



Waitomo District Library Strategy

2015-2018

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Introduction

Public libraries provide connections to knowledge, ideas and works of the imagination, anytime, anywhere, enabling individuals to turn knowledge into value, participate as citizens and strengthen their communities.

They instil and encourage the joy of reading for pleasure, recreation, discovery and lifelong learning, and develop and provide innovative services and rich content to meet the needs of users in the digital age.

Libraries are vibrant places of inspiration, debate and social interaction. They will continue to collect, create and be the repositories of recorded knowledge and information about our cultural heritage.

Public libraries play a major role in the development of socially cohesive, informed and inclusive communities.

Partnering with other educational and cultural groups, they help to benefit and strengthen those communities.

Public Libraries of New Zealand, Strategic Framework 2012-2017

*Public Libraries
are the heart of
communities
and can open
doors for
enquiring
minds.*



Our Vision

A customer focused and vibrant library service that informs, inspires and entertains the residents of Waitomo District.

Our Mission

Waitomo District Library services exist to provide high quality library services that meet the needs of the district's communities and to contribute to the recreational, educational and information needs of the residents and visitors of the Waitomo District.

Roles of the Library Today

Public libraries sit at the heart of their communities. They help create a sense of belonging and they respond to the needs of the people who use them. They celebrate cultural diversity, and they help promote understanding between different cultural groups.

Public libraries provide opportunities for lifelong learning. They help children and young people develop imagination and creativity, they give adults the opportunity to learn about their cultural heritage, about the arts, science and technology.

A visit to the Library should always deliver things you require, but arguably, it should also sometimes surprise or expose you to things you did not expect, because surprise is the universal foundation of learning, innovation and growth.

Public Libraries of New Zealand Strategic Framework 2012–2017 describes the key roles of libraries today as:

- *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*

These roles continue to be highly relevant. Given the trends we are seeing in library use, library services need to achieve a greater level of integration with the community. Welcoming the community into the library space, we can, and must, go out to perform our role in community spaces. Delivery of our roles in community spaces as well as in our library spaces will assure our continued relevance.

We will develop the library's vision in the following areas:

- Engage the Community
- Enable On-Line access to the Digital World
- Spark Creativity
- Focus on Added Value
- Collect, Create and make available Local History

The Community Development Activity Management Plan will define how we achieve these goals.

Waitomo District Library

The Waitomo District Library service consists of the Waitomo District Library located in Te Kuiti, a Council-supported community service that operates from the Piopio High School Library and small rotating collections of books held in Community Halls at Awakino, Mokau and Benneydale.

Waitomo District Library was established in 1906 and celebrated its centenary in 2006. The Library is located on Taupiri Street and has been located in this building for approximately 27 years.

The Library provides a range of community focused services and tools. These include:

- *Books for information and recreation*
- *Reading group/book club*
- *Holiday Programmes for children*
- *Programmes for pre-school children*
- *Magazines*
- *CDs and DVDs*
- *WiFi*
- *Electronic Devices*
- *APNK Network*
- *Photocopying and Faxing*
- *Database access*
- *Genealogy*
- *Electronic Resources*
- *Outreach Homebound Service*
- *Book by Mail*

The ability of a library to provide these things is the very thing that maintains their relevance today.

Technology has definitely changed, but by making knowledge and ideas conveniently available to Waitomo District residents, we:

- Support formal and informal learning and enrich the cultural life of the District
- Contribute to economic and social development
- Assist library members to become active participants in a collaborative knowledge community
- Reduce total community costs of accessing knowledge and information

Change in philosophy around the delivery of library services

<i>Past</i>	<i>Future</i>
Conservative	Visionary
Warehouse	Community Hub
Quiet places	Vibrant places
Exclusive	Empowering the community
About books	Information in all formats
Insular	Technology savvy

Challenges

Our customers' needs and our community's needs are changing. We must adapt our services to accommodate these needs.

We must also recognise that our customer groups are changing as well and the way we interact with these groups needs to change. Providing a relevant service is vital to our success.

We face some key challenges and our response to these challenges is important:

- The changing needs of our customers.
- Balance of products and service delivery.
- Skill development of staff in order to keep pace with emerging technologies and advancements.
- Meeting the needs of differing generations.
- Community involvement in local history / Kete.
- Floor space.
- Emerging technologies.
- Increased emphasis on ICT and the poor connectivity within our District.

Our staff is dedicated to providing excellent customer service. However, social and technological change, coupled with a challenging economic environment mean that we must adapt our approach to fit the changing needs of our users and our stakeholders.

