

## **DUNEDIN PUBLIC LIBRARIES**

### **SOUTH ISLAND LIBRARY MANAGERS MEETING - 26 & 27 MARCH 2007**

#### **2005/06 PERFORMANCE MEASURES**

The key performance indicators for the Dunedin Public Libraries for 2005/06 were:

<i>Circulation</i>	1,657,950	(down by 2.5% on 2004/05)
<i>Reference Enquiries</i>	131,215	(up by 3.1% on 2004/05)
<i>Physical Visits</i>	1,004,734	(up by 11.4% on 2004/05)
<i>Membership</i>	64,499	(down by 1.5% on 2004/05 represents 52.9% of resident population)
<i>Opening Hours</i>	259.6 pw	(up from 239 hours per week in 2004/05)

*Resident Satisfaction* 88% of the community satisfied or very satisfied with libraries

#### **2006/07 ANNUAL PLAN**

The 2006/07 Annual Plan for the Dunedin Public Libraries includes an increase of \$556.5K or 6.4% to an overall expenditure of \$9,259.3K, with rates requirement of \$8,515.4K and total revenue of \$743.9K (8.0% of total expenditure). The Annual Plan is also aligned with the Libraries Activity Management Plan for 2006/07.

Key components of the draft 2006/07 Library budget are:

- Overall increase of 6.4% inflated by discontinuation of internal charging for Bindery; increased internal charges for Council services such as Finance, Corporate Management, Business Improvement, Customer Services, Information Management.
- Salaries & wages now include full impact of extended weekend opening at City Library and coastal community libraries as well as relieving budgets aligned with previous year actual expenditure. As a result of these changes, Library staffing has increased to 95.2 FTE for 2006/07 from 88.8FTE as at 30 June 2004.
- \$235.9K allocated for migration of library management system from Dynix to Horizon
- Increased funding for collection purchases up by \$28.3K to total of \$968.3K from \$940K in 2005/06. Collection purchases now split into Operational Collections (\$909.9K) and Heritage Collections (\$58.3K) consistent with Libraries Activity Management Plan.
- Fees & Charges unchanged except for Music CD rental to be increased from \$1.50 for two weeks to \$2.00 for two weeks from 1 July 2006. A rental music CD package of 3 items for \$3.00 was introduced at the time the unit charge was increased and has been enthusiastically embraced by library customers with revenue from music CDs above the budget target for the year to date.

## **DRAFT 2007/08 ANNUAL PLAN**

Council has adopted its draft 2007/08 Annual Plan for the forthcoming community consultation in March/April with an overall increase of \$180.2K or 1.9% in the Library budget to a total expenditure of \$9,499.5K, with rates requirement of \$8,782.1K and total revenue of \$717.4K (7.6% of total expenditure).

Key components of the draft 2007/08 Library budget are:

- Increased funding for collection purchases up by \$29.8K to total of \$1,008.0K from \$968.2K in 2006/07. Collection purchases now split into Operational Collections (\$938.0K) and Heritage Collections (\$60.0K) consistent with Libraries Activity Management Plan.
- Fees & Charges unchanged.
- New allocation of \$9.0K for exhibitions in the Reed Gallery.
- New allocation of \$10.0K for celebrating the centenary of the Dunedin Public Library in 2008.
- New allocation of \$31.4K as part of a 5-year programme to eliminate the backlog of uncatalogued collection materials.
- Library Redevelopment Project, including the establishment of a South Dunedin Library (estimated cost \$6.855M, site unspecified) and the redevelopment of the City Library (estimated cost \$14.732M) with the major capital expenditure not to occur prior to 2012.

## **RENEWALS REINSTATED**

On 21 August 2006, Council approved a change to the *Library Conditions of Use Policy* to allow the reinstatement of renewals. The ability to renew items on loan was discontinued with a Council policy change from July 2000 with the Library experiencing a decline in overall circulation of 12.7% in the 2000/01 year, with a continuing decline since that time.

