

Casey
Cardinia
Libraries

'Inspiring spaces where everyone is free to discover possibilities'

AGENDA

Board Meeting

Wednesday 22 February 2023

4.00pm

Online Teams Meeting

1.	Present	
2.	Apologies	
3.	Acknowledgement of the Traditional Owners	
4.	Declaration of Conflicts of Interest	
5.	Confirmation of the Minutes of The Casey-Cardinia Library Corporation (CCL) Special Board Meeting held on Tuesday 7 February 2023.	
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6.	In-camera	
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IN-CAMERA

CC07/2023	NAMING PROJECT UPDATE AND PRESENTATION
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IN-CAMERA

CC08/2023	CEO KEY PERFORMANCE INDICATOR (KPI) PLAN – JANUARY – JUNE 2023
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STRATEGIES/PLANS

CC09/2023 LIBRARY PLAN 2021-2025 AND REVIEW KEY MEASURES

Report prepared by Beth Luppino

Purpose

To provide the Board with an update on forecast end-of-year Key Output targets for 2022-2023, and revised targets for 2023-2025.

CCL Library Plan reference – 4.5, 4.6

Background

CCL Library Plan is the primary planning document that informs our strategic direction. It is a requirement to have a library plan under Section 125 of the Local Government Act 1989.

Discussion

The last major review of CCL's Library Plan took place in 2021. It was adopted by the Board in June 2021.

CCL revisits the Plan's Key Output Measures annually to determine the accuracy of projections based on previous year performance and year to date results, along with any other contributing factors that may influence performance targets.

CCL has commenced the annual review of the Library Plan 2021-2025 (last updated April 2022).
(see attached)

Our performance in 2021-2022 was more consistent than in previous Covid-affected years, however Key Outputs have not yet returned fully to pre-pandemic levels. In addition to this, Cardinia Shire branches withdrew on 30 November 2022.

As a result, we have applied these principles to the forecast targets for the current financial year and subsequent years:

- 85 percent of the original targets set for 2022-2023 for cumulative measures. That is CCL operated with Cardinia Shire branches for 5 of the 12 months (5/12), and only City of Casey (74.5 percent) branches for 7 months of the financial year (7/12).
- For subsequent years, we have applied the 74.5 percent principle to original projections, in line with the withdrawal agreement with Cardinia Shire.
- Collections – physical age (standard) and turnover rates have been left at previous targets as we expect these to remain on par with projections.

The attached draft incorporates the revised Key Measure Output projections for the Board to note and ask questions. CCL will submit a final draft of the Library Plan 2021-2025 (updated) to the Board for endorsement at the April Board Meeting in line with statutory requirements.

RECOMMENDATIONS

1. That the Board note the review of CCL's Key Performance Indicators.

Our Key Measure Outputs

Measure	CCL Actual 2020/21	CCL Actual 2021/22	CCL Updated Projections 2022/23	CCL Casey Target 2023/24	CCL Casey Target 2024/25	CCL Casey Target 2025/26
Engagement						
Utilisation of Technology (Wi-Fi, Public PC user in branch)	107,171	100,188	266,050	259,260	272,670	278,630
Net Promoter Score (Community Survey)	76	75.5	65	65	65	65
Memberships*	105,930	99,264	89,400	93,870	98,340	102,065
Visits						
Visits – physical	435,263	507,704	983,450	958,070	1,005,750	1,030,335
Visits – virtual	847,362	939,118	793,050	695,085	695,085	753,940
Total visits	1,282,625	1,446,822	1,776,500	2,219,000	2,283,000	2,395,000
Program and events attendance (In Branch)	36,345	33,279	58,650	70,775	70,775	70,775
Collection						
Loans (total physical and digital)	2,055,629	2,216,273	2,125,000	1,971,270	2,070,355	2,119,525
Turnover rate – physical items	4.5	4.6	7.0	7.0	7.0	7.0
Turnover rate – digital items	21.1	32.6	20.0	20.0	20.0	20.0
Physical quality of library collection (age of collection – less than 5 years)	66.2%	69.7%	68.0%	68.0%	68.0%	68.0%
Cost of Delivery						
Cost of library service per capita	\$23.20	\$23.82	\$23.99	\$23.08	\$23.15	\$23.22
Cost of library service per physical visit (total expenditure)	\$27.12	\$9.79	\$10.89	\$9.79	\$9.52	\$9.48

OFFICERS REPORTS

CC10/2023 FINANCE

Report prepared by Emily Ramaswamy

Purpose

To provide the Board an update on CCL's financial performance as at 31 January 2023.

