

Woollahra Libraries PLEN Report 2024

Woollahra Municipal Council

11 1,228

OUTCOME METRICS

RESPONSES



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1. Background

Woollahra Libraries

Woollahra Libraries provides a range of accessible services to the local community. Alongside its physical and digital book collection, the libraries also run a wide variety of special events and pop-up workshops for all ages to complement their regular library programming.

Public Libraries Evaluation Network Project

Since 2022, Woollahra Libraries has participated in Culture Counts' Public Libraries Evaluation Network (PLEN), a nationwide initiative to measure the outcomes generated by libraries. Participating libraries use Culture Counts to survey users about library use, performance, and personal and community outcomes.

Evaluation Methodology

Libraries participating in PLEN distribute a **Library Use and Outcomes** survey to their membership database and library users throughout the year via a range of methods, including emailing members, QR codes or tablets in the library, or interviews with library staff. The survey asks library users questions regarding; library awareness, learning, and application; outcomes; open text questions; and user demographics. This is a PLEN methodology and the resulting data aligns with the project's big dataset.

Outcome Measures

The survey includes dimension questions to assess the impact and value of library services, facilities, and programs. These dimensions align with six ALIA and APLA outcome areas, ensuring data can be reported against sector objectives and based on significant research.

PLEN Library Use And Outcomes Survey

Dimension	Dimension Statement
Creativity	The library has helped me be more creative in my own life and work
Learning	The library has helped me to enjoy learning
Literacy	My library experience has encouraged me to read more
Connection	The library has encouraged me to become more engaged in the community
Digital Connection	The library helps me to be more digitally connected to others
Safe and Trusted	I feel safe and welcome when using the library service
Time With Children	The library encourages me to spend more quality time with my children
Relevance	The library is changing in ways that increase its relevance for me
Role	The library is an important part of the place where I live
Enterprise	The library has helped me to improve the success of my business
Skills	The library service has enabled me to learn and gain new skills



2. Community Profile

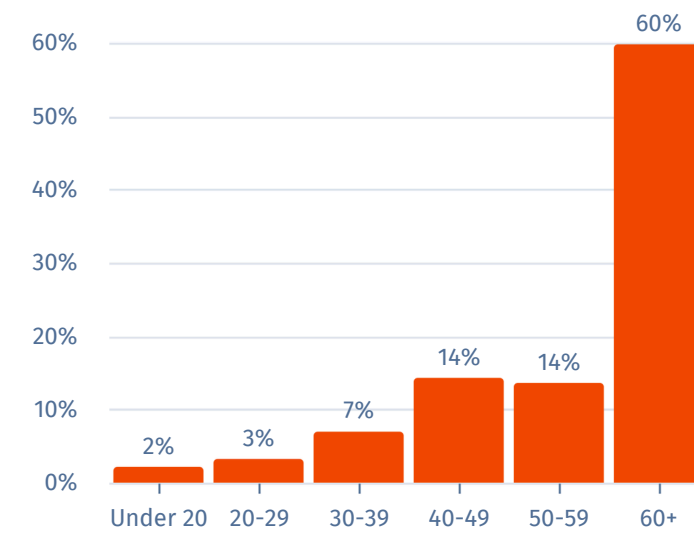
Demographics

Respondents completing the **Library Use and Outcomes** survey were asked a selection of demographic questions to help the library learn their member and visitor characteristics. This also enables results to be filtered by demographic to see how different groups use the library and their programs. Respondents were asked to provide their age, gender, postcode and identity.

The following charts show the proportion of Library Use and Outcomes survey responses captured for each of the age, gender, and identity demographic questions.

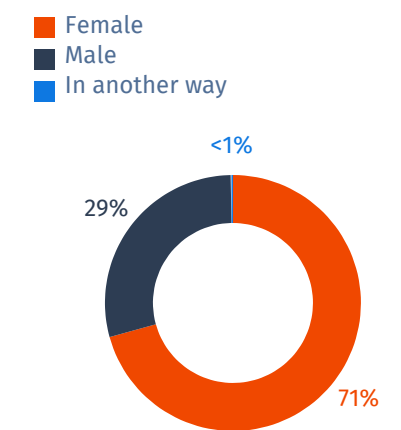
Age group

What is your age?



