

# LIBRARY STRATEGIC PLAN

CONSULTATION REPORT  
JANUARY 2023

Waverley Council acknowledges the Bidjigal, Birrabirragal and Gadigal people, who traditionally occupied the Sydney Coast, and we pay respect to all Aboriginal and Torres Strait Islander Elders both past and present.

## Contents

Executive summary.....	2
Background.....	2
Approach .....	3
Engagement methodology .....	3
Detailed results – Have Your Say days.....	5
Detailed results – Online survey.....	5
Detailed results – Stakeholder meetings.....	9
Conclusion .....	10
Appendix A – Enewsletters.....	11
Appendix B – Poster .....	13
Appendix C – Social media posts .....	14
Appendix D – Survey results.....	16

## Executive summary

From 4 November to 6 December 2022 we sought community feedback on library services to help develop a new Library Strategic Plan.

A range of engagement methods were used to collect feedback including an online survey hosted on Council's Have Your Say website, and seven face to face sessions. We received 622 submissions.

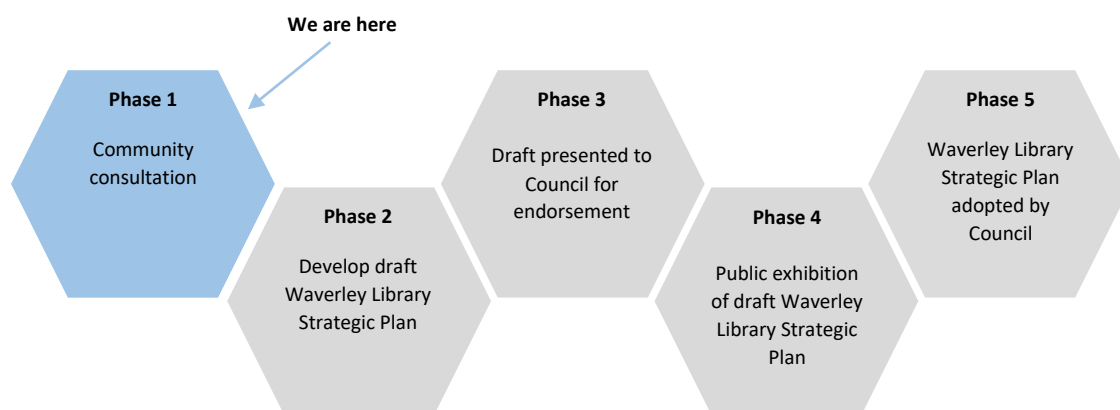
Overall the community is largely satisfied with current library services, in particular the helpfulness of staff, the library programs and the variety of the collection. Some areas identified for improvement include the physical library space, an updated library collection, a wider array of events and programs, and increased opening hours.

## Background

Waverley Library is a bustling and lively community space that is highly valued by those who visit. The library aspires to be a vibrant community hub and aims to provide a contemporary and relevant collection, interesting and exciting programming, and high quality service delivery.

Waverley Library strives to continually improve and this consultation sought feedback from a wide cross-section of the community to build on consultation undertaken in July 2021. This round of consultation will enable us to improve and redefine our service delivery in response to new technologies and increased community expectations. The findings within this consultation report will be used to develop the new Library Strategic Plan to help define community aspirations and key priorities.

This consultation ran from 4 November – 6 December 2022.



## Approach

The purpose of this consultation was to:

1. Obtain community feedback on library services and ideas for the future to inform the Library Strategic Plan.
2. Promote the library and the services currently being provided.

## Engagement methodology

A range of engagement methods were used to maximise the opportunity for community participation, including seven Have Your Say days across the Waverley area to collect face to face feedback.

The engagement process aligned with Waverley Council's adapted IAP2 model for community engagement.

