



READING AHEAD  
LIBRARY PLAN 2017-2021  
**ANNUAL PRIORITIES**  
**2020-21**

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GEELONG  
REGIONAL  
LIBRARIES





## OUR VISION

### A thriving regional community...

- Enriched by reading
- Empowered by learning
- Inspired by information and ideas.

## OUR MISSION

**To be an exemplary library service. We will create opportunities for our community to read, learn, work and connect with each other and the world:**

- by providing safe, welcoming and inclusive places and spaces
- by facilitating equitable access to collections, programs, information and technology
- by nurturing discovery, creativity and innovation
- through the knowledge, expertise and encouragement of library staff.

## OUR GOALS

**The Geelong Regional Library Corporation (GRLC) strives to enrich, empower and inspire the community we serve - providing library services and experiences that create opportunities for people to read, learn, work and connect with one another and the ever-changing world in which they live. Over the next four years this plan will guide us as we move ahead, striving to leave no community member behind. We will focus on four key goals:**

### **GOAL ONE:** *Join up, join in*

To deliver greater benefit to our community we must grow library usage and library membership. More readers, more loans, more library visits, more downloads, more people participating in library programs. We will reach out to and engage new library users, especially those in greatest need of support, so that they can access and benefit from the many services we offer.

### **GOAL TWO:** *Making life better*

Everyone is welcome at the library, and the library has something to make everyone's life better. We will:

- foster a love of reading in people of all ages
- support development of reading and digital literacies – essential life skills in the modern age
- facilitate access to authoritative trusted information
- support digital and social inclusion
- fire the imagination through thought-provoking and inspiring experiences
- work with our partners to connect people with the services they need
- share stories and celebrate our heritage, our many cultures and our aspirations.

### **GOAL THREE:** *Great customer experiences*

Our library users rate our performance very highly. We aim to do even better. The quality of the customer experience in our libraries and in library programs is directly related to the attitudes, knowledge and skills of our staff. We will empower and equip them to respond to users' needs in the most friendly, professional and expert manner possible.

### **GOAL FOUR:** *Regional strength, local feel*

Among the state's 47 public libraries GRLC best displays the desired combination of high service levels, collections quality and usage delivered at average industry cost. We are Victoria's leading public library service. We will strive to remain an industry and community leader. We will build on the strength of a collaborative regional approach, realising opportunities for efficient and sustainable service delivery, while retaining a local feel in provision of library services to meet the varying needs of communities across the Geelong region.

# READING AHEAD: LIBRARY PLAN 2017-2021

## YEAR 4 - ANNUAL PRIORITIES 2020-2021

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The GRLC Board adopted Reading Ahead: Library Plan 2017-2021 in June 2017. This document details the priorities for the coming year representing the final year of the current four year plan. A half year progress will be provided to the GRLC Board at its February 2021 meeting, annual achievements will be reported at the August 2021 meeting and in GRLC's Annual Report 2020-21.

### STRATEGIES FOR SUCCESS FROM THE LIBRARY PLAN 2017-2021

The Board and staff of the Geelong Regional Library Corporation work together in the interests of the regional population and the four member Councils. Over the next four years we will strategically direct our resources and energies to delivering library services, collections, programs, spaces and experiences which will enable us to achieve our goals.

Strategy		Page
<b>1. Welcoming places and spaces</b>	Present welcoming, purposeful and safe physical and digital library facilities at the heart of the community.	4
<b>2. Learning for life</b>	Deliver engaging library programs, print and digital collections, events and activities that encourage reading, support a range of literacies, promote lifelong learning and increase access and inclusion.	5
<b>3. Creativity and innovation</b>	Provide creative and co-working spaces, technology, and learning opportunities that stimulate innovation and equip people with skills and confidence for the future.	6
<b>4. Sharing our stories</b>	Capture, share, celebrate and preserve the stories – past and present – that tell of our region's heritage, culture, creative endeavour and aspirations.	7
<b>5. Better together</b>	Work collaboratively with community, government and business organisations to increase awareness of, access to and use of library services among targeted population groups.	8
<b>6. Capable, confident and caring</b>	Create an organisational culture that expects, supports and recognises relevant knowledge and expertise, excellent customer service, creativity and innovation, flexibility, good governance and accountability.	9

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# 1 WELCOMING PLACES AND SPACES

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Present welcoming, purposeful and safe physical and digital library facilities at the heart of the community.

