library services (Section G10.4).

Definitions are given with each standard. These are the definitions used in the annual NSLA statistical reports, unless otherwise noted. Other factors to consider are presented in the Notes sections. Related standards and documents are listed in the **Additional resources** section. The **Bibliography** is a select list of relevant works, including those referenced throughout the text.

The **Contents** page and **Index** assist with navigation.

Recognition of prior work

The standards and guidelines build on work started by ALIA with *Towards a quality service*, and are based on information derived from Australian public library statistics collected by NSLA and on library standards for New South Wales and Queensland:

Towards a quality service: goals, objectives and standards for public libraries in Australia. Australian Library and Information Association, 1990, reprinted 1994

Australian public libraries statistical report 2008–2009; final report, in preparation August 2010; to be published on the NSLA website: **http://www.nsla.org.au/publications/statistics/**

Living learning libraries; standards and guidelines for NSW public libraries, 2nd ed. 2009, prepared by Libraries Alive! Pty Ltd for the Library Council of NSW and published by the State Library of NSW: **http://www.sl.nsw.gov.au/services/public_libraries/living_learning_libraries/index.html**

Queensland public library standards and guidelines, published by the State Library of Queensland: **http://www.slq.qld.gov.au/info/publib/policy/guidelines**

Both the New South Wales and Queensland standards present detailed bibliographies for further reference.

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

3

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Future work

ALIA will ensure that these standards and guidelines are kept up to date as their evidence base evolves.

Comments and suggestions for enhancements or additional standards may be made via the public libraries pages of the ALIA website: www.alia.org.au/publiclibraries or email advocacy@alia.org.au

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

4

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Australian public libraries

Australia has nearly 1500 public library service points. Almost 50% of the population are library members and many more Australians use libraries for study, reading and research. Australians made more than 111 million visits to public libraries in 2008–09, and borrowed over 180 million items.[4]

Public libraries in Australia represent an investment of over $880 million per annum, and employ more than 8,200 people.[5]

Public libraries support the information, education, cultural and recreational needs of local communities. They occupy a central place in community life.

Public libraries have collections of books, magazines, CDs, DVDs, audio-books, e-books, and a wide range of electronic sources of information and recreational material. They provide computers and free Internet access, appealing to many new customers who depend on the library for access to the online world. They offer a wide range of innovative services and programs for all age groups. Public libraries are safe and trusted public spaces where everyone is welcome; they strengthen the social fabric.

Libraries increasingly recognise the need to conduct outreach activities – to move beyond their walls – and to form partnerships with community organisations.

Library staff are knowledgeable about their services and collections. They have a strong customer service orientation and are skilled at using and interpreting information technology and products for their customers.

Public libraries are free. In providing unfettered access to information and ideas they are an important foundation of democracy. They build safer, stronger, sustainable communities and contribute to our fair and open Australian way of life.

Public library funding and administration

In Australia, the administrative arrangements for public library services vary both between and within each state and territory. They range from services entirely delivered by the state or territory to services delivered entirely by local government. A description of each state and territory's administrative arrangements for public library services is available in the NSLA publication *Australian public libraries statistical report 2008-2009; final report*, p. 22–27.[6,7]

Most State libraries emerged from early public libraries. Each state has a Library Act or similar legislation, usually administered by the State Library. These Acts provide for funding to and/or govern public library services to be delivered in the state. Neither the Australian Capital Territory nor the Northern Territory has a Library Act. Australian library legislation is listed on the Australian Libraries Gateway website.[8]

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4   Statistical and other information presented in this section is drawn from two sources: Australian public libraries statistical report 2008–09; final report, compiled by Public & Indigenous Library Services, State Library of Queensland, December 2009 and published on behalf of National and State Libraries Australasia: **http://www.nsla.org.au/publications/statistics/2010/pdf/NSLA.Statistics-20101203-Australian.Public.Library.Statistics..2008.2009.pdf** and The little book of public libraries, published by the Australian Library and Information Association, 2009: **http://www.alia.org.au/publiclibraries/ALIA.Little.Book.of.Public.Libraries_pdf.for.web.pdf**

5   That is, 8,281 equivalent full-time staff.

6   'Public library services in Australia', in Australian public libraries statistical report 2008–2009; final report: **http://www.nsla.org.au/publications/statistics/2010/pdf/NSLA.Statistics-20101203-Australian.Public.Library.Statistics..2008.2009.pdf** (pages 22–27). For further discussion of public library issues and advocacy see also the paper published by Friends of Libraries Australia (FOLA) Investing in Australia's future through Its public library system – why, who, how, prepared by R. McEntyre, J. Goodman, D. Ferguson & A Bundy (2008?): **http://www.fola.org.au/pdfs/Investing_in_Australias_future.pdf**

7   Terminology and meanings also differ among states/territories. For example, the expression 'regional library' has different meanings in different jurisdictions. 'Regional Library Corporations 'in Victoria are corporations which operate public library services on behalf of groups of local government councils. Regional Libraries in NSW are collaborative groupings which operate public libraries for two or more local government areas. Regional library arrangements in Western Australia provide a means for professional library expertise to be available to small Councils unable to employ professional or para-professional library staff.

8   Australian library legislation, in Australian Libraries Gateway: **http://www.nla.gov.au/libraries/resource/legislation.html**
     State legislation for public libraries is noted in NSLA's Australian public libraries statistical report 2008–2009; final report cited above. Roxanne Missingham and Jasmine Cameron discuss the role of state and territory libraries and their relationship with public libraries in 'National, state and territory libraries: information for the nation' in Libraries in the twenty-first century; charting new directions in information services, edited by Stuart Ferguson. (Centre for Information Studies, Charles Sturt University, 2007), p. 73–87, and Appendix 1, 'The NSLA libraries – some basic facts', p. 345–348.

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

5

www.alia.org.au/publiclibraries

Public libraries are funded largely by local government. State government funding is provided to public libraries by means such as subsidies and grants in some jurisdictions, and direct funding in state/territories where public library services are centralised. State governments also support public libraries indirectly, through the activities of State/Territory libraries, which typically provide for public libraries:

- collections and specialised resources such as literacy materials or material in languages other than English
- digital/electronic collections accessible via the Internet
- specialist advice on, for example, services for young people or older people, or for multicultural community groups
- training and professional development programs
- research programs
- marketing and advocacy
- collating and distributing statistical information
- facilitation of networking and resource-sharing.

The federal government provides no direct funding for local public libraries, although it does fund the National Library of Australia which in turn provides services to the public as well as services which are used by public libraries. Examples include Libraries Australia, the national shared cataloguing and resource sharing network, and Trove, a single-search interface to information provided by Australia's memory institutions, including library catalogues, images, newspapers, reports, documents, music and music scores, audio and visual files, and other material.

Environmental scan

Broad trends

Libraries throughout the western world face similar issues: tight budgets; rapid technological change; ageing populations; shortage of qualified staff and increasingly expensive collection and building maintenance. All this, coupled with high community demand, adds up to doing more with less. Just as public libraries face shared challenges, they also operate in an environment subject to common trends. Some of these are listed below:

- Public libraries will continue to focus on reflecting the requirements and aspirations of the communities they serve. There will be greater focus on the promotion of print and digital literacy, lifelong learning, and technology interpretation where the library is the gateway to the digital world.
- Libraries will continue to be one of very few social agencies whose advice on authoritative sources of information is widely trusted.
- Lending books and other items will continue as high demand services for the foreseeable future.
- Public library provision of community spaces will continue to experience high demand for the foreseeable future.
- Library programs and activities, such as storytime, book clubs, homework help, author talks, displays and exhibitions will continue to be popular.
- Assisting to improve literacy levels and encouraging reading will become more and more important in the light of concerns about low literacy levels - 'In 2006, just over half of Australians aged 15-74 years had dequate or better prose (54%) and document (53%) literacy skills.'[9]
- The provision of technology, especially connection to the Internet, will remain subject to steadily increasing demand.
- The national broadband rollout will increase public awareness of the availability of high speed Internet. Nevertheless, for perhaps a third of all households, the public library will be the sole point of access.
- The vast majority of public libraries will offer 24/7 access to their catalogues and digitised holdings through their websites.

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9   Australian Bureau of Statistics. Australian social trends, 2008. Cat. No. 4102.0:
     http://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/4102.0Chapter6102008

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

6

www.alia.org.au/publiclibraries

- There will be continued uptake of Web 2.0 social networking and successor technology for customer interaction and content creation. Library customers will expect access to resources managed by public libraries, with increasing emphasis on digital materials delivered to the desktop at a time that suits the consumer rather than the provider. Consortium services and supply (e.g. SWIFT in Victoria and NSW) and purchasing arrangements for electronic resources – like Electronic Resources Australia (ERA) – will expand choices for library customers.

- All tiers of government will continue making information and services available primarily through Web interfaces, and public libraries will be the nominated agencies for access provision for those who would not otherwise have it.

- Conversely, members of the community, already accustomed to using electronic commerce systems for banking, applying for jobs, paying government fees and charges, and submitting information to government, will increasingly expect that government information will be delivered electronically, be easy to find, easy to print, and be stable and consistent.

- Computer familiarity will become widespread – a development hastened by the astonishingly rapid cost reductions of new hardware and fast take-up rates for new social networking software and increasingly computer-like mobile devices.

- Visits to library websites will steadily increase to the point where for many libraries the number of electronic or virtual visits will rival the number of physical visits.

- Customers will increasingly place holds for material through the Internet, receive alerts on their mobile devices and travel to libraries to collect rather than to browse.

- Delivery of library materials directly to customers will include not only home and mobile library services, but also general household delivery (for a fee).

- As more and more digital information from commercial sources becomes available (at a cost), there will be increasing community demand for free public access to information and research produced by governments and other publicly funded organisations.

- For libraries, there will be increasing emphasis on digitising collections, creating family and local history digital archives and repositories, and improving methods of search and delivery. There may well be community pressure for funding, particularly for digitising projects with a local studies flavour.

- Open access research publishing will mean more material accessible to commercial Web search engines.

- Library staff will be dealing with an increasingly sophisticated (Google-aware) clientele. Staff will therefore need to be skilled in helping customers find what they want, better trained in treating customers the way they wish to be treated, and familiar with contemporary information and communications technology (ICT).

- Library staff will need to be up-to-date in their awareness of state and national information service developments so they can be assessed for relevance for their own customers. The National Library's Trove gateway to Australian collections and worldwide online services is a good example of an information discovery tool suitable for public libraries.

- Demonstrating value, library performance management and quantitative and qualitative reporting will become increasingly sophisticated.

- Financial sustainability will continue to be an issue as state governments shift costs to local governments, and the federal government shows little sign of investing in the public library network – except for specific programs like literacy and digital literacy.

Demographic factors

Readers interested in the links between library service development and the structure of Australia's population and the characteristics of Australian society are referred to recent Australian Bureau of Statistics (ABS) publications, which are available on the ABS website: **www.abs.gov.au**:

Australian demographic statistics, December 2009, June 2010. Cat. no. 3101.0

Australian social trends, 2008. Cat. no. 4102.0

Population by age and sex, *Australian States and Territories*, June 2009. Cat. no. 3201.0

Population growth: past, present and future. Australian Social Trends, June 2010. Cat. no. 4102.0

Regional population growth, Australia, 2008–09, March 2010. Cat. no. 3218.0

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

7

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STANDARDS
AND GUIDELINES FOR
PUBLIC LIBRARIES 2011

G1 LIBRARY MANAGEMENT AND OPERATIONS

1.1 Objectives

To provide standards and guidelines for the management and operation of library services that:

- are accessible, equitable, cost effective and efficient
- meet the information, recreation and cultural needs of the community
- support lifelong learning.

1.2 Principles

These are general principles for library management and operations.

Access to services

The Library provides free membership and free access to its range of services and resources which are provided through its buildings, service points (including mobile libraries) and by online means.

The Library is inclusive, offering services to all members of the community, including customers with special needs and those from culturally and linguistically diverse backgrounds.

Information technology is used in innovative ways for service access and delivery in all parts of Australia.

