

2022

BURWOOD — LIBRARY

2027



**Burwood**  
Inc.1874

“The public library  
is where place and  
possibility meet.”

Stuart Dybek



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## Acknowledgement of Country

Burwood Council acknowledges the Wangal clan of the Eora Nation, the traditional custodians of the area. We pay our respects to their elders past, present and emerging. We acknowledge and respect their cultural heritage, beliefs and ongoing relationship with the land.





## Message from the Mayor, John Faker

**The Burwood Library Strategic Plan 2022 – 2027 outlines how we will deliver our Library and Community Hub services over the next five years. It is the first library strategic plan Burwood Council has prepared and it's an exciting opportunity for us to share with the community how we will continue innovating to deliver what you need.**

The Burwood Library and Community Hub is a welcoming, safe and vibrant place that enables our community to thrive and grow. It is a highly valued community facility and its spaces and services have enormous potential. I am truly excited by the opportunities this plan outlines for delivery over the coming years.

Importantly, this plan represents the feedback and aspirations that you've told us are important to you. It also ensures that we will continue to strive for maximum participation and equitable access to our services and spaces for as many as possible to enjoy.

The plan also incorporates the values library staff have chosen to embody in their work, with a strong focus on collaboration, professionalism, inclusion and always ensuring our services and programs are community driven.

I look forward to working with my fellow Councillors and staff in supporting the actions outlined in this plan.



# Introduction

**This strategic plan will guide the development and delivery of Burwood Library & Community Hub's services for the next five years.**

The past two years has been an uncertain time. The COVID-19 pandemic has required us to be agile and innovative in a way not imagined before. Like all public libraries, we are ensuring we remain relevant to support our community through a period of major change. Libraries are always changing, always pondering the question of how we continue to be innovative to meet the evolving and increasing needs of our community. The COVID-19 pandemic has raised the additional question of how can we support our community while it navigates a world affected by a once in a lifetime pandemic, where social isolation has been at an all-time high, where misinformation is increasing and where mental health is an area of concern. Being responsive to these changes and building staff capacity to assist people is key.

Burwood itself is continuing to grow, with new developments planned that will increase the scale and density of the population over the next five years. With more people living within higher density, the need for a space where people can go to study or connect with passions or interests will continue to increase. With growth and change, the community is concerned about the need to record and preserve Burwood's heritage. This is a role played by the library. The library building itself is newly renovated and re-opened during the COVID-19 pandemic but it has not

reached its full potential yet. From our work engaging with community members, we can see that the library remains a highly valued Burwood Council service.

Libraries play an essential role in society as gateways to knowledge and culture. They are well known as places for learning, literacy and education but they're also the heart of the communities they serve. Libraries mean different things to different people, from places where parents can take children to toddler time, where students can meet up with peers to study together to where anyone can borrow a book, access the WiFi or print a document. In simple terms, they offer anyone a way to gain access to knowledge, all for free. With the pandemic there has been a shift to providing much of this access online through online programming or digital libraries. But while we may physically have closed our doors in response to outbreaks, our library has never stopped offering the means for someone to access knowledge.

As we move into an uncertain future, this plan will support the Burwood community in accessing the knowledge and services they have told us are important for them.



# Our Burwood

Burwood is a culturally and linguistically diverse community, with a thriving retail and business area surrounded by historic villages that cover Burwood, Burwood Heights, and parts of Croydon, Croydon Park, Enfield and Strathfield.

The Burwood local government area has a land area of just 7 km<sup>2</sup>, with an estimated residential population of 40,866 set to increase to 73,500 by 2036. Sixty per cent of our community live in medium or high density housing, with a population density of 5,717 persons per square km (ABS). Burwood has a significant amount of residents that were born overseas compared to the Greater Sydney average, with China being the largest birthplace represented.

## Who we are\*



**Population: 40,866**

Chinese ancestry: **32.9%**

Aged 0-14: **13%**

Aged over 65: **14.3%**

Aged 20-29: **24.5%**

Households with kids: **31%**

Speak a language other than English at home: **64%**

Language spoken at home: **Mandarin 20.2%**

Arrived in Australia between 2011-2016: **32.4%**

Tertiary education: **35%**

Population at university: **13%**

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Source: \*<https://profile.id.com.au/burwood>

\*<https://www.planning.nsw.gov.au/-/media/Files/DPE/Factsheets-and-faqs/Research-and-demography/Population-projections/2019-Burwood.pdf>



# Burwood Library at a glance

Burwood has had a library since 1948, when the Children's Library opened in the Burwood Council Chambers at 2 Conder Street in a building that has been part of Burwood's landscape since 1887. The library subsequently moved to premises in Deane Street, which it occupied for 64 years. In 2014, the library moved to renovated premises in the old Council Chambers at 2 Conder Street. In 2019, the library was further renovated, with more space and facilities being added for our community. The new Library and Community Hub opened in August 2020 during the COVID-19 pandemic and is now co-located with the Customer Service Centre. The addition of the Community Hub across a walkway to 8 Conder Street has added meeting rooms, learning labs, media rooms, digital lounges and an amphitheatre.

Burwood Library has one branch that is 2,446m<sup>2</sup> in size. In 2021, there were 21,076 active members, an increase from 18,003 members in 2020. This increase is typical of trends with memberships when a new library space opens. Of the 21,076 members, 12,988 are residents of the Burwood local government area. We also have a large number of visitors that are not library card holders and use the library as a space to study, work or for other activities, and these users are not reflected in the membership statistic. A total of 124,661 visits occurred from July 2020 until June 2021, which was down on previous years, as we were closed in accordance with Public Health Orders issued in response to the COVID-19 Delta outbreak. Closures and uncertainty around the pandemic has resulted in a decrease in print book borrowing and an increase in eBook borrowing. We had 124,012 total issues during 2021, which was an increase of 23,289 from 2020.