Method	Overview	Date	Response
<b>Have Your Say website</b>	Council dedicated a Have Your Say page to the project.  URL: <a href="https://haveyoursay.waverley.nsw.gov.au/librarystrategy">https://haveyoursay.waverley.nsw.gov.au/librarystrategy</a>	4 November 2022 – Present	1,519 page views 1,045 unique site visitors new registrations
<b>Online survey</b>	Hosted on the project's Have Your Say page.	4 November – 6 December 2022	619 submissions
<b>Social media posts</b>	Council Facebook	6 November 2022	860 impressions 23 engagements 7 link clicks
	Council Instagram	6 November 2022	595 impressions 13 engagements
	Council Twitter	6 November 2022	201 impressions 3 engagements 1 link click
	Waverley Library Facebook	7 November 2022	69 impressions 11 engagements
<b>Posters in Waverley Library</b>		4 November – 6 December 2022	61 QR code scans
<b>Have Your Say days</b>	Seven sessions held across the following locations: <ul style="list-style-type: none"><li>• Bondi Beach on 22 November, 10am-12pm</li><li>• Rose Bay North on 23 November, 10am-12pm</li><li>• Bondi Junction on 24 November, 11am-1pm</li></ul>	November 2022	82 participants

	<ul style="list-style-type: none"> <li>• Bondi Junction on 24 November, 2-4pm</li> <li>• Bondi/Tamarama on 25 November, 2.30-4.30pm</li> <li>• Charing Cross on 26 November, 10am-12pm</li> <li>• Bronte on 27 November, 10am-12pm</li> </ul>		
<b>Waverley Weekly newsletter</b>	Story in weekly newsletter.	10 November 2022	6,879 recipients 48.8% open rate 47 clicks
<b>Library newsletter</b>	Story in weekly newsletter.	4 November 2022	8,386 recipients 45.6% open rate 30 clicks
		11 November 2022	8,380 recipients 43.4% open rate 38 clicks
		18 November 2022	8,341 recipients 43.6% open rate 37 clicks
		25 November 2022	8,345 recipients 26% open rate 14 clicks
		2 December 2022	8,329 recipients 43.1% open rate 10 clicks
<b>Engagement newsletter</b>	Story in monthly Have Your Say newsletter.	15 November 2022	9,466 recipients 54.5% open rate
<b>Stakeholder outreach</b>	Emailed the following stakeholder groups: <ul style="list-style-type: none"> <li>• Precincts</li> <li>• Chamber of Commerce</li> </ul>	4 November 2022 30 November 2022	46 attendees at the precinct presentation



## Detailed results – Have Your Say days

82 people spoke with Council Officers across seven Have Your Say days and all participants were asked the same questions as the online survey. Submissions were input into the online survey and are analysed in more detail under 'detailed results – online survey' below.

Date	Location of HYS day pop-up	Approx # of participants
22 November	Hall St and Jaques Ave, Bondi Beach	25
23 November	Old South Head Rd, Rose Bay	5
24 November	Spring St, Bondi Junction	12
24 November	Spring St, Bondi Junction	12
25 November	Bondi Rd, Bondi	8
26 November	Bronte Rd, Charing Cross	10
27 November	Macpherson St, Bronte	10

## Detailed results – Online survey

622 submissions were received. The responses in the survey will be used to inform the Library Strategic Plan 2028.

### Respondent demographics

#### Age

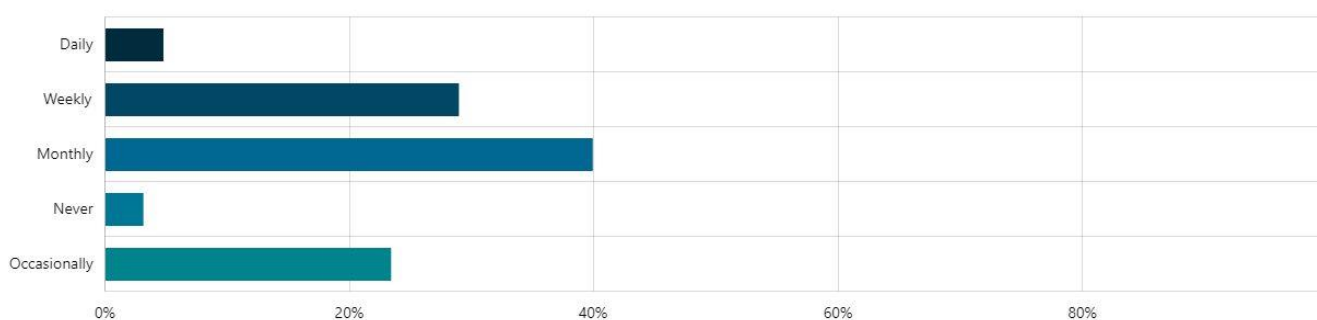
Feedback from a wide cross-section of ages was received. The most prominent age groups represented were 70-74 years and 65-69 years. See graph at Appendix D.