## 2020-21 Actions

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| 1.1  | Develop and implement a post-COVID-19 plan including library spaces, services, programs, events, marketing and communication.  |
| 1.2  | In partnership with the Borough of Queenscliffe, actively participate in the detailed planning and design of the Queenscliffe Community Hub and develop interim services for construction phase.     |
| 1.3  | In partnership with City of Greater Geelong, explore Living Libraries Capital Funding Program opportunities to enable redevelopment of the Corio and Belmont Libraries.                              |
| 1.4  | In partnership with relevant member Councils, participate in the detailed design process for the new Drysdale Library and initial planning and design for replacement libraries at Lara and Torquay. |
| 1.5  | Deliver implementation plans arising from recommendations in the GRLC Infrastructure Development Plan 2019.  |
| 1.6  | Continued review of Occupational Health and Safety policies and procedures including emergency response plans.   |
| 1.7  | Source and implement improved online Occupational Health and Safety system reporting.  |
| 1.8  | Communicate and implement new opening hours arising from Opening Hours Review undertaken in the 2019-20 financial year.  |
| 1.9  | Review and update the GRLC website and Intranet to optimise sharing of information and communication.  |
| 1.10 | Implement improvements to meeting room marketing, hire policies and procedures to encourage and optimise activation of meeting spaces in library branches.   |

## 2 LEARNING FOR LIFE

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Deliver engaging library programs, print and digital collections, events and activities that encourage reading, support a range of literacies, promote lifelong learning and increase access and inclusion.

### 2020-21 Actions

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|-----|---|
| 2.1 | Continue to increase opportunities for children with additional needs to access library programs including new funding streams and initiatives.   |
| 2.2 | Create a new Reader Advocacy and Development Strategy including ways to build adult, family literacy and a reading region.  |
| 2.3 | Explore external sources of funding opportunities to further support vulnerable communities.  |
| 2.4 | Actively promote Australian and Geelong region writers through collection development and programming.  |
| 2.5 | Identify special collections and programs for fundraising by Friends of the Library Program.  |
| 2.6 | Optimise participation in the Word for Word National Non-Fiction Festival 2020 through development of innovative program, effective planning and production and securing of external funding sources. |
| 2.7 | Expand the range and volume of eCollections including eBooks, eMagazines, film and music streaming.   |

## 3 CREATIVITY AND INNOVATION

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Provide creative and co-working spaces, technology, and learning opportunities that stimulate creativity and innovation and equip people with skills and confidence for the future.

2020-21 Actions	
3.1	Develop a new four year digital strategy and action plan to ensure positioning as a leader in technology provision for the community and realise organisational business efficiencies.
3.2	Continue to provide leadership and advocacy for the adoption of, and opportunities to extend community access to new and emerging technologies and programming, including actively pursuing external funding opportunities.
3.3	Develop an implementation plan for a replacement Library Management System to provide state of the art access to information services, collections and digital services for the community.
3.4	Expand digital hub and maker space capability throughout the network where possible including accessing external funding.
3.5	Monitor improvements in current technology that may be implemented in rural areas including outreach to improve access to library services.
3.6	Review and fine-tune eKnowHow programming.
3.7	Source and implement new GRLC Document Management, Customer Relationship Management and digital asset register systems.
3.8	Develop a strategic plan for the Geelong Library and Heritage Centre to enable its continued positioning and success as a world class innovative cultural and lifelong learning institution.

## 4 SHARING OUR STORIES

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Capture, share, celebrate and preserve the stories – past and present – that tell of our region’s heritage, culture, creative endeavour and aspirations.

### 2020-21 Actions

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| 4.1 | Develop a calendar of community focused programs and collection development that celebrate local writers, culture and heritage including a focus on the narrative arts, creative endeavours, knowledge and ideas.  |
| 4.2 | Strengthen existing relationships and establish new partnerships with leading arts and cultural organisations.   |
| 4.3 | Explore further opportunities to add value to the Cultural Precinct by strengthening relationships, increasing collaborative activities including new programming and initiatives with precinct partners and actively promoting the precinct.  |
| 4.4 | Support the community’s cultural mosaic, celebrate and nurture diversity and stimulate cross-cultural conversation and understanding. Establish and strengthen partnerships with aligned service and cultural organisations.   |
| 4.5 | Scope and explore funding opportunities to establish the Geelong Library and Heritage Centre Fellowship, Writers in Residence and/or Genealogist in Residence programs providing artists, writers and scholars the opportunity to explore, repurpose or creatively respond to the collection.  |
| 4.6 | Provide the Geelong Region community with a Heritage Centre that is recognised as leader in Australia through the development and implementation of collection related projects, partnerships and collaborations, public programs, events, collection displays and operational management procedures that are recognised as industry leading.                            |
| 4.7 | Promote and continue to add items to the completed Geelong Honours Them website.   |
| 4.8 | Develop a Management of Aboriginal Cultural Materials Policy that meets the legislated requirements of the Aboriginal Heritage Act 2006, activities to include audit of the Geelong Heritage Centre archive to identify materials that may be culturally sensitive and manage according to policy and procedure and in collaboration with Wadawurrung cultural advisors. |
| 4.9 | Following implementation of digital repository and ATOM heritage collections management system, continue to add items, grow the database and improve access to content.  |

## 5 BETTER TOGETHER

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**Work collaboratively with community, government and business organisations to increase awareness of, access to and use of library services among targeted population groups.**