CCL Library Plan reference – 4.5, 4.6

Discussion

Income Statement					
Month Ended 31 January 2023					
	Total Revised Budget 2022-23	Revised Budget YTD January 2023	Actual YTD January 2023	% Actual Vs Revised Budget	
Income					
Council Contributions	7,577,393	4,821,522	4,821,522	0	0.0%
Government Grants	2,445,589	2,443,524	2,443,524	0	0.0%
CfC Funding	0	0	0	0	
Interest on Investments	78,767	45,947	52,632	6,685	14.5%
Other Income	136,022	(50,356)	(53,758)	(3,402)	6.8%
Total Income	10,237,770	7,260,636	7,263,919	3,283	0.0%
Expenditure					
Employee Costs	7,887,663	4,751,430	4,706,536	44,894	0.9%
IT & Communications	645,294	283,444	267,305	16,139	5.7%
Library Materials	348,752	284,247	313,467	(29,220)	(10.3%)
Promotions & Marketing	101,644	65,602	65,747	(145)	(0.2%)
Administration	519,200	167,841	165,628	2,213	1.3%
Depreciation	1,204,712	762,317	762,317	0	0.0%
Total Expenditure	10,707,265	6,314,881	6,281,000	33,881	0.5%
Net Gain(loss) disposal of plant & equipment	(1,851)	(1,851)	(1,851)	0	0.0%
Net Gain(loss) Revaluation of Vehicle	21,229	21,229	21,229	0	0.0%
Net result for the reporting period	(471,346)	943,904	981,069	37,164	3.9%

Income

Interest on investments

CCL was able to maintain higher level of investment during January with tight cash-flow maintenance. Current Interest rate levels are more favourable than prior monthly average rates achieved.

Other Income

Printing & Photocopying are lower than expected, with revenue not returning in line with physical visitation numbers. Other sources of revenue are being investigated and a full review of CCL Fees & Charges will form part of the 2023 Service Review and 2024 Budget planning process.

Expenditure

Employee Costs

Staffing level cost reductions have been achieved through tighter rostering and delayed backfill of some roles until after the Service Review has been completed.

IT & Communications

Positive variance to budget is tied to the timing of invoices.

Library Materials

Variance to budget is due to the earlier purchasing of eBooks and is a timing only variance.

Capital Expenditure					% Actual
Month Ended 31 January 2023	Total Budget	Budget YTD	Actual YTD		Vs
	2022-23	January 2023	January 2023	Variance	Budget
Library Materials	1,060,775	601,190	649,355	(48,165)	(8.0%)
Motor Vehicles	0	0	0	0	0.0%
Furniture & Equipment	166,213	156,213	169,431	(13,218)	(8.5%)
Capital Exp. for the reporting period	1,226,988	757,403	818,785	(61,382)	(8.1%)

Capital Expenditure

Library Materials

Variance to budget is due to the earlier purchasing of physical library materials and is a timing only variance.

Furniture & Equipment

Capital expenditure of IT equipment overspent for the year due to the unexpected breakdown of equipment that resulted in an earlier replacement schedule than anticipated. Further savings will be sought in operational expenditure to offset this cost.

Credit Card Expenditure

Card Holder	Transaction Date	Detail	\$
General Manager, Finance			
November Statement	4/11/2022	Fairfax Newspapers - Subscription Renewal for the Australian Financial Review - Emerald Library	\$1,188.04
Total November 2022			\$1,188.04
December Statement	2/12/2022	Stonnington City Council - Parking at Prahran Square - Janine Galvin meeting with Meerkin and Apel	\$10.50
	2/12/2022	Stonnington City Council - Parking at Prahran Square - Emily Ramaswamy meeting with Meerkin and Apel	\$10.50
	14/12/2022	Amazon Marketplace - Qty 3 x VENO clear bags for 14 days of Activism Kits - Cranbourne Library Youth Team	\$111.06
Total December 2022			\$132.06
January Statement		NIL Transactions	
Total January 2023			\$0.00
TOTAL			\$1,320.10