#### Suburb

55% of respondents live in the Waverley area with Bondi, Bondi Junction and Waverley being the most represented suburbs.

### Question: How often do you use the library?

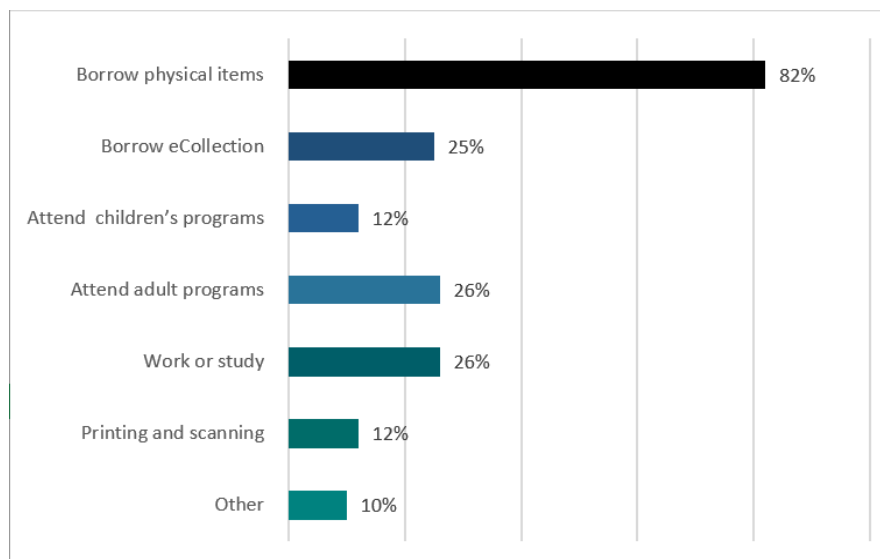
74% of respondents use the library regularly, 23% occasionally and 3% never. Reasons given for not using Waverley Library include: other nearby libraries are better, use online library services, not aware of library services.



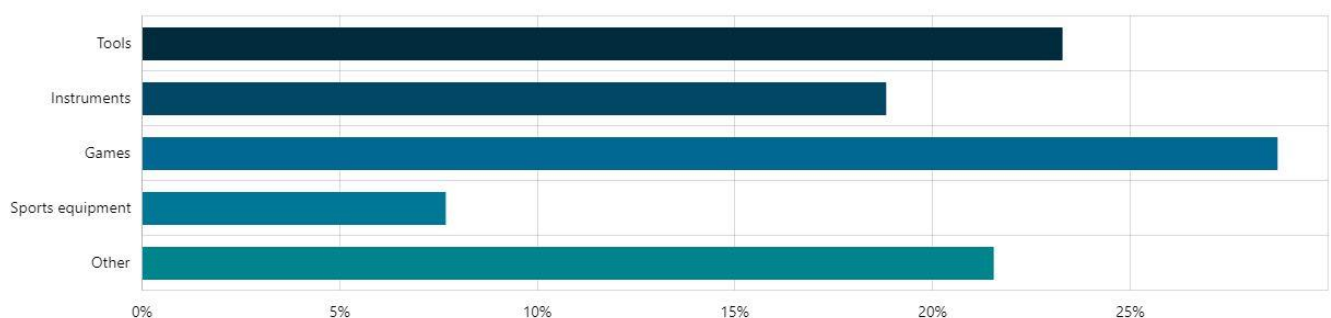
**Question: What do you use Waverley Library for?**

82% of respondents use the library to borrow items. 25% use the library to borrow from the eCollection.

12% attend children's programs and 26% attend adult programs. 26% use the library as a space to work or study and 12% use the print and scan facilities.