### 2020-21 Actions

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|-----|---|
| 5.1 | Work closely with our Member Councils and in alignment with their vision and strategic priorities to maximise community wellbeing including regular meetings, briefings, planning activities and reporting.   |
| 5.2 | Develop implementation plans for the First Nations Project Cultural Protocols adopted in the 2019-20 financial year.  |
| 5.3 | Explore ways of strengthening partnerships with key diversity and community agencies and organisations.   |
| 5.4 | Continue implementation of the GRLC Access and Inclusion Plan utilising the knowledge and expertise of regional partners including multicultural, disability, education and community services organisations improving access and inclusion for the Disability, CALD, LGBTI and ATSI sectors of the community (ongoing implementation multiyear project). |
| 5.5 | Evaluate the Friends of Geelong Regional Libraries program with a view to expanding support for the initiative and community benefits available.  |
| 5.6 | Actively participate in Public Libraries Victoria and State Library of Victoria Advocate project 'Libraries Change Lives' to raise awareness of the value of public libraries and positively influence funding outcomes.  |
| 5.7 | In partnership with State Library Victoria and Public Library Network, participate actively in the next Triennium 2020/2021 – 2022/2023 of statewide projects – Sector Advocacy, Libraries for Health and Wellbeing and Sector Capability Lifting.  |
| 5.8 | Conduct biennial library community survey.  |
| 5.9 | Encourage and support staff to join relevant and aligned professional, planning and service networks including statewide Public Libraries Victoria Special Interest Groups, GLAM Networks, Australian Library and Information Association.  |



## 6 CAPABLE, CONFIDENT AND CARING

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Create an organisational culture that expects, supports and recognises relevant knowledge and expertise, excellent customer service, creativity and innovation, flexibility, good governance and accountability.

### 2020-21 Actions

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|------|---|
| 6.1  | Continue review of all people related systems maximising staff and volunteer resources including recruitment, training and development and performance management.  |
| 6.2  | Conduct biennial staff engagement survey.   |
| 6.3  | Develop and implement an organisation culture and customer services that respond to the Library Plan, the needs of a modern library service and the biennial staff engagement survey.                                       |
| 6.4  | Strengthen leadership capability across the organisation and include leadership training in the Staff Development calendar.   |
| 6.5  | Develop 2020-21 Marketing, Community Engagement and Communications Plan.  |
| 6.6  | Strengthen financial sustainability through advocacy, investigating alternative streams of funding, operational and financial efficiency measures.  |
| 6.7  | Investigate governance and organisational changes required as a result of the new Local Government Act and develop options and action plan.   |
| 6.8  | Conduct an annual audit against national public library standards, guidelines and benchmarking data from the annual survey of Victorian public libraries to understand and act on industry standing and financial position. |
| 6.9  | In partnership with Member Councils, develop a 10 year financial plan.  |
| 6.10 | Seek external funding to support the work of the GRLC Green Team to ensure action plan and policy initiatives can be implemented.   |



# GEELONG REGIONAL LIBRARIES



**Geelong Library &  
Heritage Centre**  
51 Little Malop Street  
Geelong Victoria 3220  
T 4201 0600

[www.grlc.vic.gov.au](http://www.grlc.vic.gov.au)



**Geelong Library  
& Heritage Centre**  
51 Little Malop Street  
T 4201 0600

**Bannockburn**  
25-27 High Street  
T 4201 0661

**Barwon Heads**  
Barwon Heads Primary School,  
Golf Links Road  
T 4201 0653

**Belmont**  
163 High Street  
T 4201 0665

**Chilwell**  
51 Russell Street, Newtown  
T 4201 0651

**Corio**  
Cox Road (cnr Moa Street) Norlane  
T 4201 0658

**Drysdale**  
18-20 Hancock Street  
T 4201 0656

**Geelong West**  
153A Pakington Street  
T 4201 0660

**Highton**  
Roslyn Road (cnr Belle Vue Avenue)  
T 4201 0662

**Lara**  
5 Walkers Road  
T 4201 0668

**Leopold**  
Leopold Community Hub  
31-39 Kensington Road  
T 4201 0675

**Newcomb**  
cnr Bellarine Highway & Wilsons Road  
T 4201 0657

**Ocean Grove**  
Presidents Avenue (cnr The Avenue)  
T 4201 0655

**Queenscliff**  
55 Hesse Street  
T 4201 0663

**Torquay**  
Surf City Plaza, Beach Road  
T 4201 0667

**Waurm Ponds**  
140 Pioneer Road  
T 4201 0670

**Western Heights**  
Western Heights College,  
Vines Road, Hamlyn Heights  
T 5277 1177

## Mobile Library Stops

Aireys Inlet	Linton
Anakie	Lorne
Anglesea	Meredith
Cape Clear	Portarlington
Deans Marsh	Rokewood
Dereel	Smythesdale
Enfield	St Leonards
Grenville	Winchelsea
Haddon	