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Card Holder	Transaction Date	Detail	\$
Chief Executive Officer			
November Statement	28/10/2022	Campaign Monitor - October EDM Credits	\$886.60
	10/11/2022	Fountain Gate - Toymate - Voucher for Side the Sloth Competition Prize	\$100.00
	18/11/2022	Spotlight Fountain Gate - Novelty medals for CCL Walkers	\$22.40
	22/11/2022	News Pty Ltd - Renewal of Herald Sun - Doveton Library	\$494.00
	22/11/2022	News Pty Ltd - Renewal of Herald Sun - Endeavour Hills Library	\$494.00
	23/11/2022	Campaign Monitor - November EDM Credits	\$920.92
	25/11/2022	Macpac Australia - Vouchers - Winner's prize for CCL Walkers	\$100.00
	25/11/2022	Buzzsprout - Podcasting	\$18.65
Total November 2022			\$3,036.57
December Statement	2/12/2022	IKEA Pty Ltd. - White display shelving and cushions - Endeavour Hills Library	\$139.00
	5/12/2022	Salt Restaurant - Dinner - PLV Managers meeting Warrnambool	\$60.57
	6/12/2022	Quest Warrnambool - Accommodation - PLV Managers meeting	\$188.34
	6/12/2022	Warrnambool City Council Parking - Parking for PLV Managers meeting	\$4.24
	6/12/2022	Warrnambool City Council Parking - Parking for PLV Managers meeting	\$4.24
	7/12/2022	Fountain Gate - Toymate - Voucher for Sid the Sloth Competition Prize	\$100.00
	8/12/2022	Fairfax Newspapers - Renewal of The Age Newspaper - Hampton Park Library	\$782.60
	8/12/2022	Fairfax Newspapers - Renewal of The Age Newspaper - Endeavour Hills Library	\$782.60
	15/12/2022	Coles Berwick - Gift card for Name your Library winner	\$200.00
	15/12/2022	Coles Berwick - Staff Christmas Chocolates	\$75.00
	19/12/2022	Switch Lifestyle Narre Warren - Catering - Pizza - Bunjil Place Library Staff Christmas event	\$111.38
	21/12/2022	Fountain Gate - Toymate - Voucher for Sid the Sloth Competition Prize	\$100.00
Total December 2022			\$2,547.97
January Statement	28/12/2022	Campaign Monitor - January EDM Credits	\$943.80
	28/12/2022	Buzzsprout - Podcasting	\$18.59
	12/01/2023	Ikea Pty Ltd - Display Solution for Endeavour Hills Library	\$36.00
	23/01/2023	Campaign Monitor - February EDM Credits	\$943.80
	25/01/2023	Buzzsprout - Podcasting	\$17.79
Total January 2023			\$1,959.98
TOTAL			\$7,544.52

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Card Holder	Transaction Date	Detail	\$
General Manager, Digital Operations			
November Statement	3/11/2022	Amazon Web Services - Website Hosting	\$1,411.64
	3/11/2022	Amazon Web Services - Currency Conversion Fee	\$0.89
	7/11/2022	Adobe Creative Cloud - Creative Cloud Licences	\$492.48
	14/11/2022	Zoom US - Video Conferencing	\$317.12
Total November 2022			\$2,222.13
December Statement	28/11/2022	JB Hi Fi - Pakenham - Qty 2 Scandisk 128GB Ultra Flash Drives	\$98.00
	30/11/2022	Sparfield Pty Ltd - Jaycar - Dust removing aerosol and two syringes	\$33.85
	2/12/2022	Amazon Web Services - Website Hosting	\$1,321.70
	3/12/2022	Amazon Web Services - Currency Conversion Fee	\$0.86
	5/12/2022	Adobe Creative Cloud - Creative Cloud Licences	\$492.48
	6/12/2022	Amazon Prime - Delivery Fee	\$6.99
	8/12/2022	Crown Melbourne - Parking while attending conference - Daniel Lewis	\$18.00
	13/12/2022	Mobile Outfitters Ltd - Qty 2 Mobile Phone front covers	\$140.00
	13/12/2022	Zoom US - Video Conferencing	\$317.12
	14/12/2022	Mobile Outfitters Ltd - Qty 1 Mobile Phone back cover	\$60.00
	14/12/2022	Mobile Outfitters Ltd - Qty 1 Mobile Phone back cover	\$65.00
	21/12/2022	Future Recycling Pty - Cardinia Waste and Recycling - E Waste and Hard Rubbish Disposal	\$62.00
	21/12/2022	Lawrence Pty Ltd - Bond for hire of vehicle from Sixt	\$200.00
	21/12/2022	Lawrence Pty Ltd - Rental of truck for ewaste/hard waste removal	\$327.04
	21/12/2022	Coles Express - Diesel for Vehicle for hard waste removal	\$57.41
	22/12/2022	Lawrence Pty Ltd - Credit - Bond credited back for Vehicle Hire	-\$177.98
Total December 2022			\$3,022.47
January Statement	3/01/2023	Amazon Web Services - Website Hosting	\$1,318.70
	3/01/2023	Amazon Web Services - Currency Conversion Fee	\$0.84
	5/01/2023	Adobe Creative Cloud - Creative Cloud Licences	\$492.48
	9/01/2023	Amazon Web Services - Unknown transaction, Daniel Lewis following up with AWS for clarification	\$24.23
	11/01/2023	Placeit Empowerkit - Video editing software for podcast and content creation	\$125.87
	16/01/2023	Zoom US - Video Conferencing	\$317.12
	17/01/2023	Descript - Audio editing software for podcast and content creation	\$214.52
	17/01/2023	Descript - Audio editing software for podcast and content creation	\$213.14
Total January 2023			\$2,706.90
TOTAL			\$7,951.50

Bank Reconciliation

A Bank Reconciliation is available on request.

Financial Audit Process

Cardinia Shire withdrawal audit is in progress and due to be completed by 24 February 2023. No areas of concern have been raised by RSM at this point.

The 30 June 2023 Audit is currently scheduled to occur in October and VAGO have indicated that they will be requesting an extension to the submission deadline to the Minister for Local Government.

Conclusion

CCL is managing the current environment with measured financial decisions.

CCL is in a sound financial position.