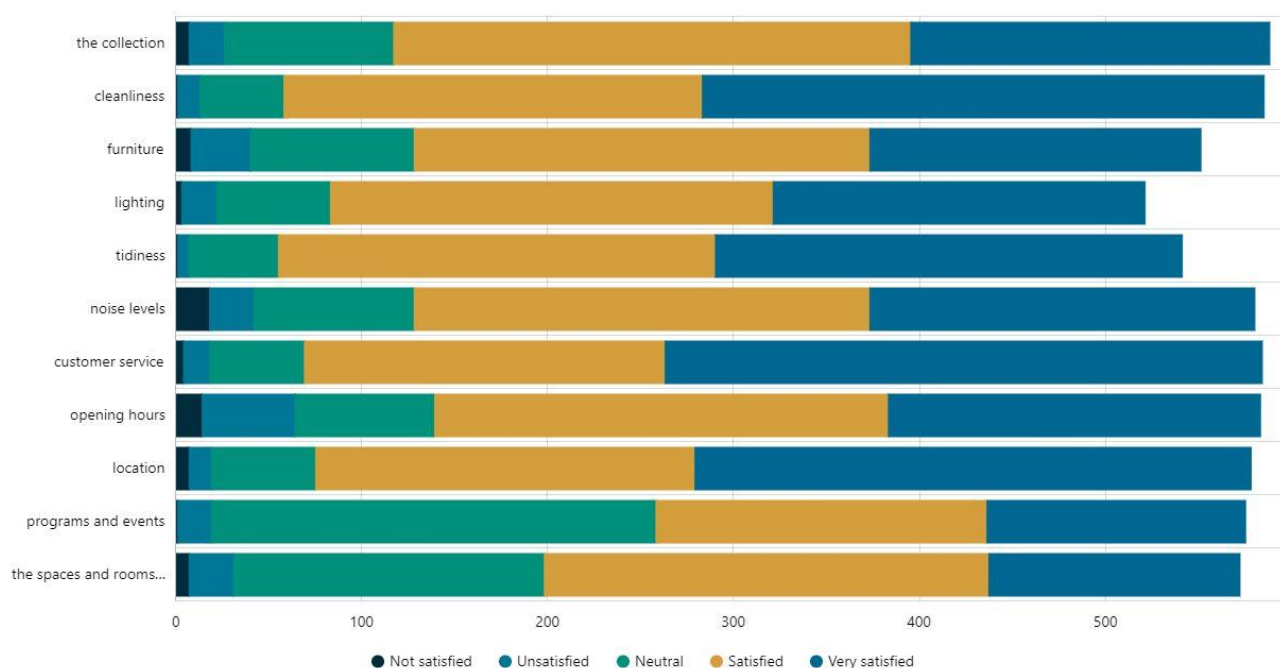


**Question: If the Library were to introduce a 'library of things' would you be interested in borrowing anything of the following?**



Popular 'other' suggestions included: seeds, video games, toys, artistic tools, tech equipment.

## Question: How satisfied are you with the following Waverley Library services?



- Collection: 80% were *satisfied* or *very satisfied*
- Cleanliness: 91% were *satisfied* or *very satisfied*
- Furniture: 76% were *satisfied* or *very satisfied*
- Lighting: 85% were *satisfied* or *very satisfied*
- Tidiness: 89% were *satisfied* or *very satisfied*
- Noise level: 78% were *satisfied* or *very satisfied*
- Customer service: 89% were *satisfied* or *very satisfied*
- Opening hours: 76% were *satisfied* or *very satisfied*
- Location: 87% were *satisfied* or *very satisfied*
- Programs and events: 55% were *satisfied* or *very satisfied* and 42% were neutral
- Spaces and rooms: 66% were *satisfied* or *very satisfied* and 29% were neutral

## Free text responses

Of the free text questions: 'What would make Waverley Library better?', 'Please tell us more about why you are satisfied or unsatisfied?' and, 'Is there anything else you would like to add?' most respondents were complimentary of current library services, in particular the helpfulness of staff and variety of the collection.

Some areas for improvement were repeatedly mentioned, including the physical library space, events and programs, opening hours, collection, location, and library fees and fines. Feedback is summarised below by theme.

## Suggestions for improvement

### 1. Library space

**Library redesign:** 138 people commented on the need for an extensive library redesign. 27 respondents suggested we look to neighbouring libraries for refurbishment ideas. Statements included:

- "A bit dated and dowdy".



- “The Library needs a makeover and some new furnishings”.
- “I think the library is good enough, it is somewhat limited by the traditional design of the building. A purpose built building with more integrated functions eg meeting spaces, a cafe, even a local theatre (!) would be great. Even in the existing building I think it could work better with an internal redesign and rethinking of the space. The entrance foyer has potential but is completely underutilised”.
- “I have considered working from the library, I live in walking distance. The built environment is practical and fine for that but it is not a compelling experience so I tend not to bother as I have other options”.