A wide range of collections, services and programs is offered by the Library. Examples include:

- current and relevant collections and materials in a variety of formats – print, audiovisual, digital
- special, historical or archival collections to suit community interests and requirements
- information literacy resources, and education and training in the use of information technology and library resources
- book clubs, programs and events for different age and cultural groups in the community, including storytelling and activities for children
- reference and readers' advisory services
- outreach services (services provided outside library premises)
- displays to support services and programs and special events
- welcoming spaces for the community.

For more details on operations, collections, programs and services please consult specific Guidelines G2 to G20.

Management and planning

Staff, services and resources of the public library are managed efficiently, safely and effectively.

The library manager operates and advises within the framework of the relevant State or Territory legislation and/or agreements for public library services and schedules of roles and responsibilities.

The library manager contributes to Council (or to member Councils in the case of regional libraries/regional library corporations, or government in the case of the territories) overall planning, policy development and reporting, to ensure the library service is integral to broader strategic planning processes, as represented in strategic plans, social plans and community consultation protocols.

The library manager contributes to and is involved in activities related to the library profession as a whole, in order to maintain and develop professional expertise.

The local Council/government is kept informed of new developments in the field of librarianship and their potential impact on the provision of library services.

The Library interacts with other Council/government services, community agencies and businesses to ensure that the library service is a focal point for the community.

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

9

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G1

The Library is prominent in community planning processes.

A long range plan for library services is in place, stating goals, objectives, priorities, strategies, programs and policies.

Library facilities, services, programs and partnerships are planned, maintained and initiated according to changing needs in the community.

Library policy documents are established, promulgated, maintained and updated. These documents include but are not limited to:

- Collections development policy (covering selection, retention and de-selection of library materials; special collections; gifts and donations; digital practice; complaints-handling)
- Conditions of library use policy (including, for example, code of conduct, customer service charter, youth protocol, policy on circumstances in which customers may be excluded)
- Membership policy
- Circulation of library materials policy
- Online information policy including Internet acceptable-use policy
- Policy for children and young people (e.g. services, supervision, safety)
- Volunteers policy
- Home library services policy
- Marketing and promotion policy.

Statistical collection and analysis

Statistics that relate to resources, staff, services and activities are collected and analysed in order to inform decision-making, and to facilitate library planning and service development. Data is retained in accordance with Council, government or corporate record-keeping requirements.

Statistics are used to benchmark against other comparable libraries for performance analysis and improvement.

Standard statistical reports are provided regularly to appropriate organisations, such as the State or Territory Library.

Standard operational performance measures include:

- budget and expenditure information
- membership
- circulation data (loans, returns, reserves)
- items read or consulted within libraries but not borrowed
- computer and Internet use
- interlibrary loans
- program and event attendance
- effectiveness of partnerships
- website usage statistics
- electronic resource usage.

Qualitative measures

Qualitative measures such as data collected in surveys, and demographic and other data from the ABS and Council/government planning departments is used to guide library service planning and delivery.

Quality assurance frameworks may be used for service improvement and development (see Section 1.4, Additional resources).

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

10

www.alia.org.au/publiclibraries

G1

1.3 Standards

S.1 Standard for library expenditure per capita per annum (excluding library materials)

Scope: Public library expenditure per capita per annum (excluding library materials):

Baseline target: $35 per capita per annum

Enhanced target: $39 per capita per annum

Definitions

NSLA statistical report: 'Public library expenditure' means: expenditure on public libraries (excluding library materials, electronic resources and capital purchases) plus State government costs directly related to the delivery of public library services (excluding expenditure on library materials, electronic resources and capital purchases).

Per capita analysis is based on the population of the area/local government area served by the library service; data is sourced from the Australian Bureau of Statistics (ABS).

Notes

Standards relating to library collections, including expenditure on collections, are presented in section G5.3.

S.2 Standard for membership as a percentage of population

Scope: Per cent of eligible population who are library members

Baseline: 46%

Enhanced: 51%

Definitions

NSLA statistical report: 'Members 'are those who have registered to use the library service (see below).

'Eligible population' for per capita analysis is the population of the area/local government area served by the library service; data is sourced from ABS.

Notes

Variables to consider when using this standard for benchmarking:

Membership records: Records of **active** membership should be maintained for statistical and benchmarking purposes, particularly if life-long memberships are implemented.

Non-resident membership: Some libraries are likely to show a very high percentage of membership because members include non-residents who travel to the LGA to work or for holidays, and are not, by definition, included in the base 'eligible population'. Nevertheless, the measure of membership per capita, using number of members and LGA population, is a measure agreed across Australia.

'Hidden' membership: Libraries may have customers who, without registering as members, visit the library to attend events, use meeting or leisure spaces, read newspapers and other resources, or use the computers. Some customers may use a single card for all family members. Whilst these users will not be captured in the count of members, they will be captured in 'visits' statistics. All customers should be encouraged to register as members.

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

11

www.alia.org.au/publiclibraries

G1

S.3 Standard for visits per capita per annum

Scope: Customer visits (physical visits) to libraries per capita per annum.
Baseline: 5.1
Enhanced: 6.1

Definitions

For the purposes of this standard and according to the NSLA statistical report, visits are 'visits in person', and include all visits to all service points (i.e., library buildings and mobile libraries).

'Eligible population' is the population of the area/local government area served by the library. Data is sourced from ABS.

Notes

There is at present in Australia no widely agreed national measure for virtual visits to libraries, that is, visits to websites and usage of electronic resources, and therefore no consistent data set from which to derive target figures. When agreed measures are implemented, and national data is available, the information will be incorporated in a subsequent edition of these standards and guidelines.

1.4 Additional resources

Principles of freedom of access to information in public libraries are set out in Australian state Library Acts:

'Australian library legislation' in Australian Libraries Gateway:
http://www.nla.gov.au/libraries/resource/legislation.html

in the ALIA policy statement:

Statement on free access to information:
http://www.alia.org.au/policies/free.access.html

in the *IFLA/UNESCO Public Library Manifesto* and *Update of IFLA Manifesto:*

Appendix 1, p. 119 -21, and Appendix 5, p. 135–6, in *IFLA public library service guidelines.* 2nd, completely revised ed. Edited by Christie Koontz and Barbara Gubbin. (IFLA Publications 147). De Gruyter Saur, 2010.

and in State guidelines:

Library Council of New South Wales 2007, *Access to information in New South Wales public libraries; guideline, 27 August 2007*: http://www.sl.nsw.gov.au/services/public_libraries/policies/docs/accesstoinformation2007.pdf

These documents reference international statements on libraries and intellectual freedom.

Australian studies on the value that libraries bring their communities include:

Library Board of Victoria and the Victorian Public Library Network, 2005, *Libraries building communities; the vital contribution of Victoria's public libraries* – a research report for the Library Board of Victoria and the Victorian Public Library Network. State Library of Victoria, 2005:
 http://www2.slv.vic.gov.au/about/information/publications/policies_reports/plu_lbc.html

Library Council of New South Wales 2008, *Enriching communities: the value of public libraries in New South Wales.* Prepared by J.L. Management Services Pty Ltd for the Library Council of New South Wales. State Library of New South Wales, 2008:
http://www.sl.nsw.gov.au/services/public_libraries/publications/docs/enriching_communities.pdf

Sustaining communities: Measuring the value of public libraries. Phase one: A review of research approaches, prepared by Jennifer Berryman for the Public Library Network Research Committee. State Library of New South Wales, October 2005):
http://www.sl.nsw.gov.au/services/public_libraries/docs/sustainingcommunities.pdf

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

12

www.alia.org.au/publiclibraries

G1

Quality assurance initiatives in Australia include:

Being the Best We Can Project: http://projects.libraries.vic.gov.au/pg/pages/view/49/

Being the best we can framework and toolkit:
http://www.libraries.vic.gov.au/cgi-bin/infonet/org.cgi?detail=1&id=82

This is a self-assessment and peer review framework developed by the State Library of Victoria and Public Libraries Victoria Network in conjunction with Australian Continuous Improvement Group and representatives of the Scottish Library and Information Council to provide tools to assist Victorian public libraries in meeting their service obligations and objectives. The Framework was inspired by *Building on success: a public library quality improvement matrix for Scotland.*

The Framework recognises the specific requirements of the services delivered by public libraries and the ways they can be delivered to support wider government policies.

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

13

www.alia.org.au/publiclibraries

G2   STAFF

2.1 Objectives

To ensure that the number and mix of library staff support a range of services and programs which meet the needs of the community.

Each public library service must have paid qualified staff of one or more persons, including a suitably qualified library manager.

2.2 Guidelines

These are general guidelines for staffing libraries.

The library has paid and suitably qualified and/or experienced staff, appropriately trained to discharge their particular job responsibilities.

The library has current position descriptions for all roles and positions, setting out educational and experience requirements, duties and responsibilities, and employment conditions.

The library has a succession plan for critical positions.

Staff are employed under appropriate industrial awards and Enterprise Bargaining Agreements (EBA); employers conform with equal opportunity, anti-discrimination and occupational health and safety legislation.

Staffing levels are sufficient to deliver the services set out in the relevant library legislation (if any), in the library's strategy or plan, and are appropriate for the library's community.

All service points are appropriately staffed to assist customers during all opening hours. For tasks that would impact on service quality if undertaken during library opening hours, staff should have additional paid time allocated.

Staff requirements will be influenced by the degree to which manual handling processes have been automated, the level of customer acceptance of self-serve and automated check-out arrangements, and the degree to which administrative processes and operations are outsourced. Effective use of technology (for example, self-serve resources, RFID and automated means for check-out/check-in, stock-take and collection management tasks) and outsourcing technical services tasks (such as selection, cataloguing, and shelf-ready processing) can promote staff efficiency and cost-effectiveness. Staff efficiencies may also be achieved by sharing program responsibilities with other sections of Councils.

In multi-branch library services, staff numbers are also influenced by the need to keep branches open to provide an acceptable level of service for an acceptable number of hours and by requirements for a minimum number of staff to be on duty for safety and security reasons.

Responsibility for core services (such as reference services, collection development and technical services) is assigned to appropriately qualified staff.

Specialist library staff are determined by overall community requirements for the skills of the specialists. Consideration should be given to the skills mix of library staff to deliver targeted services and programs.

Library staff undertaking librarianship, library technician and other relevant studies are accorded appropriate support by their library manager and funding body.

The library supports staff work-related study, continuing education and professional activities, including paid work time for attendance, registration fees and travel costs.

Library staff are encouraged to expand their library and cross-sectoral networks, and further their professional development by reading, online exchange of ideas, and by attending courses, conferences, and meetings.

All library staff (including casual and relief staff) have sufficient training to undertake the requirements of their roles with a minimum of supervision. There is an orientation program for new staff.

Formal training is augmented by informal skills transfer and information sessions for staff.

G2

Job rotation and staff exchanges are encouraged as a means of ensuring adequate training and development, especially for more isolated staff such as those in small branch libraries.

Relief staff are employed for periods when regular staff are on leave or attending training. Relief staff should be scheduled to work regularly in the library to maintain skills and familiarity with procedures. Relief staff are employed in accordance with appropriate industrial awards and EBAs, and preferably should hold similar qualifications to permanent staff. The use of relief staff is usually a local decision taken by the library manager.

A library service's commitment and responsiveness to its community is reflected in the mix of library staff selected to offer library programs and services. It may be desirable for the composition of the library staff to reflect the broad profile of the community it serves. For example, where a community has a large percentage of people from a certain age group – such as young people or people from culturally and linguistically diverse backgrounds – such groups should, where possible, be represented on library staff.

Library service to the community can be enhanced by well-supported volunteers. Volunteer help from the community is used for specific purposes, and is complementary to the day to day operation of the library service. Volunteers are not used as a substitute for appropriately trained and paid library staff, and they are not used to establish and maintain library services or outreach programs which would normally be established and maintained by paid library staff. Volunteers are recruited according to the terms and conditions of a written policy defining the tasks which may be undertaken by volunteers and clarifying their relationship to library operations and staff.

2.3 Standards

S.4 Standard for number of staff

Scope: Minimum number of staff members (FTE) per population served
Baseline: 1 staff member (FTE) per 3,000 population or part thereof.
Enhanced: 1 staff member (FTE) per 2,500 population or part thereof.

Definitions

'Staff members' means paid staff. Staff members include established positions regardless of whether or not they are currently occupied. Volunteers are not included.

FTE means full-time equivalent.