RECOMMENDATIONS

1. That the Finance Report be noted.

CC11/2023 PEOPLE AND CULTURE

Report prepared by Janine Galvin

Purpose

To provide the Board with an update on workforce development, staffing changes and legislative requirements.

CCL Library Plan reference – 1.1, 1.4, 2.4, 3.5, 4.1, 4.3, 4.6, 4.7

Discussion

Training and Development (*Library Plan reference 1.1, 1.4, 3.5, 4.1, 4.3*)

Leadership Training Session on Managing Staff with autism has been scheduled for March 2023 and for the Band 5 Team in April. Online Indigenous Cultural Training to support our RAP has been organised for all staff in February 2023. HSR Training is booked in for two new staff representatives in February 2023. We are working together with Sue Hamilton and the team from City of Casey to organise Fire Warden training for the Cranbourne Branch in February/March. Investigations are underway to determine if we have any staff that have current First Aid training and plans for First Aid training to be offered Bunjil Place and Cranbourne staff later in March 2023.

Staffing (*Library Plan reference 4.1, 4.3*)

Recruitment and Rostering

Fixed term contracts due to expire at the end February have been reviewed, with some left vacant to reduce costs. Branch Managers have been very supportive of relooking at their team structures to accommodate this and only extend contracts that were imperative for the branch to function.

Permanent recruitment continues to stay on hold until the end of the service review.

Health and Wellbeing (*Library Plan reference 4.1, 4.6*)

It was lovely to see so many staff spending quality time with their families and taking a break throughout the December/January period. Generally, the health and wellbeing of staff improved as COVID settled and staff seemed more at ease in the branches. Now that the service review has been announced, health and wellbeing of staff is of concern, and we are looking at ways to address this to ensure our staff remain positive and engagement throughout the coming months.

“The Walk” completed an around-Australia trip, where staff have tracked their combined steps over the past months. This team-building event was embraced by many staff, and some are still continuing ‘around the world’. The walking team are in the Amazon at the moment with over 24 million steps. We hope to be back in Bunjil Place by end June 2023.

Child Safety (*Library Plan reference 4.6, 4.7*)

We have had a number of child safe incidents over the past months where children have been left unattended. CCL is working closely with City of Casey to address this.

Policies

We are reviewing and updating all HR policies, prioritising OHS and community safety. We are working with relevant City of Casey teams to address concerns around CCTV external footage, evacuations, defibs, lockdowns and first aid.

Enterprise Agreement (*Library Plan reference 4.6, 4.7*)

Our current Enterprise Agreement, Number 9, 2019 is due to expire on 24 November 2023. Initial pre-negotiation discussions have taken place with Australian Services Union and also legal advisors Meerkin and Apel. It is anticipated that bargaining will begin in March.

CCL Internal Service Review (*Library Plan reference 4.6, 4.7*)

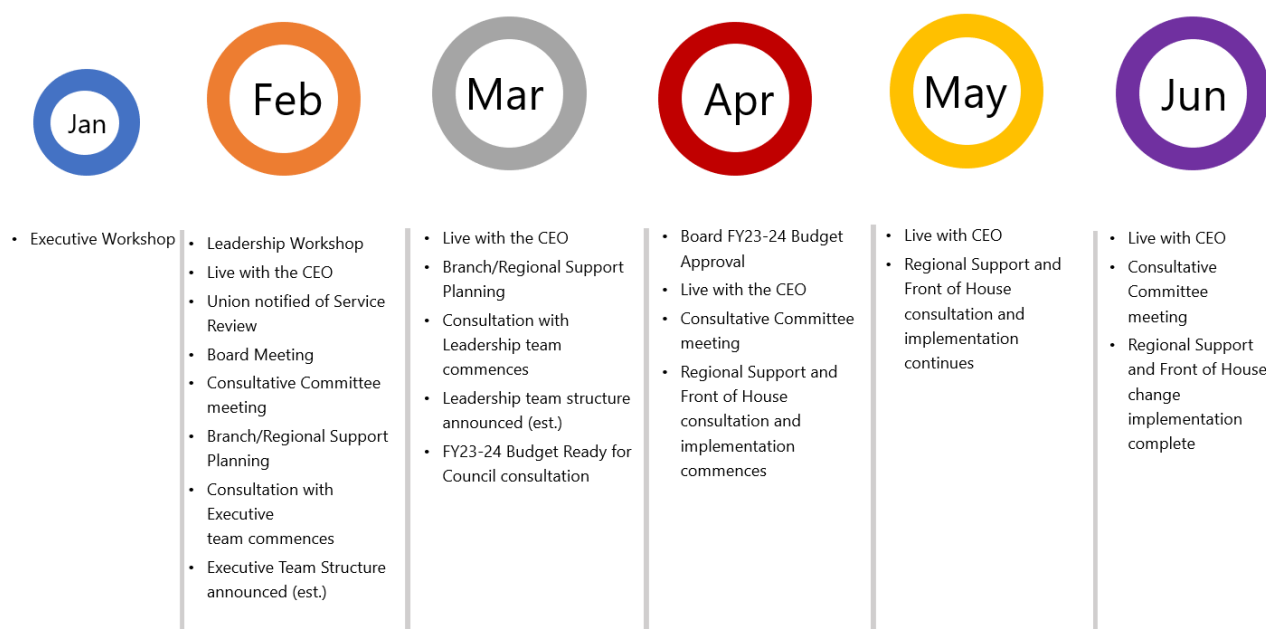
CCL has commenced an internal service review to identify service efficiencies and changes that will align with CCL's recurrent funding. There is a reduction to CCL's recurrent funding of 25.5% following the withdrawal of Cardinia Shire from the Regional Library Agreement on 30 November 2022.