From 11 September 2006, customers were be able to renew items in person, by phone or via the Library website for the same loan period as the initial loan (with any rental charges applying) provided the item is not on hold. The unavailability of renewals has been a persistent complaint by Library customers and news of the reinstatement has been well received.

For the period to 31 December 2006, there had been a total of 23,414 renewals from the time of their reintroduction on 11 September 2006, representing 2.8% of the total borrowing to date.

The reintroduction of renewals was widely publicised through local media, through flyers distributed at all library service points, by an email to over 15,000 library members and through an article in the September 2006 issue of *City Talk* magazine.

The community response to the reintroduction of renewals has been overwhelmingly positive, with comments such as the following received from Library customers:

*"Just great being able to renew books online!!! I am out of town until late next weekend and realised I had two books due back so now I can renew them online and get them back without panic! Brilliant service. Thanks"*

"This is excellent news!! I have been waiting for this day as it definitely makes it more convenient for public and staff in the long run."

### **SAUCY READINGS**

During 2005, the Dunedin Public Libraries developed a partnership with the Fortune Theatre to present a series of short readings from a current or forthcoming production at the City Library followed by a morning or afternoon tea. The objectives of the partnership were to publicise the Fortune Theatre's programme and attract visitors to the Library.

The partnership has continued during 2006, with a performance from *The Paradise Package* by Geraldine Brophy; *The Shape of Things* by Neil LaBute; *I Love You, You're Perfect, Now Change*, from the book by Joe DiPietro and music by Jimmy Roberts; *Waiting for Gateaux*; *Hitchcock Blonde* by Terry Johnson and a dramatisation of Roald Dahl's *The Witches*, Roger Hall's *Cinderella* and *My Heart is Bathed in Blood*.

### **STOCK ROTATION MODULE IMPLEMENTED**

The Dunedin Public Libraries has commenced using the Stock Rotation module of its Dynix library management system to rotate collection materials between different locations across the library network. The rotation period can be set for each collection and staff are prompted by the system to transfer collection materials when rotation to the next location is due. While the module is less flexible to use than initially envisaged, it is being trialed across a number of different collections and rotation cycles to explore its effectiveness.

### **LIBRARY TOURS WITH A DIFFERENCE!**

While the guided tours of the Library are still regularly conducted to inform new members of the range of collections and services available, the Dunedin Public Libraries has initiated a series of tours with a special focus and leveraging staff interest and expertise in specific subject areas.

Tours developed and conducted to date include:

- *Unraveling fact from fiction in a classic crime novel* featuring the work of bestselling author Ian Rankin.
- *Art from the Heart*: a tour introducing some of the 140 art works donated or bequeathed to the Library over its history, including works by some of New Zealand's most prominent artists Colin McCahon, Ralph Hotere, Nigel Brown and Annie Baird
- *History Already: How the Dunedin Public Libraries is Preserving the Best of the Twentieth Century*.
- *New Zealand Cookbooks: Recipes of Cultural Change*: a tour of the resources on cookery in New Zealand.

### **LIBRARY LEARNING SUPPORT POLICY**

A review of the *Schools Policy*, adopted by Council in 1998 has been undertaken. Under this policy, primary and secondary schools are not permitted to borrow from the Library institutional members. As part of the review, a new *Library Learning Support Policy* was developed with over 20 schools and preschools invited to provide feedback on the draft.

The key objectives of the revised policy were to:

- Support the learning and educational achievement of children in pre-primary, primary and secondary education institutions across the city of Dunedin, by facilitating access to public library resources, which complement and support their educational programmes and available resources.
- Promote usage of resources available from the Dunedin Public Libraries, resulting in increased borrowing, membership, visitation and electronic usage.
- Develop stronger partnership between Dunedin's pre-primary, primary and secondary education institutions and the Dunedin public Libraries to support the lifelong learning, educational achievement, social and economic wellbeing of the Dunedin community.

