



Libraries
are good



Libraries
are fun



Libraries
are



Libraries

Our Next Chapter

Yarra Libraries Strategic Plan 2022-2026



Acknowledgement

Yarra City Council acknowledges the Wurundjeri Woi Wurrung people as the Traditional Owners and true sovereigns of the land now known as Yarra. We also acknowledge the significant contributions made by other Aboriginal and Torres Strait Islander people to life in Yarra. We pay our respects to Elders from all nations and to their Elders past, present and future.



Mayor's Message

I am proud to present Yarra Libraries draft Strategic Plan 2022-26.

This draft plan outlines Council's direction for library services over the next four years and guides the different approaches we need to take to ensure our library services continue to meet the growing and diverse needs of our community.

The challenges of the COVID-19 pandemic gave us an opportunity to adapt our services and explore new ways of engaging with our community when we were unable to offer library services in person. We found innovative ways to link our services by delivering them through online channels.

This draft plan allows us to continue to build on those innovative approaches and grow the number of people in Yarra who engage with our libraries. It aims to ensure our libraries cater for the needs of our community, including as those needs change over time.

Libraries help build an inclusive, resilient and connected community. Whether you are a resident of our public housing estates, a student, a parent or an older person, our libraries provide services and spaces for all.

We recognise now, more than ever, the need to connect with one another and to foster a lifelong love of learning, reading, playing and creating.

Our libraries are well-positioned to leverage mobility, infrastructure and partnerships, to reshape how we can help our community to thrive over the next four years, as we rebuild, enhance and activate our library spaces.

This draft strategic plan demonstrates Council's commitment to work in partnership with community, to listen to its residents and to achieve the best outcomes for Yarra. More than 500 community members shared their ideas for the future of our libraries and their feedback has helped shape and inform our strategic direction for the next four years.

I am excited to present Yarra Libraries next chapter and to witness firsthand the positive impact our libraries will continue to make over the next four years as we deliver on our promise that libraries really do change lives.

Cr Sophie Wade
Mayor
City of Yarra

Our Vision

Yarra Libraries Change Lives

Our Purpose

To deliver valuable and life-changing experiences that enable our community to thrive

Themes

Yarra Libraries will support our community to access, build, connect and discover what they need to live their best life. Our community will thrive through the valuable and life-changing experiences we deliver.



A

Access Yarra Libraries' spaces and services when and where they are needed



B

Build the skills, knowledge and resilience needed to live their best life



C

Connect with our team, partners, community and businesses



D

Discover endless potential to learn, explore and create






Our Values & Behaviours

We are guided by our values. They drive our behaviours and how we act.

<p>ACCOUNTABILITY</p> <p>WHY: Trust builds relationships, if we are trusted we succeed.</p> <p>HOW: We own what we do and expect others to do it as well.</p>	<p>RESPECT</p> <p>WHY: When people feel valued, they make a difference.</p> <p>HOW: We include all, diversity is our strength</p>	<p>COURAGE</p> <p>WHY: Choosing to do good, matters.</p> <p>HOW: We are intentional in our actions and seek the brave path.</p>
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Current State & Future State

Our team of 49 employees operate across our five branches and deliver our services and programs both onsite and across the City of Yarra. We will continue to evolve to meet the growing demands on our community.

		2021	2026
	CITY OF YARRA POPULATION	105,887	118,443
	LIBRARY MEMBERS <small>(EQUIVALENT % OF POPULATION)</small>	45%	50%+
	LOANS (PHYSICAL & DIGITAL)	922,576	1,000,000+
	PROGRAMS AND EVENTS	2,936	3,000
	BRANCHES/POP-UPS	5	5+

Yarra 2036 Community Vision

Yarra is a vibrant, safe and inclusive environment. We celebrate and embrace our diversity and connection to each other and the land. Our community is empowered to work together and support one another with respect and trust.

Our Next Chapter strategically aligns to several themes and priorities of the Yarra Community Vision:

Strong and vibrant community

- We will ensure a trusting, safe and welcoming environment to invite active participation of people from all backgrounds with tolerance and acceptance.
- We will create opportunities for meaningful exchange of our experiences, culture and arts.

Social equity

- We will ensure a fair and equitable quality of life is possible, regardless of your age, ability, ethnicity, gender or religion.
- We will ensure there are platforms for everyone to share their voices and to be heard and supported, and we will respect and acknowledge the Traditional Owners of Yarra and make their stories and values visible in the community.

Shared spaces

- We will ensure our spaces are made physically accessible and welcoming to people of all abilities, linguistic, cultural backgrounds and age groups.
- We will continue to adapt our spaces to reflect changing needs of our diverse community.

