

PUBLIC LIBRARIES' CONTRIBUTION TO SOCIETY

Library services are based on a number of under-pinning principles, which have driven public library development and shaped the role they have played as a trusted institution of civil society. Arising from public libraries' roots in education for workers, there is a strong emphasis on equity of access to information, the right to know, freedom of expression, the right to participate fully in a democratic society, objectivity and professionalism. Despite the radical changes that have occurred in society since public libraries were first established in the 19th century, these principles remain as fundamental in the digital era as they ever were.

Libraries are also about sharing and sustainability – sharing resources, and reusing content and facilities over and over to gain a competitive advantage for individuals and communities. In more recent times, value for money and user-driven principles have become important.

Public libraries are open to all people – virtually without exception. They are available to people from all walks of life, ethnicity, age, gender, socio-economic status, education and skill. Local authorities usually provide libraries free of direct charges to users as a public good. By virtue of their accessibility, public libraries can help redress the inequity that results from social exclusion and, by doing so, improve equity and social cohesion.

This framework takes account of the outcomes sought by central and local government and the conditions necessary for success. It outlines the roles played by public libraries and the value they deliver aligned to those outcomes.



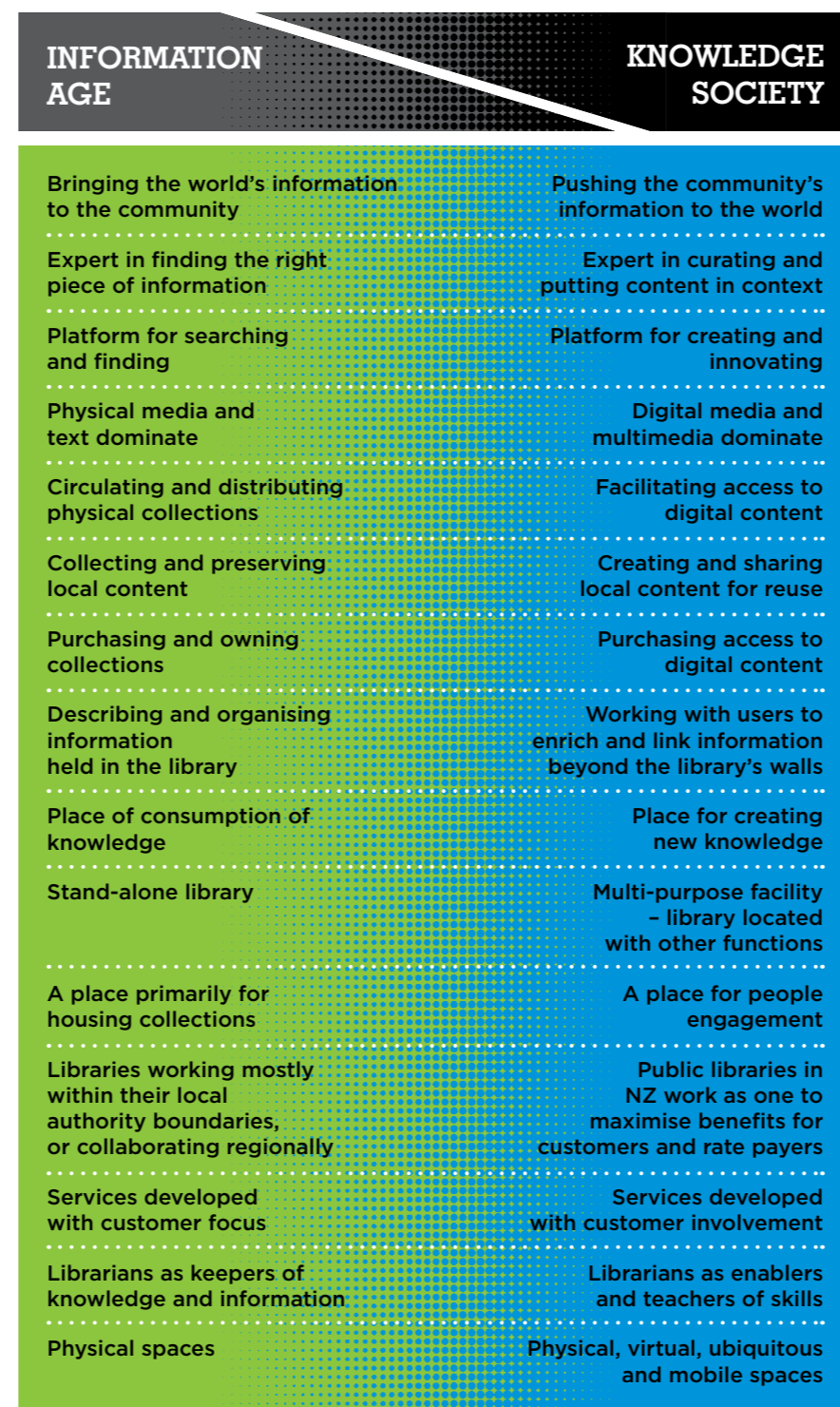
STRATEGIC NATIONAL PRIORITIES

The strategy has identified eight key priorities for action, which public libraries will work on together and with partners over the next five years in order to deliver on areas of importance nationally. The digital world makes it much easier for libraries to collaborate to deliver a seamless service online to all New Zealanders, regardless of geographical boundaries. The priorities are:

- » Work with New Zealand authors, publishers and booksellers to develop a whole-of-country approach to deliver an e-book solution
- » Develop an evidence-based model of measurement that demonstrates value and contribution to outcomes
- » Identify and develop business models that make it easy for collaboration on a regional, national and cross-sector basis in association with Local Government New Zealand (LGNZ)
- » Explore a nationwide partnership with schools to deliver content and reading support in schools and across the Network for Learning, in association with the Ministry of Education and the National Library of New Zealand
- » Collaborate with the National Library of New Zealand to deliver a National Year of Reading programme to celebrate the joy of reading and improve literacy levels in New Zealand
- » Develop a national approach to workforce planning, skills development and recruitment, and foster leadership for the new generation of libraries