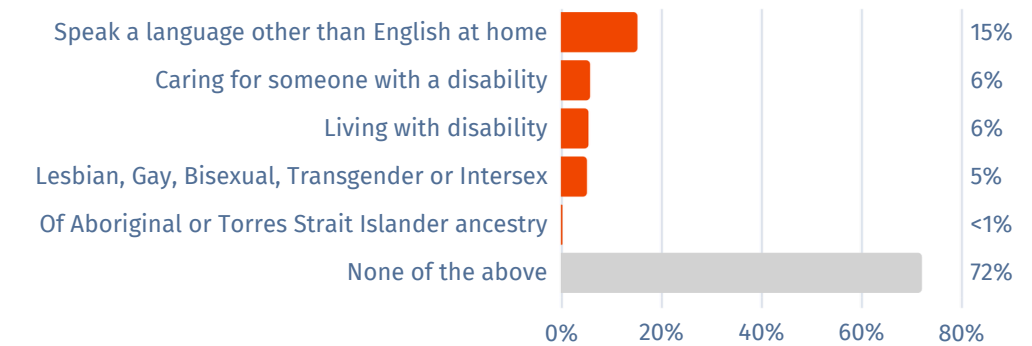
Gender

How would you describe your gender?



Identity

Do you identify as any of the following?

