

2014-15 PLVN Library Performance Indicators

Report

This report documents and presents PLVN's 2014-15 Library Performance Indicators. It includes background, definitions, methodology, analysis and commentary that can be used by PLVN and public libraries in different ways to showcase and benchmark performance.

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| 1. | <i>2014-15 PLVN Library Performance Summary</i> | 2-page summary of Top 10 Victorian public library performance indicators |
| 2. | <i>Background</i> | 1-page description of the rationale for the development of the Top 10 indicators from 2014-15 |
| 3. | <i>Top 10 PLVN Library Performance Indicators</i> | 20 pages documenting each of the Top 10 indicators, including definition of the indicator, 2014-15 and comparative data, and commentary on performance |
| 4. | <i>2014-15 Library Service Comparative Tables</i> | 10 pages ranking each Victorian library service against each of the Top 10 indicators |
| 5. | <i>Vision Australia Information and Library Service</i> | 1-page summary of VAALS data, which is analysed and presented separately due to the differences between the municipal library services and VAALS |
| 6. | <i>Indicator definitions</i> | 3 pages documenting each of the Top 10 performance indicators |
| 7. | <i>Data specifications</i> | 3-page description of the data specifications provided to Victorian public libraries to assist with data collection |

The following abbreviations are used throughout the report.

ILS	Information Library Service
I&LS	Information and Library Service
LC	Library Corporation
LS	Library Service
L&IS	Library & Information Service
PLS	Public Library Service
RLC	Regional Library Corporation
RLS	Regional Library Service

1. 2014-15 PLVN Library Performance Summary

Top 10 library performance indicators		Victorian public libraries			
		2012-13	2013-14	2014-15	Trend
1.	Active library members	21%	19%	19%	↘
2.	Attendance at library programs per '000 capita	263	279	304	↗
3.	Turnover rate – physical items	5.3	5.4	5.3	→
4.	Turnover rate – digital items	2.1	2.2	2.5	↗
5.	Physical quality of library collection	65%	64%	66%	↗
6.	Cost of library service* per capita	\$37.74	\$38.68	\$39.57	→
7.	Cost of library service* per visit	\$6.25	\$6.11	\$6.27	→
8.	Staff EFT per '000 capita	0.31	0.31	0.30	→
9.	Number of public access devices per '000 capita	0.42	0.57	0.65	↗
10.	Customer satisfaction rating	**	8.57	8.65	↗

* Trend indicator accounts for inflationary effects on the cost of library services.

** Customer satisfaction ratings reported for the first time in 2013-14.

Victoria's public libraries continue to provide high quality and efficient library services to the Victorian community. Across 10 indicators addressing participation, collections, cost efficiency, staffing, technology and customer satisfaction the libraries' 2014-15 performance is for the most part equal to or better than the results reported in previous years.

1. Active library members ↘

More than 1.1 million people, or 19% of the Victorian population, borrowed a physical library item from Victoria's public libraries during 2014-15. This figure has fallen slightly over the past two years (in part due to more accurate reporting from libraries of active participation levels). It is estimated that the overall level of engagement with public libraries, including 'family' borrowing and use of collection items and resources and participation in library programs in any year, is around 30% to 40% of the Victorian population.

2. Attendance at library programs per '000 capita ↗

In 2014-15, an average of 304 people out of every thousand attended a cultural, literacy or skill development program at a Victorian public library. This is 9% higher than the 2013-14 result and 16% up on 2012-13. Library programs cater to the needs and interests of many different users and include Story Time and Rhyme Time for children, school holiday programs for young readers, author talks and book clubs, digital literacy training, youth activities and cultural events.

3. Turnover rate – physical items →

In the last few years Victoria's public libraries have increased the size of the physical library collection to around 9 million items. Annual loans of physical collection items are now around 46 million, an average of 5.3 loans per item during 2014-15, consistent with results from previous years. Turnover rates at individual libraries range from more than 8.0 loans per item to less than 2.0 loans per physical collection item.

4. Turnover rate – digital items ↗

Victorian public libraries are taking their collections to a wider audience, having increased the number of digital collection items by more than 50% in the past three years. Libraries now have

more than 360,000 digital items (e.g. ebooks), as well as having emagazines available for loan. With a larger collection and easier user access to digital devices (e.g. tablets, PCs, eReaders) the number of loans of digital library items increased significantly from 580,000 loans in 2013-14 to 890,000 loans in 2014-15. On average, every digital collection item in Victoria's public libraries was borrowed 2.5 times during 2014-15, 47% higher than the corresponding figure in 2011-12.

5. Physical quality of library collection ↗

Sixty six percent of public libraries' current physical collection of nearly 9 million items has been purchased in the last five years, indicating a high level of collection quality and currency. This is an increase from 60% in 2011-12. Seven libraries have purchased more than 80% of their physical collection in the last five years, with the top ranked libraries all metropolitan library services or regional library corporations. In contrast, the libraries with the lowest proportions of physical collection items purchased in the last five years are in rural and regional areas.

6. Cost of library service per capita →

The average cost of providing public library services in Victoria in 2014-15 was \$39.57 per person. In real (inflation-adjusted) terms this figure is consistent with costs in previous years (e.g. \$39.46 in 2012-13). In 2014-15 the total direct cost of providing public library services in Victoria was \$231 million – with \$183 million (79%) of library operating funding coming from local government, \$38 million (17%) from state government, and \$9 million (4%) from other funding sources (including library fees and charges). This does not include federal government program funding of \$0.5 million or capital funding for library buildings, mobile libraries, plant and equipment.

7. Cost of library service per visit →

In 2014-15 local governments in Victoria contributed \$183 million to the operation of public library services. Across more than 29 million physical visits to public libraries (not including visits to library websites or attendance at offsite activities), this represents an average of \$6.27 per visit. Annualised cost growth of 3.1% per annum since 2011-12 (\$5.72 per visit) is in line with inflation.

8. Staff EFT per '000 capita →

Over the past four years the number of EFT library staff per thousand population has remained fairly stable at 0.30. In 2014-15 Victoria's public libraries employed the equivalent of 1,778 full time persons. On average, regional library corporations have a lower staff per capita rate (0.28 EFT per '000 population) than single municipal libraries (0.35 EFT).

9. Number of public access devices per '000 capita ↗

Victorian public libraries are assisting community connections and access to digital information by significantly increasing the number of public access devices in libraries (including desktops, laptops and tablets). Since 2012-13 the number of public access devices accessible per thousand persons has increased from 0.42 to 0.65, an increase of 55%.

10. Customer satisfaction rating ↗

For the first time public libraries were asked in 2013-14 to report to PLVN on customer satisfaction. Across different survey approaches the average library customer satisfaction rating was 8.57 out of 10. With updated results in 2014-15, the latest results from the last two years show average customer satisfaction of 8.65 out of 10. Satisfaction ratings from 34 libraries range from a high of 10 out of 10 to a low of 6.4 out 10.

2. Background

Annual library statistics

For more than 60 years Victoria's public libraries have annually reported aggregate statistics on library membership, usage, staffing and expenditure. Data from the Annual Survey of Victorian Public Libraries is published each year through the Public Libraries Victoria Network (PLVN) website <http://www.plvn.net.au/node/18>.

Outcomes-focused performance indicators

There has been a recent move to review the statistics gathered by libraries through National and State Libraries Australasia (NSLA) and within PLVN to shift the focus of data collection from traditional measures of input and output to performance-based outcome and impact measures. Outcome measures record performance from the user perspective, while impact measures examine the long term effect of services on the target community.

In 2013-14 PLVN reviewed and revised its statewide data collections to ensure that they meet legislative requirements and industry standards, and that they provide useful outcomes-focused information to library practitioners, funders and other stakeholders.

From 1 July 2014 Local Government Victoria also implemented a mandatory performance reporting framework (LGPRF) for local government. The outcomes-focused LGPRF is based on providing measures of both effectiveness (meeting user needs and quality standards) and efficiency (cost efficiency). The LGPRF includes four library indicators that have been developed with sector input.

Top 10 performance indicators

The performance of Victoria's public libraries can be defined (at a high level) through the following 10 indicators which represent a mix of input-output and performance information.

<i>Appropriateness</i>	1. Active library members (LGPRF 22)
	2. Attendance at library programs per capita
<i>Quality</i>	3. Turnover rate – physical items (LGPRF 19)
	4. Turnover rate – digital items
	5. Physical quality of library collection (LGPRF 20)
<i>Cost</i>	6. Cost of library service per capita
	7. Cost of library service per visit (LGPRF 21)
	8. Staff EFT per capita
<i>Service</i>	9. Number of public access devices per capita
	10. Customer satisfaction rating.

Victoria's public library services captured and published data on these 10 indicators for the first time in 2013-14. The 2014-15 statistical data collection continues this process. This and other local and industry data is used to monitor and report on the performance of Victoria's public libraries.

Note: In interpreting the data in this report it is important to note that per capita indicators like active library membership (Indicator 1) and Indicators 2 (program attendance), 6 (cost), 8 (staff) and 9 (public access computers) can be distorted where there is a very small municipal population.

3. Top 10 PLVN Library Performance Indicators

Indicator 1. ACTIVE LIBRARY MEMBERS

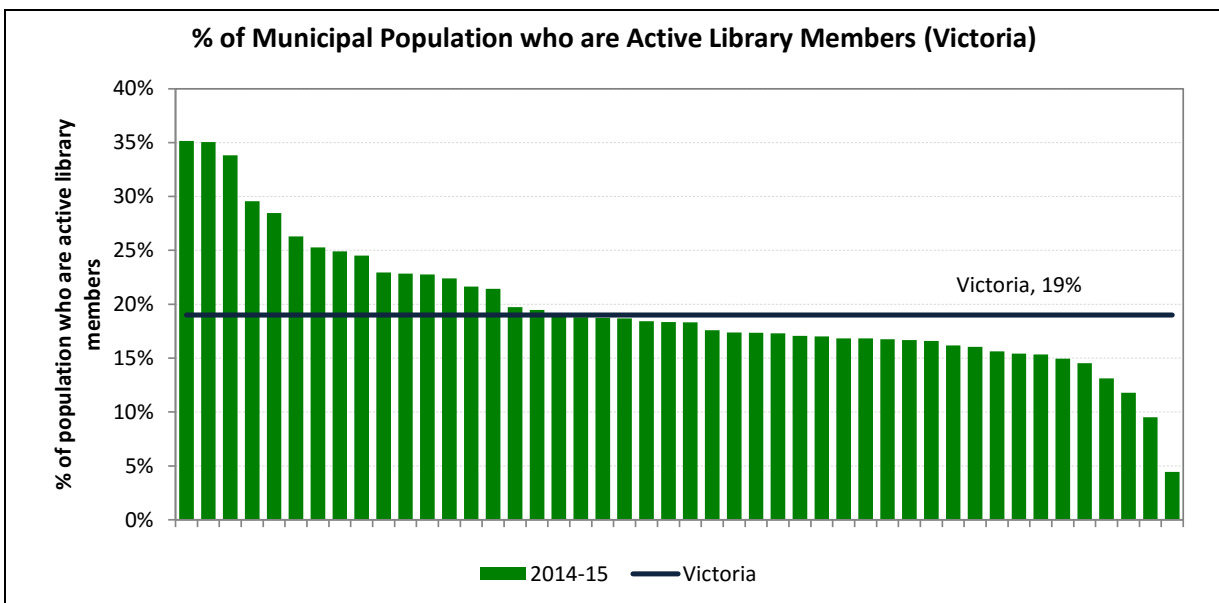
Definition	The percentage of the municipality who are active library members (i.e. have borrowed a physical library item in the past 12 months).
Measure type	Outcome – participation
Computation	Number of active library members divided by the municipal population (shown as a percentage)

Item	2012-13	2013-14	2014-15
Number of active library members	1,091,309	1,110,438	1,103,806
Total population	5,082,723	5,716,108	5,840,910
% active library members	21%	19%	19%

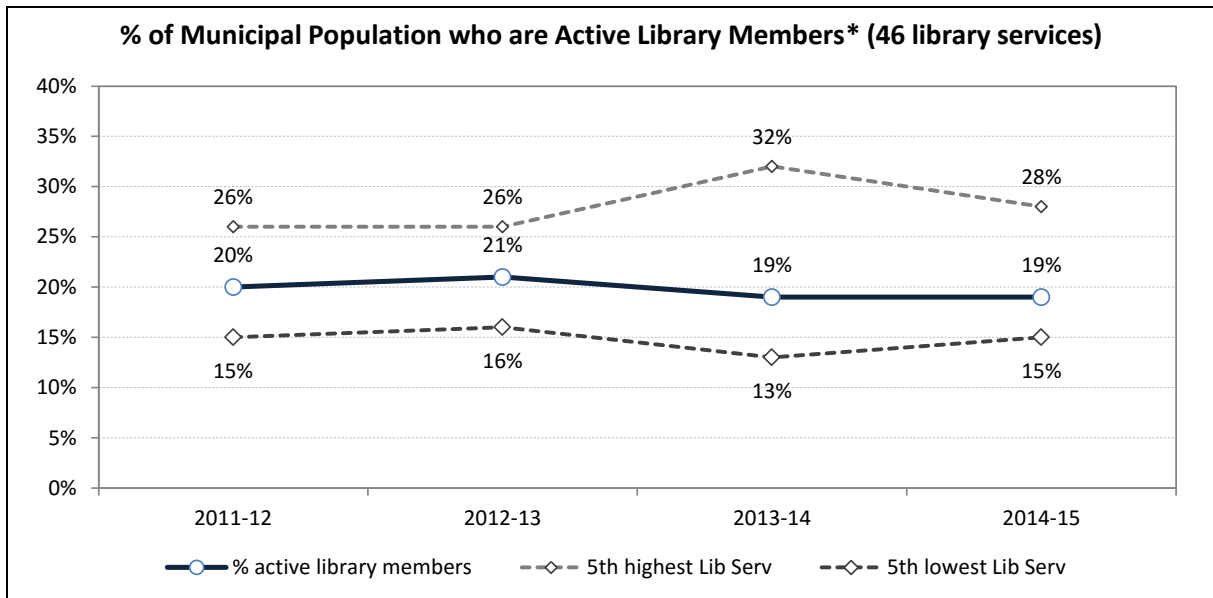
* Population in scope for library services with active membership data.