Under the new *Library Learning Support Policy*, schools and preschool organisations will be issued with one or more library cards and be able to borrow up to 30 items at any one time, on the same conditions as child members of the library. The library card will also enable access to electronic databases through the library website.

The *Library Learning Support Policy* was adopted by Council on 19 February 2007 and we are in the process of providing every school and preschool organization across the city of Dunedin with a copy of the new policy and arranging a personal visit by a library staff member to explain the policy and discuss how the Dunedin Public Libraries can support the educational objectives of the organization and complement the services available from the National Library School Support Centre.

## **WINZ & COMMUNITY TRUST OF OTAGO PROJECT FUNDING**

The Dunedin Public Libraries has received funding for the following projects:

- On 27 March 2006, two project workers engaged under the WINZ Activity in the Community Scheme commenced work in the City Library to assist with organising and labeling items in the Library Stack collections for approximately ten hours per week. The scheme is totally funded by WINZ and coordinated through Task Force Green. The project will assist the Library to better maintain the Stack Collections and their associated database records, while enabling the withdrawal of duplicates not required for long-term retention.
- On 7 August 2006, a project worker commenced a six-month project to create brief bibliographic records for currently uncatalogued Heritage Collection materials, with funding provided by WINZ and the Community Trust of Otago. This is the third consecutive retrospective cataloguing project supported by the Community Trust of Otago. As at July 2006, there were an estimated 23,375 collection items still uncatalogued, with the majority unique to the Dunedin Public Libraries and possibly unique to New Zealand. The total funding support received for the three projects to date is \$23,400 for the engagement of projects workers for a total of 78 weeks.

## **A CONVERSATION WITH JUDY BAILEY**

In association with Penguin Books, Whitcoulls and *The New Zealand Woman's Weekly*, the Dunedin Public Libraries presented an evening with Judy Bailey, talking about her life, her work and her new book *My Own Words* on Wednesday 1 November 2006. Within days of announcing this event, it was fully booked with an audience of one hundred and twenty people enjoying this entertaining event.

## **DIGITAL STRATEGY SUBMISSION**

The Dunedin Public Libraries has submitted an Expression of Interest for funding from the Digital Strategy Community Partnership Fund in the round, which closed on 19 December 2006. The submission requested funding of \$82,500 for the employment of a project officer to develop and deliver training packages related to the use of electronic information resources, including the EPIC suite of databases. Partners to the submission included all public libraries in the Otago Southland region, 5 community learning centres as well as LIANZA and EPIC. The project has been invited to submit a Comprehensive Application by 5 April 2007.

## **REED GALLERY EXHIBITIONS**

As the culmination of over two years planning, development and fundraising, the Reed Gallery was officially opened by the Mayor of Dunedin on 16 March 2006. The Reed Gallery was developed on Floor 3 of the City Library building, with the final phase being the installation of 20 custom designed wooden and glass cabinets and the installation of specialist lighting.

Appropriately the inaugural exhibition was titled *For the Love of Books: Alfred Reed and Robert McNab's Legacy to Dunedin*, showcasing some of the collections donated to the Dunedin Public Libraries by Sir Alfred and Isabel Reed and Robert McNab. This exhibition was presented from 17 March to 9 July 2006.

This exhibition was followed by *Departures and Arrivals: Journeying Through Our Heritage Collections*, reflecting on the universal fascination with travel through rare manuscripts, theatre programmes, cartoons, rugby and royal tour books, troop-ship magazines and other materials from the Library's Heritage Collections and was presented from 14 July to 15 October 2006.

The final exhibition for 2006 entitled *With Enchanted Eyes: Artistic Depictions of New Zealand Flora* was officially opened on 19 October 2006 and will be presented until 11 February 2007. This exhibition features materials from the Reed and McNab Collections with a botanical theme as well as materials on loan from the Dunedin Botanic Gardens, the Otago Settlers Museum featuring botanical watercolour paintings by Pat Brooke and works by Jo Ogier, Jo Howard, Lyn Taylor and others.