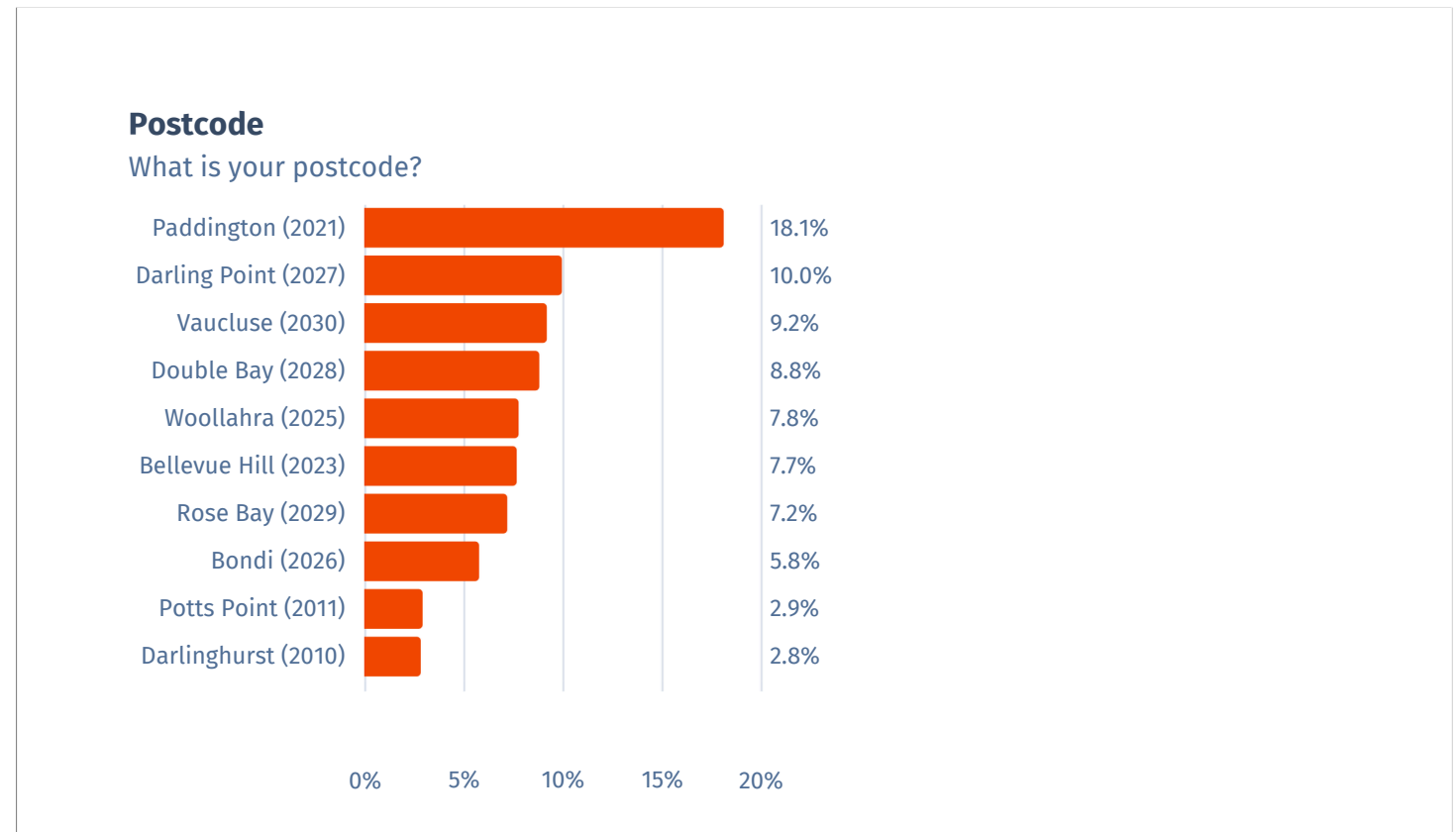




Location and Postcode

Library Use and Outcomes survey respondents were also asked to provide their current postcode. This data identifies the geographic sample of people who responded to the survey and use the library. It enables data to be matched to the wider population and responses to be altered to understand differences in demographics.

The following charts show the proportion of survey responses captured for respondents' identified living location across the top ten postcodes provided.





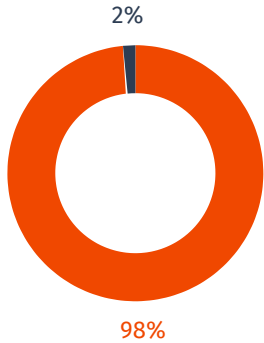
Membership

Respondents were asked if they were a member of the Woollahra Libraries network. This question identifies the potential for membership base growth, and also enables analysis into how membership influences library use and outcomes.

Membership Status

Are you a member of the library?

- Yes
- No



Insights

The dimensions and outcomes of this report were influenced by respondents' demographics. A significant portion (60%) were over the age of 60, with representation decreasing in younger age groups. This indicates that the survey results may predominantly reflect the views of older members, potentially underrepresenting younger demographics.