More than 1.1 million people borrowed a physical library item from Victoria’s public libraries during 2014-15. This represents 19% of the Victorian population, similar to 2013-14 but down on 2012-13.

Active engagement of the population with public libraries is known to be higher than 20% as the LGPRF uses a conservative definition of public library usage. Firstly, the indicator does not recognise that many library members act as the sole or lead borrower in their household (e.g. parents who borrow library books for their children, often older borrowers who borrow books or DVDs for their partner). Secondly, the indicator does not take into account loans of digital items, which are increasing each year (as shown by Indicator 4). Next, the indicator does not include participation in library programs (e.g. Story Time, author talks, cultural events), use of the library for study, research or relaxation, or sole use of library computers and internet within its definition of active membership. Finally, the indicator has a 12 month timeframe, which is lower than the 3-year timeframe previously used by many library services (and is thought to have been used by some libraries in reporting the 2012-13 statistics – thereby marginally inflating the 2012-13 result). Anecdotally, libraries estimate that engagement with public libraries is around 30% or 40% of the population.



In 2014-15 there was a narrowing of the range of active library membership figures across library services. Only four libraries had active membership rates at or above 30%, including Port Phillip LS, Greater Dandenong Libraries, Melbourne LS and Wodonga Library. Port Phillip LS and Melbourne LS have ranked in the top 3 in each of the last three years, with active membership rates of one third of their population.



* 'Active' membership is defined as having borrowed a physical library item within the last 12 months.

It should also be noted that library services with high 'out of area' usage can have inflated measures of active library membership. Melbourne LS, for example, has many active borrowers who live in other municipalities but work in the city and use City Library on a regular basis. Multiple membership of libraries is most common in the geographically small inner urban municipalities (e.g. Melbourne, Yarra, Port Phillip) and can be up to 20% of library membership. The level of 'out of area' membership is lower in regional areas and in Regional Library Corporations (e.g. Eastern RLC, Casey-Cardinia LC, Whitehorse Manningham RLC where cross-LGA borrowing occurs within the single library corporation).

Four library services had active library membership rates below 15% in 2014-15, including two large interface councils (Hume Libraries and Wyndham City LS) and two small shires in the state's north east (Indigo LS and Towong LS).

Indicator 2. ATTENDANCE AT LIBRARY PROGRAMS PER CAPITA

Definition	The attendance at programs delivered by the library per 1,000 persons within the specified period.
Measure type	Outcome – participation
Computation	Total number of attendances at library programs divided by the number of people in the library services’ municipal area (in thousands).

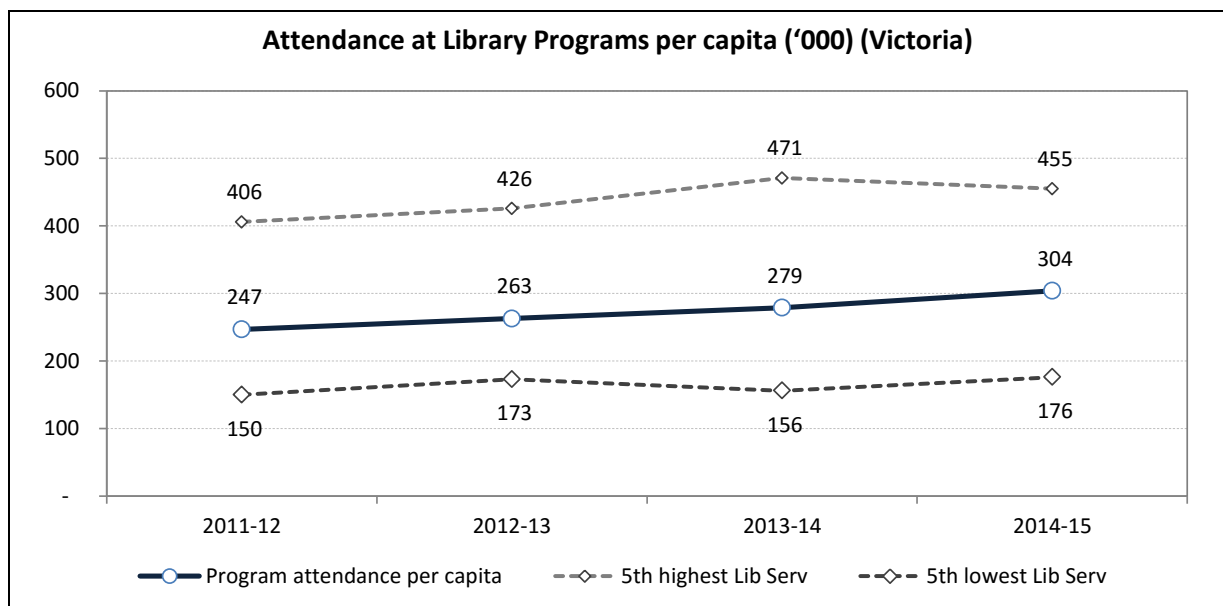
Item*	2012-13	2013-14	2014-15
Attendance at library programs (million)	1.43	1.60	1.77
Population ('000)	5,433	5,716	5,841
Attendance at library programs per '000 persons	263	279	304

* For library services with attendance data.

Over the last three years there has been a steady increase in attendance at cultural, literacy and skill development programs run by Victoria’s public libraries. In 2014-15, on average 304 people out of every thousand attended a library program, up from 243 per thousand in 2011-12, which included program activities associated with the launch of the National Year of Reading in 2012.

While there is overlap in attendance with individual library users attending multiple programs, the diversity of programs on offer means that Victoria’s public libraries are able to engage many different user groups through their program activity. These programs include (among many others):

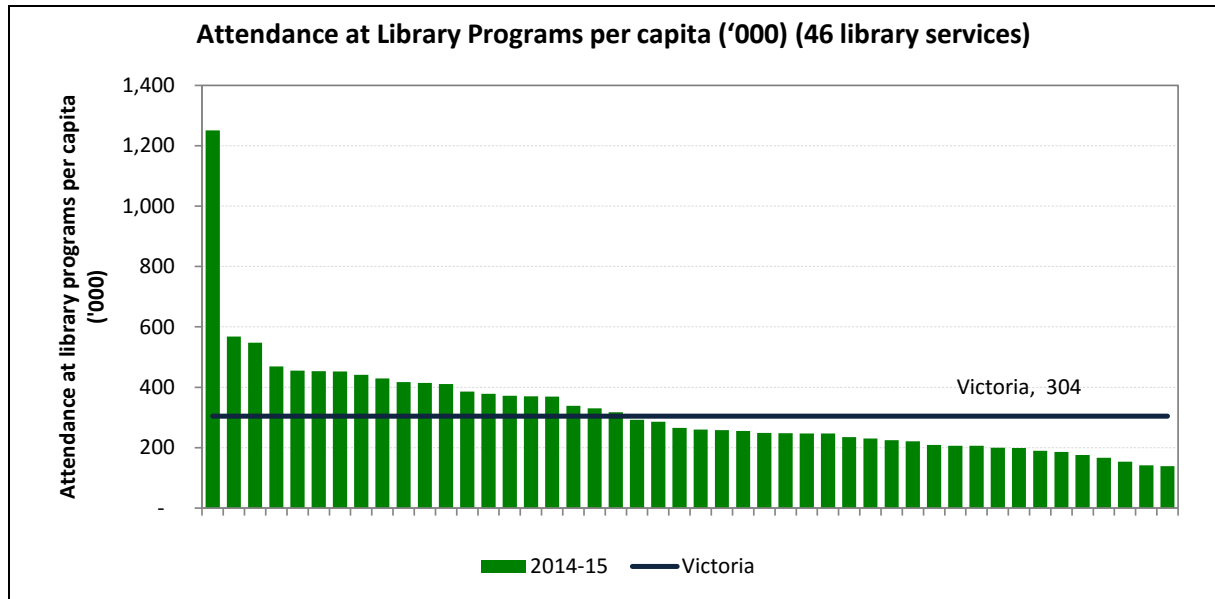
- Story Time, Rhyme Time, Baby Time and bi-lingual story time programs for young children and their parents/carers
- school holiday programs for young readers
- digital literacy training programs for all ages, including seniors
- author talks, book clubs and literary launches
- youth-focused activities related to graphic art and novels, youth literature and photography.



Gannawarra LS, with a very small municipal population of 10,145, had by far the highest attendance rate of 1,250 per thousand, building on similarly high results in previous years. Small populations and cross-boundary usage can, in some cases, distort per capita calculations.

Hume Libraries (568) and Glen Eira LS (548) also had program attendance rates of more than 500 per thousand. The remaining libraries had program attendance rates that ranged from 469 at Hobsons Bay Libraries to less than 200 at eight libraries (including a mix of large and small metropolitan and regional libraries).

With the opening of the Docklands Library program attendance at Melbourne LS has more than doubled in the past two years (209 in 2012-13 to 441 in 2014-15). There have also been big increases in attendance at library programs at Moonee Valley LS, Wimmera RLC, West Gippsland RLC, Frankston LS and Swan Hill RLS.



Indicator 3. TURNOVER RATE – PHYSICAL ITEMS

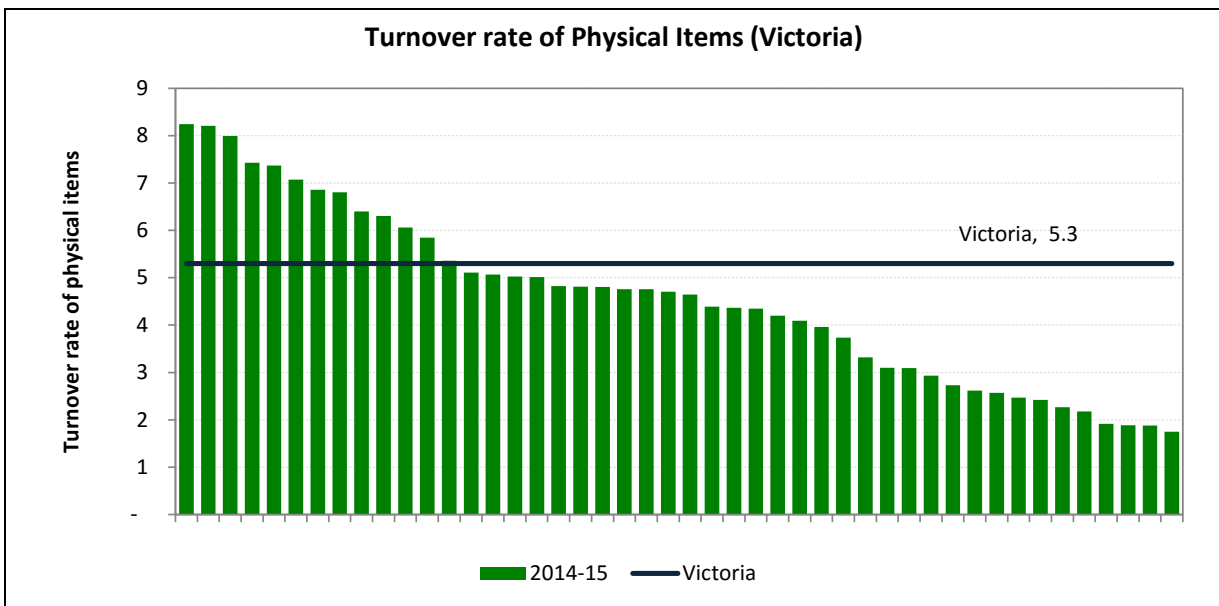
Definition	(Turnover or circulation rate is) The number of loans per physical collection item
Measure type	Outcome – utilisation
Computation	Number of loans of physical items divided by the number of physical collection items

Item*	2012-13	2013-14	2014-15
Number of loans of physical items (million)	47.93	47.76	46.46
Number of physical items in library collections (million)	9.07	8.79	8.75
Turnover rate of physical items	5.3	5.4	5.3

* For library services with relevant collections data.