CCL staff and the ASU have been briefed on the scope of the review and changes that will affect the ongoing employment of some staff.

The Executive and Leadership teams have commenced a process of identifying opportunities for service improvement, and cost efficiencies. The Executive team continue to follow sound Industrial Relations principles and practices as the service review progresses.

Key milestones for the review and implementation of changes are:

CCL SERVICE REVIEW ROAD MAP



RECOMMENDATIONS

1. That the People and Culture Report be noted.

CC12/2023 ORGANISATIONAL PERFORMANCE

Report prepared by Melinda Rogers

Purpose

To provide the Board with a summary of CCL's monthly performance.

CCL Library Plan reference – 4.3, 4.4,

Discussion

Library Usage (*Library Plan reference 4.3*)

Our community use libraries for many different activities, whether it be attending a program, borrowing a book, a place of refuge, relaxation, reading and study, socialising or Wi-Fi access. We continue to observe similar trends in the way people use the service with the withdrawal of Cardinia Shire branches.

Performance comparison has been completed against like for like, that is Casey branches against Casey branches for the same period, illustrating a true reflection of month-on-month trends. However, for measures that are not branch specific like virtual visits, eLoans and social engagement, these are recorded regionally and therefore a decline is evident from November onwards due to Cardinia withdrawal.

In October and November there were larger numbers of secondary and tertiary students using our spaces for study purposes ahead of exams. The lead up to the end of the year and the festive holiday period is traditionally quieter when it comes to our physical visits and access of our services, with many borrowers returning their items, this year was no exception. Except for Doveton and Hampton Park, branch visitation bounced back in January to the levels of November 2022.

Year on year all Casey branches visitation has been the strongest since pre-pandemic, with November, December and January 2022-2023 up compared with same period in 2020-2021 and 2021-2022. Community confidence continues to grow, and we are seeing people return to our branches.

VISITS	Sep 2022	Oct 2022	Nov 2022	Dec 2022*	Jan 2023*	% Variation Dec/Jan
Cranbourne	11,875	11,603	11,291	8,693	10,082	15.98%
Doveton	4,444	3,665	3,646	2,991	3,033	1.40%
Endeavour Hills	3,336	3,580	5,626	5,321	5,774	8.51%
Hampton Park	7,691	7,914	8,101	6,117	5,662	-7.44%
Bunjil Place	30,478	34,959	22,518	15,975	22,853	43.05%
<i>Regional Total</i>	57,824	61,721	51,182	39,097	47,404	21.25%
<i>Virtual Visits</i>	83,789	83,088	63,305	69,894	89,328	27.80%
TOTAL	141,613	144,809	114,487	108,991	136,732	25.45%

Our virtual visits remain strong with all the platforms – our Website, Enterprise and the CCL App. Despite a drop in virtual visits in November, December and the withdrawal of Cardinia branches our virtual visits performed well. This was largely due to our uptake in usage of the CCL App.

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VIRTUAL VISITS	Sep 2022	Oct 2022	Nov 2022	Dec 2022*	Jan 2023*	% Variation Dec/Jan
Website	46,183	44,831	28,578	30,783	37,043	20.34%
Enterprise	18,945	19,228	17,081	14,589	17,887	22.61%
CCL App	18,661	19,029	17,646	24,522	34,398	40.27%
TOTAL	83,789	83,088	63,305	69,894	89,328	27.80%

Loans declined from November to December, bouncing back again in January, in line with the quieter festive period. Bunjil Place Library loans were the highest in January since August 2022. Despite a drop that is linked to the withdrawal of Cardinia branches and members, community continues high usage of online resources.

LOANS	Sep 2022	Oct 2022	Nov 2022	Dec 2022*	Jan 2023*	% Variation Dec/Jan
Regional Support	764	1,089	1,100	1,590	1,509	-5.09%
Cranbourne	33,804	32,275	29,855	27,505	30,867	12.22%
Doveton	3,228	3,470	2,720	2,403	2,697	12.23%
Endeavour Hills	11,472	10,077	11,707	11,213	12,734	13.56%
Hampton Park	12,615	11,936	11,163	9,360	10,324	10.30%
Bunjil Place	46,347	45,568	41,559	38,604	47,267	22.44%
<i>Regional Total</i>	108,230	104,415	98,104	90,675	105,398	16.24%
<i>eLoans</i>	74,355	79,411	61,527	49,469	49,016	-0.92%
TOTAL	182,585	183,826	159,631	140,144	154,414	10.18%

We had high Wi-Fi usage in October aligning with peak study period, a drop in November followed by a slight drop again in December. Wi-Fi usage from December to January remains consistent.