**Children’s Library:** A number of respondents mentioned the noise of the storytime pod screens and the difficulty in encouraging their children away from them. Others suggested the introduction of a fun and interactive play area and comfortable seating to read together eg. “Make the kids area a bit cozier/more inviting. Reading nooks, soft things to quietly climb on, interactive screens”.

**Lighting:** 10 respondents mentioned the bright fluoro lighting and the need for more natural light eg. “lighting is a bit unsettling/sterile and drives you a bit mad if you have been studying for a while”.

**Noise levels:** 38 respondents commented on the noise levels of the library, particularly in the study room. This included noise travelling up from the ground floor and the noise made by other people in the study room.

**Café:** 30 respondents commented that the library should introduce a coffee cart or coffee shop. A space to purchase food and drink and relax and socialise in when having a break from study.

**Comfortable seating spaces:** 17 respondents would like the library to have more comfortable furniture with areas to sit and relax in: eg. “Would love to see creation of 'atmospheric' reading spaces, more comfortable seating , in friendly, creative arrangements. I tend to borrow then leave as there is no inviting space to hang out for a little and browse a few books before borrowing”.

**Meeting rooms:** 13 people spoke of the need for more study/meeting rooms.

**Outside area:** 5 people mentioned that the area outside the library could be better utilised.

## 2. Events and programs

121 respondents had feedback and ideas for programs. 32 of these included comments around children’s programs asking for more after school programs, more storytimes and rhymetimes, STEM resources, and more toddler activities. Several respondents mentioned the introduction of a MakerSpace. The remaining ideas were around adult programs and included: more author talks, ‘Gaming for Grans’, Writers clubs, more art and craft classes; yoga, meditation and dance classes; more history and science talks; LGBTQI+ events; more tech help for seniors programming.

## 3. Opening hours

67 respondents (more than 10%) commented on the need for longer opening hours, particularly on the weekend.

## 4. Collection

56 customers mentioned that they would like the library to purchase more eBooks and grow the digital collection. 123 customers stated that they would like the library to purchase more items in the physical collection and have a collection that is continually updated with latest releases.

## 5. Location

38 people commented that the library was not in a convenient location and is 'a bit out of the way' and 'quite a walk from the junction'. 13 respondents suggested a second library at Bondi Beach.

## **6. Fees and fines**

25 respondents would like to see the removal of library fees and fines, particularly the Reservation Fee.

## **7. Parking**

15 people requested more parking.

## **8. Customer service**

Whilst 89% of respondents were *satisfied* or *very satisfied* with the customer service levels, there were still a number of comments that the consistency of the customer service could be improved.

## **9. Marketing**

15 respondents commented particularly on the need for better promotion of our services, whilst many comments throughout the whole survey were of customers suggesting that we do things that we already do, also suggesting the need to better promote ourselves.

## **10. Technology**

8 respondents suggested a better website is needed and 7 said better WiFi. Other suggestions included more public computers, more powerpoints, sound recording studios and a green screen film recording room.

# Detailed results – Stakeholder meetings

## **Joint Precinct Meeting**

The Waverley Library Manager attended four Precinct meetings to provide more detail about this project and collect feedback.

- Mill Hill Bondi Junction Precinct on 14 November. There were 8 representatives at the the meeting.
- Queens Park Precinct on 23 November. There were approximately 12 representatives online at the meeting.
- South Bondi Tamarama Precinct on 23 November. There were approximately 12 representatives online at the meeting.
- Bondi Heights Precinct on 5 December. There were approximately 14 representatives at the meeting.

Attendees were encouraged to complete the online survey.

Verbal feedback received during the meetings included:

- The library should be have more book displays
- Children's picture books could be grouped according to subject (e.g. Australian authors)
- Members could be alerted when their membership was about to expire
- More programs for teenagers
- Need a second library in the LGA.

## Conclusion

Overall the community is largely satisfied with current library services, in particular the helpfulness of staff, the library programs and the variety of the collection. Some areas identified for improvement include the physical library space, an updated library collection, a wider array of events and programs, and increased opening hours.

Feedback will be used to develop a new Library Strategic Plan 2028 and a draft will be placed on public exhibition for further feedback before it is taken to Council for adoption. In the short term, some of the feedback received can be addressed by library staff.

