

**INTAMEL International Association of Metropolitan Libraries  
2003 Conference  
'Reinventing Metropolitan Libraries'  
21-26 September 2003, Rotterdam**



*Note: This presentation, originally planned for the INTAMEL Rotterdam Conference, was given at the INTAMEL open session as part of the IFLA 2003 Conference in Berlin.*

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## **Brisbane City Council Library Services**

*Presentation by Christine Mackenzie, Manager - Library Services, Brisbane*

### **Australia**

- 19 million population
- Queensland is 2nd largest state

### **Brisbane**



- Brisbane - 3rd city in Australia
- subtropical
- largest local government authority in Australia

### **Vital statistics**

- |                       |          |
|-----------------------|----------|
| • Population          | 890,000  |
| • Circulation         | 10 mill  |
| • Visitors            | 5 mill   |
| • Reference enquiries | 435,000  |
| • Membership          | 325,000  |
| • No of titles        | 210,000  |
| • No of items         | 1.2 mill |

- Staff 320 (220eft)
- Libraries 32
  - Small 12
  - Medium 13
  - Large 7
- Budget 03/04 28.3 million AUD  
16.3 million EUR

## History of libraries in Brisbane

- “Anyone wishing to carry away a favourable impression of the Public library of Queensland should never make the mistake of entering it.”



## Strategies

- Connected communities
- Learning communities
- Inclusive communities

## Learning lounges



- Non academic opportunity to learn
- Relaxed place to learn within a safe & stimulating environment

- Online learning supported by videos, books & magazines from the collection

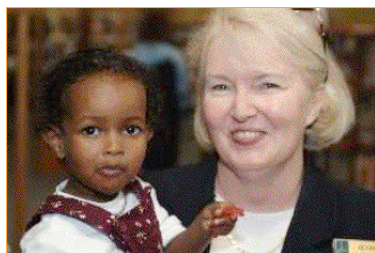
## Reading



### Co ordinator Reading

- encourage the love of reading
- develop partnerships
- oversee library programs
- develop programs
- enthusiastically promote and advocate reading

## Cultural connections



Connect the community with different cultures using libraries as the hub

## Multicultural internet training



- Greek
- Chinese
- Serbian
- Somali
- Spanish
- Vietnamese
- Arabic
- Persian
- Russian
- Italian

## Community partnerships

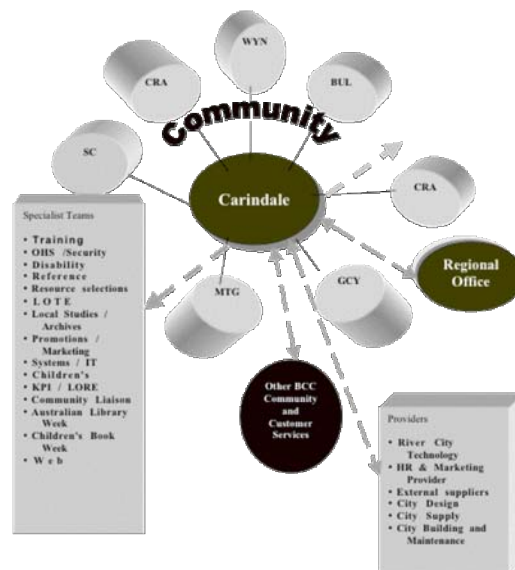


- Refugee learning circles
- Develop relevant information, learning and access to services for groups marginalised in our communities, and so enable them to participate within the information society

## Structure

- Balanced scorecard dimensions
- Hub & spoke model of libraries

## Branch support services



- Customer & Community
  - Collection Development, Reference & Information, Community Liaison
- Systems & Processes
  - Technology, Systems, Processing contract, QA, Web, Finance
  - Archives

- Operations
  - Branch administration, contract management, budgets, accounts, KPIs, benchmarking, building asset management
- People & Learning
  - Staff development, industrial relations, human resources

## Processes

- Planning processes
- B2B
- Partnering

## Planning processes

- Visioning workshop
- Program planning
- Business planning

## Systems & processes – enablers

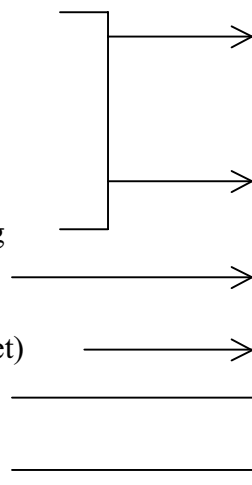
- Customer self service
- OPAC
- Floating collection

## Process Changes

How we work since July 1999

THEN

- Cataloguers
- Selectors
- Dispatchers/sorters
- Manual batch orders - paper based
- Outsourced covering
- Big space requirements (100% Wandoo Street)
- Stack Collection
- 120,000 items added per year
- Book budget 3.2m pa



NOW

- Contracted suppliers do profile selection catalogue, cover and deliver direct to libraries shelf ready.
- Online ordering of customer Selections
- Minimal space requirements
- BAC
- Gone
- 201,500 items added per year
- Book budget 6.4m pa

## Quality

### KPIs

- Delivery of books ‘shelf ready’
- WAS 12 weeks NOW 5 days – 99% (2 days priority)
- International Best Practice

### Partnerships

- 9 suppliers – national and international
- Use suppliers’ business knowledge to add value to our business
- CSAs rather than contracts
- Library Services had to develop suppliers’ skills and recognise their expertise

### Sustainable

- Scales to book budget  
ie \$3.2m – \$6.4m 120,000 – 201,500 items
- 9 suppliers – good redundancy

*Proven through \$18.3m of business over four years*

### The ‘e’ bits

- Secure read write access to Library Management System database
- TCP/IP backbone sufficiently robust for remote suppliers
- Remote management through CSAs
- Web ordering for special titles (a la Amazon).

