Partnerships as a solution

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AUSTRALIA IS A BIG COUNTRY

32 x the size of the United Kingdom

United Kingdom has 2.7 x Australian population

Australia is 11\textsuperscript{th} on the World Happiness Index

United Kingdom is 15\textsuperscript{th}.

Health wise Australians live on average 1.5 years longer

United Kingdom Coco Cola & fast food is 33\% and 10\% cheaper – might have some contribution to life expectancy!
Total expenditure increased from $1.03 billion in 2012-2013 to over $1.23 billion in 2016-2017, representing a 19.5% increase.

Expressed on a per capita basis, expenditure increased by 12.3% over the same period to $49.92.

1,666 public library service points and outlets with 1,408 branches, 77 mobiles and 181 other outlets.
Over 161.4 million loans to 9.3 million members of Australia’s public libraries.

Over 114 million customer visits annually, or more than 9.5 million per month.

Over 36.3 million items (1.4 items per person) for the community & more than $126 million was spent on collections.

Attendance at library programs totalled over 6.5 million, an annual increase of 6.7%.
<table>
<thead>
<tr>
<th>Corporation – Local Government Entity – Servicing 3 Municipal Councils</th>
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</thead>
<tbody>
<tr>
<td>Governed by a board</td>
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<tr>
<td>BUDGET OF $16 MILLION, 94FTE,</td>
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<tr>
<td>Comprises 9 branches, 1 Mobile Library, 1 Outreach Vehicle, 1 Head Office</td>
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<tr>
<td>Library buildings responsibility of councils</td>
</tr>
<tr>
<td>Cost apportionment model in place</td>
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LIBRARIES AFTER DARK
PUBLIC HEALTH PILOT PROJECT
GAMBLING VICTORIA FOUNDATION

DISCOVER SOMETHING NEW
LIBRARIES AFTER DARK
an intervention to reduce gambling harm
Create meaningful experiences.

https://www.flickr.com/photos/briansolis/
Our measures of success

*Increase awareness* of the local library as an alternative social / recreational option:
- among target group
- among gamblers support services, health & welfare agencies

*Increase participation* of target group in library activities
- especially at night

*Increase understanding* of library staff about:
- gambling harm
- risks and stigma of those affected,
- potential for library staff to engage and support target group

*Increase linkages* between:
- local governments in the region (towards harm prevention)
- libraries, social policy and public health functions within Councils in the region.

**LIBRARIES AFTER DARK**
INCREASE AWARENESS OF THE LOCAL LIBRARY AS AN ALTERNATIVE SOCIAL OPTION TO GAMBLING VENUES

- A total of 33,404 people attended the program across the four libraries.

- Libraries collaborated with local gamblers support services and health and welfare services.
• Using comparative door count statistics Thursday evening participation increased at all 4 libraries.

• People vulnerable to gambling harm did attend all 4 libraries programs.
Libraries After Dark increased library staff knowledge of gambling harm in their community creating gambling harm prevention champions.

“As a librarian I need to be able to understand my community and the support I can provide. Libraries After Dark has opened my eyes to gambling harm and an aspect of the community, I was not aware of.”
INCREASE LINKAGES IN THE REGION (TOWARDS HARM PREVENTION), LIBRARIES, SOCIAL POLICY & PUBLIC HEALTH FUNCTIONS WITHIN COUNCILS.

- Relationships between partner libraries/councils was strengthened
- Libraries After Dark encouraged a unique relationship between libraries around a common aim.
- Reference group of library managers, staff & council officers, strengthened relationships & provided a place of collaboration & reflection
KEY LEARNINGS

- To reach out beyond libraries’ traditional patrons’ food & drinks is very important
- Consistent, high profile branding,
- A simple message was very important
- Helped to build awareness & participation

Libraries After Dark – Open till 10PM every Thursday
Move from evidence based practice to practice based evidence

A Doing Model of constant research

Plan – Do – Study – Act

Expertise does sit with our community in this model

Can we invite them in when prototyping

Local context is most important in this innovation model
ARALUEN
A Framework for Australian universities and public libraries supporting regional and remote students

The project aims to investigate the question: How can Australian universities and public libraries work together to provide highly accessible, relevant and sustainable learning support to meet the needs of low socio-economic higher education students living in regional and remote communities?