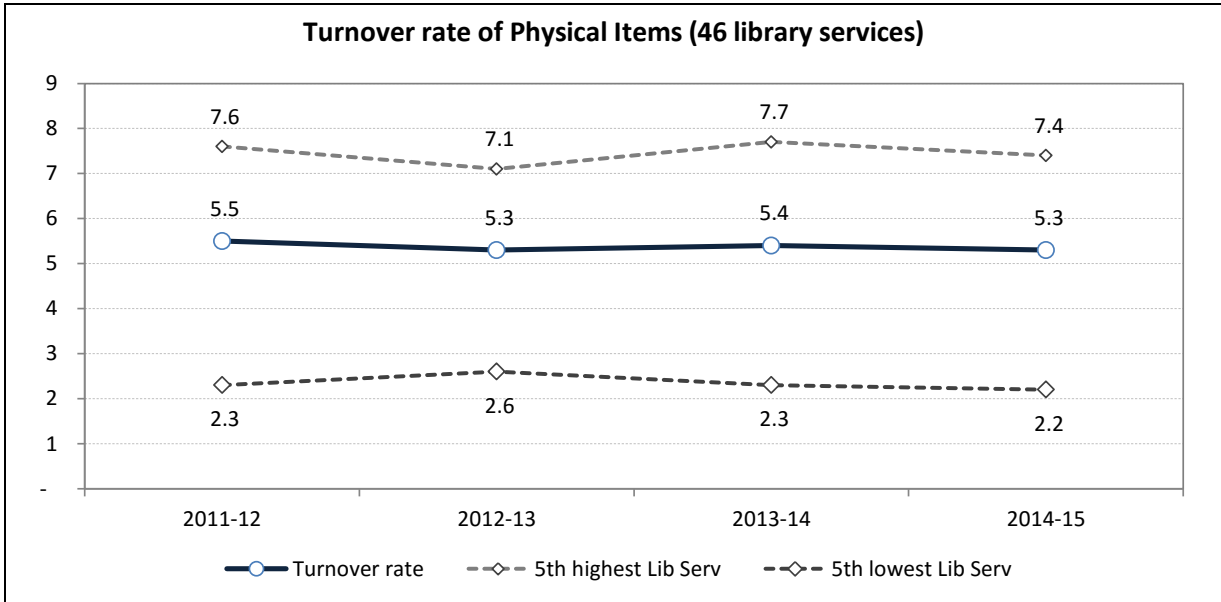
The physical library collection across Victoria’s public libraries is around 9 million items. With annual borrowing of these items around 47 million loans per annum, this averages out to every physical collection item in Victoria’s public libraries being borrowed 5.3 times during 2014-15. In reality, some items are borrowed much more often than this, while others are seldom borrowed. The overall result is consistent with the figures from previous years.

This does not include loans of digital items (see Indicator 4), and occurs in an environment where public libraries are continually refreshing their collections, with 66% of physical items purchased within the last five years (see Indicator 5).



There is considerable variation between libraries in the turnover of the physical library collection. Eleven library services have turnover rates above 6.0, while twelve have turnover rates below 3.0. The libraries with the highest turnover rates are typically large metropolitan municipal libraries and regional library corporations. Yarra Plenty RLS (8.2), Eastern RLC (8.2) and Glen Eira LS (8.0) have had consistently high rates over the past three years, with the top 10 performing libraries against this indicator unchanged in the past three years (although their order within the top 10 has changed).

All of the 15 library services with turnover rates for physical collection items below 3.5 loans per item are in rural and regional Victoria. This includes three regional library corporations and twelve of the 13 stand alone municipal libraries in regional and rural areas. These libraries strive to maintain a diverse collection across multiple locations, even though many have small dispersed municipal populations.



Indicator 4. TURNOVER RATE – DIGITAL ITEMS

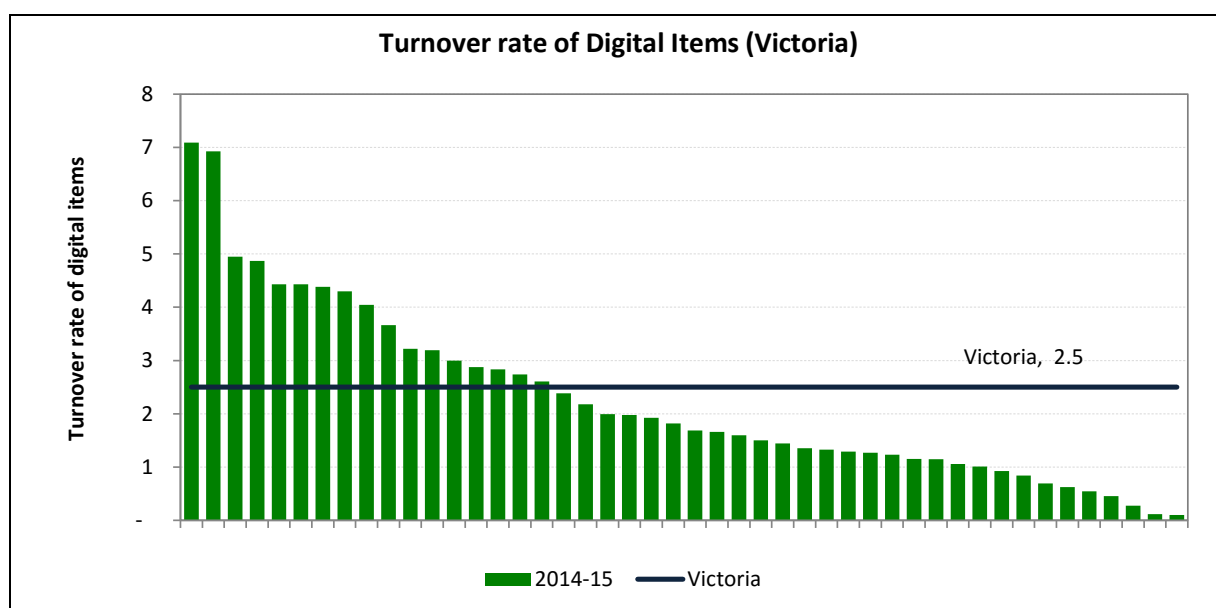
Definition	(Turnover or circulation rate is) The number of loans per digital collection item
Measure type	Outcome – utilisation
Computation	Number of loans of digital items divided by the number of digital collection items

Item*	2012-13	2013-14	2014-15
Number of loans of digital items	481.9	583.2	890.9
Number of digital items in library collections ('000)	232.3	269.4	363.5
Turnover rate of digital items	2.1	2.2	2.5

* For library services with relevant collections data. Excludes Vision Australia which in 2014-15 had more than 800,000 loans of digital collection items.

The number of digital collection items in Victorian public libraries has significantly in the past few years, with an additional 94,000 digital items added in 2014-15 to make a total statewide collection of 363,500 digital items. This includes ebooks purchased through collection aggregators, but does not include emagazines.

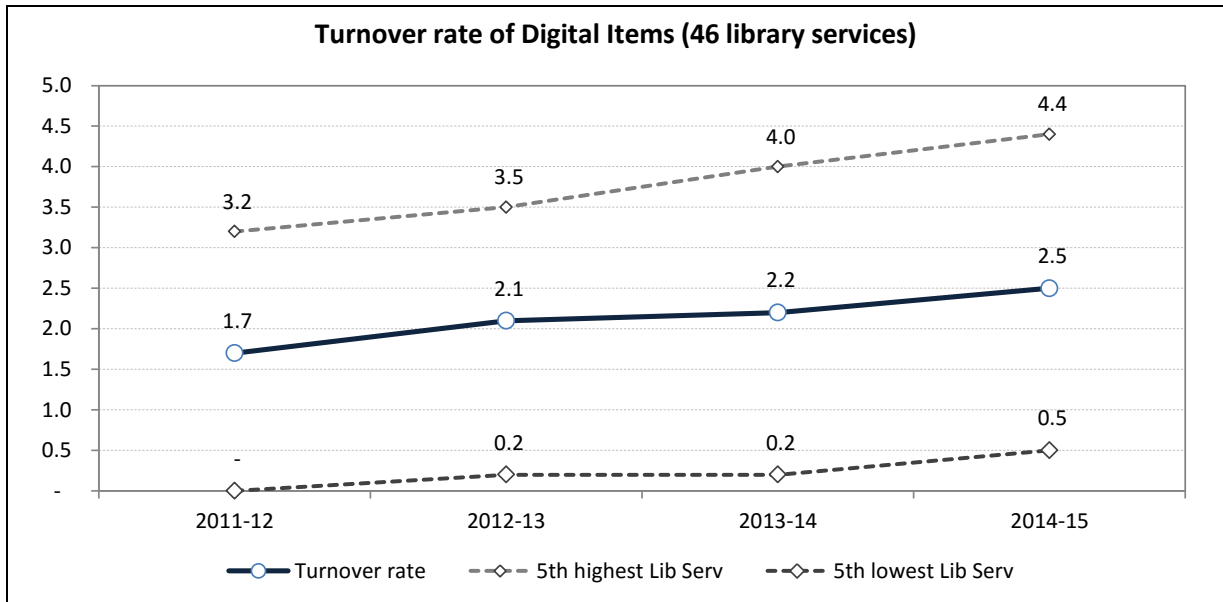
As these items become more accessible through different digital devices (e.g. tablets, PCs, eReaders) the number of loans of digital library items has also increased significantly, with nearly one million loans of digital collection items in 2014-15. On average, every digital collection item in Victoria’s public libraries was borrowed 2.5 times during 2014-15, 47% above the rate of 1.7 reported in 2011-12.



As with the turnover rate for physical library collection items, the turnover rate for digital items varies considerably between library services. Borrowing rates are influenced by both the spread and depth of the ebook collection in each library service and the extent to which users have access to relevant devices (typically mobile devices) and access to the internet at home, work or school to download ebooks.

High Country LC (7.1 loans per digital item) and Whitehorse Manningham RLC (6.9 – which has had a consistently high turnover of digital items in recent years) had the highest turnover rates in 2014-15.

Nine of the 46 libraries (20%) had an average turnover rate of less than one loan per digital collection item. All of these libraries were stand alone municipal library services in rural and regional Victoria.



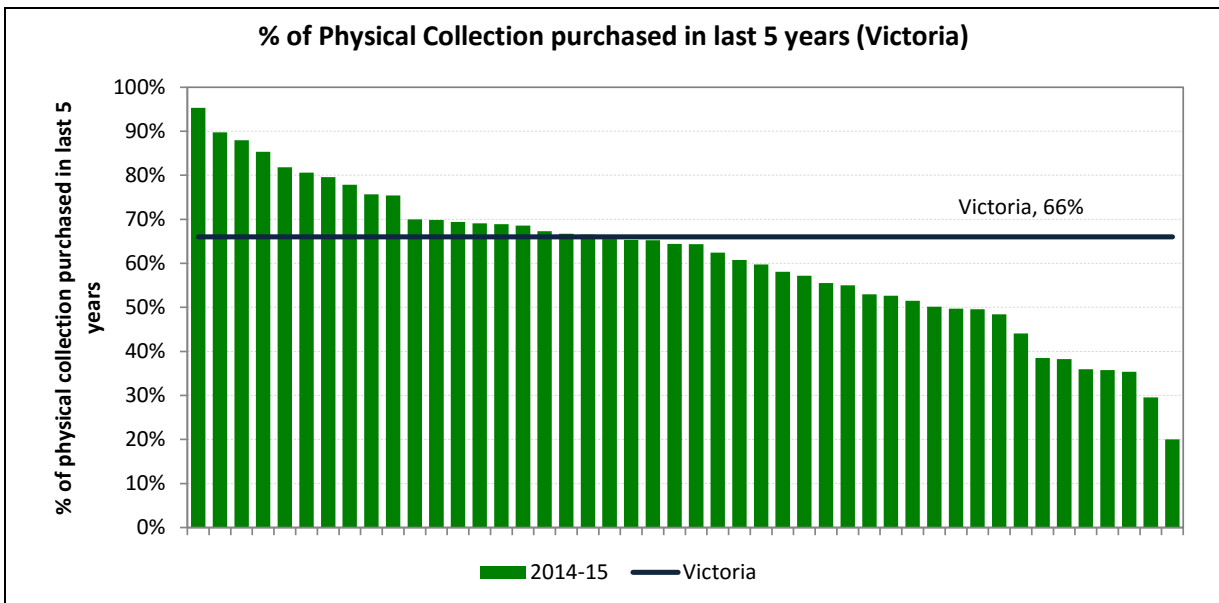
Indicator 5. PHYSICAL QUALITY OF LIBRARY COLLECTION

Definition	The proportion of the physical library collection that has been purchased in the last 5 years
Measure type	Outcome – quality
Computation	Number of physical library collection items purchased in the last 5 years divided by the number of physical items in the collection (shown as percentage)

Item	2012-13	2013-14	2014-15
Number of physical library collection items purchased in the last 5 years (million)	5.64	5.62	5.75
Total number of physical library collection items (million)	8.73	8.79	8.74
% of physical collection items purchased in the last 5 years	65%	64%	66%

* For library services with relevant collections data.

Libraries continue to invest in the physical quality of their collections with 5.75 million items purchased in the last five years. While the overall size of the physical collection statewide has barely changed there have been increases in the physical quality of the collection. Overall, 66% of public libraries’ current physical collection has been purchased in the last five years, up from 60% in 2011-12. This ongoing refreshing of the collection occurs in response to user demand for new items and replenishment of the collection as old and damaged stock is removed.



Despite having a five year base, performance against this indicator at a local level can vary from year to year where library services make a significant investment in their collection, have a year with relatively low collection expenditure, and/or have a major cull of their collection. In 2014-15 20% of the libraries had their collection quality percentage move up or down by at least 10%. Mildura LS and Eastern RLC had the greatest 2014-15 increase in the physical quality of their collection.