71% of respondents were female, which, while higher than the general population, aligns with typical library usage patterns. Diversity is also evident among respondents, with 5% identifying as LGBTQIA+ and 15% speaking a language other than English at home. These figures underscore the inclusive nature of our library.

98% of respondents are active library members, consistent with the survey distribution. These demographic insights provide crucial context for interpreting the survey results.

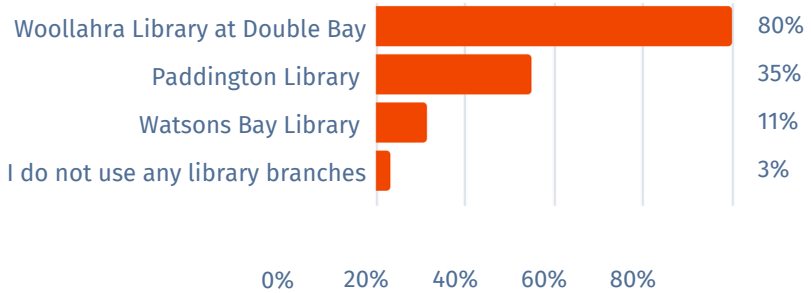


Library Use

Respondents to the **Library Use and Outcomes** survey were asked to indicate which library branches they used. They were also asked to indicate the last time that they accessed Woollahra Libraries services, and which services they used. This provides information about the most used branches, frequency of use and customer loyalty.

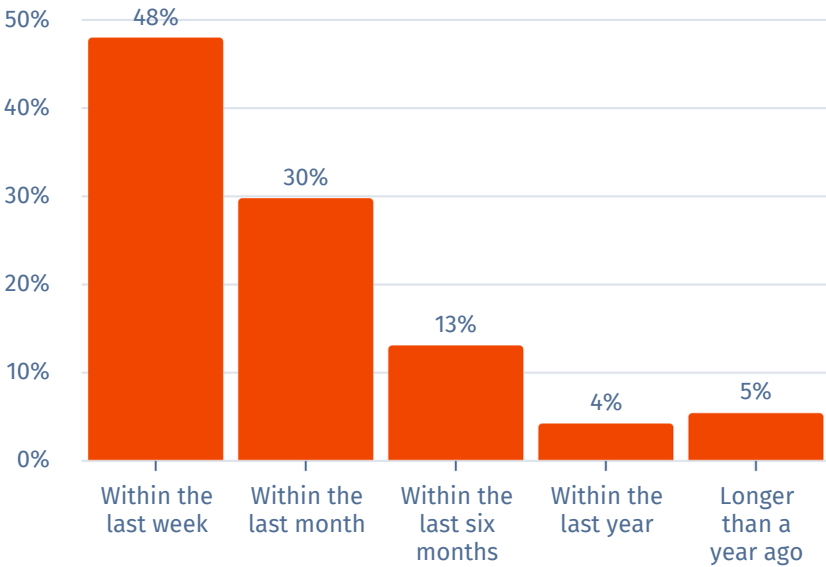
Library Branch

Which library branches do you use?



