

# Waterline Community Library

Communication and  
Engagement Plan

September 2019



West Gippsland  
Libraries

#IHEARTWGL  
[wgrlc.vic.gov.au](http://wgrlc.vic.gov.au)

# Communication and Engagement Plan

## Overview

West Gippsland Libraries will provide a community library to the Waterline Area at the Grantville Transaction Centre. This will be supported by two click, collect and return locations, one in Coronet Bay and the other in Corinella, and outreach services to the broader waterline area.

The Waterline Community Library will provide an enhanced service by:

- Providing an accessible library 32.5 hours per week (the times the Transaction Centre is already open)
- Services will include Wi-Fi, newspapers, magazines, a public PC and 12 bays of shelves for the collection.
- The librarian will be onsite to support patrons for eight hours per week (spread across two or three days) and if demand requires it, this can be reviewed.
- Wheel chair accessible in and around the library.
- Holds can be placed over the phone or online and be picked up from the library, consistent with other static libraries.
- Furniture will be flexible to accommodate different uses of the library including children's corner, meeting and program space or reading and lounging.
- There will still be a separate meeting room available seating 6 to 8 people and it will be modernized.
- Signage promoting the library will be provided and visible from the main road.
- An external book returns chute will be installed at the front of the building supporting patrons to return their books at any time.

The library holds and returns locations will provide:

- Library items already checked out to the patron and ready to collect.
- Collection point from the Coronet Bay General Store (100 Cutty Sark Rd, Coronet Bay) which already happens informally. Its opening hours are 7 am to 7 pm, 7 days per week.
- Collection point from the Corinella General Store (56 Smythe St, Corinella). Its opening hours are 7 am to 7 pm, 7 days per week.

Outreach services to the broader Waterline community include:

- Early years programs, delivered by library staff at the Bass Valley Children's Centre (2 to 3 sessions per week).
- Early years programs at play groups and community events in consultation with group organisers.
- Programs for young people at the Bass Valley Primary School.
- Programs monthly at the Bass Valley Community Centre in consultation with the Centre Management.
- Special interest events (i.e. gardening) based on demand and past event attendees.



# Community engagement so far

Extensive community engagement has been undertaken up to this point that includes:

Meetings with community groups including Bass Valley Community Centre, Corinella and District Community Centre, Grantville Business and Community Association and Coronet Bay Community Hall took place in April and May 2019. WGL also received a submission from Pioneer Bay Progress Association as part of the Waterline Community Library location EOI.

A community survey in November 2018 was undertaken asking library members the preferences for accessing library services in the Waterline Area.

A letter and second survey was undertaken in May 2019. This survey was sent to resident households in Grantville, Corinella and Coronet Bay areas and not just library members. This survey asked respondents about what services they access in the library, their hobbies and interests to better cater to users' needs and which town they would prefer to access a community library.

Ongoing engagement by one-on-one conversations face-to-face, by phone and email.

## Key stakeholders

There are a number of stakeholders with interest in the Waterline Community Library. They are identified as:

- WGL library members
- WGL Community Advisory Committee
- WGL Board
- All Staff
- Grantville Transaction Centre Staff
- RSC Customer Service
- Waterline Library Advocacy Group
- Grantville Business and Community Association
- Council Communications Depts
- Bass Coast Councillors
- Local MPs
- Existing mobile users
- Other residents

## Action Plan

West Gippsland Libraries has developed an Action Plan to clearly outline the key areas of focus for the service delivery model.

### 1) The Waterline Community Library will be located in the Grantville Transaction Centre

- The Transaction Centre will be refurbished to accommodate the new library.
- New, modern and flexible furniture, equipment, shelving and collection will be provided (including new carpet and paint).
- The library will provide 12 bays of shelves and new collection.



- Separate meeting room will still be provided seating 6 to 8 people. It will be modernized and new furniture provided.
- Signage will be provided out the front of the library and visible from the road.