'Population' is the population of the area/local government area served by the library. Data is sourced from ABS.

Notes

Some larger libraries which use automated means for check-out and check-in, stock-take and collection management tasks may find their staff requirements can be optimised, freeing-up staff for additional professional services and programs, and/or reducing the staff requirement for routine materials handling.

Staff requirements are influenced by the number of self-check units, the degree of customer acceptance of them (that is, the percentage of loans which are self-checked); and the degree to which administrative processes and operations (such as selection, cataloguing, and shelf-ready processing) are outsourced.

In multi-branch library services, staff numbers are also influenced by the need to keep branches open to provide an acceptable level of service for an acceptable number of hours and by requirements for a minimum number of staff to be on duty for safety and security reasons.

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011   15

www.alia.org.au/publiclibraries

G2

S.5 Standard for number of qualified staff

Scope: Minimum number of qualified staff members (FTE) per population served

Baseline: 1 librarian/qualified staff member (FTE) per 10,000 population or part thereof.

Enhanced: 1.2 librarians/qualified staff members (FTE) per 10,000 population or part thereof.

Definitions

'Qualified staff' means paid staff members who are eligible for professional membership of the Australian Library and Information Association (ALIA) – and those requiring other professional/specialist qualifications to carry out their duties and meet their responsibilities.

ALIA membership categories for professional staff are:

- 'Associate (professional) – members in this category hold an ALIA-recognised library and information science qualification at under-graduate or post-graduate levels
- 'Library technician (professional)' – members in this category hold an ALIA-recognised library technician qualification.

FTE means full-time equivalent.

'Population' is the population of the area/local government area served by the library. Data is sourced from ABS.

Notes

For libraries serving populations less than 10,000, candidates studying towards the recommended qualifications should be considered for employment if their experience meets the selection criteria.

It is acknowledged that many rural and regional libraries have significant difficulties in recruiting qualified staff members. Local authorities should seek to employ the most appropriate mix possible of professional and para-professional library staff. Para-professional staff are those eligible for Library Technician membership of ALIA.

Many libraries, particularly those serving large populations and populations including significant numbers of people from culturally diverse backgrounds, require a higher proportion of qualified staff because the range of library programs and special services offered is both more varied and greater in number. Such libraries are likely to require more staff and higher numbers of qualified staff than provided for in these standards.

Library marketing, information technology, administration activities and some specialised activities or collections may require the employment of staff with specialist (non-library) qualifications. The skills and knowledge of these staff will enrich the library service and contribute to quality service.

2.4 Additional resources

ALIA membership categories: **http://www.alia.org.au/membership.benefits/personal.html#2**

ALIA's core knowledge statement is: *The library and information sector: core knowledge, skills and attributes,* 2005: **http://www.alia.org.au/policies/core.knowledge.html**

Library staff may include staff with qualifications, prior learning and/or relevant experience in related fields. Refer to the information about ALIA-recognised library and information sector qualifications and careers at **http://www.alia.org.au/education/careers.html**

ALIA also publishes work level guidelines for librarians and library technicians: **http://www.alia.org.au/employment/salary.scales/** and a policy on volunteers:

Voluntary work in library and Information services:
http://www.alia.org.au/policies/volunteer.workers.html

Resources relating to implementation of information technology, automation and outsourcing are listed in sections 5.4 and 6.3.

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

16

www.alia.org.au/publiclibraries

G3

LIBRARY BUILDINGS

3.1 Objectives

To provide library buildings which:

- are attractive, functional and accessible
- stimulate interest
- are designed for flexible use, efficiency in operation and sustainability
- accommodate library collections, resources and programs which serve the identified needs of the community.

3.2 Guidelines

These are general guidelines for library buildings and interiors. For detailed guidance, please see People places 2nd edition and the Queensland library buildings standard cited below.

Library buildings meet legislative requirements and standards, including but not necessarily limited to:

- the Building Code of Australia
- Australian Standards
- occupational health and safety requirements
- accessibility standards
- environmental design and sustainability requirements
- local planning schemes.

Library buildings are sited prominently, near gathering points such as shopping centres, cultural centres or educational precincts.

Libraries are prominently signed and well-signposted.

The site is safely and easily accessible by pedestrians, and from public and private transport.

Convenient and standards-compliant parking is provided for customers and staff, with designated spaces for people with disability.

The building is safely and easily accessible by all library customers, regardless of age or mobility.

Future growth, including expected population growth, is considered in the planning stages of library buildings.

Minimum building size is based on ten-year population projections for the local government area or its relevant catchment subdivisions.

Population projections may need to include visitors to the catchment area, including tourists and commuters for work, school or shopping.

Calculation of building size and floor areas will take into account trends in library service delivery and anticipated changes in technology, programs and types of resources provided. The specialised standards cited below provide guidance for calculations.

Planning must take into account library functional areas such as:

- customer service points, display and entry/orientation
- people spaces, for example reading, study, lounge, wifi zones
- children's space
- youth space
- flexible spaces for activities such as story time and author talks

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

17

www.alia.org.au/publiclibraries

Australian
Library and
Information
Association

G3

- computers and Internet access
- housing collections
- local history/special collections
- stack or archival storage requirements
- meeting/training rooms (with provision for after-hours access)
- outdoor areas
- mobile library support, including access, loading/unloading space, turning and parking requirements.

Space for related functions (such as Council/government customer service area, café, bookshop, tourist centre) may need to be factored into the planning.

Interior spaces should have a high degree of adaptability, for new or varied purposes and collection re-organisation.

Buildings which are adapted from previous purposes should be carefully redeveloped/ refurbished to make suitable and workable library spaces.

Library furniture and fittings should be attractive, durable, functional, and comfortable. A variety of types of seating should be provided.

Workstation furniture should be adjustable to suit customer characteristics and requirements.

Optimum use should be made of natural light.

Library spaces, fittings and furniture should comply with relevant standards, including those for:

- floor loading
- shelving
- lighting according to functional purpose
- safety, accessibility and ergonomic design.

Shelving should be:

- adjustable
- easily re-configurable to accommodate changes in library layout
- reachable without excessive bending or stretching
- well-lit and clearly labelled.

Adequate power, communications, computer cabling/wireless networking is provided, with adequate provision of computers and workstations.

Wireless technology and connectivity should be provided within the library for use by customers.

3.3 Additional resources

The general guidelines presented in Section 3.2 should be used in conjunction with the detailed guidance to be found in:

Heather Nesbitt Planning 2005, P*eople places: a guide for public library buildings in NSW,* 2nd edition. Prepared by Heather Nesbitt Planning in association with Bligh Voller Nield for the Library Council of New South Wales. State Library of New South Wales, 2005:
http://www.sl.nsw.gov.au/services/public_libraries/library_mgt/lib_management_docs/
peopleplaces_2ndedition.pdf

State Library of Queensland 2009, *Library buildings standard* (Queensland Public Library Standards and Guidelines), October 2009:
http://www.slq.qld.gov.au/__data/assets/pdf_file/0006/148290/SLQ_Building_standard_-_
November_2009.pdf

ALIA's policy on joint-use libraries: *Statement on joint-use libraries*, 2002:
http://www.alia.org.au/policies/joint-use.html

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

18

www.alia.org.au/publiclibraries

G3

Guidelines on shared facilities, joint use and co-located libraries are presented in:

State Library of Queensland 2009, *Guidelines and toolkit for shared facilities best practice*:
http://www.slq.qld.gov.au/__data/assets/pdf_file/0018/132093/Guidelines_and_toolkit.pdf

State Library of Queensland 2008, *Shared facilities standard*, revised December 2008 (Queensland Public Library Standards and Guidelines):
http://www.slq.qld.gov.au/__data/assets/pdf_file/0017/132092/Shared_Facilities_Std_Revised_Dec_2008.pdf

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

19

www.alia.org.au/publiclibraries

G4 OPENING HOURS

4.1 Objectives

To open at times which enable members of the community to make the most effective use of the library service and to ensure that the library's resources and services are as widely available as possible.

Public libraries should be open at times when their customers might reasonably expect them to be open. Staffing hours need to be flexible to meet the needs of the community. Local influences on opening hours include library location, location of other community service points, commuter patterns, local shopping and school hours, opening hours of other cultural institutions (such as theatres, galleries and museums), number of branches and size (area and population) of the community/region served, and number of staff employed.

4.2 Guidelines

These are general guidelines for library opening hours.

In determining opening hours, decisions are based on population size, assessments of customer and potential customer needs, and the nature of the community (for example, young people, families with children, seniors). The proximity of the library to other community facilities such as shops, theatres, businesses and public transport, and their hours of operation are also taken into account.

Community consultation is a good starting point for establishing or reviewing opening hours.

Library opening hours include morning, afternoon, evening and weekend hours.

Opening hours are consistent, predictable and easy for customers to understand.

Opening hours, once set, are regularly reviewed to take into account changing demographics and community circumstances.

Changes to opening hours are advertised well in advance.

Opening hours are displayed outside service points, on the library website and, where appropriate, on library promotional material.

Remote access to library resources (e.g. online library services, catalogue and digital materials) is available at all times.

The library provides after-hours facilities for return of library materials.

In determining opening hours for mobile libraries, 'opening hours' is the operating time spent at mobile library stops, when the mobile library is accessible by customers; travelling time between stops is not counted.

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

20

www.alia.org.au/publiclibraries

LIBRARY COLLECTIONS

5.1 Objectives

To ensure the community has access to a current and relevant collection of library materials in a variety of formats including print, audio, audiovisual and digital. 'Collection' in this context applies to general collections and to special purpose public library collections, such as a music library, toy library, or children's library.

To provide a catalogue which records the collection – a means by which library customers can easily find out what the library has, and which enables borrowing, reserves and requests to be made; profiles of interest to be registered and matching alerts to be despatched; and notices to be disseminated.

To provide a framework for bibliographic control of library materials and the exchange of bibliographic data.

To maintain rigorous control to ensure consistency and uniformity in catalogues which facilitates use by those unfamiliar with library cataloguing rules.

For the purposes of this Guideline, 'library collection' is the total number of items of library material (stock), in all formats, owned or licensed by the library service.

5.2 Guidelines

5.2.1 Library collection acquisition, development and management

These are general guidelines for library collection acquisition, development and management.

A collection development policy based on community needs is developed and maintained. This policy guides the development and maintenance of library collections and access to resources. Typically it includes:

- statement on customers served
- library material selection criteria
- collection specialities and purchase priorities
- procurement guidelines
- guidance on duplication of titles
- policy on customer requests for purchase of materials
- guidance on the level of processing appropriate for different types of library materials
- evaluation guidelines for weeding and de-selection
- discard and disposal procedures
- policy on donations (for example, what is acceptable/unacceptable, or whether donations must meet selection criteria)
- policy on resource sharing
- asset management procedures, including stocktake
- policy and priorities for digitisation programs, or reference to a separate digitisation plan
- conformance with the provisions of copyright legislation.

The collection development policy is reviewed every 2–4 years.

Responsibility for technical services such as acquisition and cataloguing is assigned to appropriately qualified staff.

Efficient selection, acquisition and processing procedures ensure library materials are available to the community as soon as possible.

Arrangements with suppliers are reviewed regularly to ensure timeliness and cost-effectiveness of supply.

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

21

www.alia.org.au/publiclibraries

G5

Tendering and procurement complies with relevant Council, corporate, government or legislative requirements.

The library provides web pages with links to government, education and reputable commercial websites.

Online resources are regarded as an integral part of the library's collection and are easily accessed from the library's website.

The library uses interlibrary loan to supplement, but not supplant, local collection development.

The library cooperates in collection development with other local, regional and state libraries and collecting institutions to provide a wide range of resources in a variety of formats to meet the needs of its community.

The library provides access to resources in a variety of formats to ensure equal access for persons of all ages including those with disabilities.

Access is provided to adult basic English skills and English as a Second Language (ESL) materials with reading levels and formats appropriate to meet the needs of customers who are adult new readers or who have developmental disabilities or limited English speaking skills.

Discard, acquisition and depreciation rates are related to each other, in order to enhance the currency and overall appeal of the collection. Higher or lower rates of discard may be appropriate in special circumstances, such as relocation of library collections, or collection rejuvenation.