### Savings

#### **\$1.856m over four years – ongoing**

Staff	617,000 pa
Rent	356,000 pa
Equipment	12,000 pa
Processing	(551,000) pa
Vehicle	30,000 pa
<b>Total Savings</b>	<b>\$464,000 pa</b>

**Brisbane City Council Library Service**  
Your Electronic Library on the Web

user ID:   
PIN:   
[Login to my eLibCat](#)

[Español](#)

**Library Info**  
[Whats On?](#)  
[Contact Us](#)  
[Joining Information](#)  
[Branch Hours](#)  
[More...](#)

**Library Catalogue** | **Online Reference Library** | **Kids Catalogue** | **Language Collections** | **My Account** | **Search Brisbane Images** | **What's new?** | **Ask A Question**

[Go Back](#) | [Help](#) | [Logout](#)

**Search For**  
 words or phrase  [Search](#)  
[Or, Switch to Power Search](#) |

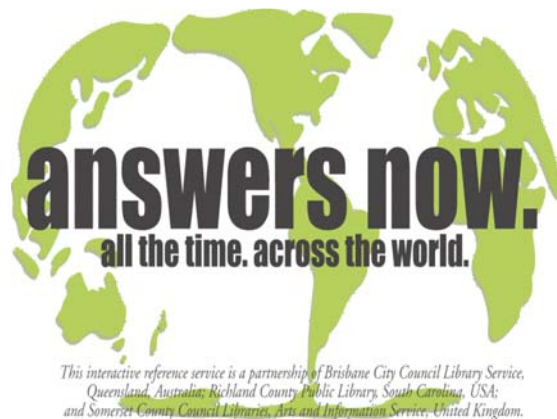
**What Others Are Reading**  
 Hottest title: Europe on a shoestring  
 Hottest author: Waglé, Vivek  
 Hottest subject: Europe--Guidebooks.  
[More...](#)

**Best Sellers**  
 • Fiction from SeekBooks.com.au  
 • Nonfiction from SeekBooks.com.au  
 • Dymocks Fiction  
 • Dymocks Non-Fiction  
 • Dymocks Childrens  
[More...](#)

**Hot Sites...**  
 • Subscribe to free Library Ezine - email newsletter  
 • One Book One Brisbane  
 • answers now - interactive reference service  
 • The Slip-Up Archive  
 • Walking with Cavemen  
[More...](#)

**Recommended Reading**  
 • The Age Book of the Year Award for Fiction  
 • The Age Book of the Year Award for Non-Fiction  
 • Children's Book Council of Australia: Younger Readers  
 • Children's Book Council of Australia: Older Readers  
 • Agatha Award (Mystery)  
[More...](#)

## High impact initiatives



## Every child a member

- 10,000 children signed up as library members over 12 months
- Lord Mayor the patron
- Kids card with value adds



## Internet training



- 20,000 people trained in basic Internet, introduction to computers and advanced searching in past 12 months
- 32,000 trained in the past 3 years

## One Book One Brisbane

- *One Book One Brisbane* is a citywide reading campaign that is about building a strong reading culture.
- Every resident in Brisbane is invited to read and discuss the same book at the same time.

## Ezine

ourbrisbane.com  
YOUR CITY ONLINE

What's On in our Libraries  
Brisbane City Council Libraries

# 1, June 2003

Welcome to your new library ezine!

Dear customer

Thank you for asking for more information on libraries, we hope you enjoy the first edition of *What's On in our Libraries*.

What's On in our Libraries is a free bi-monthly ezine which gives you information about events, new titles, services, facilities and competitions happening at Council libraries.

- [Win a family pass to Disney's Magic Kingdom...](#)
- [Looking for school holiday activities?](#)
- [Suggested school holiday reads](#)
- [Have you visited the Online Reference Library?](#)
- [Free home packs for MR Readathon](#)
- [Need answers to a particular question?](#)

If you would like to continue receiving our new ezine, you simply need to [subscribe here](#).

## **Brisbane Images / Picture Australia**

- 8 000 images of the history of Brisbane from City Archives
- Partnership with National Library of Australia - Picture Australia

## **Staff development**

- Workforce shaping
- Streams
  - Skills that staff need to operate in a public library environment

## **Streams**

### **Work with children**

- Kaptivating Kids

### **Work with teenagers**

- Brill Skills

### **Online reference**

- Digital experts

### **Readers' advisory**

- Author author

### **Cultural connections**

- Culture vulture

### **Management /**

#### **supervision**

- Quest for the best

### **Marketing /**

#### **merchandising**

- KISS

### **Connecting with the**

#### **community**

- Get connected

### **Local history**

## **Does it work?**

In the past 2 years

- Loans up 15%
- Visitors up 20 %
- Program attendance up 240%
- Political support

## **How Did We Get Here?**

- Clear understanding of where we wanted to go - online / physical
- Aligned with Council's agenda and values
- Library values and ethics = committed and enthusiastic staff
- Good mix of strategic thinkers and implementers.