



CAIRNS LIBRARIES  
*Read. Learn. Create. Discover.*

2019 - 2023

# YOUNG PEOPLE'S SERVICE FRAMEWORK



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# Executive Summary

***“Reading makes all other learning possible.***

***We have to get books into our children’s hands early and often.” Barack Obama.***

Cairns Libraries is committed to providing quality resources and services in vibrant and welcoming spaces that engage young people and their families by seeking to encourage and support a love of reading and lifelong learning.

## **Cairns Libraries Vision**

*A space to read, learn, create and discover*

## **Cairns Libraries Mission Statement**

*To provide opportunities to empower our community to be connected, inclusive and informed*

In 2018, Cairns Regional Council endorsed the Cairns Libraries Strategic Plan. The Plan which covers 2019 – 2023 was developed after undertaking extensive stakeholder and community consultation combined with thorough industry bench-marking and trends analysis review. The development of a Young People’s Services Framework was identified as an Action of the Plan with the view to provide operational direction to support the achievement of strategic goals. The Framework considers the vision, mission and core values that support the delivery of library services to young people.

Key priorities identified in the Young People's Framework are:

- Language and Literacy - Engaging and supporting young people and families with literacy by building an awareness of the value of reading, language and sharing stories including through the First5Forever program.
- Access and Equity - Ensuring that young people have free access to library services and resources including programs, information services, technology, and spaces by maintaining and developing high quality young people’s collections, activities and facilities.
- Partnerships and Collaboration - An environment of community inclusion and awareness is created with the involvement of partners and collaborators.
- Team and Volunteers - Coaching and mentoring staff and volunteers by providing opportunities to be invested in Young People’s services and programs.
- Promotion and Advocacy – Promoting awareness of the value of libraries to Council and the community.
- Best Practice – Applying standards and guidelines to ensure best practice.

# Purpose Statement

Cairns Libraries is highly valued by users as a significant community resource. The Young People's Services Framework will support library staff in developing strategies for young people in the planning and delivery of its services. While key priorities and objectives have been identified, the Framework will work to:

- Drive service delivery, reviews and planning
- Guide the development and implementation of work plans and practices
- Inform budgeting and resource allocation
- Create opportunities for staff and volunteer learning
- Guide engagement and consultation with the community

The core values, vision and mission established during the *Cairns Libraries Strategic Plan 2019- 2023* engagement process have set the foundations for delivering on the Objectives outlined in this Framework.

# Background

## SNAPSHOT: Young people in Cairns

NB: Statistics as at June 2016. (.id, 2016)

In June 2016, approximately one third of the population living in Cairns was made up of babies, children and youth.



Babies and Preschoolers (0 -4 yrs)

**10, 221**



Primary Schoolers (5 - 11 yrs)

**15, 608**



Secondary Schoolers (12 - 17 yrs)

**12, 650**

# Library Membership Statistics

Cairns Libraries has approximately 62,000 active members, with 17.5% of members aged between 0 to 17 years.

*Junior and youth library memberships as at January 2019. (LMS Libero, 2019)*

<b>Membership Category</b>	<b>Percentage of Membership</b>
Babies and Pre-schoolers (0-4 yrs)	1.5%
Primary Schoolers (5 - 11 yrs)	8.0%
Secondary Schoolers (12 - 17 yrs)	8.0%
<b>Total Members</b>	<b>17.5%</b>

Approximately 33% of the Cairns LGA population is aged 0-17 years indicating there is potential to implement strategies to increase membership.

## Service Overview

Cairns Libraries provide a range of services that specifically target families and young people. These services range from providing engaging and dynamic collections which meet recreational and information needs, through to the delivery of programs and activities that promote and encourage lifelong learning.

Cairns Libraries first5forever program supports families with children 0-5 by providing enhanced access to early literacy resources and literacy programs. First5forever programs are held across all libraries as well as other community spaces. The first5forever pop up library regularly provides outdoor reading entertainment and activities for families at community events.

Building engagement and promotion of its services in the community is part of the core outreach work undertaken by Cairns Libraries. Outreach services include attending community events in venues such as parks and schools and partnering with community groups and organisations. These outreach services are enhanced by a Pop-Up- Library.