A strategic review of the library was undertaken in 2020 and the staffing structure was changed in early 2022 to reflect changing priorities for our community. We now have three new teams within the staff: Customer Experience, Learning Experience and Creative Experience.

Customer Experience is tasked with the implementation of our Customer Experience Program and our collections. Learning Experience is responsible for programs and events. Our Creative Experience team looks after our Community Hub programming.

Our staff provide a range of services including a home library service, regular programs and events and a local heritage service. We also provide public access computers and a popular WiFi connection that had 20,720 connections during 2021. The library is a valued service in our community and our staff get high satisfaction ratings via our customer surveys and mystery shopping program.



# What you told us

During the development of this plan, public feedback on the library and our services was collected through surveys. Focus groups were planned but cancelled due to COVID-19 restrictions. Feedback was sought on what people valued about the services we offer, what we needed to change and what we should be offering in the future. Feedback provided during the development of the Burwood 2036 plan was also reviewed to gain a wider view of what our community want us to do.



## The reasons our users told us they loved the library included:

- the service provided by our staff
- the environment in the library being safe, neat and welcoming
- 89% of our users told us they found our facilities and services good or very good
- our books and resources were highly valued

## Things people wanted us to change or focus on in the future included:

- expanded access through increasing our hours and having an external returns option
- more programs and events that focus on skills development, arts and culture, and opportunities to do activities yourself or with others
- an improved collection, with a desire for a consortium with close libraries and an opportunity to suggest purchases
- access to Science, Technology, Engineering, Arts, Mathematics (STEAM) technologies, digital fabrication and creative production software
- cultural activities that celebrate and support diverse communities, including access to expanded multicultural collections
- events and programs that support networking and involvement in the community

# Mission, vision and values

## Mission

By 2027, the library will have strengthened the Burwood Community by supporting literacy, digital connection, creativity and life-long education.

## Values

**Professionalism** We uphold the values of the library profession, including equity, respect, ease of access, integrity, non-discrimination, confidentiality and proficiency, and represent ourselves and the organisation in a positive, friendly and helpful manner.

**Collaboration** We seek out partnerships within Council and the community to work together to achieve shared goals.

## Vision

Burwood Library and Community Hub is a welcoming place with professional service that enriches our diverse community with opportunities to inspire, learn, connect and belong.

**Community driven** We proactively listen and respond to the needs and wants of our communities to deliver services that are community focused.

**Inclusive** We strive to create and support a safe and shared environment with services for everyone.

## Strategic Alignment

The Burwood2036 - Community Strategic Plan, Delivery Program 2022 - 2026 and the Burwood Community Facilities and Open Space Strategy(2019) were used as sources for guiding themes for this strategic plan. Burwood2036's strategic directions of 'inclusive community and culture,' 'places for people,' 'vibrant city and villages,' and 'open and collaborative leadership' hold direct relevance for the Library Strategic Plan and were used in the development of its strategic areas and actions.

The Library and Community Hub and its services helps deliver across multiple strategies and principal activities in the Delivery Program 2022 – 2026 by providing access to formal and informal lifelong learning opportunities, facilities and services, celebrating our diverse community, history and culture and providing opportunities for social connection in accessible, people friendly spaces. We aspire through this strategic plan to grow our support for local business.

The Burwood Community Facilities and Open Space Strategy (2019) has two actions that directly correspond with the Library and Community Hub

with the goal to activate the Community Hub with a range of community and cultural uses, and deliver a range of recreational, social and cultural opportunities that respond to local needs and interests. Feedback and ideas were gathered from the community through a survey conducted by library staff as well as feedback from the community engagement process for Burwood2036.

Broad themes were developed from these pieces of work:

- Access and inclusion
- Learning and well-being
- Staff experience
- Collections
- Community connections
- Burwood memories.

Staff completed a SWOT analysis and brainstormed future thinking in the areas of libraries and Burwood. External factors that have an impact on library services and our communities were also researched and considered as part of the development of the strategic actions, including the ongoing impact of the pandemic. Innovative trends in public libraries were also considered in the development of strategic areas and actions.

# Strategic Area 1:

# Customer Experience

## Customer experience now

During 2020, a new customer experience program was launched for staff. The vision for the library at this time was to provide a positive customer experience that is second to none. A key feature of this program was the introduction of mobile customer care providing a pro-active customer service model where staff floor walk as opposed to being stationed at a desk (often called 'roving' in public libraries).

The aim of the Customer Experience Program is to create positive customer experiences that will create long-term customer loyalty. The measures for this are repeated use of the library and high levels of customer satisfaction. The roll out of this program has been affected by the pandemic. The move to a roving customer service model has been harder than anticipated, in part due to COVID-19 restrictions and the need to manage expanded library spaces placing demands on staff resources.

Our collections have gone through some evolution over the past year with work done on collection profiles, collection size and budget allocations. The most recent Collection Development Policy for the library's collection was adopted in 2012 and is due to be reviewed.

Our circulation increased between 2020 and 2021 and our collection number has stayed steady at 61,933 items. In 2021, our turnover for the borrowable collection was 2.5.

Much of the customer feedback received about our collections revealed good levels of satisfaction, but many customers wanted better non-fiction and multicultural collections. Our collection currently contains Chinese, Korean and Hindi materials.

We received a large amount of feedback around access to the library itself. The library is currently open seven days a week, with two evenings and weekend hours. There was a high level of dissatisfaction with our opening hours and a demand to be able to return items after hours.

During 2021, the library provided expanded access to the Community Hub with a Midnight Study Hours trial. This trial saw HSC students given access to the Hub until midnight two nights during the week with a security guard present. The trial was very successful, with twelve sessions offered and all but two booked out.