Our Next Chapter also aligns with several strategic objectives and initiatives outlined in the Council Plan 2021-25:

Social equity and health

- We will deliver campaigns and strategies to remove barriers and promote access and inclusion
- We will support and provide opportunities to celebrate culturally significant days and events, bringing together diverse cultures and increasing intercultural understanding
- We will support and promote LGBTIQ+ community and culture
- We will work in partnership with stakeholders including the Department of Families, Fairness and Housing to support social and public housing communities with increased access to digital connectivity, tools and training

Place and nature

- We will deliver promotion, education, awareness and nature engagement programs and opportunities
- We will advocate for, develop strategic partnerships, plan and deliver accessible community infrastructure and services

Climate and environment

- We will embed climate emergency responses, circular economy approaches and conscious consumption across Council directorates and branches and promote this within the community
- We will engage and support the community to participate in climate emergency actions, including in relation to health-related impacts

Local economy

- We will enable opportunities, including in the planning development process, for public art, spaces for artists to work and vibrant events in indoor and outdoor settings to enhance the arts sector and everyday creative experiences

Our Big Impact Stories

These stories highlight some of the ways we already deliver on our vision, and set the foundation for us to continue to deliver life-changing experiences.

"As a fresh graduate who had never worked in Australia before, I'm very grateful for the resources Yarra Libraries have provided. Nell and Todd offered me tremendous help revising my resume and prepared me job interviews. I got my first ever job within a month of attending Resume Rescue - It wouldn't have been possible without their help."

Resume Rescue provides free, one-on-one support for our community to build the skills in resume writing and ensure they have the best opportunities for meaningful employment.

"I finished my six assessments in nine months; at the start I was really struggling and took six months to finish my first unit. I was very lucky to have all of this when I first came to Australia."

Homework Help is a long-running support program delivered in partnership with Young Assets Foundation for students of all ages to develop study skills and receive direct support from qualified tutors.

"Each time I go into the library, I look for a familiar face to compliment them on their good work. I doubt that any of you have a true sense of what a wonderful service you provided during COVID and how much it was appreciated."

Emergency food relief was distributed from our libraries in 2020/21 in response to the COVID-19 pandemic. We worked in partnership with local charities and organisations to prepare and deliver ~75,600 meals.

Diversity and inclusion statement

The City of Yarra is a vibrant and diverse municipality. It is the traditional lands of the Wurundjeri, and a place of special significance for the broader Aboriginal community.

We are an inclusive municipality, with a high proportion of same sex couples, almost one fifth of our residents are from non-English speaking backgrounds, and almost a quarter speak a language other than English at home. A high proportion of residents are living with socio-economic disadvantage, in what is an otherwise relatively affluent municipality. Our city has an increasing number of older residents, despite a median age less than the state average.

This diversity ensures the City of Yarra is dynamic with a lively culture built on a rich history.



Our community needs

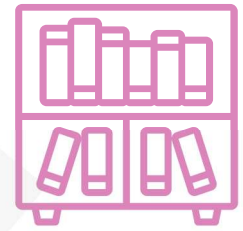
We embrace and celebrate the diversity of our community by meeting local needs with local solutions.

We partner with service providers and local organisations to create common aims and leverage our collective intelligence and resources to help our community thrive..

We work to reduce barriers for marginalised community groups to access our services and connect with us.

We aim to close the gap with vulnerable and elderly community members and ensure people of all ages can access, build, connect and discover.





Library spaces & community places

Our libraries are modern and our services reflect the diverse needs in our community. Through adapting and investing in digital and physical assets, and the talent in our team, we now deliver a rich variety of touch points for our community with services that they can enjoy across Yarra and beyond.

We offer five vibrant hubs across the City of Yarra that are welcoming, accessible and flexible, with a view of making them available more often.

We have a wealth of online resources available 24/7 and exist in digital channels, producing and sharing content that meets a variety of learning and recreational needs.

We show up in unexpected places and reach into the community to promote and increase engagement with our services.





Our team & the way we work

We love our community, and this drives us to deliver the library services they deserve.

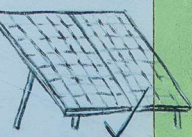
We are a diverse team that reflects our community. Our individual passions and skills combine to deliver a unique point of difference at Yarra.

We are creative and vibrant in our approach and reliable and responsible in the way we deliver our library services.


We challenge the norms and encourage new thinking to innovate the way we work and create new services and solutions.

We are proud of our reputation as a team that is willing to lead in our field as we are not afraid to see the future in different ways.