### Recommendations:

1. Develop a draft Library Strategic Plan, taking into consideration feedback summarised in this report, particularly relating to:
  - Library collection
  - Opening hours
  - Library space
  - Location
  - Fees and fines
  - Library promotion
  - Programming.

## Appendix A – Enewsletters

### Waverley Library – 4 November 2022

# Library Strategic Plan



We want to know how satisfied you are with the Library space, collection, programs, services, facilities and equipment, to find out how we can continue to improve.

[MORE](#)

### Waverley Library – 11, 18, 25 November and 2 December 2022

## Have your say on the future of the library



We're committed to providing our Library customers with the best possible experiences and we are looking to examine our current performance. Take part in the *Library Strategic Plan* survey, it will help us measure satisfaction with the space, collection, programs, services, facilities and equipment, to find out how we can continue to improve. Make a real difference to the community.

You can have your say by filling in the online survey or visiting us at one of our *Have Your Say Days*.

[MORE](#)

## Waverley Weekly – 10 November 2022



### Library Strategic Plan

We need your feedback on the Library's collection, programs, services, facilities and equipment so we can develop the Waverley Library Strategic Plan 2028.

**MORE**

## Have Your Say – 15 November 2022



### Projects open for community input

- We are developing a new Waverley Library Strategic Plan. We want to know how satisfied you are with the space, collection, programs, services, facilities and equipment, to find out how we can continue to improve. Open until 6 December.

## Appendix B – Poster



### **WAVERLEY LIBRARY STRATEGIC PLAN**

Tell us what you want from your local library. We need your ideas to help us plan for our future.

Consultation open till 6 December 2022.



For more information  
☎ 9083 8777

@library\_events@waverley.nsw.gov.au  
@waverley.nsw.gov.au/library



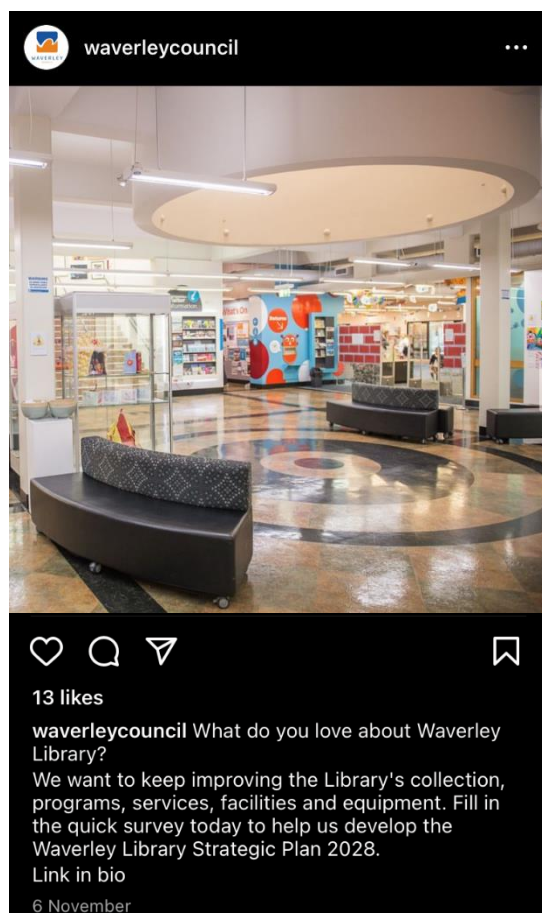


## Appendix C – Social media posts

### Waverley Facebook – 6 November 2022



### Waverley Instagram – 6 December 2022



Waverley Twitter – 6 December 2022



**Waverley Council** @WaverleyCouncil · Nov 6

What do you think about Waverley Library?  
We want to know how satisfied you are with the Library's collection, programs, services, facilities and equipment so we can develop the Waverley Library Strategic Plan 2028.



haveyoursay.waverley.nsw.gov.au  
Waverley Library Strategic Plan  
We want to know how satisfied you are with the Library space, collection, programs, services, ...

Waverley Library Facebook – 7 December 2022



**Waverley Library**  
November 7 · 🌐

Tell us what you want from your local library! We're updating the Waverley Library 2028 Strategy and we want your ideas and feedback. Survey is open until 30 November.  
Make a real change to your community: <https://bit.ly/waverleylibrarystrategy2028>



# Appendix D – Survey results

## Respondent demographics - age