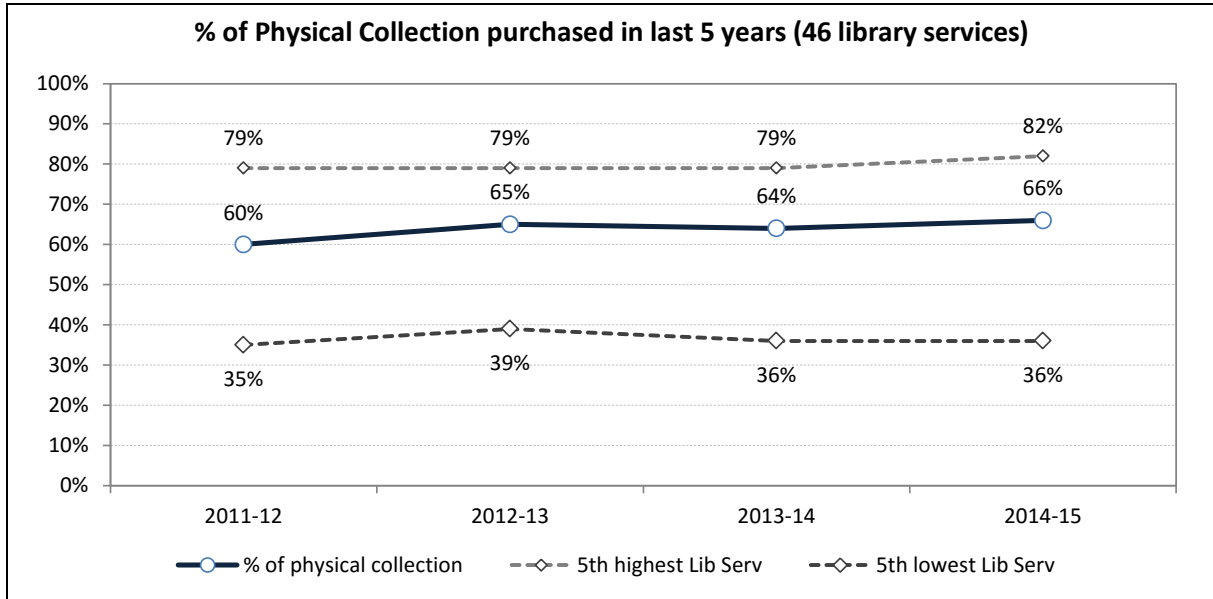
Greater Dandenong Libraries (95%), Yarra Libraries (90%) and Eastern RLC (88%) currently have the highest physical quality library collections, with four other libraries also at or above 80%. All of the



19 libraries which are above the 66% statewide average are either regional library corporations or stand alone metropolitan library services.

Conversely, the seven libraries with the proportion of physical collection items purchased in the last five years below 40% are all in rural and regional areas.

Wodonga Library separated from the Upper Murray Regional Library in 2012-13. Therefore, collection data for Wodonga (showing at 20%) only includes new purchases made in the last 24 months, not purchases in the last five years, as for all other library services.



Indicator 6. COST OF LIBRARY SERVICE PER CAPITA

Definition	Total direct cost of provision of library services per capita
Measure type	Input – cost
Computation	Total direct cost of providing library services divided by the municipal population

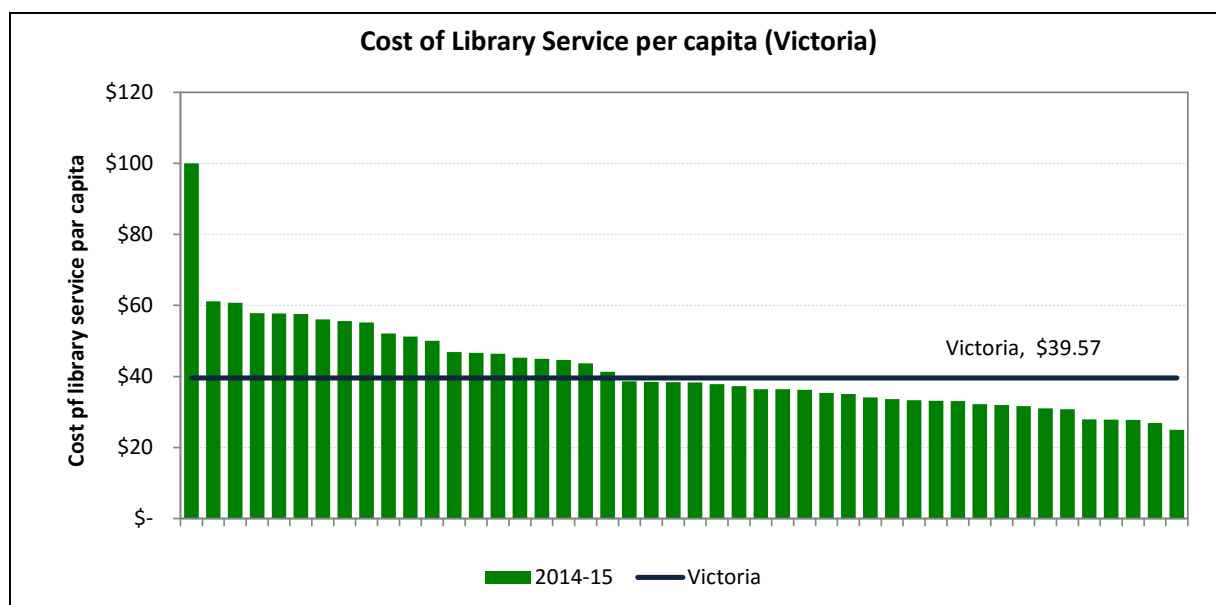
* For the purposes of calculating this indicator ‘total direct cost of service provision’ is taken to be operational income (from local and state government) plus any other income (not including capital income or income from the federal government).

Item	2012-13	2013-14	2014-15
Total direct cost of library services (\$M)*	\$205.08	\$221.08	\$231.11
Total population (million)	5.433	5.716	5.841
Cost of library services per capita*	\$37.74	\$38.68	\$39.57

* Cost figures in this table have not been adjusted for inflation.

The total direct cost of providing public library services in Victoria in 2014-15 was \$231 million. This represents library operating costs as funded by local government (\$183 million or 79%), state government (\$38 million, 17%) and other funding sources (\$9 million including library fees and charges and other income, 4%). It does not include federal government program funding which in 2014-15 totalled \$0.5 million. Nor does this indicator include capital funding from any source for library buildings, mobile libraries, plant and equipment.

The average cost of providing public library services in Victoria in 2014-15 was \$39.57 per person. This was slightly above the \$38.68 figure in 2013-14 and \$37.74 in 2012-13. However, the average annual increase of 2.7% over the past three years is broadly consistent with inflation, which means that overall the average cost of library service provision per capita has remained stable in real terms.



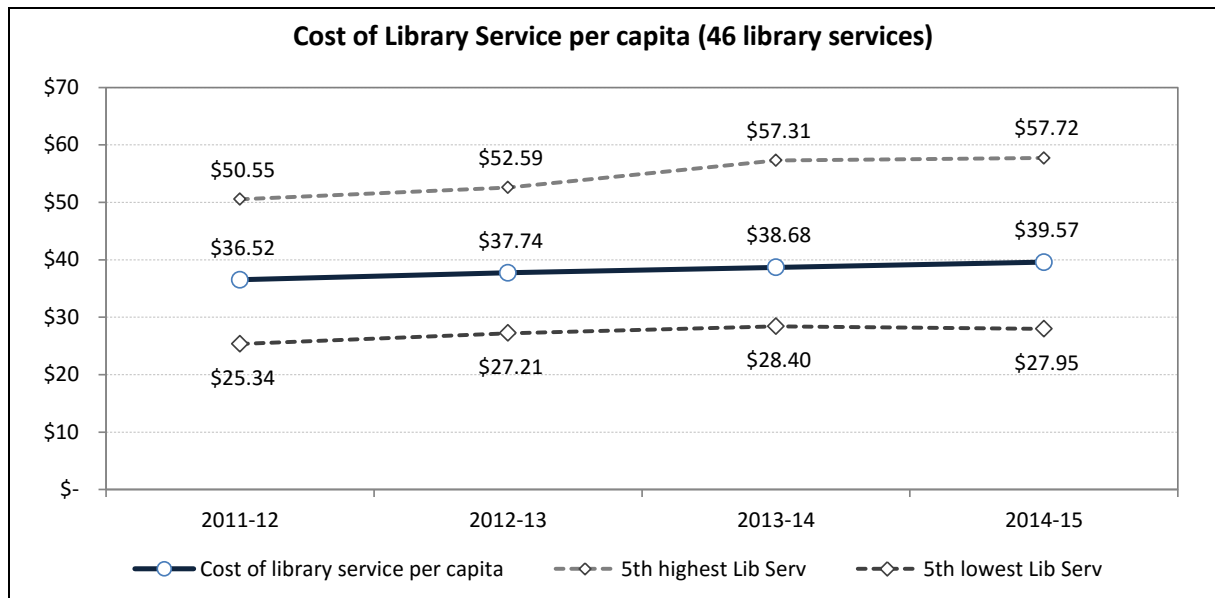
Melbourne LS has a disproportionately high cost per capita figure of \$99.97. This is due to the unique circumstances in this library which has a very high level out ‘out of area’ usage as many users of the library do not live in the City of Melbourne. Interstate and international tourists also use the city’s libraries to access information and the internet and use other library facilities.

Aside from Melbourne LS, two-thirds of the libraries have average costs in the range of \$30 to \$50 per person. Eleven library services have cost rates above \$50 per capita and five have cost rates below \$30.

This indicator can be interpreted in two different but equally valid ways. From a 'quality' perspective it might be argued that a higher cost per capita figure represents better relative performance. From an 'efficiency' perspective a lower cost figure is preferable. Each local government area has to balance these two competing priorities in their decisions on library funding.

Average costs for regional library corporations are typically around or below the average for all libraries. Interestingly, in each of the last four years Geelong RLC's cost per capita has been at or very close to the Victorian average.

For presentation purposes, the data against this indicator has been shown in the charts and in the following ranking tables from a 'quality' perspective (i.e. higher cost per capita ranks above lower cost).



Indicator 7. COST OF LIBRARY SERVICE PER VISIT

Definition	Total direct cost to Council of provision of library services per visit
Measure type	Input – cost
Computation	Total direct cost to Council of providing library services divided by the municipal population

* For the purposes of calculating this indicator ‘total direct cost of service provision’ is taken to be operational income from local government.

Item	2012-13	2013-14	2014-15
Total direct cost of library services to Council (\$M)*	\$162.38	\$174.96	\$183.42
Total library visits (million)	25.99	28.65	29.27
Cost to Council per library visit*	\$6.25	\$6.11	\$6.27

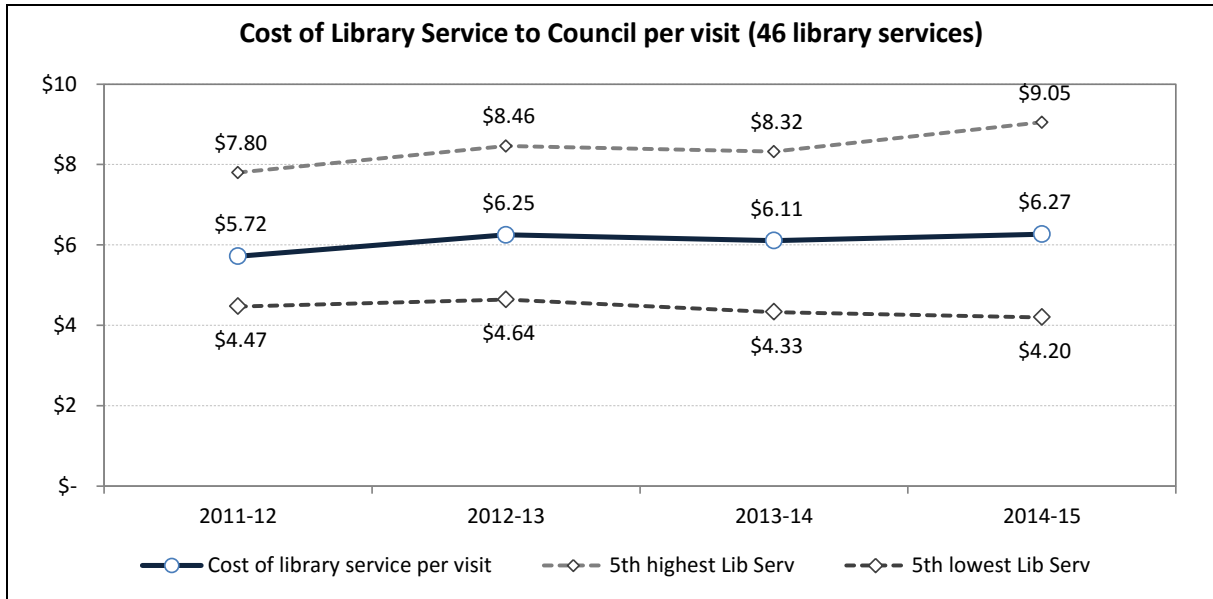
* Cost figures in this table have not been adjusted for inflation.

The direct cost of provision of library services per visit is one of four library indicators in the Local Government Performance Reporting Framework (LGPRF). This indicator only includes operational funding provided by local government.

In 2014-15 local governments in Victoria contributed \$183 million to the operation of public library services (79% of total library funding). Across more than 29 million physical visits to public libraries (not including visits to library websites or attendance at offsite activities), this represents an average of \$6.27 per visit. This is slightly above the average costs for the previous year, but as with the average cost per capita (Indicator 6) an average annual increase of 3.1% is broadly in line with inflation, meaning that costs have remained stable in real terms.



The average cost of library services to Council per visit ranges from around \$8.50 to \$4. Unlike most library indicators, there are no distinctive trends in the rankings of libraries against this indicator. At either end of the scale there are large and small libraries and library corporations and libraries from inner and outer metropolitan, regional and rural areas.