# Collections for Young People

Cairns Libraries maintain a number of collections that cater for the needs of young people including Easies, Junior Fiction and Junior Non-Fiction titles. These resources form a part of the lending collection.

Digital learning resources are also provided to support reading development and technology. While reading will always be an essential skill, combining technology and reading instruction can help connect learners to the books they read, better evaluate their comprehension, and build essential literacy skills like vocabulary, research and fluency (Kolk, 2018).

Although findings indicate that 16% of the collection is specifically targeted to young people and this is in line with the percentage of active junior members (17%) a gap is evident based on best-practice standards tabled by ALIA.

Although the proportion of a library's collection for Young People will vary depending on the demographics of the community, generally one third of the collection should comprise materials for Young People.

## Programs and Services for Young People

Cairns Libraries offer many services to the community, including a wide range of programs and events for families and young people. These programs and events provide regular opportunities for Cairns Libraries to engage or work with local organisations.

Early literacy programs:

- Baby Rhyme Time
- First5forever
- Storytime

School aged programs and events:

- After-school activities
- Comic Book Month & Comic Fest
- Fun Palace
- Queensland Youth Week
- School holiday programs
- Summer Reading Club

- Regular events that are celebrated annually:
- Australian Children’s Book Week
- Australian Reading Hour
- Australian Library Information Week
- NAIDOC Week
- National Simultaneous Storytime

Since 2017, there has been a significant increase in attendance to Cairns Libraries’ programs and events. The table below highlights the changes. *Source - Library events, Programs and Activities 2017-18. (Queensland Public Libraries Statistical Bulletin, 2019)*

Year	Total Annual No. of Programs and Events	Total Annual numbers of attendees	Attendance as % of members
17/18	875	34,128	51%
16/17	522	12,942	12%
15/16	527	24,862	24%
14/15	465	25,640	26%

The increase in annual events and attendees can be, in large part, attributed to a change in the service delivery model of the First5forever program to the community. A number of new and popular programs, events and activities were added to the Cairns Libraries First5forever calendar that encouraged increased attendance and improved customer satisfaction in 2017.



# First5forever Program

First5forever is a program aimed at supporting stronger language and literacy environments for young children from 0-5 years and their families. The program directly supports parents and caregivers to be confident as the child's first and most important teacher.

The program was initially supported between 2015-2018 with \$20 million in Queensland State Government funding and was delivered in over 320 Queensland Public Libraries and IKCs. In 2018, the State Government made an ongoing commitment to support the First5Forever program for a further 2.5 years from 1 January 2019 to 30 June 2021.

## Key Achievements after 2015:

- Tailoring events and programs for Cairns families and lifestyle: including Messy Play and Splash and Sing Rhyme Time sessions
- Program delivery in non-traditional venues as well as traditional library settings
- Presenting Indigenous Partnerships to Queensland Council representatives at the State Library of Queensland First5Forever forum
- Increased community outreach programs
- Partnering with a variety of state agencies, community organisations and sporting clubs, including Cairns Taipans and Northern Pride.



# Consultation and Engagement

## External engagement

Community consultation and engagement was conducted as part of *Cairns Libraries Strategic Plan 2019 – 2023*. An online user and non-user (community stakeholder) survey was conducted to rate access, facilities and service quality. Additionally, feedback on existing and future services was sought.

Approximately 7% of respondents were aged 17 years and under. Of the ten focus points to improve customer satisfaction developed in the Strategic Plan, five key areas for Children and Youth were identified:

1. Provide increased access and availability to relevant collections
2. Provide space for independent/group study
3. Provide relevant and higher quality programs, activities and events
4. Better utilise space in libraries to manage users and make furnishings more inviting and flexible.
5. Improve communication to keep customers informed about what's happening by using the website.

## Staff engagement

In February 2018, Cairns Libraries staff were asked to conduct a SWOT analysis on their branch services and programs for young people. A workshop then followed with all library supervisors participating in the following activities:

- Review of SWOT analysis responses and further development of the responses.
- Discussion and provision of feedback on spotlight topics including inclusive services, after school programs, young adult programs, sustainable services and community engagement.