INTERNET	Sep 2022	Oct 2022	Nov 2022	Dec 2022*	Jan 2023*	% Variation Dec/Jan
Cranbourne	1,110	1,032	982	798	982	23.06%
Doveton	488	525	442	361	335	-7.20%
Endeavour Hills	443	369	499	559	599	7.16%
Hampton Park	998	887	883	737	904	22.66%
Bunjil Place	1,493	499	1,281	1,114	1,535	37.79%
TOTAL	4,532	3,312	4,087	3,569	4,355	22.02%

Wi-Fi	Sep 2022	Oct 2022	Nov 2022	Dec 2022*	Jan 2023*	% Variation Dec/Jan
Cranbourne	1,590	3,317	1,830	1,426	1,457	2.17%
Doveton	450	992	450	465	465	0.00%
Endeavour Hills	690	1,085	810	682	744	9.09%
Hampton Park	750	2,232	750	589	558	-5.26%
Bunjil Place	3,280	4,078	2,283	1,331	1,340	0.68%
TOTAL	6,760	11,704	6,123	4,493	4,564	1.58%

Electronic resources usage remains steady. Myli members were still using Borrowbox (Bolinda) that offers eAudio, and eBooks through CCL until mid-January – this accounts for drop in usage in that month as the transfer of users was effectively delayed until then. Once again, consistent performers in our eResource collection are eAudiobooks, eBooks, eMagazines and Press Reader.

ELECTRONIC RESOURCES	Sep 2022	Oct 2022	Nov 2022	Dec 2022*	Jan 2023*	% Variation Dec/Jan
Age Library Edition	802	810	736	735	793	7.89%
Bolinda eAudiobooks	14,144	14,104	13,762	13,865	9,360	-32.49%
Bolinda eBooks	8,433	8,581	7,902	8,161	5,855	-28.26%
Choice	49	52	119	115	29	-74.78%
Kanopy	1,195	1,076	850	1,007	976	-3.08%
Libby eAudiobooks	1,119	1,320	1,236	1,184	1,193	0.76%
Libby eBooks	951	953	896	940	836	-11.06%
Libby eMagazines	1,736	1,845	1,457	1,796	1,752	-2.45%
Press Reader	54,307	45,884	45,391	50,146	33,594	-33.01%
Storybox Library	174	179	103	50	188	276.00%
Tumblebooks	649	662	994	741	469	-36.71%
TOTAL	74,355	79,411	73,446	78,740	55,045	-30.09%

Our digital engagement is strong across many platforms, including eNewsletters, social media, website and the CCL app. There were more than 68,100 subscribers for our eNewsletters in January, this is an external database to our Library Management System (LMS).

System holds across LibsVic remain paused since October 2022 as the State Government is out of contract with the statewide courier, and the significant cost increases are unsustainable. PLV is finding a sustainable solution, with Inter Library Loan services expected to resume by late March. Item Holds across Casey are down year on year, dropping in November and December however increasing again in January, with almost 15,000 being placed.

Membership at the end of November prior to Cardinia departure, sat at 100,849 members steady on previous months. December membership numbers understandably declined; we saw a drop by 26 percent as memberships were transferred across to Cardinia. As a general principle, members were allocated to an LGA based on their home branch, that is where they originally joined up. CCL, at the end January had 75,084 members.

RECOMMENDATIONS

1. That the Operational Performance Report be noted.

CC13/2023 CUSTOMER EXPERIENCE

Report prepared by Sue Brown

Purpose

To provide the Board with an update on community engagement, collections and services, including programs, events and partnerships.

CCL Library Plan reference – 1.1, 1.2, 1.3, 1.4, 1.5, 2.2, 2.3, 3.1, 3.4 and 3.5

Programs and events at CCL provide opportunities to promote the library as a community space where people of all ages gather for a range of activities including early literacy programs for young children; literacy and creative programs for school aged children and teens, school holiday programs; lifelong learning, digital literacy, and reader development programs for adults.

Discussion

Partnerships and collaboration (*Library Plan reference 2.2, 2.3, 3.1, 3.5*)

Night MODE at Bunjil Place

Night MODE is a quarterly collaboration between Bunjil Place Gallery, Bunjil Place Plaza and Bunjil Place Library, modelled on the late-night programs run by NGV and other galleries around the world. Designed to engage with a traditionally hard to reach audience (18–30-year demographic); the program offers late night access to the gallery with music, craft activities, artist talks, food, and more across the Bunjil Place precinct. The Bunjil team has participated in three iterations of Night MODE, delivering on different themes that connect with the exhibitions on display in the gallery, including the Cycle of Life edition, Abundance edition and Portraiture edition.