Collection size is dependent on variables such as the geographic spread and size of the population served. Each library should possess sufficient stock to ensure that it can meet its normal operational requirements.

Access to library collections can be enhanced through local and regional co-operative measures, resource sharing between libraries, and through the national interlibrary lending scheme.

Collection components and arrangement are clearly signposted in the Library, including signs explaining the classification scheme and/or other shelf location schemes in use.

5.2.2 Library catalogues

These are guidelines for library catalogues.

All materials in the library collection, including online and digital resources, are listed in the library catalogue.

The catalogue is available online via the library's or another website.

Library customers can use the catalogue in the library or via the Internet to find out what the library has; to make reserves and requests; to register profiles of interest so that matching alerts can be received.

The catalogue system supports library administrative tasks, member and borrower records; collection usage statistics; and access to electronic resources.

Catalogue records for collection items conform with international standards for descriptive and subject cataloguing.

Restriction on access to particular items or parts of the collection is clearly indicated in the catalogue records.

Catalogue workstations for use by customers are available at all times and are clearly signposted.

Appropriate guidance (written or in person) is readily available to assist catalogue users.

Access to the collection, particularly unique items, is maximised by contributing information to Libraries Australia, where it becomes searchable free of charge through the Trove service.[10]

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10   'Libraries Australia is a resource sharing service hosted by the National Library of Australia for Australian libraries. It is used for reference, collection development, cataloguing and interlibrary lending. The heart of Libraries Australia is the Australian National Bibliographic Database (ANBD), which records the location details of over 42 million items held in most Australian academic, research, national, state, public and special libraries' (**http://www.nla.gov.au/librariesaustralia/about.html**)

Libraries Australia is a subscription-based service for libraries. The free service based on the ANBD and other Australian information repositories is known as Trove. Trove is a discovery service focused on Australia, Australians, and items found in Australian collecting institutions. It provides a single point of access to resources discoverable via the National Library of Australia's multiple discovery services, and to digitised material freely available online anywhere in the world. Trove is available at: **http://trove.nla.gov.au/**

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011   22

www.alia.org.au/publiclibraries

G5

5.3 Standards

S.6 Standard for library materials expenditure per capita per annum

Scope: Expenditure on library materials per capita per annum.

Baseline: $5.40 per capita per annum

Enhanced: $6.10 per capita per annum

Definitions

Based on the NSLA measure of expenditure on library materials and electronic resources, for the purposes of this standard 'expenditure on library materials' includes expenditure on print material (such as books, magazines, newspapers, serials, maps, plans, manuscripts), audiovisual and digital materials (such as audio books, CDs, CD-ROMs, videos, DVDs, computer games, electronic books), toys and games, and online electronic resources.

Per capita analysis is based on the population of the area/local government area served by the library service; data is sourced ABS.

Notes

The standard relating to total library expenditure per capita is presented in section G1.3.

S.7 Standard for collection items per capita

Scope: 'Collection items' means 'library materials' (stock).

Baseline: 2 per capita

Enhanced: 2.2 per capita

Definitions

Based on the NSLA statistical report, for the purposes of this standard 'collection items' means library materials items **excluding** online electronic (digital) resources. ('Library materials' includes print material (such as books, magazines, newspapers, serials, maps, plans, manuscripts), audiovisual and digital materials (such as audio books, CDs, CD-ROMs, videos, DVDs, computer games, electronic books), and other items such as toys and games.) (This definition excludes individual records in online databases.)

Per capita analysis is based on the population of the area/local government area served by the library service; data is sourced ABS.

Notes

'Items per capita' alone is not a sufficient indicator of collection quality. Items per capita may be artificially inflated if the collection is not regularly weeded and the age of stock drifts out, or if the library maintains a large 'stack' collection. The strength of a public library collection usually lies with its currency rather than its size, so S7 (items per capita), S8 (age of collection), S9 (loans per capita) and S10 (stock turnover) taken together are important indicators of collection appeal.

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

23

www.alia.org.au/publiclibraries

G5

S.8 Standard for age of collection (last five years)

Scope:	Percentage of collection purchased in last five years
Baseline:	50% of collection items purchased in last five years
Enhanced:	58% of collection items purchased in last five years.

Definitions

Based on the NSLA statistical report, for the purposes of this standard 'collection' means library materials items **excluding** online electronic (digital) resources. ('Library materials' includes print material (such as books, magazines, newspapers, serials, maps, plans, manuscripts), audiovisual and digital materials (such as audio books, CDs, CD-ROMs, videos, DVDs, computer games, electronic books), and other items such as toys and games.) (This definition excludes individual records in online databases.)

Notes

Smaller libraries may have a proportionately higher number of items per capita in order to maintain customer choice.

Family history and local studies library material should not be counted when applying this standard. These resources have usually been collected over long periods and are intended to be retained indefinitely regardless of age.

Factors which impact on age of collection include:

• 'floating' collections, in which customer choice is maintained by movement of stock among branchest

• the shorter shelf-life/more frequent replacement of some materials, such as DVDs

• high turnover rate of some special collections (such as LOTE – languages other than English) which may require weeding and replacement at a higher rate than other parts of the collection.

S.9 Circulation (loans) per capita per annum

Scope:	Loans per head of population per annum
Baseline:	8.4
Enhanced:	10.3

Definitions

Per capita analysis is based on the population of the area/local government area served by the library service; data is sourced from ABS.

Notes

There is at present in Australia no widely-agreed and implemented national measure for usage of electronic resources or virtual visits to libraries therefore no consistent data set from which to derive target figures. When agreed measures are implemented, and national data is available, the information will be incorporated in a subsequent edition of these standards and guidelines.

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

24

www.alia.org.au/publiclibraries

G5

Scope: Loans per volume (collection item) held
Baseline: 4.4
Enhanced: 5.4

Definitions

Based on the NSLA statistical report, for the purposes of this standard 'collection item' means library materials items **excluding** online electronic (digital) resources. ('Library materials' includes print material (such as books, magazines, newspapers, serials, maps, plans, manuscripts), audiovisual and digital materials (such as audio books, CDs, CD-ROMs, videos, DVDs, computer games, electronic books), and other items such as toys and games.)

In accordance with the NSLA statistical report, 'turnover' is obtained by dividing the total circulation by the total number of library stock (library materials) to provide an indication of stock use.

5.4 Additional resources

The National Library of Australia (NLA) provides the following resources on cataloguing:

Cataloguing standards for Libraries Australia: http://www.nla.gov.au/librariesaustralia/standards.html

NLA hosts information about Resource Description and Access from the Australian Committee on Cataloguing. 'RDA will be an important building block in the creation of better catalogues and resource discovery systems. It will provide for the creation of metadata which meets customers' needs for data content and also facilitates machine manipulation of that data for searching and display.'

RDA: Resource Description and Access: http://www.nla.gov.au/lis/stndrds/grps/acoc/rda.html

The State Library of Queensland has developed guidelines for resource description and end-processing:

Resource description standard, 2008 (Queensland Public Library Standards and Guidelines): http://www.slq.qld.gov.au/__data/assets/pdf_file/0006/170754/Resource_Description_Standard_-_September_2008.pdf

Guidelines for end processing: http://www.slq.qld.gov.au/__data/assets/pdf_file/0005/123647/SLQ_Guidelines_for_end_processing_10_09_08_2_.pdf

The NSW Public Library Network Research Committee commissioned a project which analysed the costs and benefits of outsourcing acquisitions, cataloguing and processing in a variety of contexts relevant to NSW public libraries. The report provides an evidence-based framework and a practical tool:

A benefit cost analysis; outsourcing of acquisitions, cataloguing and processing in NSW Public Libraries. Prepared by Macroplan Australia Pty Ltd for the State Library of New South Wales and the Library Council of New South Wales, February 2010. State Library of New South Wales, 2010: http://www.sl.nsw.gov.au/services/public_libraries/docs/benefit_cost_analysis.pdf

Evaluation tool; outsourcing of acquisitions, cataloguing and processing in NSW public libraries. Prepared by Macroplan Australia Pty Ltd, 2010: http://www.sl.nsw.gov.au/services/public_libraries/docs/evaluation_tool.xls

Collection management and development involves awareness of the provisions of the Copyright Act as it affects the operations of libraries. Information on this topic is available from ALIA: http://www.alia.org.au/advocacy/copyright/

Library managers considering digitisation projects should be aware of the National Library of Australia's digitisation policy and priorities, and general principles for digitisation, as outlined in:

Collection digitisation policy: http://www.nla.gov.au/policy/digitisation.html

and

Digital practice: guidelines for digitising images in NSW public libraries, prepared by Swinburne Library and Information Service and Practico for the State Library of New South Wales, 2005: http://www.sl.nsw.gov.au/services/public_libraries/docs/digital.pdf

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Standards and Guidelines for Australian Public Libraries, 2011

25

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G6 INFORMATION TECHNOLOGY

6.1 Objectives

To ensure that all library resources and services are accessible by the community served by the library. Information technology, especially Web technology, is used for service access and delivery in all parts of Australia. Information technology (IT) standards include all aspects of information and communication technologies (ICT).

6.2 Guidelines

6.2.1 Systems infrastructure

These are guidelines for systems infrastructure.

The library has an ICT strategy covering planning, implementation, maintenance and replacement of information/communications technology and equipment.

The library IT platform is secured with service level agreements with IT suppliers. The service level agreement ensures that service and maintenance of public computers/networks is given as high a priority as in-house Council/ government/ corporate systems.

The library IT is managed by appropriately qualified and/or experienced staff.

System downtime due to maintenance is scheduled and communicated in advance to staff and customers.

Public and staff workstations are comprised of current hardware and appropriate up-to-date software.

Software provided for customer use includes standard desktop word-processing, spreadsheet, presentation, web browser and document reader software.

Peripheral equipment provided with customer workstations or for customer use includes standard office machines such as printers, fax machines, scannerAdaptive technologies are provided for those with vision or hearing disability.

One workstation is provided per FTE staff member for administrative and technical staff, and for reference staff in branches.

ICT training programs are ongoing and updated as appropriate for staff and customers.

Library systems support Web 2.0 and other social networking technologies.

Library equipment supports portable storage devices.

Wireless networks are available to library customers in library branches.

IT and Internet access policies provide appropriate guidance to customers.

Bandwidth is sufficient for consistent good quality access to digital print/image/sound resources served to customers by the Library.[11]

6.2.2 Library management software/systems

These are guidelines relating to library management software/systems.

The library management system operates latest or near-to-latest software release.

The library reserves computers for catalogue use.

The library catalogue is available through the library's website.

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11   The National Broadband Network has 'the objective of providing 93 per cent of Australian homes, schools and workplaces with a 'fibre to the premise' connection delivering speeds of up to 100 megabits per second . All remaining premises will be served by a combination of next generation wireless and satellite technologies providing peak speeds of at least 12 megabits per second'. (**http://www.dbcde.gov. au/broadband/national_broadband_network**). Most libraries in urban areas would expect a minimum of 100 megabits per second for optimum service delivery.

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Standards and Guidelines for Australian Public Libraries, 2011

26

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G6

A 'new library resources list' is available online.

Individual customer personal information and preferences can be updated online by the customer, with appropriate authentication and privacy controls in place.

Library fees and fines are payable online.

Library items can be requested/reserved online.

Items for purchase can be requested online.

Library customers can view and renew their own loans online.

Library notifications can be delivered by a method selected by the customer, including email or SMS.

Federated search of library catalogue and electronic databases is available.

The reporting capabilities of the library's integrated library management system (ILMS) are exploited to collect statistics which contribute to the whole picture of library use, and feed into library management and planning.

6.2.3 Library websites

These are guidelines relating to library websites.

A full description of library services, branches and opening hours is on the library's website.

Up-to-date information on policies, programs and staff contacts may be found on the library website.

The library supports online reference and information services and online interaction with customers.

The library website provides links to authoritative external resources including links to other libraries.

The library supports remote and in-house access to its catalogue and its free and licensed databases.

Library activities, programs and training sessions can be booked online.

Downloadable e-books and e-audiobooks are available.

Audio and video streaming, RSS feeds and podcasts are available.

The library website meets W3C standards for accessible Web design and disability access (see below, Additional resources).

Notes: Council/governing body ICT availability, platforms, connectivity, security requirements, Internet access and backup requirements must be considered in conjunction with these guidelines.

