



## LANDMARK REPORT PROVES ECONOMIC VALUE OF VICTORIAN PUBLIC LIBRARIES

*A ground-breaking study confirms that Victoria's public libraries make a significant socio-economic contribution to local communities, providing solid evidence that public libraries are a good investment for funding partners. Jenni Pattinson explains the numbers.*

The recent release of *Dollars, Sense and Public Libraries*, a report commissioned by the State Library of Victoria and Public Libraries Victoria Network, reveals that public libraries contribute \$722 million in Victorian income and \$120 million in Gross State Product each year.

For every dollar invested in Victorian public libraries, \$3.56 of benefits is returned to the local community. This translates to \$681 million in community benefits each year.

Yet, according to the report, Victoria lags behind most other states, including New South Wales and Western Australia, when it comes to funding public libraries.

John Murrell, President of the Public Libraries Victoria Network, said *Dollars, Sense and Public Libraries* verifies that investment in public libraries is money well spent.

"The economic benefits can now be measured because of this landmark study which also reveals the public's overwhelming support for public libraries," he said.

"More than 48% of Victorians (2.5 million) are library

members with nearly two thirds surveyed using a public library in the past 12 months. In fact, public library members could fill the MCG more than 25 times over. But people want more.

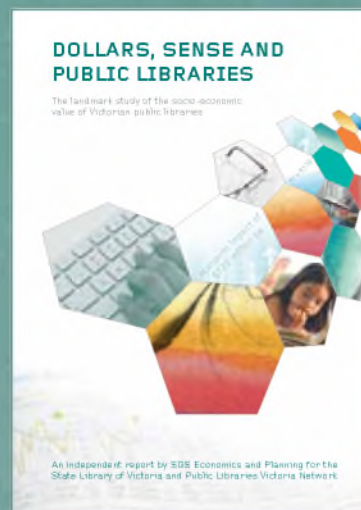
"We need to cater for population growth in regional Victoria and newly developed suburbs, while an ageing population means an increase in demand for home delivery services and specialised reading formats.

"Public libraries need ongoing commitment from funding partners to help cater for future technological and social challenges, which we believe, and can now demonstrate, provides an excellent return to the community.

"With this report, we see that all public libraries now have the evidence they need to commence discussions with funding partners and achieve a level of funding on par, or better than the other States."

The *Dollars, Sense and Public Libraries* report was prepared by SGS Economics & Planning, an Australian urban economics, strategy and policy planning group.

It builds on and complements the last major body of research into Victorian public libraries, the 2005 *Libraries Building Communities* reports, which highlighted the vital role that public libraries play in supporting the community strengthening agenda.



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***"I would encourage all library managers to visit our website, download a copy of the report, and use the information to assist their own efforts in obtaining ongoing funding commitments."***

*Dollars, Sense and Public Libraries* is the culmination of three years extensive research conducted to provide empirical evidence of the economic contribution of public libraries in Victoria.

To measure the economic benefits, SGS used a combination of three valuation techniques: financial savings (how much people would have to pay a commercial provider for the same products and services), travel costs (how much time, cost and effort people were willing to put into accessing public libraries), and contingency valuation (how much people would be willing to pay to keep public library services available for the community).

As a result, the report identifies how Victorian public libraries stimulate their local economies through direct outlay on goods and services, staff wages and spending triggered by people's use of the library.

Mr Murrell said the report also demonstrates that for an annual investment of \$36 per person, Victorians have free access to information and entertainment valued by those surveyed at an estimated \$419 per year.

"In providing a safe, welcoming community space, libraries connect people to friends, families, potential



employers, banks, government and other service providers through provision of wireless computer access and onsite computers," he said.

"I would encourage all library managers to visit our website, download a copy of the report, and use the information to assist their own efforts in obtaining ongoing funding commitments."

The Planning Institute of Australia recently awarded SGS the 2011 Social and Community Based Planning Award for their work on the report. The report can be downloaded from [www.plvn.net.au](http://www.plvn.net.au).

### Jenni Pattinson

Strategy Director, Royce  
jenni@royce.com.au

## READY AND ABLE FOR THE FUTURE: CURTIN UNIVERSITY LIBRARY

*Space, time and technology have been at the forefront of Curtin's planning for the future accessibility and satisfaction of their patrons. Chloe Lyons reports.*

The next few years will hold some very exciting changes at Curtin University Library with advancements in technology, research and spatial arrangements. We are working hard on a range of initiatives aimed at maximising the accessibility of our real and virtual learning and research resources to place us at the forefront of academic libraries.

By 2013 it is predicted that mobile phones will overtake PCs as the most common device used to access the internet. Curtin University Library has responded to this by creating mobile versions of the library website and our study and research tools, LibGuides, to provide clients with anytime, anywhere access. We are continually developing mobile access to the library website to ensure clients get the optimal experience when they arrive at our site.

In April 2011 we launched an interactive Curtin University Library app. The app provides quick and easy access to library resources directly from an iPhone, iPad or iPod Touch, allowing clients to search the library catalogue, find out when items are due in, view maps of the various library branches and find out how many computers are available before they get to the library. They can also check the library news and keep in touch with us via phone or email. Having already been downloaded by more than 1000 devices, an updated version of the app is already underway and it will include information on the library's opening hours and a barcode scanner which will also read QR (Quick Reference) codes.

The library is using QR codes to encourage students to use their mobile devices as interactive learning tools. By scanning QR codes placed at key locations around the library, users will be able to gain access to valuable education support resources like the LibGuides, all in the palm of their hands. So far the library has used the QR codes on shelf ends directing students to a relevant LibGuide offering them in depth information on a particular subject and in promotions, but the possibilities they present are almost endless.

Curtin University Library's collections now include thousands of e-books. While these are readily discovered and accessed through searching the library catalogue, they are often overlooked by clients who prefer to browse. Clients who no longer need to come to the library building





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as often as they used to have also commented on how they miss making serendipitous discoveries by browsing the shelves and having their eyes caught by an attractive cover or catchy spine title. Responding to these needs, the library is launching a virtual bookshelf where clients will be able to browse the covers and spines of electronic and hard copy books seamlessly through the library website, as they would if they were looking at a bookshelf.

The library remains committed to helping Curtin researchers gain maximum exposure to their work via the University's research repository, [espace@curtin](mailto:espace@curtin). In line with this the library has created a geographical downloads map within the repository which displays the geographical regions where espace items have been downloaded, allowing authors to monitor their exposure. The map also allows users to view the most popular Curtin authors and papers over varying time frames.

As for the future of the library building itself, our planning initiatives are focussing on providing clients with innovative ways to use library spaces. A café and al fresco area integrated within the library building will allow clients to choose the environment in which they wish to work, whether it is outside, sipping a hot coffee or in one of the diverse client areas within the library. Twenty-four hour opening and more extensive use of self-service facilities will provide clients with what they want, when they want it. And by reducing the size of the collection space the library will ensure clients have more innovative spaces to research and learn.

### Chloe Lyons

Communications Officer, Curtin University Library  
[chloe.lyons@curtin.edu.au](mailto:chloe.lyons@curtin.edu.au)