- » Investigate opportunities for the development of whole-of-country digital solutions to ensure public library content and services are delivered in the mobile environment
- » Dramatically increase the range of New Zealand unique and legacy content available in digital format.

TRANSITION AND CHANGE

The digital revolution is changing the way we live our lives and do business. Over the next ten to twenty years there will be some significant shifts in how libraries deliver services. Some of these shifts are happening now, others may take longer. Cities and those with ultrafast broadband may see change happening sooner than those in provincial areas. Some areas of change are outlined in the diagram below. They should be viewed as either ends of a spectrum, with individual libraries positioned along the spectrum depending on their particular communities and situations.



Public Libraries of New Zealand

A STRATEGIC FRAMEWORK

2012 – 2017

SUMMARY



Public Libraries: opening doors for enquiring minds, at the heart of communities

Ngā Whare Pukapuka ā Iwi: kia huaki ai ngā kūaha mā ngā hinengaro pākiki, kei te pokapūtanga o te hāpori

For a copy of the full Strategic Framework document go to: www.publiclibrariesofnewzealand.org.nz/resources or contact The Association of Public Library Managers, PO Box 11-038, Manners St, Wellington 6142, Phone 04 801 5549, Email info@aplmanz.org.nz

BACKGROUND

The first strategic framework for public libraries was published in 2006.

This refresh of the framework is the result of libraries continuing to reappraise their value and role in times of rapid change.

The landscape in which public libraries operate has changed significantly in the six years since the framework was published. Rapid technological change has seen the rise of social networks, e-books, smart phones and many other mobile devices. We are on the verge of ubiquitous broadband, albeit at an increased cost. The world of computing has moved to the cloud (internet hosted services). We can download software applications (apps) for almost anything, and information comes to us in a variety of ways - video, podcast, images, as well as text.

The scale of change is impacting on public libraries worldwide. Countries are responding to change and pressure in different ways. Some are reinventing the library, both physically and virtually, into a vital national and community asset without which a community cannot think of itself as civilised.

Although some have questioned whether the public library is still necessary in a world of digital content, use of public libraries is not declining in New Zealand or in other countries, such as the USA. Libraries are reaching wider audiences through moving services to online and mobile environments. Library buildings are transforming to be not only where residents come to get ideas and information but also an experiential place where they can connect with others to create and share knowledge, and learn about new ideas in a social context. Customer research shows that New Zealand's libraries are highly valued by their communities, and they are recognised globally as innovative and of high quality.