Information technology and virtual library services are particularly important for remote areas of Australia, such as the Northern Territory, Queensland and Western Australia, where service via fixed or mobile libraries is difficult due to sparse population, vast geographical distances between communities, isolation and weather conditions which hinder year-round access.

6.2 Standards

S.11. Standard for provision of Internet computers

Scope:	Personal computers for public access to the Internet
Baseline:	1 PC for access to the Internet per 3,000 population or part thereof.
Enhanced:	1 PC for access to the Internet for every 2,000 population or part thereof.

Notes

The number of PCs provided in the library depends on the nature of demand in the library's community, including seasonal requirements; and local factors such as the degree of penetration of Internet access in households, the take-up of mobile devices, and the availability of broadband connectivity.

Access to the Internet should, where possible, be provided free of charge. It is acknowledged that this may not be possible for some libraries sharing facilities with other agencies in remote areas.

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Standards and Guidelines for Australian Public Libraries, 2011

27

www.alia.org.au/publiclibraries

G6

6.4 Additional resources

Unfettered access to the Internet and unhindered access to emerging information technologies is in accord with principles of freedom of access to information in public libraries, as set out in Australian State Library Acts:

Australian library legislation' in *Australian Libraries Gateway*:
http://www.nla.gov.au/libraries/resource/legislation.html

in ALIA policy statements at **http://www.alia.org.au/**

in the *IFLA Internet Manifesto:*

http://www.ifla.org/files/faife/publications/policy-documents/internet-manifesto-en.pdf

and in the *IFLA/UNESCO Public Library Manifesto and the Update of IFLA Manifesto:*

Appendix 1, p. 119–21, and Appendix 5, p. 135–6, in *IFLA public library service guidelines.* 2nd, completely revised ed. Edited by Christie Koontz and Barbara Gubbin. (IFLA Publications 147). De Gruyter Saur, 2010.

Relevant policies, which reference international statements on libraries and intellectual freedom, include:

Australian Library and Information Association 2001, *Statement on free access to information:*
http://www.alia.org.au/policies/free.access.html

Library Council of New South Wales 2007, *Access to information in New South Wales public libraries; guideline,* 27 August 2007: **http://www.sl.nsw.gov.au/services/public_libraries/policies/docs/ accesstoinformation2007.pdf**

Library Council of New South Wales 2003, *Free Internet access in public libraries; law and policy [NSW]* :
http://www.sl.nsw.gov.au/services/public_libraries/policies/docs/freeinternet.pdf

State Library of Queensland 2010, *Technology standard* (Queensland Public Library Standards and Guidelines, April 2010): **http://www.slq.qld.gov.au/__data/assets/pdf_file/0006/162726/SLQ_-_Queensland_Public_ Library_Standards_and_Guidelines_-_Technology_Standard_-_April_2010.pdf**

Guidance on safe Internet use is provided by the Australian Communications and Media Authority (ACMA): *Cybersmart materials for libraries:* **http://www.acma.gov.au/WEB/STANDARD/pc=PC_311009**

'Accessible web design' refers to the philosophy and practice of designing web pages so that they can be navigated and read by everyone, regardless of location, experience, or the type of computer technology used. The Australian Human Rights Commission publishes information on the implementation of the World Wide Web accessibility provisions:

Disability Discrimination Act Advisory Notes:
http://www.hreoc.gov.au/disability_rights/standards/www_3/www_3.html

Library managers considering digitisation projects should be aware of the National Library of Australia's digitisation policy and priorities, and general principles for digitisation, as outlined in:

Collection digitisation policy: **http://www.nla.gov.au/policy/digitisation.html**

and

Digital practice: guidelines for digitising images in NSW public libraries, prepared by Swinburne Library and Information Service and Practico for the State Library of New South Wales, 2005:
http://www.sl.nsw.gov.au/services/public_libraries/docs/digital.pdf

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Standards and Guidelines for Australian Public Libraries, 2011

28

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G7 INFORMATION SERVICES

7.1 Objectives

To offer information and readers' advisory services[12] to all library customers.

To ensure that these services provide customers with the information and/or reading materials[13] that suit their requirements in an appropriate timeframe.

To offer education programs to support information and digital literacy, and effective use of library resources and facilities.

7.2 Guidelines

These are general guidelines relating to information services. Please refer also to G9 Programs, G10 Customer Service, and G11–G20 for specific programs.

Reference and information services are core components of public library services.

Appropriately qualified and trained staff deal with information and readers' advisory requests.

Library collections and electronic resources support the provision of information by library staff in response to requests for information and recreational materials.

Information services are accessible to library customers on site, online and by phone, email and/or SMS.

Appropriate training in information service and readers' advisory work and procedures are provided to all staff; appropriately trained staff provide information literacy and reader/library customer education services.[14]

Interior layout and furniture facilitate side-by-side options for staff assistance to readers, particularly when demonstrating online services.

Reader education programs and activities in the library are appropriately advertised and promoted.

When appropriate for content and the community served, library delivers customer education and help services online via its website.

Appropriate community information database/s are developed and/or used for information service delivery.

Interlibrary loan services are used to support information service delivery.

Signage in library buildings is used to facilitate access to information and readers advisory services.

High quality informational, directional, instructional and promotional material is used.

7.3 Additional resources

American Library Association Reference and User Services Association (RUSA) 2004, *Guidelines for Behavioral Performance of Reference and Information Service Providers:* http://www.ala.org/ala/mgrps/divs/rusa/resources/guidelines/guidelinesbehavioral.cfm

State Library of Queensland 2009, *Reference services standard* (Queensland Public Library Standards and Guidelines, October 2009): http://www.slq.qld.gov.au/__data/assets/pdf_file/0010/148591/Reference_services_standard_-_Oct_2009.pdf

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12   A readers' advisory service (also known as reader development) is one in which knowledgeable, non-judgemental library staff help readers with their leisure reading needs. With a focus on the reader's tastes and requirements, the readers' adviser uses his/her knowledge of fiction and non-fiction material, reference tools, and familiarity with the library collection to help the reader answer questions such as 'What do I read next?' The service includes suggesting new or unfamiliar authors, topics or genres; interesting casual readers in more systematic reading; promoting reading and reading-related activities; maintaining contacts with local educational and literacy agencies; and encouraging use of the library service. (Definition used in *Rewarding reading* readers' advisers training program, developed by Libraries Alive! Pty Ltd for the State Library of New South Wales, 2005–10.)

13   In this context 'reading materials' includes such other forms as audio book, ebooks, CDs and DVDs.

14   Information literacy and reader education services provide individuals and/or groups with advice on using the library's facilities and services; training in the use of information resources and technology; and digital literacy programs. Training usually comprises a mix of formal or informal sessions.

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Standards and Guidelines for Australian Public Libraries, 2011

29

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Library and
Information
Association

G8 INTER-LIBRARY LOANS

8.1 Objectives

To facilitate access by the local community to resources held in other Australian and/or overseas library collections.

8.2 Guidelines

These are guidelines relating to inter-library loans.

Interlibrary loan (ILL) is provided, whenever possible, as a free or cost recovery service.

Libraries use interlibrary loans to supplement, but not supplant, local collection development.

Interlibrary loan services are used to support information service delivery.

Technology is used appropriately to expedite ILLs.

Simple workflows and/or automated ILL processes which interface with library system software are used to expedite ILLs.

ILL staff are trained in latest ILL technological developments and kept up-to-date with document delivery/ILL trends through ongoing professional development opportunities.

Library holdings on union catalogues are regularly added, updated, or deleted when material is discarded.

Cooperative agreements are implemented with key requesting and supplying libraries, where possible.

Public libraries should follow the *Australian Interlibrary Resource Sharing (ILRS) Code 2006* published by ALIA (**http://www.alia.org.au/interlibrary.lending/ilrs.code.html**) unless alternative local resource-sharing or collaborative arrangements have been established.

8.3 Additional information

Information on interlibrary lending is available on the ALIA website: **http://www.alia.org.au/interlibrary.lending/**

Share It, the ALIA Interlibrary and Resource Sharing (ILRS) Wiki is available at: **http://www.alia.org.au/ governance/committees/interlibrary.lending/wiki/pmwiki/pmwiki.php?n=Main.ShareIt**

Share It presents information on finding items, getting them, policies and guidelines (including relevant provisions of the Copyright Act), professional development, frequently-asked questions, and a glossary.

State Library of Queensland 2010, *Interlibrary loans standard* (Queensland Public Library Standards and Guidelines, June 2010): **http://www.slq.qld.gov.au/__data/assets/pdf_file/0020/166421/Interlibrary_ Loans_Standard_-_June_2010.pdf**

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Library and
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Standards and Guidelines for Australian Public Libraries, 2011

30

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PROGRAMS

9.1 Objectives

To provide the community with a range of activities related to library services and collections that enrich the lives of community members.

9.2 Guidelines

These are guidelines for the types of program delivered in or from libraries.

A library program is an ongoing series or sequence of activities provided by library staff, or by library staff in partnership with other community or business organisations. Programs are usually related to a particular library service, library collection or population demographic. Library programs are usually delivered in library buildings but can be conducted in other community spaces, e.g. schools or senior citizen centres.

Programs are planned, budgeted for, and promoted.

In larger library services, programs or activities may be replicated in some or all branches.

Programs are evaluated by appropriate means in order to assess success or popularity, effectiveness and quality. Measures might include attendance at events, number of participants in programs, number of activities delivered, number of customers trained, and impact on loans, visits and membership. Qualitative measures are used to obtain views of participants. Further information is given in G9, Customer service, and G10, Marketing and public relations.

Examples of library programs include:

Adult literacy programs	Library customer education programs
Adult student programs	Local government services collaborative programs
Author talks and visits	
Book launches	Local studies programs
Computer literacy classes	Outreach to community groups
Business and industry programs	Parent education seminars
Displays	Parent/grandparent–child activities
English language conversation classes	Pre-school programs, e.g. story-time, rhyme-time
Exhibitions	
Family history programs	Primary school children programs
High school programs	Programs for Aboriginal and Torres Strait Islander people
Home library service programs	
Homework help/homework clubs	Programs for multicultural groups
Information literacy programs	Programs for people with disability
Internet classes	Readers clubs/book discussion groups
Hospital and nursing home programs	Story-telling, for various age groups
Language learner programs	Topical workshops
	Young adult programs

Specific types of program are covered in the following sections G13 to G20.

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Library and
Information
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Standards and Guidelines for Australian Public Libraries, 2011

31

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CUSTOMER SERVICE

10.1 Objectives

This Guideline presents general information on customer service principles, with reference to established standards. The provision of high quality customer service underpins the targets set in the Standards, and the best practice Guidelines. Customer service involves not just **what** is delivered, but **how** it is delivered, i.e. there are both quantitative and qualitative aspects to customer service.

10.2 Guidelines

These are guidelines for customer service.

The library has developed or adopted guidelines for customer service, which are promulgated to all staff, and are reviewed periodically.

All library staff display a positive and helpful attitude in conformance with library policy and standards of behaviour.

The library has a published Customer Service Charter.

Library staff are provided with customer service training, which is 'refreshed' or updated from time to time.

Library management implements measures to ensure continuous performance improvement in service delivery.

Library staff receive diversity and ability awareness training for communicating with their colleagues and with library customers, including persons with physical and mental disabilities, those from diverse cultural backgrounds, adult new readers and individuals speaking languages other than English.

All service points are staffed during opening hours, for customer assistance and inquiries.

Staff members are readily identifiable when working at service points.

Staff clothing conforms with the dress code established by the library (or Council/government/corporation) and with occupational health and safety requirements.

Good quality informational and directional signage and material are provided.

Staff rosters are arranged to ensure that staff numbers are sufficient to deliver all advertised services during all library opening hours.

The library communicates information about new items, services or programs to customers, using means such as website, email, RSS, mass media.

The library communicates with individual customers according to customer preference by means such as email, SMS, RSS, online messages/announcements.

Within the library, communication with customers is by appropriate means such as public address announcements, programmable electronic signs, fixed signage, and online messages/announcements.

Clear directions for use are provided for all equipment used by customers (for example, self-checkers, photocopiers, scanners, wireless Internet access).

