

Structural Reform of Public Library Services in Western Australia

Implementation - Communication Plan

Communication Objective

To keep stakeholders and partners informed about the implementation of structural reform of public library services in Western Australia.

Background

Following the publication of the report *Structural Reform of Public Library Services in Western Australia* it was concluded that “there must be a reinvention of the Western Australian model for public library service delivery ... [and] ... there needs to be significant structural and cultural change”.

The report was released in August 2007 and was endorsed by the Joint Advisory Committee (JAC), the Library Board of Western Australia, the State Library of Western Australia (SLWA), the Western Australian Local Government Association (WALGA), and was presented to the Minister for Culture and the Arts, and the Minister for Local Government.

In October 2007 the Taskforce for Structural Reform (Taskforce) was established with direct responsibility to the JAC. The main role of the Taskforce was to plan the implementation of the recommendations from the report, including prioritising the strategies from the report. The first challenge for the Taskforce was to consider how the outcomes of the report were to be delivered. It was recognised that the report would inform strategic directions for the next 3-5 years.

In December 2007 the Taskforce assessed each of the ten high level outcomes and each strategy and action was discussed, resulting in a comprehensive list of tasks. Some minor changes were made to the wording of strategies to better reflect their intent. On the advice of the JAC, the Taskforce met again in March 2008 to develop a top ten priority list.

The top ten priorities identified by the Taskforce were:

- 1 Ensure content meets needs (4.2)
- 2 Facilitate effective asset management of collections (4.3)
- 3 Facilitate an effective inter lending system (4.5)
- 4 Facilitate delivery of cost effective training and professional development to meet identified needs (6.1)
- 5 Develop a more strategic approach to ICT (7.1)
- 6 Develop a more efficient procurement, distribution and materials movement model (7.2)
- 7 Improve standards and measures of performance (7.3)
- 8 Maintain a strong and influential Joint Advisory Committee (8.1)
- 9 Enhance the Regional model (8.5)
- 10 Develop a new funding model for public libraries in Western Australia (9.3)

The *Implementation Plan* reflects the position and priorities as at August 2008 and the Taskforce was cognisant of the fact that changes may be made over time as circumstances change. The *Implementation Plan* reflects the key focus areas and strategies articulated in the *Structural Reform of Public Library Services in Western Australia* report. It also documents the opportunities and actions required to meet the strategies.

With the JAC reaching the end of its term it has been superseded by the Strategic Library Partnership Agreement Steering Committee (SLPASC) and this group is ultimately responsible for the implementation of structural reform. Funding has been procured by the State Library and WALGA to help progress implementation (including employment of a Project Manager).

The main aim of the overarching implementation project is to ensure proper management of all aspects pertaining to the implementation of strategies from the *Structural Reform of Public Library Services in Western Australia* report and actions from the *Implementation Plan*.

This communication plan relates specifically to the overarching project. Projects targeted at specific strategies and actions from the *Structural Reform of Public Library Services in Western Australia* report will develop their own project plans and communication plans.

Key Stakeholders

- Strategic Library Partnership Agreement Steering Committee
- State Library CEO and staff
- WALGA CEO and staff
- Library Board of Western Australia
- WALGA State Council
- Local government CEOs and staff
- Public library staff
- Relevant State Government departments
- Western Australian community
- Director General, Department of Culture and the Arts
- Minister for Culture and the Arts

Key Messages

- There is a clear need to reform public library services in Western Australia in line with the recommendations in the *Structural Reform of Public Library Services in Western Australia* report and actions from the *Implementation Plan*, acknowledging the fact that the report was written following extensive consultation.
- Implementation will be undertaken using a number of project teams with membership taken from relevant stakeholder groups. That is, a strong partnership approach will be used.
- This is a joint project involving both local and State Government.
- The reform relates to public library services and not public libraries *per se*.

Communication Methods / Process

New and existing channels will be used to keep stakeholders informed. These will include the following.

- Monthly project status reports to the Strategic Library Partnership Agreement Steering Committee
- Annual report to the Strategic Library Partnership Agreement Steering Committee
- Regular written communiqués for public library and State Library staff (including via email, websites and Public Librarians Online)
- Informing stakeholders through other existing channels (eg scheduled meetings, newsletters, via WALGA)
- Forums as required
- Ministerial updates

Key People

The key people responsible for ensuring that the communication strategy objective will be met are the Project Manager and the Strategic Library Partnership Agreement Steering Committee.