All feedback and responses were collated and provided further direction in developing the objectives and key priorities of the Young People's Services Framework.

# Library Staff SWOT Summary - Common Themes

## Strengths

Quality first5forever programs including staff commitment, outreach programs and community partnerships

Quality library programs and services for families and children in libraries – includes Storytime, Baby Rhyme Time

Spaces in libraries currently being utilised by families, children and youth

Annual events, programs and initiatives including Babinda Harvest festival, Fun Palace and National Simultaneous Storytime

Junior collections and resources including picture books, junior fiction, audiobooks and young adult fiction

Knowledgeable and motivated staff

## Weaknesses

Program evaluations are needed – not all programs equally popular in every branch

Not as many youth activities and after hours activities available

Not as many inclusive language/cultural/community group engagement activities

STEAM collections and resources including robots becoming outdated

Inflexible spaces / some spaces in need of renewing to accommodate to families, children and youth

Untapped staff potential and irregular training provided

## Opportunities

Partnerships and collaborations with service providers in service delivery to families, children and youth Staff workloads and time constraints

Flexible furniture and spaces

Explore new and inclusive programs for families, young children and youth

Applications for grants and budget requests to fund new programs and events

Increase staff training in children and youth programs and services

## Threats

Staff workloads and time constraints

Poor engagement of youth in library programs and services

First5forever funding ceasing

Costs associated with purchasing new STEAM resources and equipment e.g. Robots

Managing differences in acceptable levels of noise related to program and service delivery

# Key Policy Drivers

The key documents that provide specific policy and legislative detail for the Young People's Services Framework are:

- Cairns Regional Council's Corporate Plan 2017 - 2022
- Cairns Libraries Strategic Plan 2019 - 2023
- State Library of Queensland Public Library Standards and Guidelines – Young Peoples Service Standard 2009
- Australian Library and Information Association's (ALIA) Submission to the Australian Government Smart Cities Plan 2016
- International Federation of Library Associations and Institutions (IFLA) – Guidelines for Children's Library Services
- Early Literacy framework and strategy for Australian Public Libraries 2014
- Australian Library and Information Association's (ALIA) - How Public Libraries contribute to the STEM agenda 2017
- State Library of Queensland - Realising our potential: a vision for Queensland public libraries



# Key Objectives

Cairns Libraries Strategic Goals	Young People Objectives
<p><b>Goal 1 – Connecting the community:</b> Develop and deliver programs and services that serve the community and value all people and cultures.</p>	<p>Support children having the best start in life through First5Forever family literacy initiative.</p> <p>Provide programs and services for Young People that encourage and support literacy and life-long learning.</p> <p>Identify and maintain partnerships with key community organisations.</p>
<p><b>Goal 2 – People and culture:</b> Develop, support and foster knowledgeable and skilled staff to deliver professional library services.</p>	<p>Provide effective training, mentoring and professional development opportunities for staff and volunteers.</p> <p>Identify and provide opportunities for volunteers to be involved in Young People programs and service delivery.</p>
<p><b>Goal 3 – Infrastructure and innovation:</b> Plan and build excellent, sustainable and relevant physical spaces.</p>	<p>Plan for and offer flexible and functional spaces that appeal and meet the changing needs of young people in the community.</p> <p>Provide spaces that engage, inspire learning and social interaction.</p> <p>Establish opportunities for Young People to access and interact with new technologies and creative learning programs.</p>
<p><b>Goal 4 – Knowledge and information:</b> Promote literacy and learning by providing collections and resources that are diverse, relevant and responsive.</p>	<p>Provide accessible collections and resources that encourage life-long learning and promote the joy of reading.</p>
<p><b>Goal 5 – Marketing, promotion and advocacy:</b> Increase awareness of Cairns Libraries services across Council and in the community.</p>	<p>Increase awareness of Young People programs and services through targeted marketing initiatives and local partnerships</p> <p>Define library branding identity for Young People by developing a recognisable brand that is used consistently.</p>

# Key Objectives

## Cairns Libraries Strategic Goals

## Young People Objectives

### **Goal 6 – Governance:**

Adopt industry best practice and ensure sustainable and safe libraries.