10.3 Qualitative data collection

Community opinions on library services are important in assessing performance in customer service. Libraries and their Councils/parent bodies collect information for a variety of reasons, for example to:

monitor performance for continuous improvement

- establish trends in performance for management and training purposes
- compare performance of different council services

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Standards and Guidelines for Australian Public Libraries, 2011

32

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G10

- assess community responses to plans
- assess customer responses to new or changed services
- identify services that might encourage non-members to join the library.

Qualitative information can be collected in a variety of ways, such as surveys (in-library questionnaires, Web forms, telephone and in-person surveys), interviews, and focus groups. Usually the collection tool is designed for a particular purpose, with open questions intended to elicit the information or rating required to assess performance, compare services, or plan an activity or service.

In addition to the simple question posed in S12 below, library managers have suggested the following:

- Customer satisfaction surveys – include virtual and physical surveys, surveys of members and non-members, library customers and non-users
- Include Library Services in Council surveys.

Some examples of questions for library surveys:

General

- Rate the importance of the library service to you
- Rate your level of satisfaction with the service
- Did you get the information you were looking for during your visit to the library?
- Did you leave the library satisfied with your experience?
- Would you recommend the library service to others?
- How would you rate your overall experience of the library?

Staff and customer service

- How knowledgeable were staff?
- How helpful were staff?
- Were you treated as you would want to be treated?

Physical facilities

- Accessibility – how would you rate the accessibility (pedestrian access/disabled access/parking provision/proximity to public transport, etc) of the library?
- Appropriateness of the physical facilities – how would you rate the comfort (attractiveness/lighting/spaciousness/ease of navigation/signage, etc) of the library?
- How would you rate the provision of space and furniture – are there enough seats (tables/PCs/quiet spaces/meeting spaces, etc)
- How do you rate the adequacy of the IT applications/software provided?

Collection

- How do you rate the suitability/currency/size of the collection (books/newspapers/magazines/DVDs, etc)

Website

- How easy was it to find the information you were looking for on the website?
- How do you rate the 'look and feel' of the website?
- How do you rate the 'ease of use' of the website?

Note: When seeking feedback, surveys and questions are usually purpose-designed; further detail is beyond the scope of this document.

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Standards and Guidelines for Australian Public Libraries, 2011

33

www.alia.org.au/publiclibraries

G10

10.4 Standard

<table>
<tr><td>**S.12**</td><td>**Standard for customer satisfaction**</td></tr>
</table>

Scope: A single, simple measure of satisfaction with library services, which libraries can use for comparison with each other, or for identifying trends over time.

Simple measure of satisfaction

Question to library customers:

What is your opinion of the library service? Circle one option:

Very good	Good	Satisfactory	Poor	Very poor

Baseline: 95% per cent of library customers view their library service as 'very good' or 'good' in response to the question.

Enhanced: 98% of library customers view their library service as 'very good' or 'good' in response to the question.

Notes

This simple measure should be undertaken regularly; once every two years is suggested. Libraries may also have the opportunity to include specific questions in Council/parent body surveys.

10.5 Additional resources

The library and information sector: core knowledge, skills and attributes, published by the Australian Library and Information Association, 2005: http://www.alia.org.au/policies/core.knowledge.html

Being the Best We Can Project: http://projects.libraries.vic.gov.au/pg/pages/view/49/

Being The Best We Can Framework and Toolkit:
http://www.libraries.vic.gov.au/cgi-bin/infonet/org.cgi?detail=1&id=82
- This is a service excellence framework created especially for Victorian public libraries to use in monitoring and assessing their services. It recognises the specific requirements of the services delivered by public libraries – and the ways they can be delivered to support wider government policies'.

Guidelines for Behavioral Performance of Reference and Information Service Providers, published by the Reference and User Services Association (RUSA) of the American Library Association.
- This is a standard set of guidelines with the goal 'to create a conceptual framework and service ethic with which reference professionals can consider all customer reference interactions, and help establish a service standard for their institution'. These guidelines address approachability, interest, listening/inquiring, searching, and follow-up:
http://www.ala.org/ala/mgrps/divs/rusa/resources/guidelines/guidelinesbehavioral.cfm

Councils, library parent bodies or State/Territory Libraries may have customer service principles and requirements which are suitable for adoption or adaptation by the Library. Similarly, these bodies may have customer service training programs which are suitable for public library staff.

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Standards and Guidelines for Australian Public Libraries, 2011

34

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G11

MARKETING AND PUBLIC RELATIONS

11.1 Objectives

To ensure that all members of the community are made aware of library services and programs.

To facilitate easy access to library facilities, services and programs for all members of the community.

11.2 Guidelines

These are general guidelines for library marketing and promotion.

The Library staff are proactive in promoting their services and resources within the community.

Library staff participate in marketing and promotional events and activities.

A proportion of the library budget is allocated to marketing and promotional activities.

Local electronic, print and non-print media including accessible formats are used to promote library services and programs.

Specific strategies are developed to provide information about targeted library services and programs, including dissemination of publicity materials in alternate formats and languages other than English.

Good quality informational, directional and promotional material is used.

Promotional material is produced in a timely fashion.

Where the Library's Council/parent body has a policy of controlling the look-and-feel of promotional material and requires approval prior to dissemination of publicity, Library negotiates templates for timely use on occasions when there is little prior notice of events or opportunities.

Library policies are developed, reviewed and revised with consideration given to their effect on the library's public relations profile.

Partnerships are negotiated with local community organisations, local businesses, media, State/Territory Library and ALIA to facilitate library marketing and promotion.

Partnerships are monitored to ensure ongoing relevance.

Library surveys are conducted with both library customers and non-users, on a regular basis, such as every two years.

The success or popularity of library programs and events is evaluated using surveys of opinion, counting attendance and by assessing the impact on, for example, visits, loans and membership.

Media coverage is monitored for frequency of mention of library service and usefulness for library events and programs, including specific media coverage for specific events and programs.

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Standards and Guidelines for Australian Public Libraries, 2011

35

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G12 MOBILE LIBRARIES

12.1 Objectives

To provide a public library service via a specially designed and equipped vehicle to those people who cannot reach a fixed service point or central library.

12.2 Guidelines

These are general guidelines for service delivery from mobile libraries.

Access is provided via the mobile library to a representative range of the library's services, collections and programs, including access to library technology.

The mobile library's schedule and opening hours are appropriate for customers and locations.

Sites are chosen and reviewed according to criteria developed by the library service with reference to published guidelines.

The mobile library size and vehicle type is appropriate for the services and outreach programs delivered from it, and for the access constraints of the locations it services.

The mobile library is designed and configured for ease of access and satisfies relevant occupational health and safety requirements.

Mobile library drivers are appropriately licensed for the type of vehicle employed.

Mobile library drivers/staff are knowledgeable about the library's collections, services and procedures, and occupational health and safety requirements.

Sufficient staff are available to meet demand at high activity stops.

Sufficient backup staff, qualified to drive the vehicle and experienced in library service delivery, are available to maintain continuity of service.

Mobile library staff participate in training and professional development programs.

The mobile library vehicle is maintained and replaced according to a planned schedule.

Note: This guideline is not applicable to remote areas of Australia, particularly in the Northern Territory, Queensland and Western Australia due to vast geographical distances between communities, isolation and weather conditions which hinder year-round access. In these areas special arrangements may be made to provide access to and delivery of library services; examples include bulk loans, depots for library material, rotating collections, special transport arrangements, virtual libraries and innovative use of information technology.

12.3 Additional resources

The general guidelines presented above and in Section 4.2 should be used in conjunction with the detailed guidance to be found in:

Country Public Libraries Group (Victoria) 2005, *Health and safety in a mobile library; guidelines for staff:* Issue no. 2, prepared by ARK Consulting Group, August 2005: www.libraries.vic.gov.au/downloads/Country_Public_Libraries_Group/health_and_safety_in_a_mobile_library_v3.doc

Country Public Libraries Group (Victoria) 2005, *Mobile libraries occupational health and safety checklist.* Issue no. 2, prepared by ARK Consulting Group, August 2005: http://www.libraries.vic.gov.au/downloads/Country_Public_Libraries_Group/mobile_libraries_ohs_checklist_v3.doc

International Federation of Library Associations and Institutions 2010, *Mobile library guidelines. Revision by a working group of the IFLA Public Libraries Section, co-ordinated by Ian Stringer.* IFLA Headquarters, 2010 (IFLA professional report no 123).

G12

Department for Victorian Communities 2003, *Taking services into the future; a manual for country library services.* Prepared by John Liddle, JL Management Services, August 2003: **http://www.dpcd.vic.gov.au/__data/assets/pdf_file/0006/38049/0806-53TakingServicesFuturePart1. pdf**

mobile libraries.com.au: **http://www.mobilelibraries.com.au/**

- This mobile libraries site provides guidance in developing and managing mobile library services in Australia, and fosters networking among mobile library operators. Mobile librarians are encouraged to share their experiences, knowledge and tips.

State Library of Queensland 2009, Mobile libraries standard (Queensland Public Library Standards and Guidelines), June 2009: **http://www.slq.qld.gov.au/__data/assets/pdf_file/0003/146262/SLQ_-_Mobile_ libraries_standard_June_2009.pdf**

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Standards and Guidelines for Australian Public Libraries, 2011

37

www.alia.org.au/publiclibraries

G13 LOCAL STUDIES COLLECTIONS AND SERVICES

13.1 Objectives

To preserve, provide access to, and maintain a collection that relates to the history and development of the local community

13.2 Guidelines

These are general guidelines for local history/local studies collections. Some of the guidelines are appropriate to libraries with an archival responsibility that is discharged in accordance with local studies collections and services.

Appropriate library space and storage is provided, including security for the collection.

Collecting policies for local studies materials including acquisitions and management are recorded in the Library's Collection Development Policy.

Items are acquired through purchase, donation, copying or transfer from local organisations.

The library provides opportunities and means for the public to donate images (digital and print).

Specific provision is made for collecting, organising and providing access to family history materials.

A controlled environment and standards-compliant storage conditions to permanently preserve materials are provided if the materials in the collection require such treatment.

Cooperative arrangements are in place with appropriate local community groups and other cultural institutions such as museums and galleries for the growth, development and use of the local studies collection.

A disaster control plan has been developed for protection of the collection.

Access is available to non-rare and non-fragile materials (i.e. standard items in Local Studies collection) at any time the library is open.

Access to rare and fragile materials is controlled.

Materials collected from local private sources are provided to the public with appropriate permissions and copyright clearances.

Access provisions for sensitive materials and manuscripts are clearly documented.

Local newspapers (print or digital) are accessible free of charge to the public.

Local history photographs (print or digital) are accessible free of charge to the public, though fees may be charged for copies.

Links have been established with specialist consultants for professional advice concerning conservation matters.

Digital archives standards are used for local studies collections where appropriate.

Access to and preservation of oral history collections are made digitally available in priority terms of significance.

Digitised records of Council meetings are made available to the public.

Community access to aggregations of collective community memory in digital format (such as blogs, wikis) is made available by the library.

Public programs – such as participation in National Trust Heritage Festival, History Week, Family History Week, Anzac Day and other similar events – are offered by the library, where appropriate in partnership with other local community organisations.

Appropriate exhibitions are mounted for print and digital materials in local studies collections.

Australian
Library and
Information
Association

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

38

www.alia.org.au/publiclibraries

G13

Partnerships are established with the media to develop and exploit opportunities for promotion of local studies programs.

All copying is done in accordance with the *Australian Copyright Act 1968* and regulations.

A digitisation plan is developed for local history material.

Local Studies staff have appropriate skills and knowledge and/or access to appropriate training in:

- digital archiving
- multimedia techniques of making collections and resources accessible to various audiences
- exhibition organisation, design and management.

13.3 Additional resources

State Library of Queensland 2010, *Local studies standard* (Queensland Public Library Standards and Guidelines, June 2010): **http://www.slq.qld.gov.au/__data/assets/pdf_file/0004/161914/SLQ_-_Local_studies_standard_-_June_2010.pdf**

Library managers considering digitisation projects should be aware of:

the National Library of Australia's digitisation policy and priorities, and general principles for digitisation, as outlined in its *Collection digitisation policy:* **http://www.nla.gov.au/policy/digitisation.html**

Digital practice: guidelines for digitising images in NSW public libraries, prepared by Swinburne Library and Information Service and Practico for the State Library of New South Wales, 2005: **http://www.sl.nsw.gov.au/services/public_libraries/docs/digital.pdf**

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

39

www.alia.org.au/publiclibraries

G14 LITERACY SERVICES

14.1 Objectives

To provide a welcoming, trusted place where those seeking to improve their literacy skills have opportunities to do so without fear of judgment or stigma.