The exhibitions were complemented by a series of floor talks by curators and others closely associated with the exhibition theme, as well as with detailed catalogues to support the exhibition. The Reed Gallery has provided an invaluable opportunity to improve access to the Library's Heritage Collections and support Dunedin as a cultural tourism destination.

## **NATURAL HISTORY NEW ZEALAND PARTNERSHIP**

During 2005, Natural History New Zealand and the Dunedin Public Libraries established a collaboration to present a series of screenings of Natural History New Zealand productions in the City Library.

These screenings continued during 2006 with the following screenings:

- *The Unframed Continent – Artists in Antarctica* following the journey of three New Zealand artists from the modern Scott Base back in time to the huts of explorers Shackleton and Scott.
- *Human Cannonballs* was screened to coincide with the visit of the Weber Brothers Circus to Dunedin.

- *Most Extreme Births* was screened to coincide with Mother's Day.
- *The Diva Mummy*, portraying the discovery of the tomb of aristocrat Xin Zhui, near Changsha in China, in the early 1970s.
- *The Worlds Most Extreme Stinkers* was screened in association with the New Zealand International Science Festival, proving so popular that an extra screening was held to accommodate the 140 people who attended.
- *X Force = The Science of Surfing* about a young surfer from New Zealand as he takes on the giant surf in Hawaii.
- *Animal Imitators*
- *Manapouri – The Toughest Tunnel*

The screenings are usually held at 10.30am and 5.30pm approximately once a month with audiences of between 35-50 people attending.

### **TEEN EXPO & WEB PAGE UPDATE**

The Dunedin Public Libraries participated in the *Teen Expo* held in the Town Hall from 10-11 May 2006. The Expo attracted approximately 1,300 teenagers over the two days, with the Library stall one of the more popular destinations. The Library stall focused on collections & services to teenagers and promoted a competition to name the teen feedback pages being developed on the Library website, with the prize being an iPod Nano. A total of 300 entries to this competition with the final name selected being *In-Site for Teens*, created by Dunedin teenager Stacey Munro.

### **NEW ZEALAND MUSIC MONTH**

New Zealand Music Month was celebrated across the Library network during May 2006 in conjunction with the other cultural institutions comprising *Dunedin's Collected Stories*.

Highlights of the New Zealand Music Month programme were Bev Kaye performing on the piano and Susan Hamel playing the hurdy gurdy at the Mosgiel Library; Robert Scott, Bridget Ellis and Francesca Griffin performing at the Port Chalmers Library as well as *Distinctive Soundz*, the *Swing Set* and Don Spence performing in the City Library.

### **WINTER READING CHALLENGE: HOT READS FOR COLD NIGHTS**

For the fourth consecutive year, the Dunedin Public Libraries has conducted its *Winter Reading Challenge: Hot Reads for Cold Nights* from 22 June to 6 August 2006. The objective of the Winter Reading Challenge is to promote reading to adults, with participants encouraged to register and read at least five books during the Winter Reading Challenge, which will also featured the following events:

#### *Breaking the Habit: Life in a New Zealand Convent 1955-1967*

An author talk by Dunedin resident Judith Graham, who entered the Dominican Order as Sister Stephen at the age of 17 and spent twelve years as a nun. Judith's book *Breaking the Habit* was featured in the New Zealand bestseller lists.

#### *Time to Smell the Roses*

A talk by author Lois Galer on her move to live permanently in a 19<sup>th</sup> century miner's cottage in Ophir.

### *Degrees of Separation*

An author talk by Laurence Fearnely, who travelled to the Antarctic as a New Zealand Arts Fellow. *Degrees of Separation* is Laurence Fearnely's fifth novel.

### *Getting the Latest Dirt*

A talk on gardening books by Library staff at the Dunedin Botanic Gardens.