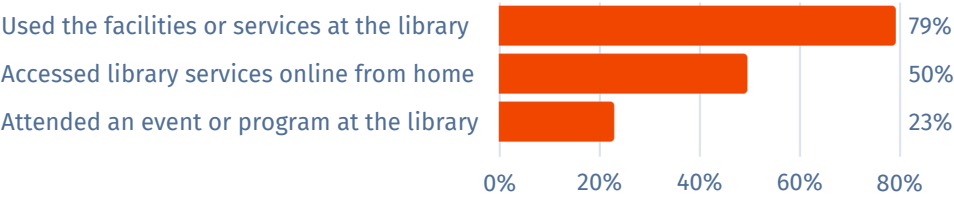
Last Time Accessing Services

When is the last time you accessed the library service?



Recent Activity

In the last 12 months, have you:





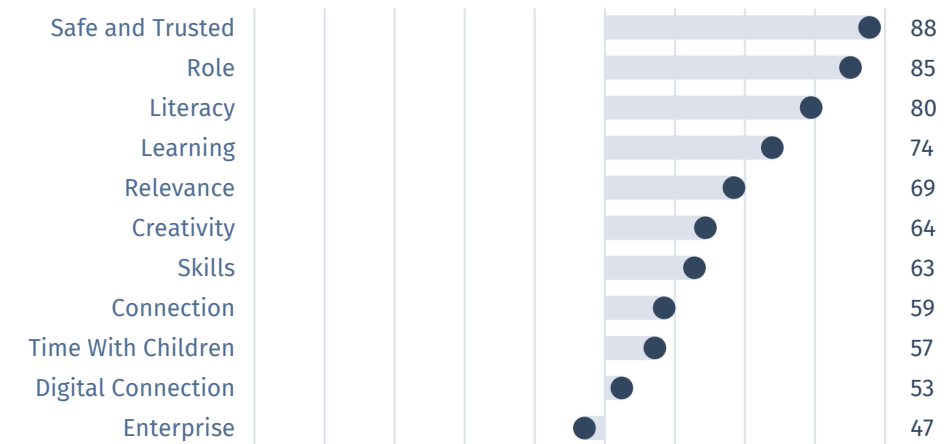
3. Library Outcomes

Outcome Averages

Survey respondents moved a slider to indicate whether they agreed or disagreed with the included dimension statements in relation to their library use. The following charts contain the response data for 'public' responses, showing the average result for each dimension.

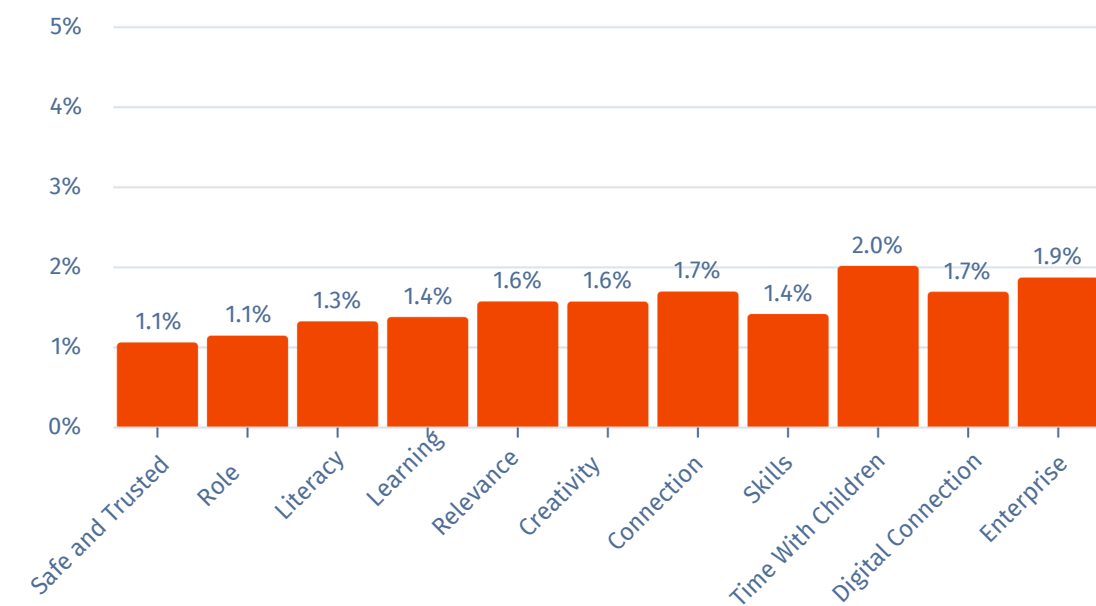
The Culture Counts platform provides various methods to capture survey responses at a minimal marginal cost. Achieving larger samples enables libraries to be confident that the average results recorded by survey respondents are representative of the opinions of their wider user base. The margin of error chart below shows the expected differences for the associated dimension results calculated at a 95% confidence level. Margins of error under 5% are considered reasonable representations of the opinion of the population.