Adopt industry best practice.



# Goal 1 - Connecting the Community

Objective – Support children having the best start in life through First5Forever family literacy initiative.

OUTCOMES	ACTIONS	TIMELINES	INDICATOR
Well planned, evidence based, targeted library programs and activities that focus on early (0-5 years) language and literacy development for families.	Develop and deliver activities that introduce toddlers and children and their caregivers to developmentally appropriate books and language activities.	Compliance with First5Forever SLA	Alignment to First5Forever Guidelines.
	Develop and deliver language and literacy activities that target identified sectors of the community.	Ongoing	Alignment to First5Forever Guidelines.  Targeted programs developed and delivered.
Outreach programs, events and activities that engage families in early literacy and delivering the First5Forever message.	Liaise and/or partner with community groups and/or local childhood services to increase access to families by 1. Promoting First5Forever strategies 2. Promoting the value of libraries in supporting the development of strong early literacy foundations	As required	Compliance with First5Forever SLA.  Alignment to First5Forever Guidelines.
	Establish or participate in cross-sector reference group/s from 1. Community Health 2. Early Childhood education 3. Local NFPs or State Government agencies already engaged in delivering services to 0-5s.	Ongoing	Compliance with First5Forever SLA.  Alignment to First5Forever Guidelines.

# Goal 1 - Connecting the Community

Objective – Provide programs and services for Young People that encourage and support literacy and life-long learning.

OUTCOMES	ACTIONS	TIMELINES	INDICATOR
Programs and services delivered that encourage and enhance learning, library usage and membership.	Develop and deliver services and programs for Young People that incorporate literacy, STEAM, social interaction and learning, including: <ul style="list-style-type: none"> <li>• Junior and Young Adult collections</li> <li>• Afterschool activities</li> <li>• School holiday programs</li> <li>• Outsourced events</li> </ul>	Ongoing	Services and programs professionally developed and delivered.  Services and programs regularly reviewed.
	Maintain, evaluate and promote an annual schedule of programs that are diverse and responsive to Young People's needs.	Annually	Programs established and promoted.  Schedule of programs regularly reviewed.
	Conduct community consultation with Young People and their families.	Biannually	Community consultation complete.  Feedback forms provided at events.
Support ALIA's STEM Agenda with innovative initiatives.	Actively seek and apply for grants that provide opportunities for STEM program development and delivery.	Ongoing	Grant successful.

# Goal 1 - Connecting the Community

Objective – Identify and maintain partnerships with key community organisations.

OUTCOMES	ACTIONS	TIMELINES	INDICATOR
<p>Key partners and collaborators are identified.</p>	<p>Conduct analysis to identify partnership and collaborative opportunities in the community relevant to Young People’s services and programs.</p> <p>Network with local community groups and Council areas to maximise opportunities for collaboration, partnerships and service delivery.</p>	<p>As required</p> <p>Ongoing</p>	<p>Analysis completed and opportunities identified.</p> <p>Successful networking and relationship management.</p>
<p>Programs developed and delivered in collaboration with internal and external partnerships.</p>	<p>Work in partnership with local community groups and Council areas to strengthen literacy programs and services.</p>	<p>Ongoing</p>	<p>Successful partnerships.</p> <p>Quality workshops and events delivered.</p>

# Goal 2 - People & Culture

Objective – Provide effective training, mentoring and professional development opportunities for staff and volunteers.

OUTCOMES	ACTIONS	TIMELINES	INDICATOR
Staff equipped with skills and abilities to confidently deliver programs and services to Young People.	Develop and implement selection, induction and training plans and procedures.	June 2020	Plans and procedures developed and implemented.
Professional development opportunities for staff identified and supported.	Support and actively encourage staff in delivery of Young People programs and services to strengthen their abilities.	Ongoing	Staff effectively participate in professional development.  Quality programs and services delivered.
Volunteers equipped with skills and abilities to confidently support the delivery of programs and services to Young People.	Develop and implement selection, induction and training plans and procedures.	June 2020	Plans and procedures developed and implemented.
Professional development opportunities for volunteers identified and supported	Support and actively encourage volunteers in delivery of Young People programs and services to strengthen their abilities.	Ongoing	Volunteers effectively participate in professional development.  Quality programs and services delivered.