#### **How will we collaborate?**

- *Representatives from WGL and BCSC will meet at the Grantville Transaction Centre with the following stakeholders for an engagement session:*
  - *Grantville Business and Community Association*
  - *Waterline Advocacy Group*
  - *Grantville Transaction Centre (and other BCSC) Staff*
  - *Community Advisory Committee and WGL Staff*
- *Presentation of concept and overview of how libraries are working with communities now and in the future.*
- *Input sought about the concept, likes, dislikes and any other suggestions.*
- *Drop in sessions at the Grantville Transaction Centre will be held following engagement with key stakeholders.*
- *Feedback will be consolidated and summarized.*
- *Final proposal will be provided to key stakeholders.*

#### **2) Increased opening hours and increased library staffed hours**

- The Waterline Community Library will be open and available for use for 32.5 hours per week.
- It will be staffed by a librarian for 8 hours per week across 2 or 3 days depending on community consultation.
- You can place holds and collect items in the same manner as all WGL Libraries;

#### **How will we collaborate?**

- *Representatives from WGL and BCSC will seek input from key stakeholders and drop in attendees at the Grantville Transaction Centre about what times are preferable to have the librarian on site.*
- *Suggestions will be consolidated and summarized.*
- *Final librarian staff hours will be provided to key stakeholders.*

#### **3) Library services consistent with larger libraries will be included**

- Free Wi-Fi
- Public PC
- Magazines and newspapers
- Reading space
- Program delivery
- Self-checkout unit
- Holds shelf
- Librarian onsite for 8 hours per week (across 2 or 3 days depending on community consultation).



**How will we collaborate?**

- Representatives from WGL and BCSC will seek input from key stakeholders and drop in attendees at the Grantville Transaction Centre about any other services that may be valuable as part of the library.
- Suggestions will be consolidated and summarized.
- Services will be provided to key stakeholders.

**4) Programs in and out of the library;**

- Early years programs, delivered by library staff at the Bass Valley Children’s Centre (2 to 3 sessions per week).
- Early years programs at play groups and community events in consultation with group organisers.
- Programs for young people at the Bass Valley Primary School.
- Programs monthly at the Bass Valley Community Centre in consultation with the Centre Management.
- Special interest events (i.e. gardening) based on demand and past event attendees.

**How will we collaborate?**

- Representatives from WGL and BCSC will seek input from key stakeholders and drop in attendees at the Grantville Transaction Centre about what programs are of interest and how these can be incorporated into the Waterline Community Library Annual Program.
- Suggestions will be consolidated and summarized.
- Programs will be provided to key stakeholders.

**5) Responding to demand**

- Usage of the library is the best way to build a business case for expansion. Usage of the service will continue to be monitored.
- If demand and usage of the library exceeds expectations this will be considered as part of the development of the annual budget.

**How will we collaborate?**

- A community engagement program is being developed to ensure library services meet the needs of the community. This program will be delivered annually and ongoing to inform the Library Plan and Annual Budget development.

## Timeline and communication

| DATE           | ACTION  | CHANNELS                   |
|----------------|---|----------------------------|
| 26 Aug – 5 Sep | Brief key stakeholders and comms plan approved by BCS | Phone, email, or in-person |
| 9 – 20 Sep     | Promote community consultation                        | Flyers, ads, email         |



| DATE           | ACTION                               | CHANNELS               |
|----------------|--------------------------------------|------------------------|
| 20 – 25 Sep    | Community consultation and questions | Onsite, Face to Face   |
| 9 – 26 Sep     | Respond to any media inquiries       | News media             |
| 25 Sep – 3 Oct | Feedback incorporated                |                        |
| 16 Oct         | Bass Coast Council endorsement       | Council meeting report |
| 21 Oct         | Works commence                       |                        |
| 3 Feb 2020     | Waterline Community Library opens    |                        |

## Who will we contact?

Our plan is to place public notices (by way of ads) and distribute a media release to the newsrooms of the following local newspapers which serve these communities:

- The Sentinel Times
- The Star Newspaper
- The Bass Coast Post
- The Waterline News

Flyers will be put up in shops and community venues in Grantville. Contact will be made with the Corinella Community Centre to provide an update and overview.

West Gippsland Libraries will be the central point for all customer and media inquiries.

## Public drop in sessions

Public drop in sessions will be held at the Grantville Transaction Centre on the following dates and times:

- Friday 20<sup>th</sup> September 2019 at 9 am to 11 am
- Monday 23<sup>rd</sup> September 2019 at 11.30 am to 4 pm
- Wednesday 25<sup>th</sup> September 2019 at 10 am to 2 pm

Staff will be available on site to provide an overview of the concept plans, answer any questions and hear feedback as outlined in the action plan above.