Dimension Averages - Aggregate



Margin of Error - Aggregate

At a 95% confidence level



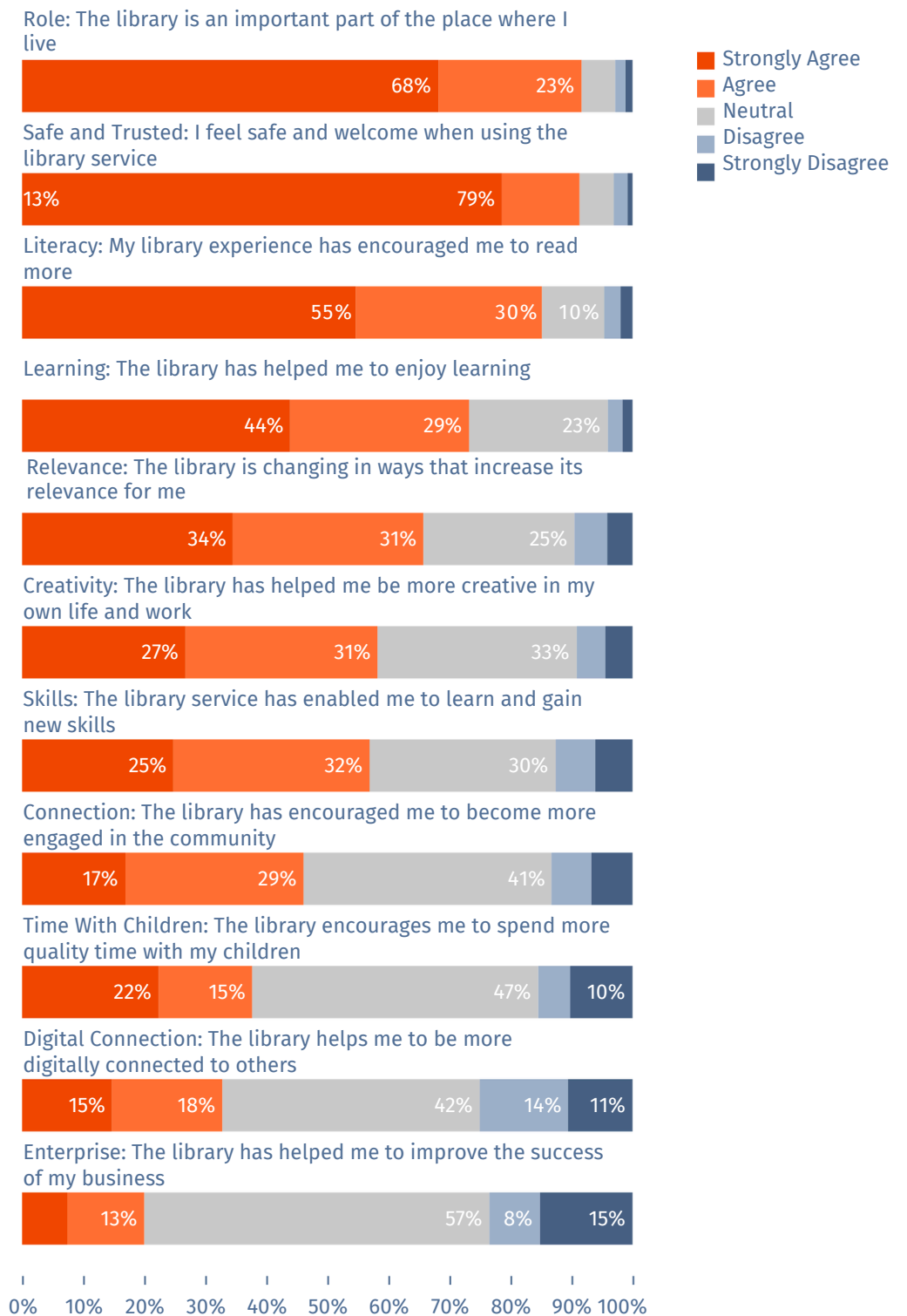


Outcomes Agreement

Culture Counts uses a slider input to measure responses for dimension statements as part of the evaluation methodology. This method also provides the capability to understand response results within a typical five-point agree-to-disagree format.

The following chart contains the response data for public responses and shows the percentage of people that agreed or disagreed with each of the statements, using a five-point ordinal Likert scale.

Dimension Agreement





Dimensions by ALIA Outcome Area

Outcome dimension statements are aligned with the six ALIA and APLA outcome areas below. This alignment categorises dimensions based on their area of focus. For example:

Stronger and Creative Communities (SACC) Represents dimensions that reflect the ability of libraries to provide a safe and inclusive forum, support creative expression, and strengthen communities.

Personal Development and Wellbeing (PDAW) Represents dimensions that reflect the ability of libraries to provide access to information, knowledge and skills development that contribute to personal growth and greater quality of life.

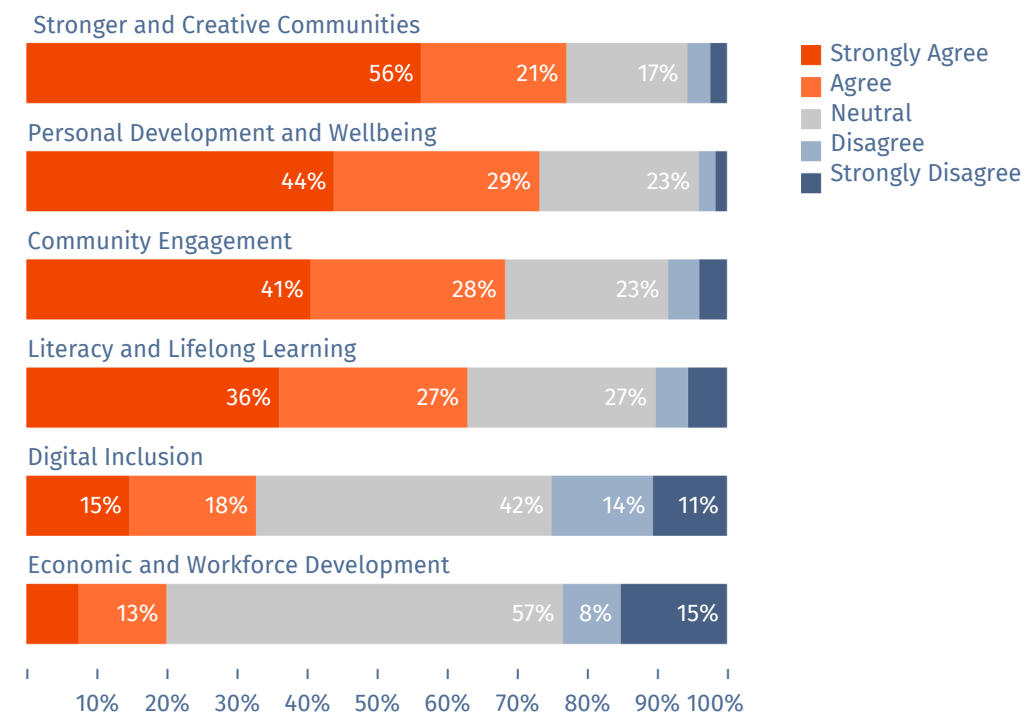
Literacy and Lifelong Learning (LALL) Represents dimensions that reflect the ability of libraries to develop youth and adult literacy and provide skills and strategies for lifelong learning.

Community Engagement (CE) Represents dimensions that reflect the ability of libraries to provide spaces and programs that bring people together, encouraging connection and supporting participation in community life.

Digital Inclusion (DI) Represents dimensions that reflect the ability of libraries to provide access, skills and confidence in using digital technologies, ensuring all communities can connect with others and important online services.

Economic and Workforce Development (EAWD) Represents dimensions that reflect the ability of libraries to support improved employment and productivity outcomes.