The framework identifies five roles that libraries play in their communities. While all roles add value, a local authority may want to put more emphasis on some than others, depending on the needs of their community.

The framework is intended to be a catalyst for action as we seek to get best value from our libraries. It outlines the strategies and opportunities possible to move us from where we are today to an exciting future - one that is collaborative, sustainable, delivers public value and provides strong leadership and expertise in developing services.

The refresh of the framework has been led by the Association of Public Library Managers (APLM) in association with Local Government New Zealand (LGNZ).



STRATEGIES FOR SUCCESS

Given the shifts that are happening now and over the next ten years, and the challenges for libraries and local authorities in providing a robust quality service, the following strategies have been identified as critical to success:

- Forming strategic alliances and partnering across regional and national boundaries
- Delivering better value public services
- Using new technologies to deliver content and services anytime, anywhere
- Developing leadership and other skills.



THE FRAMEWORK

OUTCOMES	Efficiency	Economic	Social	Cultural	Environmental
	Better public service	A more competitive and productive economy	Cohesive, healthy, safe and resilient communities	Communities that value our heritage and embrace diversity and creativity	Sustainable communities both financially and in their practices and systems
CONDITIONS NECESSARY FOR SUCCESS	<ul style="list-style-type: none"> • Quality leadership • Rapid adaptation to change • Customer-driven approach • Collaborative working • Smart use of technology • Value for money 	<ul style="list-style-type: none"> • Literate and knowledgeable people • Innovation • Investment in growth • Business and financial nous • Cost-effective broadband 	<ul style="list-style-type: none"> • Opportunities for participation • Equity of access • Access to good health, learning and recreational services 	<ul style="list-style-type: none"> • Democratic and open culture • Valuing the Treaty of Waitangi • Valuing of arts, culture, heritage and diversity 	<ul style="list-style-type: none"> • Commitment to sustainable practices • Quality data and information for decision making based on sound systems of measurement

VISION	Public Libraries: opening doors for enquiring minds, at the heart of communities				
PURPOSE	Libraries provide connections to knowledge, ideas and works of the imagination, anytime, everywhere, enabling individuals to turn knowledge into value, participate as citizens and strengthen their communities				
ROLE	Collecting, curating and providing access to knowledge, ideas and works of the imagination	Fostering the joy of reading and supporting the development of literacy in all its forms	Enabling independent lifelong learning, research and innovation	Providing community-based services for all, in places that are at the heart of the community	Collecting, creating and making available local content and history
WHY IS THIS IMPORTANT?	Individuals can discover, share and use a wide range of content in all formats	Individuals have the fundamental skills to benefit from their education and participate fully in society and the digital world	Individuals have opportunities to learn new knowledge and skills throughout life to enable them to lead healthy and productive lives	Individuals engage with library services and with other people in their community; they participate in community life and decision making; local communities are strengthened; library places foster a sense of connection and belonging	Community memories are kept safe; diversity is respected; national and community identities are strengthened
OUTCOMES	Economic, social, cultural, environmental	Economic, social and cultural	Economic and social	Social and cultural	Cultural
PRINCIPLES	Freedom of access to information; Equity; Freedom of expression; Participation; Objectivity; Trust; Sharing; Sustainability; Value for money; Customer driven				

STRATEGIES FOR SUCCESS	Forming strategic alliances	Delivering better value public services	Using new technologies to deliver content and services anytime, anywhere	Developing leadership and other skills
	Strategic and operational partnerships enable public libraries to make a stronger contribution to the development of social capital in their communities	Sustainable funding enables public libraries to provide facilities, technology, resources and services that deliver value for money services for their communities	Library content and services are available when and where customers want them; new customers are introduced to library content and services	Libraries are led and staffed by well-qualified, highly trained, motivated, customer-oriented and properly rewarded staff
OUTCOMES	Better public service	Better public service	Better public service, economic, social and environmental	Better public service

For a copy of the full Strategic Framework document go to: www.publiclibrariesofnewzealand.org.nz/resources