## Service overview

| Current service   | Proposed service  |
|---|---|
| <p><b>Mobile library</b></p> <p>Hours:</p> <ul style="list-style-type: none"> <li>• Coronet Bay – 2 hours (Tuesday 9.45 am to 11.45 am)</li> <li>• Corinella – 2.5 hours (Wednesday 2 pm to 4.30 pm)</li> <li>• Grantville – 1.5 hours (Thursday 11.30 am to 1 pm)</li> </ul> <p>Total</p> <ul style="list-style-type: none"> <li>• 6 hours per week available</li> <li>• 6 hours per week librarian available</li> </ul> | <p><b>Grantville Transaction Centre</b></p> <p>Hours</p> <ul style="list-style-type: none"> <li>• Grantville Transaction Centre – 32.5 hours per week (Monday to Friday 9 am to 4.30 pm) – available for self-checkout use</li> <li>• Librarian onsite 8 hours per week</li> </ul> <p>For consultation – librarian availability</p> <ul style="list-style-type: none"> <li>• 2 x 4 hour shifts per week; <b>OR</b></li> <li>• 2 x 3 hour shifts + 1 x 2 hour shift.</li> </ul> <p>Total</p> <ul style="list-style-type: none"> <li>• 32.5 hours per week available</li> <li>• 8 hours per week librarian available</li> </ul> |
| <p><b>Holds, pick up and drop off</b></p> <p><b>Mobile library</b></p> <p>Hours:</p> <ul style="list-style-type: none"> <li>• Coronet Bay Mobile Stop – Tuesday 9.45 am to 11.45 am (and shop informally on ad hoc basis)</li> <li>• Corinella Mobile Stop – Wednesday 2 pm to 4.30 pm</li> <li>• Grantville Mobile Stop – Thursday 11.30 am to 1 pm</li> </ul>   | <p><b>Holds, pick up and drop off</b></p> <p><b>Waterline area network</b></p> <p>Hours</p> <ul style="list-style-type: none"> <li>• Grantville Transaction Centre – Monday to Friday 9 am to 4.30 pm</li> <li>• Coronet Bay General Store – 7 days per week 7 am to 7 pm</li> <li>• Corinella General Store – 7 days per week 7 am to 7 pm</li> </ul>  |
| <p><b>Access to collection</b></p> <ul style="list-style-type: none"> <li>• Entire West Gippsland Libraries Network</li> <li>• Entire Swift Libraries network (access to half the public libraries in the State)</li> <li>• Newspapers – 6 hours per week</li> </ul>  | <p><b>Access to collection</b></p> <ul style="list-style-type: none"> <li>• Entire West Gippsland Libraries Network</li> <li>• Entire Swift Libraries network (access to half the public libraries in the State)</li> <li>• Newspapers 32.5 hours per week</li> </ul>   |
| <p><b>Technology</b></p> <ul style="list-style-type: none"> <li>• Free WiFi – 6 hours per week</li> <li>• One public PC – 6 hours per week</li> </ul>   | <p><b>Technology</b></p> <ul style="list-style-type: none"> <li>• Free WiFi – 32.5 hours per week</li> <li>• One public PC – 32.5 hours per week</li> </ul>   |
| <p><b>Programs</b></p> <ul style="list-style-type: none"> <li>• Nil</li> </ul>  | <p><b>Programs</b></p> <ul style="list-style-type: none"> <li>• 2 to 3 story time sessions per week Bass Valley Children’s Centre</li> <li>• 1 session per week during term Bass Valley Primary School</li> </ul>   |



| Current service   | Proposed service   |
|---|--|
|   | <ul style="list-style-type: none"> <li>• 1 to 2 sessions monthly Bass Valley Community Centre</li> <li>• Author talks – annual calendar program to be developed in consultation with members interests</li> <li>• Special interest programs – annual calendar program to be developed in consultation with members interests</li> <li>• Tech talks and social seniors on demand</li> </ul> |
| <p><b>Amenities</b></p> <ul style="list-style-type: none"> <li>• Reading lounge – 6 hours per week</li> </ul> | <p><b>Amenities</b></p> <ul style="list-style-type: none"> <li>• Reading lounge – 32.5 hours per week</li> <li>• Free tea and coffee</li> <li>• Flexible furniture</li> <li>• Meeting room</li> </ul>  |