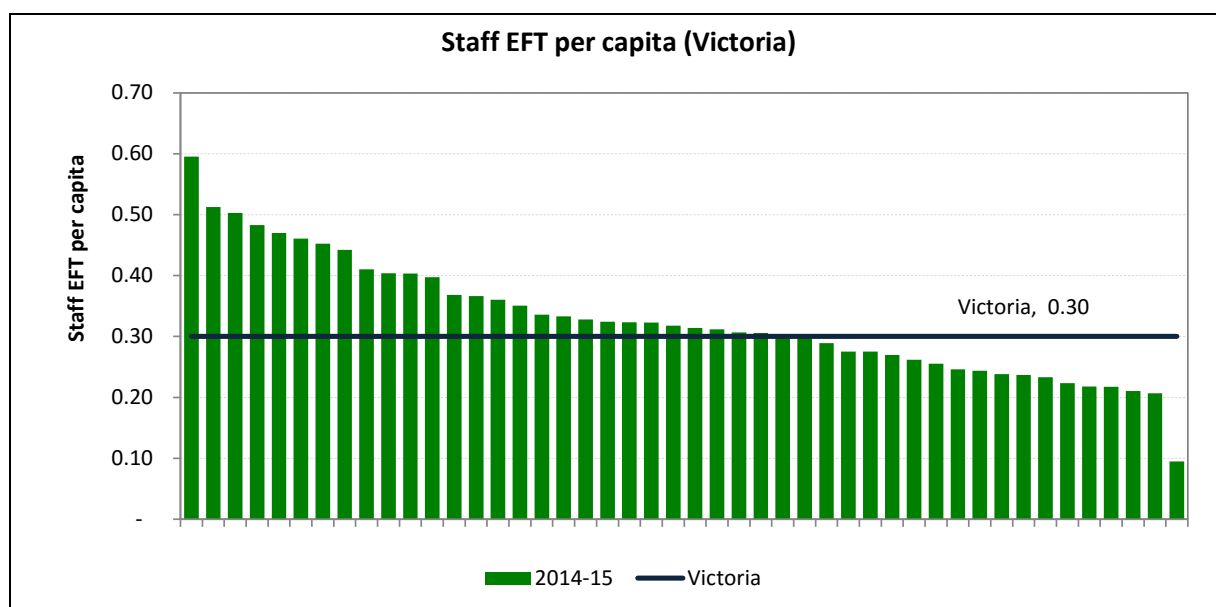


Indicator 8. STAFF EFT PER CAPITA

Definition	The number of staff contributing to provision of library services per 1,000 persons
Measure type	Input – workforce
Computation	Total number of EFT staff divided by the number of people in the library services' municipal area (in thousands).

Item	2012-13	2013-14	2014-15
Number of library staff (EFT)	1,672	1,757	1,778
Total population ('000)	5,433	5,716	5,841
Library staff (EFT) per '000 persons	0.31	0.31	0.30

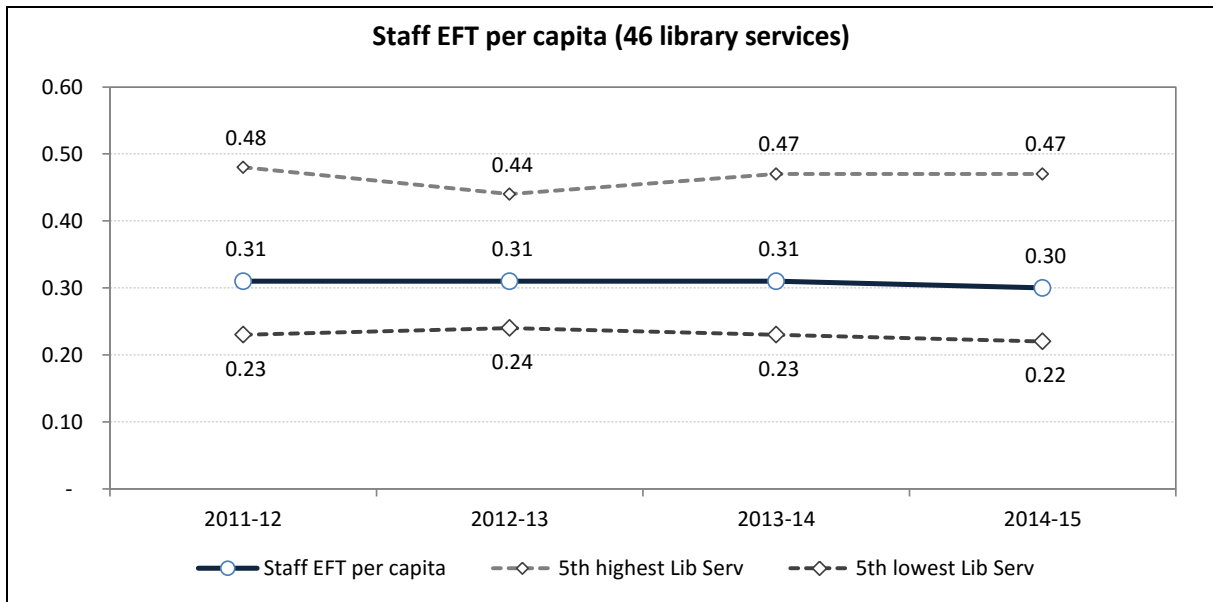
In 2014-15 Victoria's public libraries employed the equivalent of 1,778 full time persons. This is about 1.2% higher than the total in 2013-14. Over the past few years average growth in library staffing has been in line with population growth, with the number of EFT library staff fairly stable at 0.30 per thousand population.



Melbourne LS has a disproportionately high staff EFT per capita figure of 0.60. As with some other indicators this is due to the unique circumstances in this library which has a very high level of 'out of area' usage as many users of the library do not live in the City of Melbourne.

Aside from Melbourne LS, staffing ratios range from around 0.50 per thousand persons in Gannawarra LS and East Gippsland Shire Library to 0.09 at Towong LS and 0.21 at Glenelg LS and Casey-Cardinia LC. Half of the libraries sit within an inner range about the average from about 0.26 to 0.37 per thousand population.

On average, the regional library corporations tend to have lower staff per capita rates than the single municipal libraries (0.28 EFT per capita for the corporations vs 0.35 for single libraries). None of the 11 regional library corporations in the top third of library services by staff EFT per capita. Eight library corporations and Central Highlands Libraries (a shared library service operated by the City of Ballarat for itself and six other municipalities) are among the 17 libraries with the lowest staffing ratios.



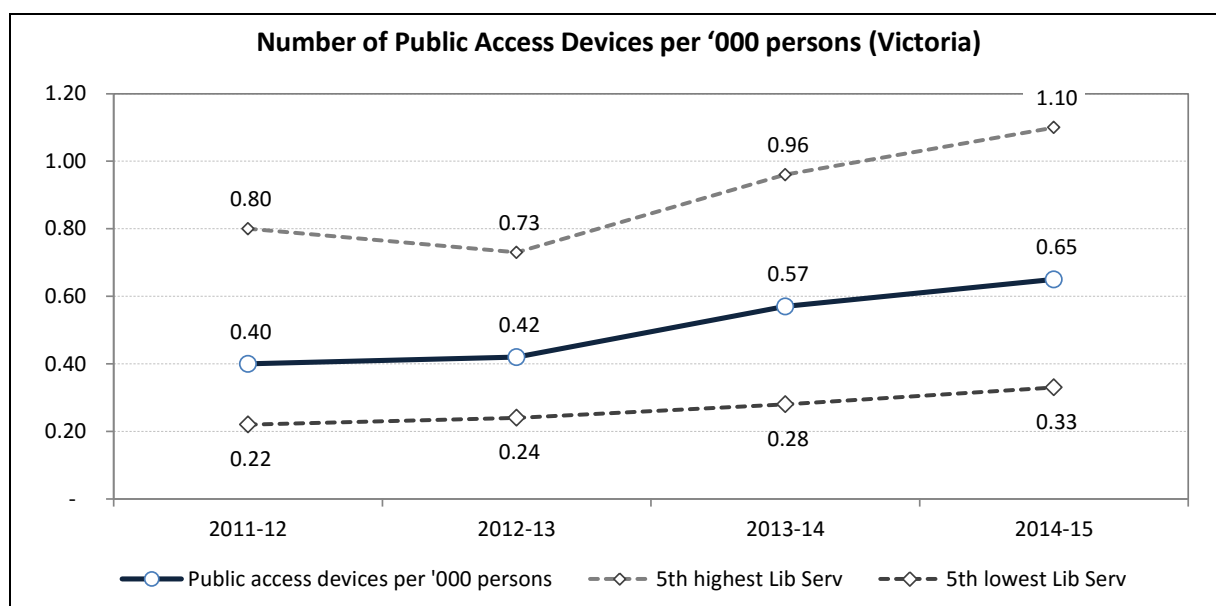
Indicator 9. NUMBER OF PUBLIC ACCESS DEVICES PER CAPITA

Definition	The number of public access devices available in the library per 1,000 persons
Measure type	Input – service accessibility
Computation	The total number of public access devices, divided by the number of people in the library services' municipal area (in thousands).

Item	2012-13	2013-14	2014-15
Number of public access devices	2,269	3,244	3,790
Total population ('000)	5,433	5,716	5,841
Public access devices per '000 persons	0.42	0.57	0.65

Victorian public libraries are assisting community connections and access to digital information by significantly increasing the number of public access devices in libraries. This includes all desktops, laptops and tablets available for public use.

Since 2011-12 the number of public access devices available per thousand persons has increased by 63%, from 0.40 to 0.65 in 2014-15. The total number of devices reported as being in public libraries has increased from 2,218 to 3,970. The majority of these devices are also internet-enabled.

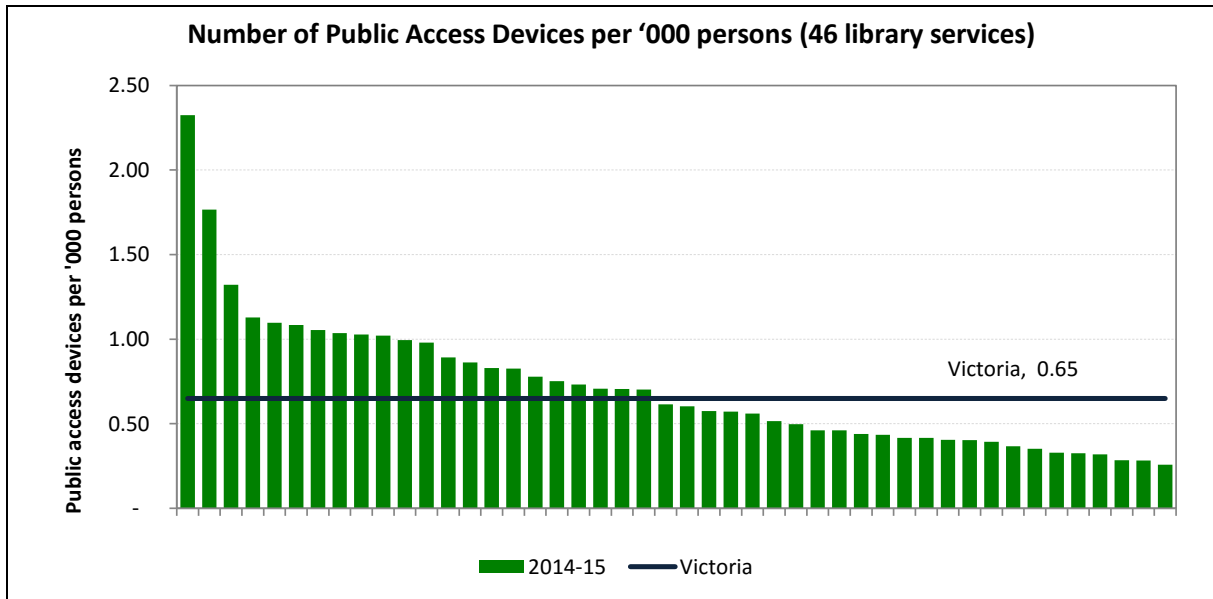


Over the last four years Glenelg Libraries has consistently had the highest number of public access devices per capita, and as much as two to three times the figure in the next highest library services. Even excluding Glenelg there is still a wide degree of variation in access to computers and allied devices across different libraries.

In 2014-15 there were 11 library services with more than one public access device per thousand population (including Murrindindi LS, Geelong RLC, Melton L&IS, Melbourne LS and Gannawarra LS). Six of the 11 highest ranking library services had more than doubled their computer ratio from 2012-13. Another seven libraries more than doubled their public access device ratios between 2012-13 and 2014-15. The greatest increase has been in Monash PLS which has gone from 69 devices in 2012-13 (0.39 per thousand population) to 195 in 2014-15 (1.05 per thousand). Darebin Libraries and Greater Dandenong Libraries have also had significant increases in the last two years.

Given the two to five year lifetime of most computers the ratio of devices per capita can move significantly from year to year depending on each library's purchasing policies and local investment decisions.

However, some of the libraries with relatively low public access device ratios have added very few devices to their stock since 2012-13, other than any turnover of obsolete devices. For example, four libraries have seen their device per capita ratio decline from 2012-13 to 2014-15 (i.e. Whitehorse Manningham RLC, Port Phillip LS, Yarra Libraries and Mornington Peninsula Library).