The charts below show Woollahra Libraries **Library Use and Outcomes** dimension results grouped by ALIA outcome area.





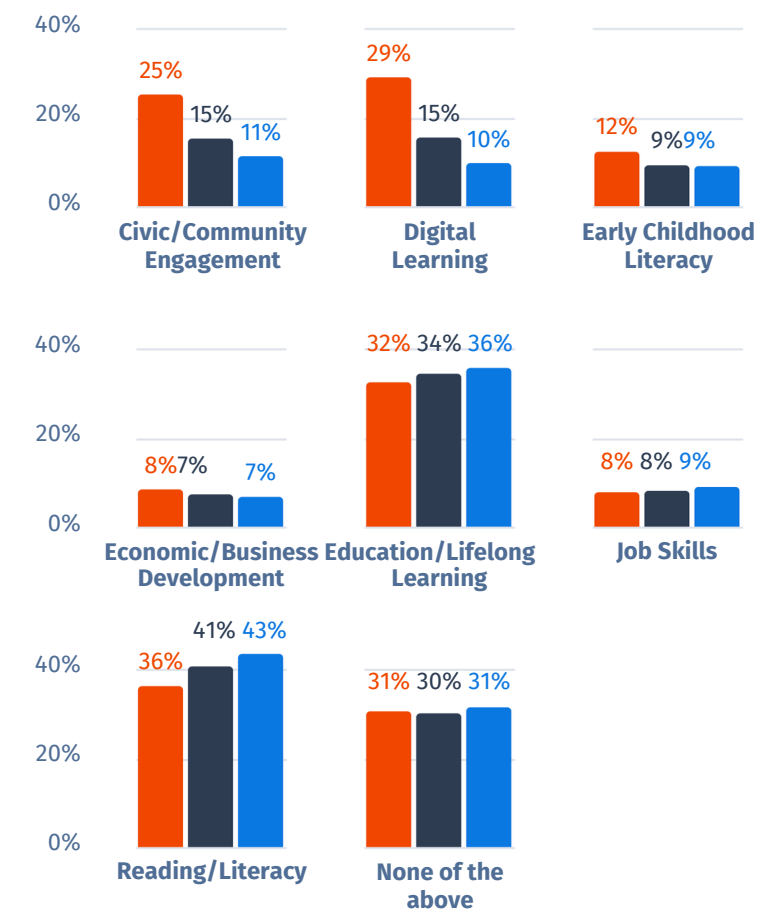
Awareness, Learning, Application and Confidence

Library Use and Outcomes survey respondents were asked whether they are aware of various library resources and services, and whether the library helps them to learn, apply learnings and gain confidence across these service areas. These four stages are expected to be sequential, with library users initially gaining awareness, followed by learning something new, application of learnings and increased confidence.

Awareness, Learning and Application

Library learnings and intention to apply them

- The library has helped me be more aware of resources in the following areas
- The library has helped me learn something new in the following areas
- I intend to apply what I've learnt at the library in the following areas



Confidence

The library has helped me feel more confident:





Net Promoter Score

Respondents were asked whether they would recommend Woollahra Library services to a friend or colleague. Respondents could choose a number from 0 to 10 from a menu, with 0 meaning 'not likely at all' and 10 meaning 'extremely likely'. These results can be used to calculate a Net Promoter Score (NPS).