## Trends in public libraries

### 24/7 access points

Today's society expects to be able to access goods and services any time. Libraries are coming up with ways to meet this demand for 24/7 access. They are doing this innovatively and increasingly technological solutions are being adopted to limit the impact on staffing budgets. As the demand for more access to collections and space grows, libraries will continue to evolve in this area.

### Unique community collections

As a way to build community, record community history and support diverse voices, libraries are experimenting with ways to build collections that are unique to the community they serve. Examples of this can be found in community contributed collections, such as library-led initiatives like zines and journals.

## Non-fiction move

Libraries have historically held reference collections and large non-fiction collections. Reference collections are now reducing, with most libraries focusing on lending collections. Non-fiction collections too are going through a revolution with a new focus on curated collections that concentrate on recreation and self-development instead of trying to capture as many subjects as possible. This move has reduced non-fiction collections and increased turnover of libraries' collections, allowing councils to gain more value from their investment.



# Case Study 1

## Karalee Library Pod, Ipswich Libraries

The Karalee Library Pod is a self-service pod that is open 24 hours a day, seven days a week. Located outside a busy mall, the pod enables people to browse, borrow and return items as well as reserve books online and collect them. The Library Pod offers a curated collection of popular and trending books, as well as a large touch screen where customers are able to view eResources.

This pod is the first of its kind in Australia and allows the library to extend their services in an impactful way and meet their customers where they are. The aim of the pod is to break down accessibility barriers and bring the collection to more of the community.

In its first 17 months, the Library Pod processed more than 19,000 loans and 20,000 returns, with almost 1,300 Ipswich Library members using the pod regularly.

# Case Study 2

## Tūhono, Wellington City Libraries

*Tūhono* is a poetry journal for kids and teens launched by Wellington City Libraries. Unlike many other poetry journals, having work accepted for *Tūhono* is not a competition, but rather every piece of work following the rules by young writers aged 5–18 years gets published.

*Tūhono* is published in house and added to the collection, as well as being published as an eBook on Overdrive. The journal gives all young people in Wellington the opportunity

to have their work published and added to the collection. It's a chance to see something they've created as part of a library collection, alongside great authors and poets found on the shelves. It also works as a collection of uniquely Wellington writing, capturing the thoughts and emotions of kids and teens from all over the city and its region across time.



Image provided by Ipswich Libraries



Image provided by Wellington City Libraries

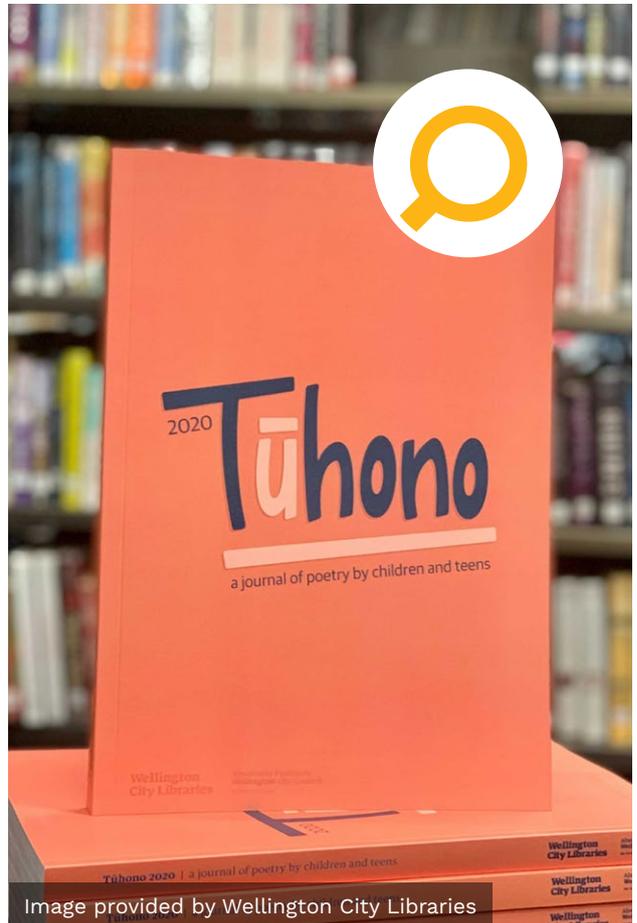


Image provided by Wellington City Libraries

# Key takeaways



- 1 There is a need to update the Collection Development Policy.
- 2 Our collection needs continual work to meet the expectations of its users.
- 3 We have not had a chance to imbed the customer experience program due to the pandemic but there is now an opportunity to do so.
- 4 There is an opportunity to assess and expand access to the library in order to move towards what our customers are asking for and best practice.

<b>Action</b>	<b>Action Term</b>
<b>1.1</b> Improve access to the library through innovative methods by investigating current trends in public libraries with regards to anytime libraries, after hours return solutions and extended opening hours. Implement solution to expand access to the library during 2022 for the HSC exams. From June 2022, start an investigation into anytime library solutions for material pickups and returns.	Year 1
<b>1.2</b> By 1 August 2022, convene a working group to update the Collection Development Plan. Complete the new plan by March 2023.	Year 1
<b>1.3</b> By the end of 2024, review library space to make it more efficient and accessible for customers. Use the Collection Development Plan as a guide in the planning and review of the shelving, collection size and location, signage and furniture. Continue to review the library space and collection layout annually to ensure relevance for our customers.	Year 3

<b>Action</b>		<b>Action Term</b>
<b>1.4</b>	Imbed a Customer Experience Program, including the roving staff model, through staff training. Place the customer at the heart of our decisions and improve the way we gather and respond to customer feedback by putting in place a process during 2022. Deliver an annual library customer survey to gather feedback to inform decision making and planning.	Year 1-2
<b>1.5</b>	Investigate eResource availability in languages that are in demand by the community as part of the Collection Development Plan during 2022. Investigate the viability of adjusting the budget for 2023–24 financial year to support increasing access to eResources. Undertake a review of our offerings, explore diverse digital options and support access to our eResources through a targeted annual promotions plan starting 2023.	Year 1-2
<b>1.6</b>	Using the new ABS Census data, conduct a survey and look at budget allocation for the 2023–24 budget to assess language needs and collections for Burwood Library customers.	Year 2
<b>1.7</b>	Explore opportunities to partner with other libraries to increase access to resources and services for our community. Complete an assessment of the viability of partnering with other libraries in 2024. Investigate bulk loan arrangements for multicultural collections with neighbouring libraries in 2025.	Year 3-4

## Performance indicators

- Rated highly on customer survey tools.
- Increase in circulation, collection turnover and visitor numbers.
- Collection Development Plan completed and implemented.