### *Hot Indian Reads*

The evening of hot Indian food and hot Indian reads was enjoyed by about 40 people with restaurateur Harjit Maggo and his family who share some of their experiences while Library staff shared their favourite Indian fiction and non-fiction at the *India Garden* restaurant.

A total of 135 individual entries for the *Winter Reading Challenge* were received this year, with 242 reading logs returned.

## **OTAGO DAILY TIMES ARCHIVE ONLINE**

In recognition of the work undertaken by the Dunedin Public Libraries over many decades in newspaper indexing, the *Otago Daily Times* has offered the Library five simultaneous logons to the *Otago Daily Times* Online Archive, which it intends to develop further in the future to include full text searching of the full content of the published newspaper.

While this arrangement precludes the Library from offering online access to Library customers, it does permit staff mediated searches of the online archive on their behalf.

## **FABLES ON TABLES**

In a collaboration between the Dunedin Public Libraries, Otago Girls High School, Task Force Green and Resene Paints, six old tables from the City Library were painted with fables from a variety of countries including Australia, New Zealand, Russia, China, Denmark and Japan. The repainted tables have brighten popular study areas within the City Library and provide a welcoming space created by the Year 10 Art students, which it is hoped will encourage increased use by young people.

## **MONTANA POETRY DAY**

Montana Poetry Day was celebrated on 21 July 2006 by the Dunedin Public Libraries with the following events.

In the morning, Dunedin poet Jenny Powell-Chalmers launched the *Fantastic Plastic Poetry Curtain* in the City Library. The curtain was created by children from Dunedin schools and officially opened amid poetry readings by some of the children and Jenny Powell-Chalmers.

In the afternoon, Dr Garrett Evans read some of his favourite poems in the Mosgiel Library.

In the evening, Dunedin poets Brian Turner with guests Diane Brown, Henry Davidson, David Eggleton, Jenny Powell-Chalmers, Richard Reeve and Sue Wootton read from their works while music was provided by Delgirl. The evening was enjoyed by a rapt audience of approximately 140 people.

## **TRUST: A COMMUNITY BOOK ART PROJECT**

In collaboration with the Caselberg Trust and the University of Otago Design Studies Department, the Dunedin Public Libraries will be participating in an exciting project to record the thoughts, inspiration and reflections of the Dunedin community during the

period 8 September to 8 October when a total of fifteen blank books will be available at all Library service points.

The community will be invited to tell a short story, write a poem, and draw a picture in response to words from John Caselberg's poem *The Fount*. At the conclusion of the project, the beautifully hand crafted and bound books will become part of the Library's collection and preserved as a literary record. During the period of the project, resident writers from the Caselberg Trust will be available in libraries to inspire and assist members of the community to express their creativity.

The project has been timed to coincide with *New Zealand Book Month*, *New Zealand Library Week* and *The Dunedin Fringe Festival 2006*.

### **3M AWARD FOR INNOVATION – BLUESKIN BAY LIBRARY & TURN OFF TV WEEK**

While the Blueskin Bay Library has participated in the *Turn Off TV Week* celebrations in the Waitati area for the last four years, the role of the Blueskin Bay Library as a community hub in the 2006 event was the subject of a paper presented at the 2006 LIANZA Conference by Blueskin Bay Librarian, Louise Sherriff and a nomination in the 3M Innovation in Libraries Award. The 2006 *Turn Off TV Week* activities were also recorded in digital video and audio by Robyn Gray of Rose Garden Productions and woven into a colourful and vibrant record.

The nomination of the Blueskin Bay Library was awarded joint third place in the 3M Award. Activities were conducted during the period 23 to 30 April 2006 and included banner making; mask making; music evening; street carnival and market; rag rug braiding; needle felting; talks on asthma, writing media releases, creating a garden; pottery; ANZAC Day service; poetry workshop and storytelling.