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Sustainability matters

We are committed to maximising the sustainability of our libraries. To achieve this, we have expanded on the goals and targets set by the Australian Library and Information Association in response to the United Nations' Sustainable Development Goals.



Our Sustainable Development Goals



LITERACY

ALIA Stretch Target #1
UN SDG 4 - Quality Education

Our contribution to literacy in all its forms is recognised and our libraries are embedded in strategies for early language and literacy, digital inclusion and media literacy



ACCESS TO KNOWLEDGE

ALIA Stretch Target #2 & 3
UN SDG 16 - Peace, Justice and Strong Institutions

Adoption of open access practices and principles enables our community to benefit from knowledge



EQUITABLE ACCESS

ALIA Stretch Target #4
UN SDG 16 - Peace, Justice and Strong Institutions

Everyone in our community has access to public library services online and 90% have access to a physical public library service point



CULTURE & HERITAGE

ALIA Stretch Target #5
UN SDG 4 - Quality Education

We collaborate with Aboriginal and Torres Strait Islander people to ensure the collection and management of resources is culturally informed and respectful



SUSTAINABLE COMMUNITIES

ALIA Stretch Target #6
UN SDG 13 - Climate Action

An open and transparent position on climate change



HEALTH & WELLBEING

ALIA Stretch Target #7
UN SDG 3 - Good Health & Wellbeing

Our libraries are acknowledged as centres for personal development and wellbeing



DIVERSITY & GENDER EQUALITY

ALIA Stretch Target #8
UN SDG 4 - Quality Education

Our workforce, collections and services reflect the diversity of Australia's population and local communities



LIFELONG LEARNING

ALIA Stretch Target #9
UN SDG 4 - Quality Education

We commit to lifelong learning for our own workforce and we provide opportunities for all Australians to pursue lifelong learning



GLOBAL CITIZENSHIP

ALIA Stretch Target #10
UN SDG 17 - Partnerships for the goals

We are actively engaged with libraries and library associations in the region and internationally



ECONOMIC GROWTH

UN SDG 8 - Decent work and economic growth

Our contribution to economic development at the micro level is recognised and our libraries are utilised as generators of economic activity



RESPONSIBLE CONSUMPTION

UN SDG 12 - Responsible Consumption and Production

Our libraries promote circular economy initiatives and encourage the reduction of food and material waste



FOOD & HUNGER

UN SDG 2 - Zero Hunger

Our libraries provide access and/or pathways to finding fresh and nutritious food



Collingwood Library
Yarra Ranges

Collingwood Library
Yarra Ranges

Yarra Ranges

Collingwood Library
Yarra Ranges

Collingwood Library
Yarra Ranges

Collingwood Library
Yarra Ranges

Our success measures

We measure our success on the stories we create and the lives that we change. To do this we must measure what matters most for our community and teams.



SUSTAINED COMMUNITY SATISFACTION

Positive trend in Council Community Survey scores to measure satisfaction and promotion of Yarra Libraries



INCREASED ACCESS TO OUR SPACES

Optimum service hours and increased self services offered through 'Open Libraries'



SEAMLESS SERVICE CHANNELS

Increased access to library and other Council services seamlessly through integration



INCREASED TEAM ENGAGEMENT

Engagement scores reflect Yarra Libraries as a valued place to work



INCREASED COUNCIL COLLABORATION

Cross Council partnerships to engage community in the delivery of Council services



INCREASED USAGE

Growth in usage of online collections and quality of resources



COMMUNITY-LED PROGRAMMING

Growth in knowledge and skills sharing by community for community



AWARD-WINNING LIBRARIES

Recognised as leading in library innovation and service delivery nationally and globally



STREAMLINED CUSTOMER EXPERIENCES

Reduced complexity in accessing all Yarra services via library touch points.



INCREASED COMMUNITY VOICE

Positive impact of Library Advisory Committee to shape the future of our libraries