# Strategic Area 2: Learning Experience

## Learning Experience now

Burwood Library provides a range of programs with an emphasis on recreation, education and literacy. Regular programs include English Conversation Classes, Wrap with Love, Rhyme-Time, Toddler-Time and Story-Time. In addition to these events such as author talks, self-development workshops and film screenings occur throughout the year. The library has flexible spaces in which these activities take place and with the closures during 2020 and 2021 due to COVID-19 restrictions, programming successfully moved online. Restrictions further influenced the move to limiting numbers in programs through online bookings.

Burwood Library delivered 249 in-person events and regular programs during 2021 with 5,079 attendees and 47 online events with 1,130 attendees. When considered against library visit numbers, programming only generates a small amount of library visits, but the benefit to the community is well documented.

Programs and events create experiences and connection for the diverse cultures of the community while also having a learning focus in STREAM areas (science, technology, reading, engineering, arts and mathematics).

The Toy Library was reviewed during 2021, which led to a change for both that service as well as Story-Time. Very few community outreach opportunities are undertaken currently by staff.

Customer feedback received about our programs and events showed that the community prefers in-person programming, but there is also a desire for a hybrid delivery model that would see events presented in-person and online at the same time. There is also a lot of interest in the library providing more events, particularly children's programs and adult arts and culture events. Skills development is an area that was also of great interest to the community.

People are finding out about our programs and events primarily through the website, although the eNewsletter and flyers/posters in the library are also popular marketing tools. The community said through feedback received during the creation of Burwood 2036 that they would like more opportunities to celebrate different cultures and what makes Burwood unique.



## Trends in public libraries

### COVID-19 and online programming

The pandemic has required public libraries to innovate quickly so that they can continue to deliver services while adhering to restrictions. One of these innovations was the move to online programming as a way to continue to reach communities. Online programming has become the norm and customers are indicating that they would like online programming to continue in some way. Some libraries have experimented with live streaming in-person programming and/or posting recorded in-person programming online after the event.

### Partnerships

Partnerships are increasingly becoming an important part of the international public library industry, with programs delivered by outside organisations with support from the library. The limited staff resources that libraries have available to them acts as a barrier to maintaining multiple activities and partnerships are seen to be the solution to this. There are examples of partnerships between libraries and a number of different organisations (including private companies) that have been very successful and have allowed the libraries to deliver better services.

## New ways of learning

With the development of advanced digital tools, the world is becoming a wired environment. These tools and the opportunity to access them provide people with the chance to engage in self-directed, self-guided and self-paced learning that provides new avenues for learning.

Curation of digital tools such as digital fabrication and the Adobe Creative Cloud by professional librarians ensures that customers cannot only access the necessary tools but are also connected to relevant content. This connection provides limitless opportunities to seek and acquire new skills and knowledge.

# Case Study 1

## Partnerships, Dokk1 Library

The Dokk1 Library in Aarhus, Denmark has entered into partnership agreements with more than 70 organisations (NGOs, associations, educational institutions and other public service providers) which enable them to provide between 35 and 45 activities every week. Through these partnerships it is possible for them to deliver a very high volume of events with relatively modest staff effort.

In the lead up to the opening of Dokk1, library staff mapped potential partners and had a number of ‘disruption

conversations’ with key players. The purpose of these conversations was to get a clear understanding of what these potential partners felt were the needs in the surrounding society, spotting trends between these potential partners’ user groups, creating a dialogue and making the library’s potential clear to these untraditional partners. This discourse led to successful partnerships and a flourishing events program at the library.

# Case Study 2

## Studio NPL, Nashville Public Library

Nashville Public Library’s Studio NPL is an innovative, technology-driven learning environment that engages teens aged 12-18 with a design studio, makerspace, creative writing centre, production space and more. Daily workshops are mentor-led and focus on building important 21st century skills in STEAM, digital literacy and career readiness.

The environment is created for teens to enable them to explore and engage their passions to produce music and podcasts, e-textiles, soldering, robotics and more.

An artist in residence conducts a summer intensive workshop with a group of teens and librarians, and technicians and artists mentor teens during the year.



Image provided by Dokk1 Library



Image provided by Nashville Public Library

# Key takeaways



- 1 There is a need to continue to be agile in the delivery of programs and events in a pandemic environment, including trialling a hybrid delivery model.
- 2 To ensure best practice there should be a review of any programming not reviewed during 2021.
- 3 Pressure on staff time has resulted in a need to explore programming partnerships. This will move the library in line with current delivery models.
- 4 Cultural programming in the library is an obvious way Burwood Council can celebrate and represent the different cultures that make up the Burwood community.