To provide resources and programs which encourage and stimulate reading among all members of the community.

To actively promote and support programs for members of the community with identified literacy needs.

Notes: According to the Australian Bureau of Statistics, 46% of Australians aged 15–74 have literacy levels below 'the minimum required for individuals to meet the complex demands of everyday life and work in the emerging knowledge-based economy'. (*Adult literacy and life skills survey, summary results, Australia, 2006* (Reissue) :
http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/4228.0Main%20Features22006%20%28Reissue%29?opendocument&tabname=Summary&prodno=4228.0&issue=2006%20%28Reissue%29&num=&view   Literacy levels are therefore a major issue for Australia.

Literacy services also cater to the needs of community members requiring assistance with English as a second language.

14.2 Guidelines

These are general guidelines for literacy services.

Development of literacy programs and collections is informed by:

- analysis of information about factors which may affect literacy levels in the local community (such as education levels, socio-economic and demographic factors, level of Internet uptake at home, and the extent to which languages other than English are spoken)
- community engagement and consultation on literacy issues
- engagement with organisations working in the literacy field (such as schools, training organisations).

The library collection development policy includes sections outlining the acquisition, scope, formats, purposes and management of the literacy collection(s) including early literacy material for children, adult literacy resources, 'English as a Second Language (ESL)' material (where appropriate) and material to support literacy programs, including those undertaken by specialist organisations in the community.

Where appropriate, literacy services and collections are managed by staff with suitable specialist knowledge, skills and experience.

Literacy resources are organised to enhance identification, access to and use of the literacy collection(s).

Programs for children and adults include activities which encourage use of the library, promote the development of skills and foster literacy development. Examples include story-time, baby rhyme-time, story-telling, story/information trails, reading challenges, book clubs and discussion groups, conversation classes, homework clubs, author talks/events, parent/grandparent–child activities, displays and exhibitions, Internet classes, and so on. Programs are tailored to suit the community, with an emphasis on fun.

Family literacy and digital literacy programs complement early literacy programs.

Literacy programs are delivered in collaboration with literacy service providers, and may be delivered in the library or in other locations in the community.

Provision is made to acquire the latest literacy equipment and technology within the overall financial and IT plans for the library.

Library staff are aware of the range of literacy resources and programs offered by the library.

Australian Library and Information Association

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011   40

www.alia.org.au/publiclibraries

G14

All library staff are trained to be aware of the range of literacies, sensitive to the feelings of those with literacy difficulties, and able to provide assistance to customers who experience literacy difficulties.

Literacy signs and symbols are displayed in libraries where appropriate.

Literacy/Learning English classes are provided in community languages where appropriate.

14.3 Additional resources:

Australian Bureau of Statistics 2008, 'Adult literacy', in *Australian Social Trends, 2008*. ABS Cat. No. 4102.0: http://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/4102.0Chapter6102008

Australian Bureau of Statistics 2008, *Adult literacy and life skills survey, summary results, Australia, 2006* (Reissue January 2008). ABS Cat. No. 4228.0: http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/4228.0Main%20Features22006%20%28Reissue%29?opendocument&tabname=Summary&prodno=4228.0&issue=2006%20%28Reissue%29&num=&view

Australian Library and Information Association 2006, *Statement on information literacy for all Australians*: www.alia.org.au/policies/information.literacy.html

Australian Library and Information Association 2006, *Statement on libraries and literacies*: http://www.alia.org.au/policies/library.literacy.html

Australian Library and Information Association Information Literacy Forum 2003, *A library advocates guide to building information literate communities; Information Literacy Forum Advocacy Kit*.: http://www.alia.org.au/advocacy/literacy.kit.pdf

Bundy, Alan (Ed,.) 2004, *Australian and New Zealand Information Literacy Framework; principles, standards and practice*. 2nd edition. Australian and New Zealand Institute for Information Literacy, 2004: http://www.library.unisa.edu.au/infoskills/infolit/infolit-2nd-edition.pdf

Council of Australian State Libraries 2001, Information literacy standards: http://www.nsla.org.au/publications/standards/2001/pdf/NSLA.Standard-20010701-Information.Literacy.Standards.pdf

Joseph, Mylee 2010, 'Family literacy who cares! The role of public libraries in fostering family literacy.' Paper presented to a NSW Adult Literacy & Numeracy Council Seminar, Thursday 29 April, 2010: http://www.nswalnc.uts.edu.au/doc/MJosephFamilyLiteracyWhoCares.pdf

State Library of Queensland 2010, *Literacy services standard* (Queensland Public Library Standards and Guidelines, September 2010): http://www.slq.qld.gov.au/__data/assets/pdf_file/0009/170748/Literacy_Services_Standard_.pdf

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

41

www.alia.org.au/publiclibraries

G15

SERVICES FOR INDIGENOUS AUSTRALIANS

15.1 Objectives

To provide standards for library services for Aboriginal people and Torres Strait Islanders.

To encourage libraries to actively consult and negotiate with Indigenous Australians to promote library and information literacy.

15.2 Guidelines

These are general guidelines for library services for Aboriginal people and Torres Strait Islanders.

Representative groups of local Indigenous Australians are consulted in regard to establishment and operation of library services for their community.

Library collections include materials by, and about, Indigenous Australians.

Appropriate access is facilitated to library archives and information resources by Indigenous Australians.

Appropriate content and perspectives in documentary materials, media and traditional cultural property is ensured.

Moral rights of Indigenous Australians as owners of their knowledge are acknowledged.

Links with key Indigenous Australian members of the community are established in order to receive guidance and assistance in the consultation and negotiation process.

In areas with significant Indigenous Australian populations, working relationships with appropriate government organisations and educational institutions are developed in connection with the provision of services to Indigenous Australians.

In areas with significant Indigenous Australian populations, availability of Indigenous Australian resources is promoted through radio, television, newspapers, brochures and library displays.

In areas with significant Indigenous Australian populations, services and programs are developed which integrate the special cultural talents of Indigenous Australians.

Development of Aboriginal and Torres Strait Islander community keeping-places (i.e. key heritage places as living outdoor museums) is facilitated by the library.

An appropriate ratio of library staff are Indigenous Australians.

Cross-cultural awareness training strategies are delivered on the basis of negotiation and consultation by library staff with Indigenous Australians.

15.3 Additional resources

Australian Library and Information Association 1995, *Aboriginal and Torres Strait Islander protocols for libraries and information services*: **http://www.alia.org.au/policies/atsi.protocols.html**

National and State Libraries Australasia 2007, *National policy framework for Aboriginal and Torres Strait Islander library services and collections*: **http://www.nsla.org.au/publications/policies/2007/pdf/NSLA. Policy-20070129-National.Policy.Framework.for.Indigenous.Library.Services.pdf**

State Library of Queensland 2007, *Protocols for Aboriginal and Torres Strait Islander collections*.: **http://www. slq.qld.gov.au/__data/assets/pdf_file/0006/64599/SLQ_-_Protocols_for_Indigenous_Collections.pdf**

State Library of Queensland 2010, *Library Services Standard for Aboriginal people and Torres Strait Islanders* (Queensland Public Library Standards and Guidelines, April 2010): **http://www.slq.qld.gov.au/__data/assets/ pdf_file/0004/150547/Library_Services_Standard_for_Aboriginal_people_and_Torres_Strait_Islanders. pdf**

Australian
Library and
Information
Association

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

42

www.alia.org.au/publiclibraries

16.1 Objectives

To ensure Library collections and services meet the needs of culturally and linguistically diverse (CALD) communities.

16.2 Guidelines

These general guidelines apply to those local government areas with a significant CALD population. They may not be relevant for all library services.

Mechanisms exist which allow participation of diverse community representatives to identify their library service needs, wants and preferences.

Comprehensive community data is used to inform library service planning for multicultural services.

Comprehensive library planning mechanisms exist which are inclusive of diversity issues and which allocate appropriate staffing, resourcing and planning.

A multicultural policy exists and is integrated into the overall library policy structure.

Multicultural skill sets are identified as part of overall service delivery planning and reflected in position descriptions and recruitment procedures.

Staff have the skills and capacity to develop and implement services for a CALD customer base, which is developed through training, performance appraisal and organisational support.

Resource allocation for multilingual collections and services exists to meet CALD customer needs.

Based on knowledge of particular cultural needs and trends, a collection may exist for a particular language when there are at least 1,000 residents speaking that language as their major language at home. For a population of over 1,000 speaking a particular language newspapers and magazines is provided; for a population greater than 5,000 a range of popular books and audiovisual items is provided in addition to newspapers and magazines.

In purchasing minority language material, libraries should consider cooperation with neighbouring library services, including language specialisation and bulk loans, as a means of extending customer choices.

Services and collections reflect community profiles and respond to needs identified in community consultations.

An English as Second Language (ESL) collection is established where the CALD population is greater than 1% of the total LGA population.

Collections are easily accessible by CALD library customers – for example, bilingual staff, cataloguing in first language, and signage.

A multicultural communications strategy, appropriate to area demographics, is integrated into the overall library or council communications program with a level of resources reflective of multicultural requirements.

To meet the needs of diverse customer groups, a range of formal and informal monitoring mechanisms is in place, the output from which is used to inform the ongoing planning process.

Formal audience research is carried out at least biennially to assess the success of libraries in meeting customer needs.

The library has fully integrated the multicultural reality of their clientele into ongoing planning and operation. Activities specific to CALD customers are clearly identified, measurable and form part of the mainstream activity of library service. These activities may include multilingual storytime for preschools, English language classes, educational seminars, cultural celebrations.

Note: It is acknowledged that there are wide variations between language groups in terms of their propensity to use libraries, language and literacy levels and in the availability of library materials.

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

43

www.alia.org.au/publiclibraries

Australian
Library and
Information
Association

G16

16.3 Additional resources

MyLanguage website, an initiative of State and Territory libraries, provides access to search engines, web directories and news in over sixty languages: **http://www.mylanguage.gov.au/**

State Library of New South Wales, 2003, *Culturally diverse communities and the public library: a review of NSW public library multicultural services; research report.* Prepared by Cultural Perspectives Pty Ltd for the Library Council of New South Wales: **http://www.sl.nsw.gov.au/services/public_libraries/library_mgt/ lib_management_docs/multicultural2004.pdf**

State Library of Queensland 2008, Multicultural services standard, revised July 2008 (Queensland Public Library Standards and Guidelines): **http://www.slq.qld.gov.au/__data/assets/pdf_file/0004/108373/SLQ_-_ Multicultural_Services_Standard_-_July_2008.pdf**

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

44

www.alia.org.au/publiclibraries

SERVICES FOR PEOPLE WITH DISABILITY

17.1 Objectives

To provide barrier-free access to library services and resources for people with disability.

Anti-discrimination legislation makes discrimination unlawful on the basis of physical, intellectual, psychiatric, sensory, neurological and learning disability.

17.2 Guidelines

These are general guidelines for access to library services by people with disability.

The library collection development policy includes sections outlining the acquisition, scope, formats, purposes and management of library materials designed to assist and be used by people with disability. For example, alternative formats such as large print books and audio tapes are provided to cater for people with vision impairment.

Library materials and assistive devices are provided to enable people with disability to access information in both print and electronic formats.

Collections including alternative format resources are provided, with appropriate service delivery, in response to community profile and demand.

Flexible lending periods and loan limits are embedded into the Library's policies.

The Library's ICT Plan covers planning for, and provision of, adaptive technologies.

Physical access to and within library buildings, which enables access for people with any type of disability, is provided in accordance with appropriate legislation and relevant building standards.

Disability symbols and signage are displayed in appropriate formats, e.g. large print.

Training by persons suitably qualified in the area of disability and access issues is delivered to all library staff, so that they may assist customers with disabilities.

A professional member of staff is responsible for co-ordinating services for people with disability, including staff training and professional development.