Attendance has been pleasing with 80 to 140 people participating and craft activities in the library averaging about 30 participants across the evening. Feedback and engagement from attendees have been positive, our younger visitors value having targeted programming that speak to their interests and attendance is continuing to grow. CCL looks forward to continuing to build on the current momentum and seek new and innovative ways to engage.



Rapid Antigen Test distribution via CCL branches

In response to State Government announcement on 24 January, Casey Council's Customer Service team and CCL branches will be distributing RATs from 13 February, 2023. Casey Council have in stock 2 pallets (about 3,800 kits) for Casey Customer Service and CCL to draw down. Communication to community commenced on February 13 with a co-branded messaging based on Department of Health information.

Big Summer Read

Through incentive prize draws and an online reading record system powered by Beanstack, the Statewide Big Summer Read (BSR) aims to encourage children to read over the Summer break and reduce the loss of literacy skills over December and January.

This year CCL received a whopping 987 entries from 837 individual young people, doubling our participation from 2021-2022 (525 participants). In total 12,582 books were read by Casey kids which is an amazing achievement and put CCL as the fourth highest contributing Library service to the BSR in the state.

CCL gratefully received sponsorship for the BSR from local businesses: Bunjil Place Theatre, Lollipop's Playland, Paint-a-Pot Narre Warren, Gumbaya World and Moonlit Sanctuary. Their gift card contributions were awarded as prizes for our five local branch winners at our Big Summer Read Wrap Party. The 129 who attended the party at Bunjil Place Library were entertained through scavenger hunts, crafts and Timcredible the Magician.



Community Connections and Wellbeing *(Library Plan reference 3.1, 3.5)*

Author Talk with Diana Gabaldon

CCL hosted an exclusive interview with New York Times best-selling author Diana Gabaldon, author of the 'Outlander' series. Hosted by Moira Eveleens, we were lucky enough to speak with Diana about her upcoming tenth novel in the Outlander series. Diana was extremely warm and engaging, happy to talk freely about her work and answer lots of questions. Participants were excited to have the opportunity to meet her.

"A huge thank you to Casey Cardinia library for organising the Diana Gabaldon talk this evening. It was wonderful for us here in Australia, and especially in Casey, to have this opportunity. Really appreciated!" (Patron comment).

Book Matters Podcast

Casey Cardinia Libraries podcast Book Matters has taken twelfth spot in a list of the top 42 podcasts and is testament to the hard work and passion from the small team who pull it together. The Book Matters podcast serves as a way to engage with adults in sharing their passion for books and reading. Encouraging and growing adult literacy through author interviews and reading recommendations.

In 2022, Book Matters has seen its 20 episodes downloaded over 1,748 times across 24 countries with an average of 30 downloads per episode within the first week. In 2023 the team will continue to deliver a dynamic and engaging podcast that has books and reading at the forefront of our listeners minds.

https://blog.feedspot.com/australian_book_and_writing_podcasts/

Midsumma Picnic 2023

In January, Casey Cardinia Libraries participated in the Midsumma Picnic at the Old Cheese Factory in Berwick. The Midsumma Picnic is an inclusive annual event hosted by our partner organisations- City of Casey and Casey Rainbow Community- to celebrate the LGBTQIA+ community. The event hosts a number of different organisations and services that operate in the City of Casey as well as hosting performances from LGBTQIA+ artists.

This year the library had a stall, where two passionate staff talked to community members about the services we offer highlighting our Rainbow Collection (LGBTQIA+ resources), our monthly Rainbow bookclub, our online Living Libraries project that documents and archives local LGBTQIA+ stories from the area as well as gather feedback on what else the community would like to see from their local library. We delivered a Rainbow Storytime and craft for the kids, signed up new members and loaned out items from our Rainbow collection.

School Holiday Program January 2023

Over 1,400 children and carers across our five branches enjoyed free activities during our school holiday program. The activities promoted learning, creativity, a love of reading and social inclusion.

Branch	Participants	Activities
Bunjil Place	724	Summer Spike the Surfing Dog and his owner, local author Rob Lorenzon/ Gruffalo storytime and on stage/ Peninsular Cat Rescue/ Vixeco Designs zero waste textile creations/ Kelly Wilson writing workshop/ Our in-house programs
Cranbourne	315	Sleigh Ride Storytime /Terrific Tech Time / Sensory Summer Play / Crafternoon
Endeavour Hills	215	National Gallery of Victoria's 'Kids on Tour' – Let's make craft/ Superhero Storytime at the Shops/ Big City Builders – Makedo/ Bubble Art/ One Spirit Africa Drumming Workshop/ Drama games
Hampton Park	66	Toddler Roll and Wriggle session/ 'Ocean Paper Mosaic'/ performer 'Charlie Silliepants'/ "Sandy Beaches" storytime with beach stories and songs
Doveton	80	Juggling, hoola-hooping and twirling with Fun Fit Circus tricks/ Under-the-Sea Eye Spy/ Never ending story