<b>Action</b>	<b>Action Term</b>
<b>2.1</b> Build ongoing strategic external partnerships to leverage skills, connections, resources and experience, enabling the delivery of a range of programs and events. During 2023, collaborate with internal Council teams to research potential partners and assess the suitability of partnerships so that we can increase our reach in the community.	Year 2
<b>2.2</b> Celebrate and recognise the diversity of the Burwood community through the collection, programs and events. Ensure our collection, programs and events reflect the communities that call Burwood home through a series of diversity reviews during 2023 and 2024. Complete a gap analysis of the collection in consultation with the New South Wales State Library during July 2023.	Year 2-3

Action	Action Term
<p><b>2.3</b> By December 2022, complete a review of children’s and youth programming with an eye to continuous improvement and connection to community needs and expectations. By December 2023, complete a review of adult programming in order to ensure we are supporting our community’s goals and needs. Continue to review these programs on an annual basis.</p>	Year 1-2
<p><b>2.4</b> Identify and celebrate the uniqueness of Burwood through promotions and events that are customised and connected to our community’s pride and identity. Produce library cards to celebrate the sesquicentenary celebrations occurring in 2024 and investigate redesigning our promotional material to celebrate “Burwood-ness” during 2023.</p>	Year 3-4
<p><b>2.5</b> Continue to foster partnerships in the community that provide outreach opportunities to promote our services and resources to new audiences. Seek out new partnerships to increase our outreach into education settings, shopping areas, events and any other opportunities by annually planning targeted outreach.</p>	Year 4-5
<p><b>2.6</b> Provide space and opportunities for people of all ages to interact, engage, learn and create new connections with each other through ongoing process-focussed programming and collaborative participation. Measure the impact on community connectedness through surveying tools starting June 2024.</p>	Year 3-4

## Performance indicators

- High customer survey ratings.
- An increase in program attendance.
- An increase in the number and diversity of programs delivered.
- The delivery of brave and creative programming.

# Strategic Area 3: Creative Experience

## Creative Experience now

When the library was renovated in 2020, a Hub with various spaces for the community was added to the library. Modern libraries provide opportunities for people to come together to experience and participate in creative activities, and this space enables Burwood Library the ability to do this.

Of these creative activities, digital and makerspace technologies are at the forefront of library innovation. There are opportunities for libraries to provide equal access to resources that the community would otherwise not have access to. These resources provide the opportunity for people to be creative and experience new things that reflect their own imagination and identity.

Burwood Library's Community Hub is an innovative space and has the potential to be a well-used destination space for the community. The activation of the creative spaces within the Hub reflects the change in role for public libraries from being knowledge storehouses to centres for creative activity.

The Hub holds two Media Studios, each featuring a green-screen backdrop, sound proofing, the Microsoft Surface Studio and full Adobe Creative Cloud. Since opening this space has been used as an Open Studio program, which created some public interest. However, it also has audio-visual equipment and musical instruments to support creative endeavours which can be explored further.

The Makerspace is an open workshop area that promotes hands-on learning, collaboration and curiosity through different programs and equipment. These programs range from artist-led workshops, hands-on skills development in media technologies, STEAM activities for children and young people, and different creative programs for all ages. We have had only intermittent programming in this area, mainly due to COVID restrictions, however the space is highly used by students. We have resources to provide regular programming in this area, including MakeyMakey, sewing machines, Spheros, LittleBits and a NAO robot.

Our two Digital Lounges have featured digital artworks, retro games and virtual reality programs. They have been used frequently as a place to show digital artworks and interactive experiences including 360 videos and virtual reality.



The Hub itself also hosts exhibits throughout the year, including outcomes from community art projects and the Burwood Art Prize.

The Amphitheatre is set up to be a flexible space that can be used for screenings, performances, talks and workshops. The Library team have been experimenting with events in the Hub space during 2020–22. A new Creative Experience team has been created, which will increase and enhance staffing resources for this space.

Customers have told us they are not sure about how to access the spaces or resources the Hub has to offer but are curious and interested. They have also told us they require more space and tables to meet study demands in the Hub. Students also want to access the meeting rooms for free to ease the demand on common spaces, which can be accommodated when they are not in use.

Community feedback shows that support for local businesses is an important role for Council, and there is potential for the Hub to support the community in this way. Demand for do-it-yourself/do-it-with-others and skills development events was expressed by customers as was greater access to STEAM kits and digital fabrication software.

## **Trends in public libraries**

### **Maker movement**

Makerspaces have been a popular addition to public libraries for a number of years. The maker movement itself refers to the do-it-yourselfers, tinkers, hackers, entrepreneurs and interested learners that are accessing these spaces to make what they want and determine their own creative paths. An area of growth in this area is including children in the maker movement. This movement takes advantage of the innovative technology and traditional craft tools on offer to improve community and create new pathways to the marketplace.

### **Gamification and fandom**

Gamification refers to the application of digital game design and elements to non-game settings, and game-based learning or game playing that has defined learning outcomes. Gamification is increasingly being integrated into education and professional training situations as an important opportunity to develop emerging and traditional forms of literacy. Fandom exists as an obvious partner in promotion of these literacies through active creation – writing, recording, drawing, remixing and role-playing. Fandom are communities of people that are passionate about something (i.e. a film, a book, a band, a television show) that come together to share and exchange proof of their fandom through creation.

### **Community space**

Libraries are increasingly being used as a third space in people's lives, outside of home, work and school. For communities with increasing density, this space is highly important and is well used for a range of activities. Spaces in newly renovated or built spaces reflect this by providing flexible and diverse spaces with reading nooks, study spaces, quiet areas, co-work/study spaces, meeting rooms and various other spaces.

# Case Study 1

## Workary, Fairfield City Open Libraries

The Workary is a dedicated hub in Whitlam Library that is a community and events space focused on supporting local business. The space is open to start-ups, co-workers and entrepreneurs at no cost. Drawing on formal and informal partnerships with a range of key industry and government stakeholders, the Workary provides a number of events and services that assist

businesses. These include co-working spaces, meeting rooms, audio-visual equipment, workshops, networking events, business-related books and other resources, and referral services to business advisors in a number of different languages.