We need to diversify the skill base of staff to reflect these never ending changes.



Te Kuiti Borough Council and Coronation Library 1912

Engage the Community

Goal: Promote the library as a key community facility – welcoming, relevant and an innovative environment.

The Council's strategic direction is pointed towards creating a community that people want to live, work and play in.

Working collaboratively with key stakeholders, community groups and individuals enables the library to leverage its limited resources to achieve outcomes that can not be achieved alone.

Key Initiatives

- Create opportunities for community connection.
- Develop a strong partnership with local preschools and schools, including curriculum support, services for youth, complementary collections and a program of regular school visits.
- Build strong partnerships with local Iwi, historical and genealogical societies and develop a programme for the collection of our districts stories.
- Provide whakapapa and family history, research facilities and archives.
- Continue involvement with Aotearoa Peoples' Network Kaharoa (APNK), actively update and maintain the Kete (digital community repository) offered as part of this partnership.
- Provide a range of programmes that are designed to make reading fun and support lifelong learning.

Libraries are the cornerstone of education.

Enable Online Access to the Digital World

Goal: Discover, access, create and share digital content.

Developments in information and communication technology (ICT) are responsible for the rapid changes in the way we live and organise our lives.

Social media such as Facebook and Twitter, are not only personal online spaces, but are increasingly being used as a means of learning, organisational communication and marketing and is changing the way we interact with our world and other people.

However, access to ICT is not equal and some parts of our community do not have access to a computer. The provision of ICT resources enables people to access content and resources that are digitally available, fulfilling the library's purpose to provide access to information and support for lifelong learning.

Key Initiatives

- Continue to provide free access to the internet via the Aotearoa People's Network Kaharoa (APNK)
- Provide opportunities for people to develop digital literacy skills.
- Introduce a range of virtual services to enhance the customers' library experience.
- Continue to develop the Library's online presence.
- On-Line Catalogue



The digital world offers libraries the opportunity to think globally, act nationally and deliver locally.

Spark Creativity

Goal: Foster creativity, innovation and learning.

People are inspired by what they see, hear, think and experience.

Creative and vibrant space invites endless possibilities for engaging the imagination.

Development requires innovation, which in turn demands knowledge, imagination and diversity.

The library can contribute to this by improving access to information and ideas through creative collection building and by providing enhanced internet access.

Key Initiatives

- Actively create vibrancy and inspiration by offering the opportunities to experience imaginative ideas and works.
- Implement user participation in content creation, development and selection decision-making.
- Refine and vitalise content creation, development and selection practices to meet the needs of a broad range of users, to ensure continuing relevance of the library's content resources.

Libraries

store the energy that fuels the imagination.

They open up windows to the world and inspire us to explore and achieve, and contribute to improving our quality of life.

Author: Sidney Sheldon



Library Craft Day

Focus on Added Value

Goal: Strengthen Customer Relationships

With limited resources and a strong community mandate to building customer relationships, the Library needs to concentrate on making the best use of its skills and strengths.

The Library staff will focus on increased levels of customer service, readers advisory and user education.

Key Initiatives

- Provide attractive and relevant collections that meet the needs of the community.
- Provide areas within the Library to serve the differing needs of our customers.
- Being a customer-led organisation by collaborating with and reflecting the needs of the Waitomo community.
- Reduce barriers to customer use and enjoyment of the facility, services and products.
- Benchmark against LIANZA and ALPM standards.
- Investigate and support collaborative opportunities with other libraries to provide efficiency gains.

A library
outranks any other
one thing a
community can do
to benefit its
people.

It is a never failing
spring in the desert.



Collect, Create and make available Local History

Goal: Collect, preserve and provide material that embodies our local history.

Public libraries continue to play a role in collecting and preserving the documentary heritage of the district.

This is an area of unique value for public libraries by ensuring local content is created, collected, kept safe for the longer term and made accessible to the world.

Knowledge of community history and local stories can make a significant contribution to the development of strong and cohesive communities.

Kete King Country is a joint project between Otorohanga District Library and Waitomo District Library to digitally gather and share the stories of the Otorohanga and Waitomo Districts (<http://ketekingcountry.peoplesnetworknz.info/>).

Kete King Country aims to get privately owned papers and photographs out from under beds and sitting alongside public archive and photograph collections.

**Without
libraries what
have we?**

**We have no past
and no future.**

Key Initiatives

- Collaborate with the local historical society, museum and / or genealogical society who can assist with content creation.
- Allocation of human resource for digitisation of records in the repository 'Kete' for the access and archiving of local content.
- Promoting the ability for user-contributed information.