# Goal 2 - People & Culture

Objective - Identify and provide opportunities for volunteers to be involved in Young People programs and service delivery.

OUTCOMES	ACTIONS	TIMELINES	INDICATOR
Increased opportunities for volunteers to participate and contribute to Young People services and programs.	Include volunteer assistance in identified, activities, programs and services.	As required	Volunteers effectively participate and engaged.
	Investigate opportunities for volunteers in within a learning environment.	As required	Investigation complete and opportunities identified.

# Goal 3 - Infrastructure & Innovation

Objective – Plan for and offer flexible and functional spaces that appeal and meet the changing needs of young people in the community.

OUTCOMES	ACTIONS	TIMELINES	INDICATOR
Improved public spaces for families and Young People in libraries.	Conduct an assessment and review on Young People's spaces in all libraries (including Pop-Up-Library).	December 2020	Review completed.

# Goal 3 - Infrastructure & Innovation

Objective - Provide spaces that engage, inspire learning and social interaction.

OUTCOMES	ACTIONS	TIMELINES	INDICATOR
Public space for Young People incorporates study and socialising elements.	Consider new design opportunities when planning new facilities or refurbishing current facilities.	As required	Increased usage. Increased user satisfaction.

Objective – Establish opportunities for Young People to access and interact with new technologies and creative learning programs.

OUTCOMES	ACTIONS	TIMELINES	INDICATOR
Programs for Young People developed and delivered that incorporate innovative technology.	Actively seek and apply for grants that provide opportunities for program development and delivery.	Ongoing	Grant successful.
	Review existing technologies against current trends and community expectations.	Ongoing	Review complete and recommendations identified.
	Investigate opportunities for Young People volunteers to participate in peer-to-peer and/or intergenerational programs.	As required	Investigation complete and opportunities identified.

# Goal 4 - Knowledge & Information

Objective - Provide accessible collections and resources that encourage life-long learning and promote the joy of reading.

OUTCOMES	ACTIONS	TIMELINES	INDICATOR
Collections appeal to Young People, their families and complement library programs and service delivery.	Ensure Collection Development Guidelines are current and aligned with the needs of Young People in the community.	Ongoing	Collection Development Guidelines implemented.
	Analyse usage data for Young People collections and resources and report trends to Library Management Team.	Ongoing	Analysis and report complete.
	Review Young People collections against best-practice standards and community demographics.	Ongoing	Review complete and recommendation implemented.

# Goal 5 - Marketing, Promotion & Advocacy

Objective - Increase awareness of Young People programs and services through targeted marketing initiatives and local partnerships

OUTCOMES	ACTIONS	TIMELINES	INDICATOR
Ensure community awareness of collections, services and programs relevant to Young People.	Develop and implement a Young People's Marketing Plan as a component of the Cairns Libraries Marketing and Communication Plan.	December 2019	Plan developed and implemented.
	Explore potential online and social media trends and platforms to engage young people.	June 2020	Investigation completed.

Objective – Define library branding identity for Young People by developing a recognisable brand that is used consistently.

OUTCOMES	ACTIONS	TIMELINES	INDICATOR
Branding is recognised in the community and connects Young People with Cairns Libraries programs and services.	Commence a visual rebranding project by reviewing and update marketing collateral.	January 2020	Marketing collateral reviewed and updated.

# GOAL 6 - Governance

Objective - Adopt industry best practice.

OUTCOMES	ACTIONS	TIMELINES	INDICATOR
Best-practice principles applied to ensure programs and services are relevant and sustainable.	Review policies and procedures for Young People.	Annually	Documents reviewed and implemented.
	Review community profiles for Young People to guide planning and budgeting.	Annually	Community profile review.
	Review work practices and implement sustainable solutions where appropriate.	Ongoing	Review complete and sustainable practices implemented.

*"The more that you read,  
the more things you will know.*

*The more you learn,  
the more places you'll go."*

— Dr. Seuss