# Case Study 2

## Makerspace Kits, City of Sydney Libraries

City of Sydney provide over 180 take-home makerspace kits with a range of robotic and educational uses. Library members are able to borrow one kit from the collection for three weeks and the collection is supported by a collection of STEAM topic books. The robotic kits include Edison robots v2.0, Ozobot Bit 2.0 and Sphero. Electronic kits include Circuit Scribe, Makey Makey, Snap Circuits, Honeycomb Music, BBC micro:bit,

Little Bits Synth, PocketLab Voyager, Barska Microscope, Micro:bit Experiment Box, Merge Cube and Specdrums. Kits are designed for ages 5+ to ages 14+.



Image provided by Fairfield City Open Libraries



Image provided by City of Sydney Libraries

# Key takeaways



- 1 The Community Hub has a lot of unrealised potential and its strengths lie in its resources and spaces.
- 2 Work needs to be done to activate the space regularly, as well as educate and promote access to the Hub spaces and resources.
- 3 The library's Community Hub has the capacity to play a role in assisting the economic recovery of the Burwood business community by providing access to resources, spaces and experts.
- 4 Customers have an interest in accessing the different technologies that the library currently has as well as others that need to be resourced.

Action	Action Term
<b>3.1</b> Provide all ages of our community with creative resources that allow people to explore, learn and grow through regular hands-on experiences. Ensure resources are relevant to our community. Deliver a minimum of 40 events per year, with 1,000 participants for the financial year 2022-2023.	Year 1-2
<b>3.2</b> Maximise the use of the Hub through improved access to the space for the community. Trial new ways to activate the space to increase community confidence and awareness in the use of the space. Aim to increase use of these spaces by 25% by June 2023.	Year 1
<b>3.3</b> Maximise the use of the Hub space through programming relevant and quality events and programs that are delivered directly or by partnering with external community providers. Deliver a minimum of 15 events during the 2022-23 financial year in partnership with others, with the aim to increase this to 25 events during the 2023-24 financial year.	Year 1-3

<b>Action</b>		<b>Action Term</b>
<b>3.4</b>	Consult with and support businesses of all sizes by investigating opportunities to collaborate with external and internal partners in order to deliver business-friendly programs and events, spaces and technologies. By the end of 2024, have established programs and events that support Burwood businesses with at least quarterly events.	Year 3-5
<b>3.5</b>	Plan and deliver annual events and a promotions calendar for all library programming at the beginning of each year and seek to integrate this with other events in Council. Have this calendar created by June 2022.	Year 1
<b>3.6</b>	By June 2023, investigate and procure STEAM kits for our customers that have a creative experience focus and are relevant and borrowable in order to support at-home learning and exploration.	Year 2
<b>3.7</b>	Work in collaboration with the Community & Culture team at Council to deliver a range of integrated cultural programming to promote and support creative endeavours. Deliver at least one major integrated event per year.	Year 2-4

## Performance indicators

- High customer survey satisfaction ratings.
- An increase in program attendance.
- An increase in the number of programs delivered.
- New equipment and/or software provided to support digital literacies.

# Strategic Area 4: Digital Experience

## Digital Experience now

Public libraries are seeing an increase in access to their digital collections. While this has been an increasing trend worldwide, the restrictions put in place due to COVID-19 has seen the demand for digital collections increase like never before.

The shift to online that has been a consequence of these restrictions has exposed further the digital literacy gap that libraries have been responding to for many years. Many in the community are being left behind and it is essential for the library to provide services to assist in the navigation of the online world post-pandemic. Within this is the need to provide a range of programming that educates customers on accessing recreational resources such as eBooks and resources that support education such as online databases. There is also a need to ensure all staff are skilled and confident in providing assistance in the use of digital resources. This will enable the library to provide a quality service to our community and meet them where their needs lie.

Through the Hub the library has a number of makerspace technologies. There are also Media Labs for customer use that allow access to a computer workshop room for classes and a recording room for video and audio. Programming has been very limited in these spaces. Staff have delivered some makerspace programming, but staff knowledge is limited in the use of these technologies.

A number of Virtual Reality (VR) events were held as part of a VR art exhibit in the Hub. Computer classes for older customers in Mandarin, Cantonese, Korean and English are held annually in partnership with the New South Wales State Library and Telstra.

Customer feedback has shown there is a gap in staff knowledge when assisting customers with accessing technology and our digital resources. There is a desire from our community to have access to the latest technologies and to have assistance in accessing these. We also have new tools in the promotion of our resources and activities that are yet to be used.



## Trends in public libraries

### Makerspaces

Libraries are providing easier access to tools and components that provide communities with opportunities to invent and create in ways that have been limited to the private sector in the past. Tools like 3D printers, laser cutters, software and recording equipment are now a common sight in public libraries. Providing access to new technologies as well as traditional craft tools and having skilled staff to facilitate this access has become an essential feature of public libraries.

### Digital inclusion

COVID-19 pandemic restrictions forced many into social isolation and has dramatically accelerated the need for people to participate in the digital world. It has also made the challenges of bridging the digital divide more important than ever. Many face-to-face activities, necessary for active participation in civic life have significantly shifted to the digital world. Things like learning, working, shopping, social interactions and entertainment are moving online. This raises the issue of who gets left out and how libraries respond to that challenge. Some libraries have offered free equipment to assist their communities with getting online, others have responded with other innovative ideas.

### Digital training

Digital literacy programs have been a staple of library programming for some time now. The innovation in this area now is around assisting people with their devices and bridging the digital divide for new and innovative technologies. Libraries offer one-on-one training sessions for customers using their own devices or training around makerspace technologies. There is a lot of

innovation in this area too in facilitating spaces for teens to create using new technologies. This is less around training and more about mentoring teens to explore the technology themselves as a way of learning.