Rora Street Te Kuiti 1912

Key Statistics

Figure 1 : Book Issues

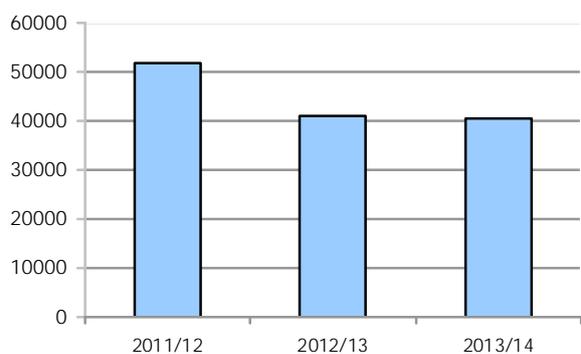


Figure 4 : E Books Issues

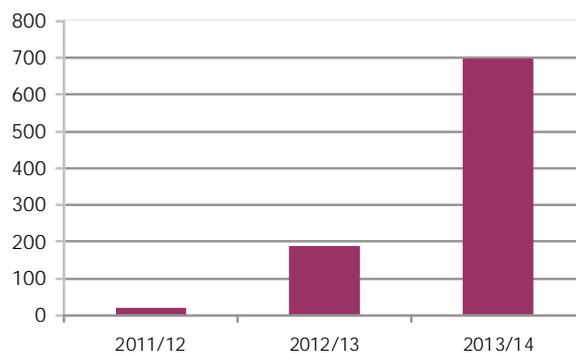


Figure 2 : Library Visitors

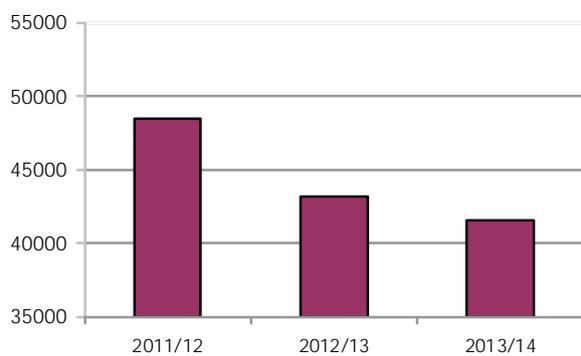


Figure 5 : WiFi Connections

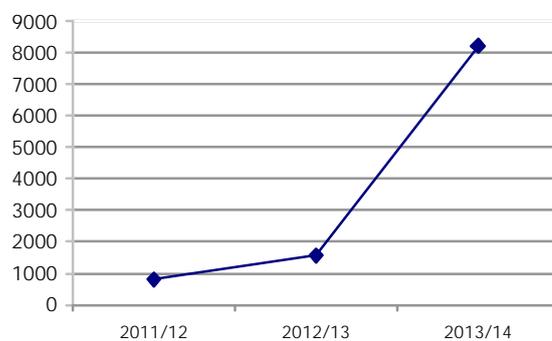
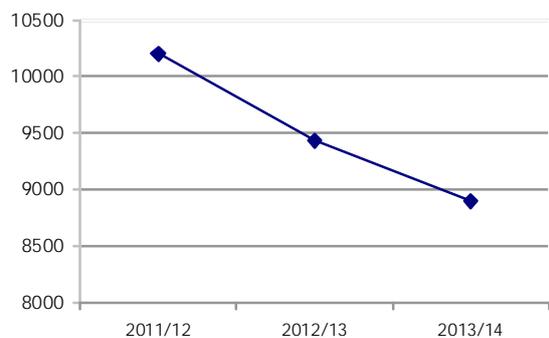


Figure 3 : APNK Users



Waitomo District: Key Facts

Name **Waitomo** 'Wai' which translates as water and 'tomo' which means entrance or hole. Waitomo can be translated as the 'stream which flows into the hole in the ground'.

Area 336,357 hectares

Population	2006	2013
Census	9,441	8,907
Maori Population	35%	41.8%

Age Statistics	2006	2013
Median Age	35	38
Median Age of Maori	25	26
15 years and under	26%	24%
Maori aged 15 years and under	34%	33%
65 years and over	11%	14%
Maori aged 65 years and over	6%	7%

Household	2006	2013
Occupied (usually resident)	3,471	3,423
Unoccupied (holiday homes)	729	840
Access to internet	43%	60%
Access to Cell Phone	62%	70%

Workforce	2006	2013
Unemployment (15 years and over)	3.1%	6%
Unemployment (Maori)	10.1%	11.8
Median Income	\$23,000	\$25,700