Indicator 10. CUSTOMER SATISFACTION RATING*

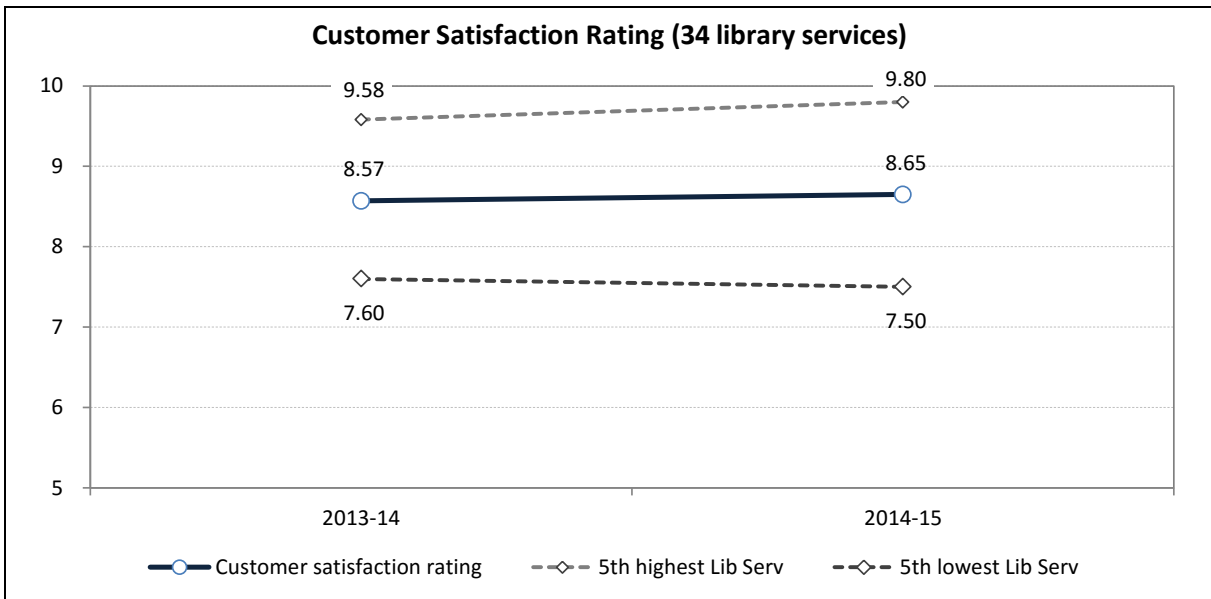
Definition	Customer satisfaction with library service
Measure type	Impact
Computation	Results are moderated to approximate a customer satisfaction rating out of 10.

Item	2013-14	2014-15
Customer Satisfaction Rating (average)	8.57	8.65

* New indicator from 2013-14. Customer satisfaction data received from 34 Library Services.

Although many individual libraries have had their own customer feedback processes in place for many years (including the Nexus surveys undertaken for a group of library services), 2013-14 was the first time that libraries were asked to report to PLVN on customer satisfaction ratings.

Across different survey approaches and rating scores (e.g. some out of 100, some out of 10), the average library customer satisfaction rating is 8.65 out of 10, based on the latest information from libraries (27 libraries conducted surveys during 2014-15, another seven had customer satisfaction results from 2013-14). These scores range from 10 out of 10 (or equivalent) for Mildura Rural City Council LS and Yarra Libraries to 6.40 for Towong LS and 7.10 for Mornington Peninsula Library.



Among the 34 libraries which provided customer satisfaction ratings, 38% had satisfaction scores of 9 out of 10 or more. Twenty four percent had customer satisfaction ratings lower than 8 out of 10.

Customer satisfaction is not linked to the size or location of a library service. Libraries with the highest scores included both large and small libraries, metropolitan and regional/rural libraries, and municipal library services and regional library corporations. Similarly, the lower customer ratings were from a mix of different library types.



4. 2014-15 Library Service Comparative Tables

Indicator 1. ACTIVE LIBRARY MEMBERS

Library Service	Active Library Members			Rank		
	2014-15	2013-14	2012-13	2014-15	2013-14	2012-13
Victoria	19%	19%	21%	of 46	of 45	of 39
1 Port Phillip LS	35%	34%	34%	1	2	3
2 Greater Dandenong Libraries	35%	25%	26%	2	10	9
3 Melbourne LS	34%	33%	35%	3	3	2
4 Wodonga Library	30%	29%		4	6	
5 Yarra Libraries	28%	27%	28%	5	8	6
6 West Gippsland RLC	26%	25%	22%	6	11	17
7 City of Boroondara LS	25%	23%	25%	7	15	10
8 Swan Hill RLS	25%	32%	27%	8	4	7
9 High Country LC	25%	25%	23%	9	9	14
10 Campaspe LS	23%	11%	22%	10	44	16
11 Hobsons Bay Libraries	23%	24%	25%	11	12	11
12 East Gippsland Shire Library	23%	24%	20%	12	14	25
13 Bayside LS	22%	23%	23%	13	16	13
14 Gannawarra LS	22%	21%	21%	14	18	21
15 Murrindindi LS	21%	32%		15	5	
16 Melton L&IS	20%	20%	16%	16	20	37
17 Monash PLS	19%	20%	26%	17	19	8
18 Mitchell Shire L&IS	19%	15%	23%	18	41	15
19 Yarra Plenty RLS	19%	20%	22%	19	21	18
20 Mornington Peninsula Library	19%	23%	20%	20	17	22
21 Mildura Rural City Council LS	19%	19%	18%	21	24	30
22 Moonee Valley LS	18%	19%	24%	22	23	12
23 Maribyrnong LS	18%	18%	20%	23	25	24
24 Stonnington L&IS	18%	20%	39%	24	22	1
25 Geelong RLC	18%	17%	21%	25	32	20
26 Central Highlands Libraries	17%	18%	16%	26	26	36
27 Wimmera RLC	17%	17%	32%	27	29	4
28 Glen Eira LS	17%	28%	19%	28	7	27
29 Glenelg Libraries	17%	35%	18%	29	1	28
30 Kingston I&LS	17%	18%	18%	30	28	29
31 Goldfields LC	17%	17%		31	31	
32 Casey-Cardinia LC	17%	16%	17%	32	34	32
33 Eastern RLC	17%	17%	17%	33	33	33
34 Goulburn Valley RLC	17%	16%		34	38	
35 Brimbank Libraries	17%	24%	29%	35	13	5
36 Darebin Libraries	16%	18%	22%	36	27	19
37 Latrobe City Libraries	16%	15%	15%	37	40	39
38 Whitehorse Manningham RLC	16%	16%	16%	38	35	35
39 Wellington Shire Library	15%	17%	17%	39	30	31
40 Moreland City Libraries	15%	16%	16%	40	37	34
41 Corangamite RLC	15%	15%	15%	41	39	38
42 Frankston LS	15%	16%	20%	42	36	26
43 Indigo LS	13%	13%		43	42	
44 Hume Libraries	12%	12%		44	43	
45 Wyndham City LS	10%	10%	20%	45	45	23
46 Towong LS	4%			46		

No data provided by library service in 2013-14 or 2012-13.

Indicator 2. ATTENDANCE AT LIBRARY PROGRAMS PER CAPITA

Library Service	Attendance at library program per capita			Rank		
	2014-15	2013-14	2012-13	2014-15	2013-14	2011-12
Victoria	304	279	263	of 46	of 45	of 41
1 Gannawarra LS	1,250	1,003	920	1	2	1
2 Hume Libraries	568	471	472	2	5	4
3 Glen Eira LS	548	566	487	3	4	2
4 Hobsons Bay Libraries	469	398	335	4	8	10
5 Campaspe LS	455	594	482	5	3	3
6 Moonee Valley LS	454	252	224	6	20	26
7 Murrindindi LS	453	1,112		7	1	
8 Melbourne LS	441	460	209	8	6	27
9 Geelong RLC	429	400	360	9	7	7
10 Port Phillip LS	417	298	399	10	15	6
11 Yarra Libraries	415	336	337	11	12	9
12 Wellington Shire Library	411	369	426	12	11	5
13 Indigo LS	386	206		13	32	
14 West Gippsland RLC	378	279	235	14	16	23
15 Yarra Plenty RLS	372	377	315	15	9	11
16 Monash PLS	370	372	351	16	10	8
17 Swan Hill RLS	369	333	239	17	13	21
18 Brimbank Libraries	339	312	258	18	14	17
19 Wimmera RLC	330	250	181	19	22	35
20 Wyndham City LS	318	265	264	20	17	16
21 Mildura Rural City Council LS	293	262	304	21	18	13
22 Eastern RLC	286	248	249	22	23	18
23 High Country LC	266	236	285	23	26	14
24 Central Highlands Libraries	260	251	309	24	21	12
25 Moreland City Libraries	258	247	237	25	24	22
26 Mitchell Shire L&IS	255	223	200	26	29	30
27 Goldfields LC	249	195	182	27	37	34
28 East Gippsland Shire Library	248	205	199	28	33	31
29 Goulburn Valley RLC	247	189		29	38	
30 Whitehorse Manningham RLC	247	242	209	30	25	28
31 Maribyrnong LS	235	255	272	31	19	15
32 Wodonga Library	230	219		32	30	
33 Bayside LS	225	230	225	33	28	25
34 Frankston LS	221	156	144	34	41	40
35 City of Boroondara LS	209	189	239	35	39	20
36 Greater Dandenong Libraries	206	200	194	36	35	32
37 Corangamite RLC	206	215	187	37	31	33
38 Melton L&IS	200	196	174	38	36	36
39 Darebin Libraries	199	232	209	39	27	29
40 Kingston I&LS	189	188	160	40	40	39
41 Casey-Cardinia LC	186	201	173	41	34	37
42 Glenelg Libraries	176	134	242	42	44	19
43 Mornington Peninsula Library	167	129	225	43	45	24
44 Stonnington L&IS	154	156	166	44	42	38
45 Latrobe City Libraries	142	143	112	45	43	41
46 Towong LS	139			46		

No data provided by library service in 2013-14 or 2012-13.

Indicator 3. TURNOVER RATE – PHYSICAL ITEMS

Library Service	Turnover Rate – Physical Items			Rank		
	2014-15	2013-14	2012-13	2014-15	2013-14	2012-13
Victoria	5.3	5.4	5.3	of 46	of 45	of 41
1 Yarra Plenty RLS	8.2	8.3	7.0	1	3	7
2 Eastern RLC	8.2	8.3	7.9	2	2	1
3 Glen Eira LS	8.0	7.7	7.1	3	5	5
4 Whitehorse Manningham RLC	7.4	8.1	7.5	4	4	3
5 Mornington Peninsula Library	7.4	7.5	7.4	5	6	4
6 Wyndham City LS	7.1	6.6	6.3	6	9	9
7 Casey-Cardinia LC	6.9	7.1	7.1	7	7	6
8 Greater Dandenong Libraries	6.8	8.6	7.7	8	1	2
9 Geelong RLC	6.4	6.6	6.5	9	8	8
10 Monash PLS	6.3	6.3	6.0	10	10	10
11 Darebin Libraries	6.1	6.2	5.6	11	11	12
12 West Gippsland RLC	5.8	5.6	5.7	12	13	11
13 Bayside LS	5.4	5.4	4.5	13	15	23
14 Frankston LS	5.1	6.1	5.0	14	12	18
15 Central Highlands Libraries	5.1	5.1	5.2	15	19	16
16 Moreland City Libraries	5.0	5.0	4.0	16	21	26
17 Moonee Valley LS	5.0	5.2	4.6	17	16	22
18 Goldfields LC	4.8	4.5	4.5	18	28	24
19 Melbourne LS	4.8	4.6	5.5	19	25	13
20 Corangamite RLC	4.8	4.8	4.2	20	23	25
21 City of Boroondara LS	4.8	4.9	5.1	21	22	17
22 Kingston I&LS	4.8	5.1	4.7	22	18	19
23 Port Phillip LS	4.7	4.6	4.6	23	26	21
24 Brimbank Libraries	4.6	5.6	5.5	24	14	14
25 Yarra Libraries	4.4	4.0	3.1	25	30	32
26 Hume Libraries	4.4	4.5	3.9	26	27	27
27 Wodonga Library	4.3	5.0		27	20	
28 Melton L&IS	4.2	4.4	3.4	28	29	30
29 Maribyrnong LS	4.1	5.2	4.7	29	17	20
30 Hobsons Bay Libraries	4.0	4.7	3.4	30	24	29
31 Stonnington L&IS	3.7	4.0	5.3	31	31	15
32 Mildura Rural City Council LS	3.3	3.3	3.2	32	33	31
33 Mitchell Shire L&IS	3.1	3.2	2.8	33	34	34
34 East Gippsland Shire Library	3.1	3.7	3.8	34	32	28
35 High Country LC	2.9	2.9	3.0	35	35	33
36 Glenelg Libraries	2.7	2.7	2.6	36	36	36
37 Latrobe City Libraries	2.6	2.4	2.6	37	39	37
38 Indigo LS	2.6	0.6		38	45	
39 Wellington Shire Library	2.5	2.7	2.8	39	37	35
40 Towong LS	2.4			40		
41 Goulburn Valley RLC	2.3	2.3		41	41	
42 Campaspe LS	2.2	2.4	2.3	42	40	38
43 Swan Hill RLS	1.9	1.4	1.6	43	43	40
44 Wimmera RLC	1.9	2.0	1.9	44	42	39
45 Murrindindi LS	1.9	2.6		45	38	
46 Gannawarra LS	1.7	1.4	1.3	46	44	41

No data provided by library service in 2013-14 or 2012-13.