# Case Study 1

## TeleConnect, King County Library

Telehealth has been rapidly expanding due to the pandemic. With this has come the challenge that for some in the community, accessing this technology is a barrier as not everyone has access to computers with video conferencing capability, an internet connection and/or the skills to access these.

This digital divide is being addressed by a pilot run in a collaboration between King County Libraries in the United States and University of Washington. The partnership

aims to reduce disparities in access to telehealth by providing a safe and secure space and connection to healthcare. The pilot allows UW Medicine patients to conduct a telehealth visit from a private room at five library locations. Library staff set up a private room and are available to provide technical support.

# Case Study 2

## CLOUD901, Memphis Public Libraries

CLOUD901 is a state-of-the-art social, creative, production, research and performance technology lab that is a space solely for teens aged 13–18. The space provides access to video and audio production labs, editing and mixing stations, a performance area, a makerspace, art studios and collaboration and homework zones. At 771 square metres and over two floors, it is designed to be a place teens can develop 21st century skills including innovation, collaboration, critical thinking and problem solving.

A mix of digital media, self-guided learning and expert-led workshops provide teens with the autonomy necessary for creative thought while still working within the safety and structure of the library. Often partnering with local schools, universities and the community to expose teens to innovative technology, CLOUD901 also translates the knowledge learnt there into career pathways, college opportunities and workforce entry.



Image provided by Kind County Library



Image provided by Memphis Public Libraries

# Key takeaways



- 1 There is a need to have dedicated training for staff on the use of digital tools and resources, ensuring that professional development is continuing and not occasional.
- 2 The pandemic has left some of the community behind and libraries are innovating in order to remove this barrier.
- 3 There is innovation happening around the way people learn about technology, moving away from workshop-style learning towards facilitating exploration.
- 4 Promotion of eResources is limited.

<b>Action</b>	<b>Action Term</b>
<b>4.1</b> From July 2022 until July 2023, provide a minimum of 12 digital literacy events and programs incorporating a diverse range of offerings for language, age and levels of experience working in partnership with external contacts.	Year 1
<b>4.2</b> Provide increased opportunities for the Burwood community to access diverse technologies that are relevant to their desires and needs through programs and experiences in the Community Hub. Deliver at least four events per year to expose diverse community groups to these technologies starting from January 2024.	Year 3-4
<b>4.3</b> Increase staff skills in technology through the ongoing delivery of a range of skill development opportunities using a variety of training techniques. Complete a training and assessment analysis of staff on an annual basis, starting June 2022, with a minimum level of skills identified and a range of opportunities to upskill throughout the year.	Year 1

<b>Action</b>		<b>Action Term</b>
<b>4.4</b>	Target promotion of digital resources, ensuring users are kept up to date with changes and are confident in accessing the resources by using Patronpoint software. Support this through an investigation of our community's interests and needs and begin to action findings by December 2023.	Year 2-3
<b>4.5</b>	Investigate the provision of tablets and/or eReaders to home-delivery customers by undertaking a six-month trial during 2022. Also investigate providing these resources as borrowable items for all customers by the end of 2023.	Year 1-2
<b>4.6</b>	Offer relevant, targeted and customer-centric technology experiences that are supported by positive interactions with skilled staff. Undertake an annual review of technology at the start of the financial year to plan for any needed upgrades or innovative technology changes starting with the 2025-26 financial year.	Year 4

## Performance indicators

- High customer survey satisfaction ratings.
- An increase in programs delivered and attendance.
- An increase in staff digital skills, demonstrated in the annual review.
- An increase in borrowing of resources from the Digital Library Collection.

# Strategic Area 5: Burwood Memories

## Burwood Memories now

The Burwood Library Local Studies Collection is the most unique service the library provides. Burwood has no museum but does have a local historical society who have an array of items of historical significance that the society has scattered among members. Due to restrictions with storage and space, the library has had no active acquisitions program in place to date. With Burwood's sesquicentennial anniversary approaching in 2024, now is the ideal time to make a commitment to ensure Burwood's history is being collected and to promote the library's heritage resources.

The collection includes many items that could never be replaced if neglected, damaged or lost. This includes:

- published and unpublished works about Burwood
- scrapbooks with press cuttings, letters and other ephemera
- original and copied maps and plans (both digital and hard copies)
- photographs (both digital and hard copies)
- framed and boarded official photographs of Burwood Borough/Council

- local newspapers dating back to the early 1960s in soft and hard copies
- council valuation books dating back to 1908
- building applications registers dating back to 1909
- index to Building Registers dating back to 1920
- a selection of Burwood Council letter books and registers
- copies of Burwood Council's reports, plans, building plans and policies
- copies of reports, newsletters, brochures, souvenir booklets produced by local community organisations, schools, churches etc.





- local election information
- a range of paraphernalia used or produced by Burwood Council in the past
- a limited selection of artefacts, objects, realia and ephemera (plaques, pictures, drawings etc.)
- digital and analogue sound and video recordings
- archives of local organisations from the past (Inner Suburbs' Hospital, Burwood Benevolent Society etc.)

There is also a genealogical collection made up of microfilms, microfiches and CD ROMs, which contains a range of information such as shipping records, street and telephone directories, cemetery indexes and electoral rolls.

The Burwood community told us they wish to learn more about the heritage of Burwood through talks and exhibits. Past events and walking tours have been popular ways the community has engaged with local heritage.

Through Burwood 2036 consultation, the community indicated they are concerned about the loss of heritage through redevelopment and feel heritage could be better represented in the community. The library has a role to play in the collection and promotion of this heritage. The sesquicentenary celebrations will provide the library with a unique opportunity to promote and celebrate our collection and produce material to support this.