### **DUNEDIN PUBLIC LIBRARIES STAFF MEMBER ANNOUNCED AS JUDGE FOR 2007 NEW ZEALAND POST BOOK AWARDS**

Ainslie Heather, Port Chalmers Librarian has been selected as one of three judges for the 2007 New Zealand Post Book Awards for Children and Young People. Before being appointed to the position of Port Chalmers Librarian in January 2006, Ainslie was the Children's book buyer at University Bookshop Otago for 5 years and has previously been the convenor of the New Zealand Post Children's Book Festival in Otago.

### **DONATED ART WORKS**

The Dunedin Public Libraries has a collection of 141 art works, which have been donated since its establishment. The collection currently includes works by some of New Zealand's most prominent artists, including Colin McCahon, Ralph Hotere, Annie Baird, Bashir Baraki, Lindsay Crookes, Jeffrey Harris and Ivan Hill. The art works include paintings in oil, watercolour and acrylic on paper; lithographs; textile and woven panel works; pencil drawings; woodcarvings; ceramics as well as marble, brass and Oamaru stone sculptures.

While the library has no budget to purchase new art works, it continues to receive a steady stream of donations, with the following works received over the past six months including:

- Two sketches of buildings in Port Chalmers by artist Joanna Paul, who lived in the Port Chalmers area early in her career.
- A pen, ink and watercolour story board by Jenna Packer titled *The Market* from her picture book *Enough is Enough* and donated by the artist for display in the Blueskin Bay Library.

## **RED TAG TECHNOLOGY**

From 1 November 2006, the Dunedin Public Libraries began a pilot implementation of the Red Tag technology with 'Restricted' DVD materials. The technology consists of a DVD case, into which a red tag can be slid to effectively lock the case. A special detagging unit is required to remove the tag.

This technology will allow the Library to display DVDs with a 'Restricted' Classification on open shelves and ensure that these materials are only borrowed by appropriately aged customers, while saving staff time. 'Restricted' DVDs were previously shelved in a 'Staff Only' area and required matching with empty cases when presented for borrowing.

If the pilot is successful, the red tag technology will be extended to other DVD and music CD categories.

## **SMS MESSAGING PILOT**

In March 2007 Dunedin Public Libraries will begin delivering library messages via SMS (text) message on a trial basis.

The trial is expected to last for a month will see holds and extended loan notices delivered via text message to a customer's cell phone. The I-tiva module is being beta tested by the Dunedin Public Libraries for Talking Technologies, the Hamilton-based company specialising in dial out software.

A sample of 100 library customers has been selected for the trial to begin in March 2007. Messages will be sent in plain English and either notify the customer that a number of item/s are on extended loan and invite them to renew or return them; or notify them that an item or item/s are waiting to be picked up from one of the libraries or the Bookbus. The system is basically a notification system, but any texted replies will be forwarded to staff as an email for action.

Publicity about the trial has been limited to the Library website, receipt printers, targeted leaflet drops around the City Library and by word of mouth as staff interact with customers across the network. Incentives have been used to encourage participation, including free holds and free extended loans for the duration of the trial).

On completion the trial will be evaluated using customer and provider feedback and an analysis of cost.

## **LIBRARYELF**

For over twelve months, the Dunedin Public Libraries has been trialing and monitoring the use of an independent email messaging service called Library Elf ([www.libraryelf.com](http://www.libraryelf.com)).

Provided that a library has enabled password protected online access to patron information and provided that a library member is willing to provide their library membership barcode number and PIN, they can register with Library Elf and set up a profile for themselves and members of their family to receive email alerts for items on hold and items on loan BEFORE the due date. The Dunedin Public Libraries has been promoting the Library Elf service to its customers to complement the library's own messaging service for items on hold and overdue items on loan.

## **NEW PROMOTIONAL BOOK BAG**

In March 2007, the Dunedin Public Libraries and the University Book Shop jointly launched a new promotional book bag, which will be distributed by both the Library and

the Book Shop through sales (\$2.50 each) and through various promotional activities, such as the *Books for Babies* programme.

*Bernie Hawke*  
*Library Services Manager*  
*26 March 2007*