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.
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.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Page</th>
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<tbody>
<tr>
<td>1. Welcoming places and spaces</td>
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<tr>
<td>Present welcoming, purposeful and safe physical and digital library facilities at the heart of the community.</td>
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<tr>
<td>2. Learning for life</td>
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<tr>
<td>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.</td>
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<td>3. Creativity and innovation</td>
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<tr>
<td>Provide creative and co-working spaces, technology, and learning opportunities that stimulate innovation and equip people with skills and confidence for the future.</td>
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<td>4. Sharing our stories</td>
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<tr>
<td>Capture, share, celebrate and preserve the stories – past and present – that tell of our region’s heritage, culture, creative endeavour and aspirations.</td>
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<tr>
<td>5. Better together</td>
<td>8</td>
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<td>Work collaboratively with community, government and business organisations to increase awareness of, access to and use of library services among targeted population groups.</td>
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<tr>
<td>6. Capable, confident and caring</td>
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<tr>
<td>Create an organisational culture that expects, supports and recognises relevant knowledge and expertise, excellent customer service, creativity and innovation, flexibility, good governance and accountability.</td>
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## 1 WELCOMING PLACES AND SPACES

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

<table>
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<tr>
<th>2020-21 Actions</th>
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<tbody>
<tr>
<td><strong>1.1</strong></td>
<td>Develop and implement a post-COVID-19 plan including library spaces, services, programs, events, marketing and communication.</td>
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<tr>
<td><strong>1.2</strong></td>
<td>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.</td>
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<tr>
<td><strong>1.3</strong></td>
<td>In partnership with City of Greater Geelong, explore Living Libraries Capital Funding Program opportunities to enable redevelopment of the Corio and Belmont Libraries.</td>
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<tr>
<td><strong>1.4</strong></td>
<td>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.</td>
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<tr>
<td><strong>1.5</strong></td>
<td>Deliver implementation plans arising from recommendations in the GRLC Infrastructure Development Plan 2019.</td>
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<tr>
<td><strong>1.6</strong></td>
<td>Continued review of Occupational Health and Safety policies and procedures including emergency response plans.</td>
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<td><strong>1.7</strong></td>
<td>Source and implement improved online Occupational Health and Safety system reporting.</td>
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<td><strong>1.8</strong></td>
<td>Communicate and implement new opening hours arising from Opening Hours Review undertaken in the 2019-20 financial year.</td>
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<td><strong>1.9</strong></td>
<td>Review and update the GRLC website and Intranet to optimise sharing of information and communication.</td>
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<tr>
<td><strong>1.10</strong></td>
<td>Implement improvements to meeting room marketing, hire policies and procedures to encourage and optimise activation of meeting spaces in library branches.</td>
</tr>
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## 2 LEARNING FOR LIFE

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.

<table>
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<th>2020-21 Actions</th>
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<tr>
<td><strong>2.1</strong> Continue to increase opportunities for children with additional needs to access library programs including new funding streams and initiatives.</td>
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<tr>
<td><strong>2.2</strong> Create a new Reader Advocacy and Development Strategy including ways to build adult, family literacy and a reading region.</td>
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<tr>
<td><strong>2.3</strong> Explore external sources of funding opportunities to further support vulnerable communities.</td>
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<td><strong>2.4</strong> Actively promote Australian and Geelong region writers through collection development and programming.</td>
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<tr>
<td><strong>2.5</strong> Identify special collections and programs for fundraising by Friends of the Library Program.</td>
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<tr>
<td><strong>2.6</strong> 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.</td>
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<tr>
<td><strong>2.7</strong> Expand the range and volume of eCollections including eBooks, eMagazines, film and music streaming.</td>
</tr>
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3 CREATIVITY AND INNOVATION

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.

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<td>3.1</td>
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<td>3.7</td>
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# 4 SHARING OUR STORIES

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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<tr>
<td>4.1</td>
<td>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.</td>
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<tr>
<td>4.2</td>
<td>Strengthen existing relationships and establish new partnerships with leading arts and cultural organisations.</td>
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<tr>
<td>4.3</td>
<td>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.</td>
</tr>
<tr>
<td>4.4</td>
<td>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.</td>
</tr>
<tr>
<td>4.5</td>
<td>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.</td>
</tr>
<tr>
<td>4.6</td>
<td>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.</td>
</tr>
<tr>
<td>4.7</td>
<td>Promote and continue to add items to the completed Geelong Honours Them website.</td>
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<tr>
<td>4.8</td>
<td>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.</td>
</tr>
<tr>
<td>4.9</td>
<td>Following implementation of digital repository and ATOM heritage collections management system, continue to add items, grow the database and improve access to content.</td>
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</table>
5 BETTER TOGETHER

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

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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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<tr>
<th>6.1</th>
<th>Continue review of all people related systems maximising staff and volunteer resources including recruitment, training and development and performance management.</th>
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<tr>
<td>6.2</td>
<td>Conduct biennial staff engagement survey.</td>
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<tr>
<td>6.3</td>
<td>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.</td>
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<tr>
<td>6.4</td>
<td>Strengthen leadership capability across the organisation and include leadership training in the Staff Development calendar.</td>
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<tr>
<td>6.5</td>
<td>Develop 2020-21 Marketing, Community Engagement and Communications Plan.</td>
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<tr>
<td>6.6</td>
<td>Strengthen financial sustainability through advocacy, investigating alternative streams of funding, operational and financial efficiency measures.</td>
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<tr>
<td>6.7</td>
<td>Investigate governance and organisational changes required as a result of the new Local Government Act and develop options and action plan.</td>
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<tr>
<td>6.8</td>
<td>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.</td>
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<tr>
<td>6.9</td>
<td>In partnership with Member Councils, develop a 10 year financial plan.</td>
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<td>6.10</td>
<td>Seek external funding to support the work of the GRLC Green Team to ensure action plan and policy initiatives can be implemented.</td>
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</table>
Geelong Library & Heritage Centre
51 Little Malop Street
Geelong Victoria 3220
T 4201 0600

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

Waurn 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