## Trends in public libraries

### Heritage engagement

Public libraries are increasingly promoting heritage collections in new ways in order to engage communities. One of the ways they are doing this is by having digital collections that the community can add to or comment on. This enables easy collection of heritage material, but also promotes engagement by the community with the heritage material. Another way libraries are promoting heritage collections is by introducing technology that engages the community with them. Examples of this are gamification and innovative ways to access material such as via interactive touch screens.

### Collective impact

Heritage institutions are increasingly curating exhibit material to engage communities in social issues or topics of current interest in society. This is seen as a way to increase engagement and interest in heritage as well as a way to represent diverse stories and increase understanding of different issues such as LGBTQI+ rights, civil rights, indigenous heritage and social impact topics.

# Case Study 1

## DigiLab, Newcastle Library

Newcastle Library's History and Heritage Collection contains more than 444,000 items including rare, unique and notable items, dating back to the early 1800s. During 2021 a cutting-edge digitisation lab was opened to help preserve and share this collection.

The lab's technology includes 3D scanning instruments and robotic page turning equipment capable of converting 2,500 pages an hour into digital information. The DigiLab enables the library to preserve hundreds of thousands of archival records, photographs, maps, pictures, newspapers and rare books. This enables the community to have greater access to the collection and allows the

library to interpret and use the digitalised materials to present local history to reach new audiences.

The DigiLab also provides innovative content such as augmented and virtual reality and the ability to integrate with other technologies such as a metre-wide Digital Storywall and a digital multimedia 'Magic Box'. One aspect of the DigiLab that is available for use by the community is the Memory Lab, which allows people to preserve their own histories and stories for future generations by converting treasured family items on VHS, VHS-C cassette and 8mm video camera tapes into digital files for free.

# Case Study 2

## ReCollect & Our Stories, Fairfield City Library

Our Stories is a project run by Fairfield City Library to collect digital stories and experiences of the Fairfield community during the COVID-19 pandemic. The pandemic has changed the way people live their daily lives and residents and workers of Fairfield City have been invited to share images of how their daily lives have changed during this period.

This digital collection will help future generations understand the impact of the pandemic and how people adapted. Files are submitted by the community via an online form and then updated to the library's ReCollect archive. They are then accessible as part of an online public digital archive.



Image provided by Newcastle Library

# OUR STORIES: Fairfield's daily life during COVID-19

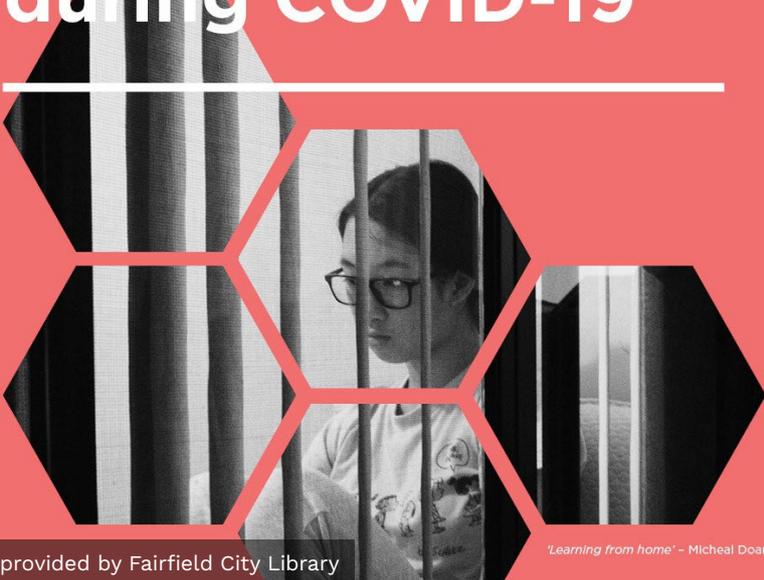


Image provided by Fairfield City Library

'Learning from home' - Micheal Doan



# Key takeaways



- 1** We need to update policies and plans for the heritage collection.
- 2** Digitisation of the collection needs to continue in order to increase access to the collection.
- 3** Our collection needs to be made available online to the community through the use of a digital platform.
- 4** The community is concerned about the loss of heritage in the area.
- 5** The library needs to promote our collection to the community through exhibits, workshops and talks.

<b>Action</b>	<b>Action Term</b>
<b>5.1</b> By December 2022, research and consult knowledge bodies in order to write a local heritage Collection and Care of Collections Policy that includes a heritage disaster plan.	Year 1
<b>5.2</b> By December 2022, research and consult knowledge bodies in order to write a local heritage Digitisation Policy and Digitisation Plan.	Year 1
<b>5.3</b> Continue to work with our external provider to digitise the photographic and image collection, ensuring budget allocations are available for the work to be ongoing. Complete this work by the end of 2023.	Year 2-3
<b>5.4</b> Use the Spydus platform to store our heritage collection files and records in order to make them accessible for all. By December 2022 consult with external and internal connections to start a project investigating grant funding or opportunities for students to gain heritage skills and put in place a solution by the end of 2025.	Year 4-5

Action	Action Term
<p><b>5.5</b> Provide ongoing opportunities for the Burwood community to engage with and learn about Burwood heritage through events and exhibitions, aligning these programs with major heritage events and festivals with a minimum of six per year.</p>	<p>Year 5</p>
<p><b>5.6</b> Raise interest in Burwood’s history and the heritage collection through a program of events and exhibits to support the sesquicentenary celebrations during 2024, with a minimum of two talks, two walks and two exhibits. Use social media to engage and promote our heritage collection.</p>	<p>Year 2-3</p>

## Performance indicators

- Policies and plans are completed and implemented.
- High customer survey satisfaction ratings.
- An increase in the number of events and exhibits delivered.
- The Heritage Collection is accessible to the community through Spydus.
- An increase in the number of items digitalised.





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