"It's so much fun [stitching this new soft toy] I think I love sewing!" (Benjamin, 12-year-old participant)

"It's great that you do these free activities. We have all the cousins with us and we could all attend. It's wonderful, we might do Tie Dye at home after this" (Caitlyn, parent)

"Thank you so much for having me and Spike at the library. You do amazing work with the children and families. I can see the look on Spike's face he just had the best day with all these kids around him. He's old now, I don't think he will be surfing again, but just to celebrate what he's done and get a chance to tell his story is really special". (Rob Lorenzon, author)



Storytime in the Park (Outreach)

2023 sees the return of our Storytime in the Park events at Wilson Botanic Park in Berwick. Berwick doesn't have a CCL branch of its own and to support families in the area Bunjil Place Library has signed on to deliver a storytime in the park on the first Thursday of each month. The event has drawn both regular and new members, making use of the beautiful outdoor spaces of the gardens and the creative and fun storytelling of our youth library team. Through outreach connections with local kindergartens and childcare centres attendance has been boosted as the children attend as part of a regular field trip (Rosegarden Childcare). Wilson Botanic Park has been very supportive of the

initiative providing promotion through their popular social media page and helping setup the event via their friends of the garden group.

"It was so much fun today, everyone really enjoyed themselves, lots of energy well done!"

Janelle Sale (WBP event organiser)

Collections (*Library Plan reference 1.2*)

To meet the agreed asset division target during the CCL transition, regular collection maintenance was paused, while approximately 7,000 items were relocated from Cardinia branches to Casey branches.

This has resulted in overstocked shelves at Casey branches, and a backlog of normal collection maintenance tasks. Having shelves that are too full can make it frustrating for community to browse the collection.

CCL is taking a measured approach to rebalancing the physical collections. Current and historical data, relating to collection size and usage, is being used to determine areas where individual branches and the organisation as a whole is overstocked. Items within overstocked collections will be assessed for usage and condition. Items that have not been borrowed for a number of years, or that are in poor condition, will be removed. Where possible, stock will be moved between branches rather than discarded.

Marketing and Promotions (*Library Plan reference 3.1, 3.4*)

Our marketing team continues to do a great job integrating key messaging of our transition and campaigns including:

- November: Deliver Joy, Q&A with staff member Tim, 16 days of Activism.
- December: New name needed for local library service.
- January: Deliver Joy follow up story.

Sid the Sloth Membership Campaign

Our Sid the Sloth membership campaign was a huge success, running from 11 April to 16 December 2022. New members were encouraged to sign up and existing members were encouraged to refer a new member, they could then enter the draw to win a prize. New members were given special branded Sid the Sloth Library bag and Membership Card. Each month a new winner being drawn winning a ToyMate or Lunar Drive Inn Voucher. The target was 5,000 new members. We joined up 7,610 new members and had 1,984 entries to the competition during the campaign.

Engagement statistics

SOCIAL MEDIA	Nov 2022	Dec 2022*	Jan 2023*
Facebook	Followers: 9,165 Reach: 45,528 Engagement: 1,991	Followers: 8,949 Reach: 31,737 Engagement: 1,793	Followers: 8,982 Reach: 40,496 Engagement: 1,792
Instagram	Followers: 1,676	Followers: 1,682	Followers: 1,688

eDM/eNewsletters

Oct2022	Nov 2022	Dec 2022*	Jan 2023*
Recipients: 66,594 Opens: 27,132 (40.74%) Click rate: 1,409 (2.12%)	Recipients: 66,594 Opens: 30,057 (45.13%) Click rate: 1,537 (2.31%)	Recipients: 67,538 Opens: 27,073 (40.09%) Click rate: 1,110 (1.64%)	Recipients: 68,151 Opens: 24,351 (35.73%) Click rate: 595 (0.87%)

Website

Month	Visits	New Visits	Percentage of new visits	Page Views	Average Session Duration	Bounce Rate
August	47,193	19,451	41.2%	195,474	02:46	12.12%
September	46,183	19,922	43.10%	189,779	02:53	15.40%
October	44,831	18,670	41.64%	179,270	02:41	12.25%
November	41,244	17,740	43.01%	160,903	2:41	13.92%
December 2022*	30,783	13,545	44%	130,147	2:48	9.63%
January 2023*	37,043	17,540	47.35%	150,760	2:32	11.55%

*Note Cardinia Shire withdrawal happened on 30 November, from December 2022 all statistics only include City of Casey library branches

Conclusion

The CCL team continues to find innovative ways to engage community and deliver services and resources.

RECOMMENDATIONS

1. That the Customer Experience Report be noted.

GENERAL BUSINESS

NEXT MEETING

Wednesday 26 April 2023 – 4.00pm – Online Teams Meeting