Indicator 4. TURNOVER RATE – DIGITAL ITEMS

Library Service	Turnover Rate – Digital Items			Rank		
	2014-15	2013-14	2012-13	2014-15	2013-14	2012-13
Victoria	2.5	2.2	2.1	of 46	of 44	of 34
1 High Country LC	7.1			1		
2 Whitehorse Manningham RLC	6.9	7.4	4.2	2	1	4
3 Mornington Peninsula Library	4.9	4.6	3.4	3	3	6
4 Casey-Cardinia LC	4.9	3.3	1.5	4	8	16
5 Melbourne LS	4.4	4.0	5.2	5	4	1
6 Monash PLS	4.4	2.5	2.4	6	10	12
7 Central Highlands Libraries	4.4	3.9	2.0	7	6	13
8 Geelong RLC	4.3	5.1	4.9	8	2	2
9 Eastern RLC	4.0	3.5	4.2	9	7	3
10 Darebin Libraries	3.7	4.0	1.2	10	5	18
11 Corangamite RLC	3.2	1.5	3.1	11	24	8
12 West Gippsland RLC	3.2	2.0	1.2	12	18	19
13 Bayside LS	3.0	2.5	0.9	13	12	24
14 Stonnington L&IS	2.9	1.3	0.1	14	27	34
15 Goldfields LC	2.8	2.2	3.5	15	13	5
16 Yarra Libraries	2.7	2.0	1.3	16	17	17
17 Moonee Valley LS	2.6	2.8	2.4	17	9	10
18 Port Phillip LS	2.4	1.8	0.8	18	19	26
19 City of Boroondara LS	2.2	2.1	1.2	19	14	20
20 Wellington Shire Library	2.0	2.5		20	11	
21 Glenelg Libraries	2.0	0.9	0.8	21	32	25
22 Wyndham City LS	1.9	1.5	2.4	22	22	11
23 Glen Eira LS	1.8	1.8	1.1	23	20	21
24 Yarra Plenty RLS	1.7	2.1	3.4	24	15	7
25 Brimbank Libraries	1.7	1.2	2.7	25	30	9
26 Kingston I&LS	1.6	1.7	1.8	26	21	14
27 Frankston LS	1.5	2.0	0.1	27	16	33
28 Hobsons Bay Libraries	1.4	1.5	0.2	28	25	31
29 East Gippsland Shire Library	1.4	0.6	0.2	29	37	32
30 Campaspe LS	1.3	1.5		30	23	
31 Maribyrnong LS	1.3	0.5	0.3	31	38	30
32 Goulburn Valley RLC	1.3	1.2		32	29	
33 Greater Dandenong Libraries	1.2	0.9	1.0	33	33	23
34 Hume Libraries	1.2	0.7		34	36	
35 Moreland City Libraries	1.1	0.9	1.0	35	34	22
36 Melton L&IS	1.1	1.3	1.7	36	26	15
37 Wimmera RLC	1.0	0.9	0.6	37	35	27
38 Wodonga Library	0.9	0.2		38	41	
39 Mildura Rural City Council LS	0.8	0.4		39	39	
40 Swan Hill RLS	0.7	0.2	0.3	40	42	28
41 Latrobe City Libraries	0.6	1.0		41	31	
42 Murrindindi LS	0.5	1.3		42	28	
43 Mitchell Shire L&IS	0.5	0.4	0.3	43	40	29
44 Gannawarra LS	0.3	0.1		44	43	
45 Towong LS	0.1			45		
46 Indigo LS	0.1	0.0		46	44	

No data provided by library service in 2013-14 or 2012-13.

Indicator 5. PHYSICAL QUALITY OF LIBRARY COLLECTION

Library Service	Physical quality of collection			Rank		
	2014-15	2013-14	2012-13	2014-15	2013-14	2012-13
Victoria	66%	64%	65%	of 46	of 45	of 40
1 Greater Dandenong Libraries	95%	79%	81%	1	5	4
2 Yarra Libraries	90%	74%	51%	2	9	30
3 Eastern RLC	88%	69%	74%	3	16	12
4 Yarra Plenty RLS	85%	86%	75%	4	2	9
5 Maribyrnong LS	82%	81%	77%	5	3	6
6 Melbourne LS	81%	80%	27%	6	4	40
7 Geelong RLC	80%	77%	75%	7	7	9
8 Wyndham City LS	78%	78%	85%	8	6	1
9 Corangamite RLC	76%	69%	77%	9	14	6
10 Whitehorse Manningham RLC	75%	75%	77%	10	8	6
11 Hobsons Bay Libraries	70%	55%	82%	11	31	3
12 Moreland City Libraries	70%	88%	63%	12	1	20
13 Kingston I&LS	69%	69%	66%	13	15	15
14 Darebin Libraries	69%	65%	84%	14	19	2
15 Brimbank Libraries	69%	73%	75%	15	10	9
16 Mornington Peninsula Library	69%	65%	79%	16	18	5
17 Central Highlands Libraries	67%	60%	55%	17	26	25
18 Glen Eira LS	67%	64%	62%	18	22	21
19 Monash PLS	67%	63%	61%	19	23	23
20 Glenelg Libraries	65%	70%	70%	20	13	13
21 Casey-Cardinia LC	65%	69%	69%	21	17	14
22 Moonee Valley LS	65%	63%	65%	22	24	17
23 Frankston LS	64%	64%	54%	23	21	27
24 Stonnington L&IS	64%	71%	64%	24	12	18
25 Hume Libraries	62%	62%	56%	25	25	24
26 Bayside LS	61%	60%	66%	26	27	15
27 West Gippsland RLC	60%	58%	54%	27	29	27
28 Melton L&IS	58%	58%	62%	28	28	21
29 High Country LC	57%	56%	53%	29	30	29
30 East Gippsland Shire Library	55%	64%	55%	30	20	25
31 Indigo LS	55%	72%		31	11	
32 Mildura Rural City Council LS	53%	29%	50%	32	43	31
33 Goldfields LC	53%	53%		33	32	
34 Murrindindi LS	52%	47%		34	36	
35 Port Phillip LS	50%	48%	48%	35	35	32
36 Mitchell Shire L&IS	50%	50%	39%	36	34	36
37 Latrobe City Libraries	50%	47%	46%	37	37	33
38 City of Boroondara LS	48%	51%	64%	38	33	18
39 Wimmera RLC	44%	42%	44%	39	38	34
40 Swan Hill RLS	39%	40%	38%	40	39	37
41 Towong LS	38%			41		
42 Goulburn Valley RLC	36%	36%		42	41	
43 Wellington Shire Library	36%	38%	30%	43	40	39
44 Gannawarra LS	35%	31%	31%	44	42	38
45 Campaspe LS	30%	16%	43%	45	44	35
46 Wodonga Library	20%	4%		46	45	

No data provided by library service in 2013-14 or 2012-13.

Indicator 6. COST OF LIBRARY SERVICE PER CAPITA

Library Service		Cost of library service per capita			Rank		
		2014-15	2013-14	2012-13	2014-15	2013-14	2012-13
	Victoria	\$39.57	\$38.68	\$37.74	of 46	of 45	of 41
1	Melbourne LS	\$99.97	\$84.93	\$96.71	1	1	1
2	Yarra Libraries	\$61.14	\$51.06	\$51.33	2	8	6
3	Stonnington L&IS	\$60.75	\$57.78	\$58.50	3	4	2
4	Hobsons Bay Libraries	\$57.84	\$59.04	\$42.21	4	2	16
5	Gannawarra LS	\$57.72	\$56.85	\$53.40	5	6	3
6	Swan Hill RLS	\$57.54	\$58.37	\$45.32	6	3	11
7	Campaspe LS	\$56.09	\$47.03	\$52.66	7	11	4
8	City of Boroondara LS	\$55.56	\$55.16	\$52.59	8	7	5
9	Murrindindi LS	\$55.20	\$34.33		9	32	
10	Maribyrnong LS	\$52.06	\$57.31	\$17.86	10	5	41
11	East Gippsland Shire Library	\$51.21	\$50.15	\$36.14	11	9	27
12	Port Phillip LS	\$50.06	\$41.96	\$48.57	12	17	10
13	Glen Eira LS	\$46.84	\$47.55	\$39.06	13	10	20
14	Moonee Valley LS	\$46.66	\$44.45	\$43.20	14	14	13
15	Mitchell Shire L&IS	\$46.37	\$45.93	\$40.93	15	13	17
16	West Gippsland RLC	\$45.25	\$46.89	\$48.95	16	12	9
17	Wimmera RLC	\$44.94	\$41.62	\$39.74	17	18	18
18	Mildura Rural City Council LS	\$44.66	\$43.58	\$42.93	18	15	14
19	Bayside LS	\$43.70	\$35.35	\$39.62	19	30	19
20	Greater Dandenong Libraries	\$41.30	\$41.43	\$42.68	20	19	15
21	High Country LC	\$38.62	\$36.17	\$36.96	21	27	23
22	Geelong RLC	\$38.44	\$38.34	\$37.48	22	21	21
23	Kingston I&LS	\$38.38	\$36.40	\$36.17	23	25	26
24	Yarra Plenty RLS	\$38.30	\$37.35	\$36.66	24	23	24
25	Brimbank Libraries	\$37.83	\$39.64	\$43.62	25	20	12
26	Darebin Libraries	\$37.29	\$37.68	\$36.38	26	22	25
27	Moreland City Libraries	\$36.43	\$43.39	\$36.99	27	16	22
28	Mornington Peninsula Library	\$36.40	\$35.46	\$51.31	28	29	7
29	Whitehorse Manningham RLC	\$36.26	\$36.21	\$34.94	29	26	29
30	Wyndham City LS	\$35.36	\$33.42	\$32.59	30	35	31
31	Monash PLS	\$35.09	\$35.52	\$34.18	31	28	30
32	Goldfields LC	\$34.12	\$33.44	\$31.30	32	34	33
33	Central Highlands Libraries	\$33.61	\$37.01	\$25.19	33	24	40
34	Corangamite RLC	\$33.34	\$32.89	\$31.38	34	36	32
35	Wellington Shire Library	\$33.12	\$34.62	\$35.49	35	31	28
36	Indigo LS	\$33.08	\$24.60		36	42	
37	Goulburn Valley RLC	\$32.20	\$31.49		37	37	
38	Frankston LS	\$31.93	\$30.64	\$28.75	38	38	35
39	Hume Libraries	\$31.67	\$30.45	\$26.42	39	39	39
40	Glenelg Libraries	\$31.04	\$34.02	\$50.57	40	33	8
41	Eastern RLC	\$30.74	\$29.27	\$29.77	41	40	34
42	Wodonga Library	\$27.95	\$22.93		42	44	
43	Latrobe City Libraries	\$27.80	\$22.77	\$27.21	43	45	37
44	Towong LS	\$27.78			44		
45	Melton L&IS	\$26.86	\$23.83	\$27.94	45	43	36
46	Casey-Cardinia LC	\$24.96	\$28.40	\$27.14	46	41	38

No data provided by library service in 2013-14 or 2012-13.

Indicator 7. COST OF LIBRARY SERVICE TO COUNCIL PER VISIT

Library Service		Cost of library service per visit			Rank		
		2014-15	2013-14	2012-13	2014-15	2013-14	2012-13
	Victoria	\$6.27	\$6.11	\$6.25	of 46	of 45	of 41
1	Glenelg Libraries	\$2.70	\$4.33	\$6.63	1	6	27
2	Wellington Shire Library	\$2.94	\$3.07	\$6.91	2	1	29
3	High Country LC	\$4.01	\$3.86	\$4.07	3	5	3
4	Goldfields LC	\$4.18	\$4.66	\$4.84	4	9	8
5	Greater Dandenong Libraries	\$4.20	\$5.60	\$6.15	5	16	20
6	Melton L&S	\$4.50	\$3.61	\$5.98	6	4	17
7	Bayside LS	\$4.57	\$4.37	\$4.99	7	7	10
8	Casey-Cardinia LC	\$4.70	\$5.65	\$5.05	8	18	11
9	Geelong RLC	\$5.05	\$4.77	\$4.81	9	10	7
10	Central Highlands Libraries	\$5.09	\$5.66	\$3.74	10	19	2
11	Monash PLS	\$5.09	\$5.06	\$4.64	11	12	5
12	Gannawarra LS	\$5.14	\$5.11	\$4.73	12	13	6
13	Wodonga Library	\$5.16	\$3.28		13	2	
14	Eastern RLC	\$5.18	\$4.49	\$4.50	14	8	4
15	Towong LS	\$5.38			15		
16	East Gippsland Shire Library	\$5.61	\$7.39	\$5.21	16	33	12
17	Maribyrnong LS	\$5.73	\$6.95	\$1.43	17	29	1
18	Brimbank Libraries	\$5.74	\$5.56	\$6.20	18	15	21
19	Corangamite RLC	\$5.95	\$6.15	\$6.06	19	22	19
20	Moonee Valley LS	\$5.96	\$5.62	\$5.65	20	17	14
21	Whitehorse Manningham RLC	\$6.07	\$6.00	\$6.00	21	21	18
22	Moreland City Libraries	\$6.27	\$7.70	\$7.01	22	37	31
23	Wimmera RLC	\$6.48	\$6.36	\$5.96	23	24	16
24	Mornington Peninsula Library	\$6.55	\$6.34	\$9.33	24	23	40
25	West Gippsland RLC	\$6.60	\$7.34	\$8.46	25	32	37
26	Wyndham City LS	\$6.77	\$5.77	\$5.52	26	20	13
27	Port Phillip LS	\$6.80	\$5.34	\$6.49	27	14	22
28	Goulburn Valley RLC	\$6.88	\$6.37		28	25	
29	Darebin Libraries	\$6.89	\$7.02	\$6.57	29	30	24
30	Latrobe City Libraries	\$6.96	\$5.00	\$6.54	30	11	23
31	Murrindindi LS	\$7.02	\$3.35		31	3	
32	Hobsons Bay Libraries	\$7.04	\$6.40	\$4.92	32	26	9
33	Hume Libraries	\$7.20	\$7.40	\$6.58	33	34	25
34	City of Boroondara LS	\$8.01	\$7.72	\$8.70	34	38	39
35	Yarra Plenty RLS	\$8.03	\$7.82	\$7.76	35	39	35
36	Frankston LS	\$8.07	\$7.58	\$7.14	36	36	32
37	Glen Eira LS	\$8.19	\$8.32	\$7.00	37	42	30
38	Mitchell Shire L&S	\$8.23	\$6.53	\$5.71	38	28	15
39	Kingston I&S	\$8.37	\$7.49	\$7.31	39	35	34
40	Campaspe LS	\$8.43	\$6.50	\$9.64	40	27	41
41	Indigo LS	\$9.04	\$14.23		41	45	
42	Stonnington L&S	\$9.05	\$8.85	\$8.53	42	44	38
43	Swan Hill RLS	\$9.13	\$8.59	\$7.29	43	43	33
44	Mildura Rural City Council LS	\$9.23	\$7.92	\$6.62	44	40	26
45	Yarra Libraries	\$9.47	\$7.08	\$6.82	45	31	28
46	Melbourne LS	\$9.81	\$8.10	\$8.14	46	41	36

No data provided by library service in 2013-14 or 2012-13.