STRONG PARTNER OUTCOMES

Targeted outcomes through coordinated community partnerships and shared goals



INCREASED VOLUNTEERING

Greater engagement and community impact from volunteers

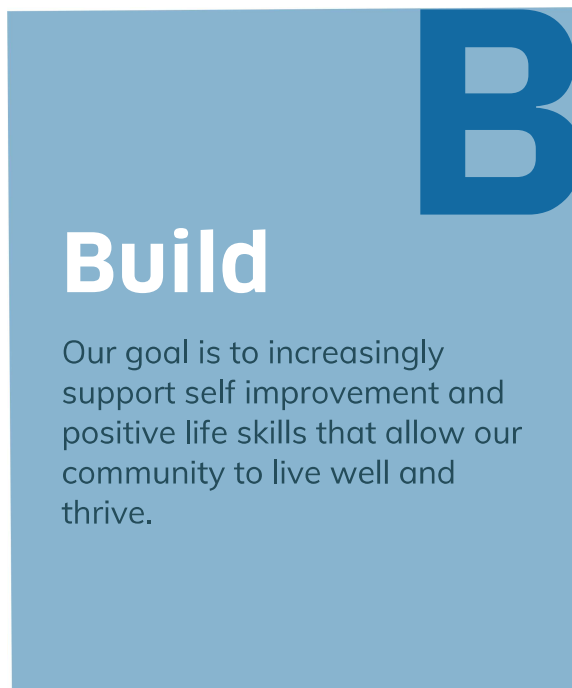
Our Next Chapter

The four themes of our Next Chapter articulate the various outcomes our community can expect when engaging with us, and help drive our integrated objectives across Council.



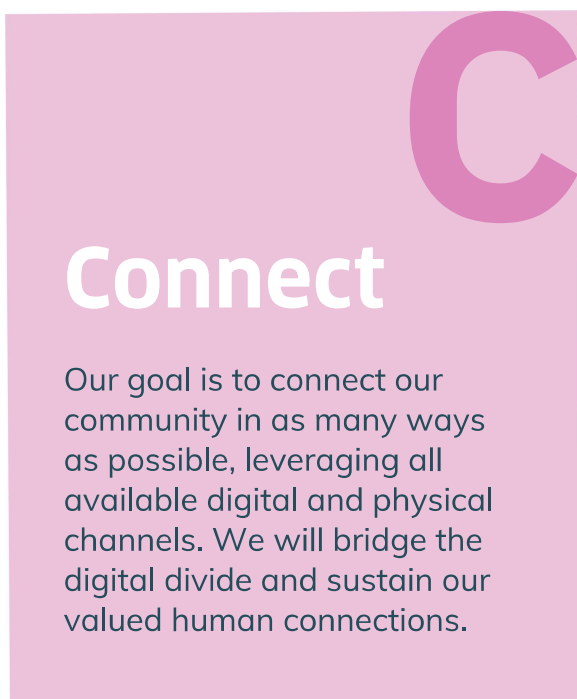
Access

Our goal is to ensure access for all by reducing barriers for our community. We will continue to find novel solutions and new ways to ensure everyone can reach our resources and share our spaces, places, people and programs.



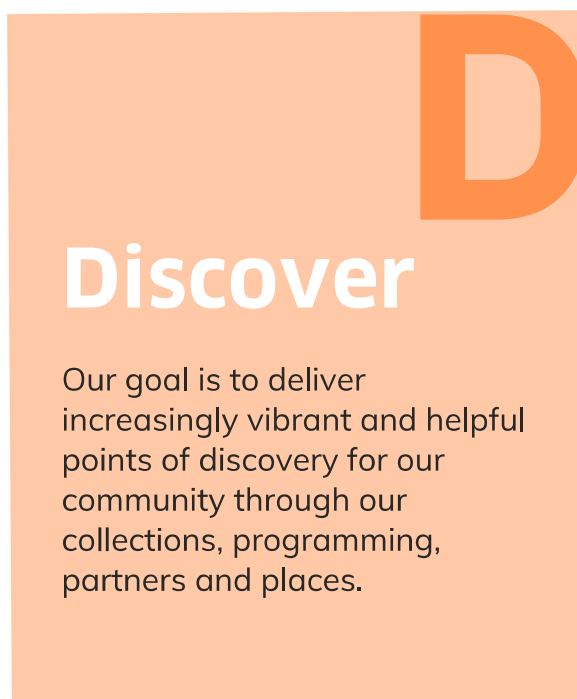
Build

Our goal is to increasingly support self improvement and positive life skills that allow our community to live well and thrive.



Connect

Our goal is to connect our community in as many ways as possible, leveraging all available digital and physical channels. We will bridge the digital divide and sustain our valued human connections.



Discover

Our goal is to deliver increasingly vibrant and helpful points of discovery for our community through our collections, programming, partners and places.

Follow Our Next Steps

Yarra Libraries thanks its community for their contribution to creating this strategy and we invite you to follow us on social media and join us in our next chapter.



Yarra City Council PO Box 168 Richmond VIC 3121

Bargoonga Nganjin, North Fitzroy Library, 182 St Georges Road, North Fitzroy
Carlton Library, 667 Rathdowne Street, North Carlton
Collingwood Library, 11 Stanton Street, Abbotsford
Fitzroy Library 128 Moor Street, Fitzroy
Richmond Library 415 Church Street, Richmond

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