Contact: For further information on this project please contact Professor Helen Partridge, University of Southern Queensland.

Issue
Lack of support for regional and remote students

Research
How can public libraries & universities work together to help these students

Why
Improve equity in Higher Education
Further positioning public libraries as ‘education champions’ in regional and remote communities

The Framework will support public library staff in working with current higher education students, and with high school students, teachers and parents as they navigate pathways to higher education.
FOR MORE INFORMATION

HTTPS://WORKINGTOGETHER.USQ.EDU.AU/
HELEN.PARTRIDGE@USQ.EDU.AU

Article:
‘Working Together’: Public Libraries Supporting Rural, Regional, and Remote Low-Socioeconomic Student Success in Partnership with Universities
Emma Power, Helen Partridge, Sue Owen, Kathryn Kelly & Sandra Jeffries

JALIA Published online: 07 May 2019.
Your Library
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Local Library | Address | Opening Hours

SEARCH OUR CATALOGUE
Discovery – LUCi will deliver a fresh, modern discovery platform, that compares with today’s leading Web Apps like Netflix. A commercial grade, best-of-breed content aggregator, for discovery and consumption!

Marketing Automation – Enabling the library to drive increased patron engagement and sign up, converting site visitors into new customers, through our digital front door!

CRM – Customer Relationship Management will manage the library’s relationship with potential and current customers, ensuring that the right message, goes to the right audience, at the right time.

Events – Make it easy for customers to discover, browse and book library events and classes. We offer fantastic & mostly free, events to the public and LUCi will help maximise the ROI and ensure we’re full-to-capacity.

Social – Patrons will gravitate and share their stories, getting the word out about the library, what they are reading, their reviews and recommendations... Your patrons, marketing your collections!

eReader – Our eBook access has been clunky compared to commercial services like Amazon. LUCi’s integrated reader will streamline this process, giving the customer instant access to content, whether they’re on, or offline.

Data Analytics – Performance drives everything that we do. Analytics will continually monitor and report, allowing continuous improvement, delivering ROI!
SOCIAL SCIENCE RESEARCH IN PARTNERSHIP

Research question
Information experience for non-library user immigrants

Why Public Libraries?
example program/service → “English Conversation Circles” engages with this audience

A Partnership Research project:
Logan City Libraries
University of Queensland
Queensland University of Technology
RESEARCHERS

Dr. Elham Sayyad-Abdi @ellieabdi
Queensland University of Technology
Fulbright Scholar-In-Residence, University of the Pacific, USA

Debra Cooper
Logan City Council Libraries

Kathleen Smeaton @kathleensme
University of Queensland Library
compared the ways immigrants engage with information with the current programs/services.

<table>
<thead>
<tr>
<th>ways of engagement with information</th>
<th>example services/programs:</th>
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<tbody>
<tr>
<td>• being a newcomer; becoming a local</td>
<td>• support with the linguistic aspect of the environment, e.g. LOTE collections, CALD volunteers</td>
</tr>
<tr>
<td>✓ being a newcomer;</td>
<td>• organised visit to the library</td>
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<tr>
<td>✓ staying connected with the past;</td>
<td>• conversation groups</td>
</tr>
<tr>
<td>✓ the environment presenting itself;</td>
<td>• guest talks</td>
</tr>
<tr>
<td>✓ becoming a local.</td>
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</tbody>
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https://aplic.alia.org.au/content/non-library-user-immigrants-how-can-public-libraries-enhance-their-information-experience

Contact the research team at:

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FOR MORE INFORMATION
LIBRARY TOOLKIT AS GOOD PARTNERS

Empathy
Curiosity
Creativity
Audacity