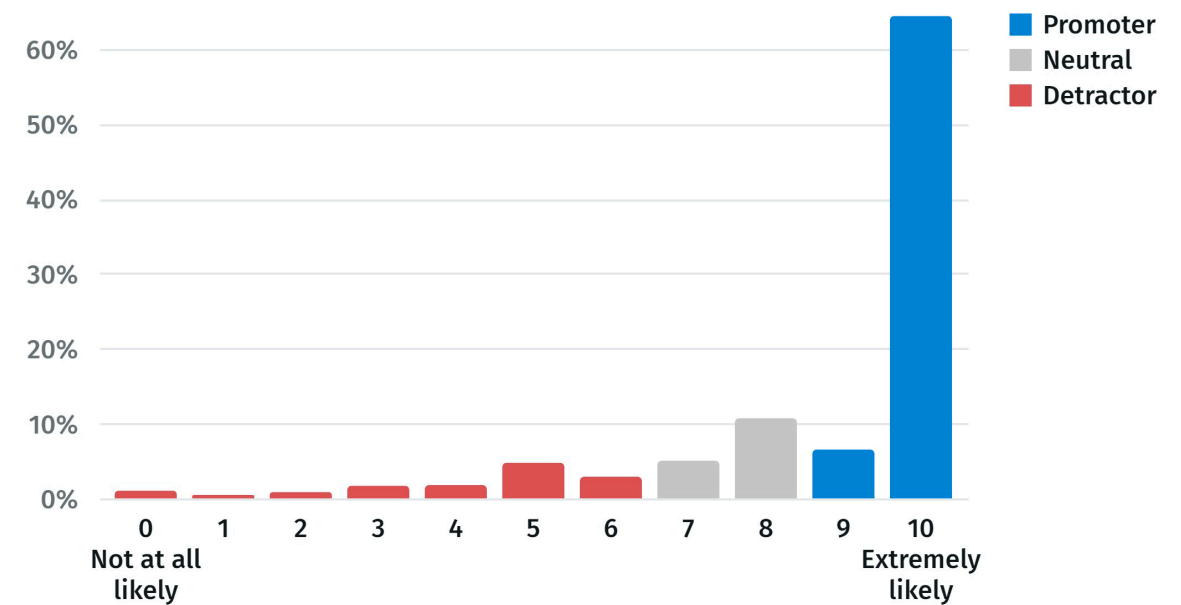
NPS is a standardised metric that seeks to measure loyalty between an organisation and its audience. Respondents with a score of 9 or 10 are considered 'Promoters'. 'Detractors' are those who respond with a score of 0 to 6. Scores of 7 and 8 are considered 'Passives'. NPS is calculated by subtracting the percentage of respondents who are Detractors from the percentage of customers who are Promoters.

This means that an overall Net Promoter Score can range between -100 to +100. This chart shows the proportion of respondents that would or would not recommend Woollahra Library services, with the calculated NPS.

How likely is it that you would recommend this event to a friend or colleague?

57

Net Promoter Score





Areas for Improvement

Respondents were asked what the library could do to improve.

Fees and Charges

Automatic renewals & no fees. [Redacted] has automatic renewals & no fees for overdue items or reservations.

Fees and Charges: Library Response

We are actively exploring options to reduce fees, including the potential implementation of automatic renewals.

Children's Area Screens

Would be great if the kids area wasn't so screen orientated as my son gravitates only to that rather than real life reading and play.

Children's Area Screens: Library Response

We will be introducing a dedicated children's quiet reading hour where screens are turned off later in 2024. Stay tuned for updates.

Opening Hours

More hours especially on the weekend.

Opening Hours: Library Response

We are beginning Community Access Hours at Watsons Bay Library, providing approved members with an additional 19 hours of access per week. For more details, please visit our website.

Children's STEM Programming

More STEM activities for kids.

Children's STEM Programming: Library Response

We offer STEM programs after school during the school term and have STEM kits available for loan at Paddington and Double Bay Libraries. We are also expanding our collection of STEM kits.

eResource Collections

Provide access to more eMagazines and eNewspapers - for example, The Economist.

eResource Collections: Library Response

We have recently subscribed to PressReader, which offers access to over 7,000 digital newspapers and magazines, including The Economist.



PLEN Benchmarks

Libraries that take part in the PLEN project can access benchmark evaluation results from all participating libraries. Benchmarks give context to libraries, to help them understand how their impact compares with the average from the group, and to set targets for achieving improvements to their outcome results that will lift them above the network average.

The chart below shows the average dimension results achieved for Woollahra Libraries (the orange dot), compared to the benchmark interquartile range of other libraries in the PLEN program (the grey bar). Results that sit within the range are be considered a 'benchmark' result, with anything above the range considered to be exceptional.

Benchmarking

Average response level result overlaid above the benchmark range of average results (i.e. interquartile range)



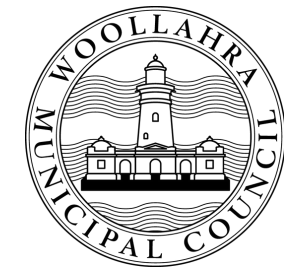


Data and Insights by

CultureCounts

Report prepared for

Woollahra Libraries



This report has been prepared by Culture Counts. The authors would like to thank all stakeholders and staff for their participation in this research.

We respectfully acknowledge the Traditional Owners of Country throughout Australia and recognise the continuing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures; and to Elders past and present.

Woollahra Libraries has added additional commentary and insights to help clarify these results.