Website design meets disability accessibility standards.

17.3 Additional resources

ALIA's policy, *Library and information services for people with a disability,* addresses the principle of equitable access to information through all library and information services, and promotes the observation of current Commonwealth, state and territory disability discrimination legislation*:* **http://www.alia.org.au/policies/ disabilities.html**

Accessibility and mobility issues for library buildings and service points are addressed in the resources listed in Section G3, Library buildings.

Advisory notes are provided by the Australian Human Rights Commission (AHRC) in *World Wide Web access: Disability Discrimination Act Advisory Notes*, version 3.3.1, March 31, 2009:
http://www.hreoc.gov.au/disability_rights/standards/www_3/www_3.html

AHRC provides information on World Wide Web accessibility standards, guidelines, tools and techniques at:
http://www.hreoc.gov.au/disability_rights/webaccess/index.htm

The generally accepted guidelines on how to make web content accessible to people with disability are those published by the World Wide Web Consortium (W3C): *Web Content Accessibility Guidelines (WCAG) 2.0* (2008): **http://www.w3.org/TR/WCAG20/**

Australian
Library and
Information
Association

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

45

www.alia.org.au/publiclibraries

G17

The Australian government requires Commonwealth departments and agencies to comply with the W3C guidelines: Accessibility (Dept of Finance and Deregulation, 2008):
http://webpublishing.agimo.gov.au/Accessibility

State Library of Queensland 2009, *Disability services standard* (Queensland Public Library Standards and Guidelines): http://www.slq.qld.gov.au/__data/assets/pdf_file/0008/138437/SLQ_-_Disability_standard_Final_-_April_2009.pdf

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

46

www.alia.org.au/publiclibraries

G18 | SERVICES FOR YOUNG PEOPLE

18.1 Objective

To assist in the development of early literacy and promote literacy.

To provide access to materials and services which meet the identified needs of children and young people in the community.

For the purposes of this Guideline and program delivery the following definitions are used:

> Children: 0–12 years
>
> Young adults: 13–18 years

18.2 Guidelines

These are general guidelines for library services to children and young adults.

The Library's policy for young people accords with relevant local, state and federal government policies, and includes:

- service statement
- parental responsibility statement
- child-safe, child-friendly principles.

Collecting policies for young people's library materials (including acquisitions and management) are included in the library's Collection Development Policy.

A percentage of the library's collections budget is allocated to young people's resources appropriate to the demographics of the community.

Staff responsible for services to young people should either directly select material, or create selection profiles to aid suppliers in their selection of material, to suit the needs of young people in the area.

Mechanisms exist which allow participation of young people in identifying their library service needs, wants and preferences.

Development of library programs, including outreach services, collections, and budgeting for young people's services is undertaken by librarians or other staff with suitable qualifications.

Young people of any age are issued with their own library card with full borrowing privileges.

Young people have access to a full range of library materials subject to parental guidance and relevant legislation.

Date of birth of members is recorded. This enables management of loans in accordance with legislative requirements (for example federal classification law restrictions on material which may be viewed by young adults). Date of birth information also allows data on age breakdown of customers to be extracted for reporting reasons, including comparison against statistics collected by other agencies which may define 'children' and 'youth' differently.

18.3 Additional resources

Australian Communications and Media Authority. *Cybersmart materials for libraries*: http://www.acma.gov.au/WEB/STANDARD/pc=PC_311009

Library Council of New South Wales 2008, *Children's policy guidelines for NSW public libraries,* revised edition 2008. State Library of New South Wales, 2008: http://www.sl.nsw.gov.au/services/public_libraries/library_mgt/lib_management_docs/childrens_%20policy_%20guidelines.pdf

State Library of Queensland 2009,*Young peoples services standard* (Queensland Public Library Standards and Guidelines, April 2009: http://www.slq.qld.gov.au/__data/assets/pdf_file/0006/138435/SLQ_-_Young_People_Services_standard_final_-_April_2009.pdf

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011   47

www.alia.org.au/publiclibraries

G19

SERVICES FOR OLDER PEOPLE

19.1 Objectives

To ensure that older members of the community can access and use library collections, services and programs.

Definition: for the purpose of these guidelines, 'older people' are 65 years and over.[15]

19.2 Guidelines

These are guidelines for library services for older people: planning; relevant collections, service and programs; and appropriate technology. Please refer also to G20, Home Library Services.

Council management, social and cultural plans cover library strategies for addressing the needs of older people.

The library works with Council(s), community groups and government services on initiatives for older people.

Older library customers are represented in community consultations, surveys and focus groups.

Older people are identified as a target group in library planning and marketing.

Needs of active engaged and frail aged are identified in library planning and marketing plans.

The library promotes its services to other relevant providers, e.g. literacy educators, community health workers and aged care providers.

Library budgets for resources for older people and people with disabilities reflect priorities and area demographics.

Staff are trained to meet the information and recreational library needs of older people.

Partnerships are developed with community organisations such as Council Access Committees, Meals on Wheels, U3A, Senior Citizens' groups, Computer Pals, Better Hearing Australia, Vision Australia, Friends of the Library.

The library assesses opportunities for the use of volunteers in service delivery and programs, for example, to share skills as tutors or in giving topical presentations, or to assist with home library services.

Collection development policies provide for input from community groups, including active and housebound people.

Council health and legal information is available in the Library in plain English.

Relevant material and collections include:

- Resources to support life-long learning
- Large print and audio books
- Local history
- Genealogy and family history
- Community language materials, including newspapers and magazines
- Resources about ageing issues
- Health and carer information.

Appropriate technology includes:

- Internet access for 'grey nomads'
- Appropriate facilities and adaptive equipment as set out in Sections 6 and 17.

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15   *Active, engaged, valued: older people and NSW public libraries* by Mylee Joseph, State Library of NSW, June 2006:
      http://www.sl.nsw.gov.au/services/public_libraries/docs/active_engaged_valued.pdf

Australian Library and Information Association

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011   48

www.alia.org.au/publiclibraries

G19

Services and programs include:

- Appropriate spaces, e.g. well-lit quiet reading areas, with comfortable chairs
- Internet tutorials for older people
- Home library services available to carers as well as to housebound individuals
- Opportunities and spaces for support groups to meet
- Inter-generational programming, e.g. young people teaching SMS and Internet skills, older people working with younger people on local history and oral history projects.
- Programs in which volunteers, for example retired people, share skills

19.3 Additional resources

Active, engaged, valued: older people and NSW public libraries, by Mylee Joseph. State Library of NSW, June 2006: http://www.sl.nsw.gov.au/services/public_libraries/docs/active_engaged_valued.pdf

> This is a comprehensive guide to issues affecting the delivery of library services and programs to older people.

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

49

www.alia.org.au/publiclibraries

G20

HOME LIBRARY SERVICES

20.1 Objectives

To provide access to library information and resources for those community members who are unable to physically access (for any reason) a local library.

20.2 Guidelines

These are general guidelines for the planning and delivery of home library services.

The Library has a policy on eligibility for Home Library Service (HLS).

Home Library Service is available to all eligible citizens.

All resources held by the library including the reservation and interlibrary loan systems are made available to Home Library Service customers.

Customer profiles are maintained to ensure appropriate selection of materials.

Home Library Service is staffed by suitably qualified library staff.

Membership is based on physical need and no age restrictions apply.

Service is available to carers who are housebound.

Bulk loans are provided to residential and day care establishments.

Loan periods, item restrictions and frequency of delivery are determined by the library service.

A vehicle suitably modified according to applicable occupational health and safety (OH&S) guidelines is provided and delivery arrangements comply with OH&S regulations.

Staff liaise with community organisations, nursing homes and day care centres to promote the service.

Staff receive training in:

- manual handling
- first aid (when appropriate, and for use in accordance with employer guidelines)
- communication with the aged and disabled
- disability awareness
- personal safety and advanced driving skills
- multicultural awareness (when appropriate).

Staff involved in home library services have undergone appropriate personal/police checks for working with the elderly and vulnerable, in accordance with government requirements.

HLS membership forms include a section providing permission for HLS staff members to enter customers' property.

Staff have mobile phones and wear name badges at all times.

A Home Library Service customer satisfaction survey is conducted every 2–4 years.

20.3 Additional resources

The following guidelines should be considered when developing home library services:

Australian Library and Information Association 2000, *Guidelines for Australian home library services*, http://www.alia.org.au/policies/home.library.service.html

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

50

www.alia.org.au/publiclibraries

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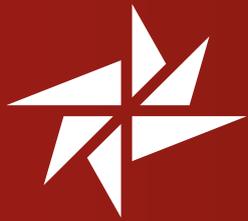Library and
Information
Association

G20

NSW Home Library Service Working Group and Mylee Joseph 2009, *Home library services for community members living in aged care homes*. An issues paper prepared by the NSW Home Library Service Working Group and Mylee Joseph, Version 2.0, May 2009: **http://www.plmnsw.org.au/web/Site/46/Uploads/ Home%20library%20services%20to%20nursing%20homes%20and%20hostels%202.0.pdf**

Public Libraries NSW – Metropolitan, Home Library Services Working Group 2008, Policy guidelines for NSW home library services (May 2008):
http://www.sl.nsw.gov.au/services/public_libraries/library_mgt/lib_management_docs/hlsdraft.rtf

or

Public Libraries NSW – Home Library Services Working Group 2008, *Risk management guidelines for NSW home library services*, endorsed by Public Libraries NSW – Metropolitan Association: **http://www.sl.nsw. gov.au/services/public_libraries/library_mgt/lib_management_docs/hlsriskmanagement.rtf**

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

51

www.alia.org.au/publiclibraries

ABBREVIATIONS
AND ACRONYMS

BIBLIOGRAPHY

INDEX

ABS	Australian Bureau of Statistics
ACMA	Australian Communications and Media Authority
AHRC	Australian Human Rights Commission
ALIA	Australian Library and Information Association
ATSI	Aboriginal and Torres Strait Islander
ATSILIRN	Aboriginal and Torres Strait Islander Library and Information Resource Network
CALD	culturally and linguistically diverse
EBA	Enterprise Bargaining Agreement
ERA	Electronic Resources Australia
ESL	English as a second language
FOLA	Friends of Libraries Australia
FTE	full-time equivalent (staff numbers)
HLS	home library service
ICT	information and communications technology
IFLA	International Federation of Library Associations and Institutions
ILL	interlibrary loan
ILMS	integrated library management system
ILRS	interlibrary resource sharing
LOTE	language/s other than English
NLA	National Library of Australia
NSLA	National and State Libraries Australasia
OH&S	occupational health and safety
PLAC	Public Libraries Advisory Committee
PRG	Project Reference Group
RDA	Resource Description and Access
RUSA	Reference and User Services Association of the American Library Association
W3C	World Wide Web Consortium

Australian
Library and
Information
Association

Beyond a Quality Service: Strengthening the Social Fabric
Standards and Guidelines for Australian Public Libraries, 2011

53

www.alia.org.au/publiclibraries

BIBLIOGRAPHY

Introductory note

This bibliography is a select list of publications consulted in developing this document and referred to in context throughout the text.

The principal sources are:

- *Guidelines and standards for Queensland public libraries*:
  http://www.slq.qld.gov.au/info/publib/policy/guidelines
  Individual guidelines are listed in context throughout this text.

- *Living learning libraries; standards and guidelines for NSW public libraries,* 2nd ed. 2009, prepared by Libraries Alive! Pty Ltd for the Library Council of NSW and published by the State Library of NSW: **http://www.sl.nsw.gov.au/services/public_libraries/living_learning_libraries/index.html**
  Individual guidelines are **not** listed in context because the text of the NSW guidelines formed the basis of much of this document.

Each of these documents has a detailed list of resources which should be consulted for further information.

Readers should also consult:

- *Standards, guidelines and benchmarks for public library services in Australia and overseas: a guide to resources*, compiled by the ALIA Public Libraries Reference Group: **http://www.alia.org.au/governance/committees/public.libraries/standards.html**
- the Public Libraries pages of State Libraries' websites
- *IFLA public library service guidelines*. 2nd, completely revised edition. Edited by Christie Koontz and Barbara Gubbin. (IFLA Publications 147). De Gruyter Saur, 2010.

All website addresses were valid in December 2010.

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58

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59

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