Indicator 8. STAFF EFT PER CAPITA

Library Service	Staff EFT per capita			Rank		
	2014-15	2013-14	2012-13	2014-15	2013-14	2012-13
Victoria	0.30	0.31	0.31	of 46	of 45	of 41
1 Melbourne LS	0.60	0.64	0.57	1	1	1
2 Gannawarra LS	0.51	0.48	0.48	2	2	4
3 East Gippsland Shire Library	0.50	0.48	0.44	3	3	5
4 Mitchell Shire L&IS	0.48	0.37	0.32	4	12	20
5 Yarra Libraries	0.47	0.48	0.48	5	4	3
6 Hobsons Bay Libraries	0.46	0.47	0.49	6	5	2
7 Mildura Rural City Council LS	0.45	0.46	0.44	7	6	6
8 City of Boroondara LS	0.44	0.43	0.40	8	7	9
9 Port Phillip LS	0.41	0.42	0.42	9	9	7
10 Swan Hill RLS	0.40	0.43	0.33	10	8	18
11 Maribyrnong LS	0.40	0.39	0.40	11	10	8
12 Murrindindi LS	0.40	0.37		12	14	
13 Stonnington L&IS	0.37	0.38	0.39	13	11	10
14 Moonee Valley LS	0.37	0.37	0.38	14	13	11
15 Bayside LS	0.36	0.37	0.34	15	15	13
16 West Gippsland RLC	0.35	0.34	0.34	16	17	16
17 Greater Dandenong Libraries	0.34	0.32	0.34	17	23	15
18 Glen Eira LS	0.33	0.34	0.35	18	16	12
19 High Country LC	0.33	0.33	0.33	19	20	17
20 Corangamite RLC	0.32	0.32	0.33	20	22	19
21 Wellington Shire Library	0.32	0.33	0.32	21	19	21
22 Darebin Libraries	0.32	0.33	0.31	22	21	24
23 Indigo LS	0.32	0.26		23	36	
24 Kingston I&LS	0.31	0.32	0.29	24	25	26
25 Campaspe LS	0.31	0.30	0.28	25	30	29
26 Brimbank Libraries	0.31	0.31	0.31	26	26	23
27 Moreland City Libraries	0.31	0.32	0.32	27	24	22
28 Monash PLS	0.30	0.30	0.26	28	29	33
29 Mornington Peninsula Library	0.30	0.28	0.28	29	32	31
30 Goldfields LC	0.29	0.31	0.28	30	27	28
31 Geelong RLC	0.28	0.27	0.28	31	33	27
32 Wimmera RLC	0.28	0.33	0.34	32	18	14
33 Central Highlands Libraries	0.27	0.29	0.26	33	31	34
34 Whitehorse Manningham RLC	0.26	0.26	0.27	34	34	32
35 Wyndham City LS	0.26	0.26	0.28	35	35	30
36 Frankston LS	0.25	0.25	0.26	36	37	35
37 Yarra Plenty RLS	0.24	0.24	0.24	37	39	37
38 Eastern RLC	0.24	0.24	0.25	38	38	36
39 Goulburn Valley RLC	0.24	0.24		39	40	
40 Hume Libraries	0.23	0.23	0.22	40	41	39
41 Melton L&IS	0.22	0.22	0.20	41	43	41
42 Wodonga Library	0.22	0.19		42	45	
43 Latrobe City Libraries	0.22	0.22	0.22	43	44	40
44 Casey-Cardinia LC	0.21	0.22	0.23	44	42	38
45 Glenelg Libraries	0.21	0.31	0.30	45	28	25
46 Towong LS	0.09			46		

No data provided by library service in 2013-14 or 2012-13.

Indicator 9. NUMBER OF PUBLIC ACCESS DEVICES PER CAPITA

Library Service		Number of public access devices per capita			Rank		
		2014-15	2013-14	2012-13	2014-15	2013-14	2012-13
	Victoria	0.65	0.57	0.42	of 46	of 45	of 41
1	Glenelg Libraries	2.32	2.31	1.62	1	1	1
2	Murrindindi LS	1.77	0.74		2	12	
3	Geelong RLC	1.32	1.15	0.57	3	3	9
4	Melton L&IS	1.13	1.16	0.48	4	2	15
5	Melbourne LS	1.10	0.68	0.44	5	15	19
6	Gannawarra LS	1.08	1.07	1.06	6	4	2
7	Monash PLS	1.05	0.92	0.39	7	8	25
8	Yarra Plenty RLS	1.04	0.59	0.59	8	23	8
9	East Gippsland Shire Library	1.03	0.62	0.49	9	19	14
10	Brimbank Libraries	1.02	0.94	0.82	10	7	3
11	West Gippsland RLC	1.00	0.96	0.45	11	5	17
12	Moonee Valley LS	0.98	0.95	0.42	12	6	22
13	Maribyrnong LS	0.89	0.63	0.65	13	18	7
14	Towong LS	0.86			14		
15	Wellington Shire Library	0.83	0.83	0.80	15	10	4
16	Swan Hill RLS	0.83	0.43	0.33	16	30	27
17	Indigo LS	0.78	0.59		17	25	
18	Kingston I&LS	0.75	0.69	0.50	18	14	13
19	Wimmera RLC	0.73	0.77	0.70	19	11	6
20	Corangamite RLC	0.71	0.86	0.31	20	9	31
21	Central Highlands Libraries	0.71	0.62	0.34	21	21	26
22	Hobsons Bay Libraries	0.70	0.72	0.73	22	13	5
23	Greater Dandenong Libraries	0.62	0.62	0.24	23	20	36
24	Mildura Rural City Council LS	0.60	0.61	0.57	24	22	10
25	Wyndham City LS	0.58	0.64	0.56	25	16	11
26	Mitchell Shire L&IS	0.57	0.59	0.45	26	24	16
27	Bayside LS	0.56	0.57	0.26	27	26	35
28	Campaspe LS	0.52	0.14	0.44	28	45	20
29	Casey-Cardinia LC	0.50	0.48	0.28	29	27	32
30	Goulburn Valley RLC	0.46	0.42		30	34	
31	Hume Libraries	0.46	0.31	0.31	31	38	30
32	City of Boroondara LS	0.44	0.43	0.32	32	31	29
33	Stonnington L&IS	0.43	0.46	0.33	33	28	28
34	Mornington Peninsula Library	0.42	0.42	0.44	34	32	18
35	Moreland City Libraries	0.42	0.34	0.24	35	36	37
36	Yarra Libraries	0.40	0.42	0.43	36	33	21
37	Darebin Libraries	0.40	0.15	0.15	37	44	41
38	High Country LC	0.39	0.64	0.40	38	17	24
39	Wodonga Library	0.37	0.46		39	29	
40	Port Phillip LS	0.35	0.36	0.42	40	35	23
41	Eastern RLC	0.33	0.32	0.27	41	37	33
42	Frankston LS	0.33	0.28	0.22	42	40	38
43	Whitehorse Manningham RLC	0.32	0.30	0.52	43	39	12
44	Glen Eira LS	0.28	0.25	0.20	44	42	40
45	Goldfields LC	0.28	0.28	0.27	45	41	34
46	Latrobe City Libraries	0.26	0.22	0.22	46	43	39

No data provided by library service in 2013-14 or 2012-13.

Indicator 10. CUSTOMER SATISFACTION RATING*

Library Service	Customer Satisfaction Rating		Rank	
	2014-15	2013-14	2014-15	2013-14
Victoria	8.61	8.57	of 34	of 27
1 Yarra Libraries	10.00	8.10	1	21
2 Mildura Rural City Council LS	10.00	10.00	1	1
3 Corangamite RLC	9.97		3	
4 Port Phillip LS	9.90	9.70	4	3
5 Melbourne LS	9.80	9.58	5	5
6 Wimmera RLC	9.70	8.20	6	20
7 Frankston LS	9.70	9.70	6	3
8 Goldfields LC	9.50		8	
9 Geelong RLC	9.46		9	
10 Moreland City Libraries	9.30	10.00	10	1
11 Goulburn Valley RLC	9.29		11	
12 Latrobe City Libraries	9.20	9.20	12	6
13 Melton L&S	9.00	8.60	13	10
14 Darebin Libraries	8.90	8.90	14	7
15 West Gippsland RLC	8.88	8.88	15	8
16 Glenelg Libraries	8.73	8.73	16	9
17 City of Boroondara LS	8.65	8.46	17	17
18 Wodonga Library	8.60		18	
19 Stonnington L&IS	8.53	8.53	19	13
20 Yarra Plenty RLS	8.50	8.50	20	14
21 Hume Libraries	8.48	8.48	21	16
22 Eastern RLC	8.42	8.37	22	19
23 Casey-Cardinia LC	8.30	8.40	23	18
24 Whitehorse Manningham RLC	8.20	8.60	24	10
25 Maribyrnong LS	8.10	8.60	25	10
26 Moonee Valley LS	8.00	8.50	26	14
27 Gannawarra LS	7.90	7.80	27	22
28 Kingston I&LS	7.70	7.60	28	23
29 Bayside LS	7.60	7.50	29	25
30 Monash PLS	7.50	7.60	30	23
31 Campaspe LS	7.50	7.50	30	25
32 Wellington Shire Library	7.40	7.40	32	27
33 Mornington Peninsula Library	7.10		33	
34 Towong LS	6.40		34	
35 Brimbank Libraries				
36 Central Highlands Libraries				
37 East Gippsland Shire Library				
38 Glen Eira LS				
39 Greater Dandenong Libraries				
40 High Country LC				
41 Hobsons Bay Libraries				
42 Indigo LS				
43 Mitchell Shire L&IS				
44 Murrindindi LS				
45 Swan Hill RLS				
46 Wyndham City LS				

* New indicator from 2013-14. Historical data not collected.

Library Service does not have customer satisfaction data.

5. Vision Australia Information and Library Service

Vision Australia's Information Library Service (VAILS) provides free information services and reading in braille, and audio for people with a print disability. VAILS offers a wide range of print alternative books, magazines and newspapers to library members across Australia. Material is available in audio format, in braille and for download.

VAILS is a member of PLVN. However, as its user base, collections and access and distribution channels are distinctly different to municipal library services it is not appropriate to make direct comparisons between VAILS and the other libraries on some indicators. In particular, VAILS does not have a base population from which to calculate per capita metrics (Indicators 1, 2, 6, 8 and 9). Print materials are typically distributed via mail, with most digital items now downloaded remotely by the user, so there are very few visits to VAILS' Kooyong library (Indicator 7), and limited scope for delivery of programs with a physical attendance outcome (Indicator 2).

The following table presents performance data for VAILS over the last three years, with some adjustments made to the standard metrics used for all other Victorian public libraries.

Top 10 library performance indicators		VAILS			
		2012-13	2013-14	2014-15	Trend
1.	Number of active library members	14,877	15,248	15,246	→
2.	Attendance at library programs	1,499	1,519	1,290	↘
3/4.	Turnover rate – collection items	9.5	15.1	20.8	↗
5.	Number of items for loan	67,375	49,089	56,949	→
6.	Cost of library service (\$M)	\$3.33	\$3.24	\$3.74	↗
7.	Number of physical library visits	400	54		
8.	Staff EFT	18	27	23	→
9.	Number of public access devices	4	4	4	→
10.	Customer satisfaction rating*		9.2		

* Customer satisfaction ratings reported for the first time in 2013-14.

6. Indicator Definitions

PLVN's Top 10 library performance indicators are defined as follows. These definitions are consistent, where applicable, with the LGPRF and other library industry data collections and standards.

Dimension	APPROPRIATENESS
Rationale	Indicator of the broad objective that library services should be well-utilised. High or increasing utilisation suggests an improvement in the appropriateness of library services and a response to the changing needs of the community.

Measure	1. Active library members (LGPRF 22)
Definition	The percentage of the municipality who are active library members (i.e. have borrowed a physical library item in the past 12 months).
Type	Outcome – participation
Computation	Number of active library members divided by the municipal population (shown as a percentage)

Measure	2. Attendance at library programs per capita
Definition	The attendance at programs delivered by the library per 1,000 persons within the specified period.
Type	Outcome – participation
Computation	Total number of attendances at library programs divided by the number of people in the library services' municipal area (in thousands).

Dimension	QUALITY
Rationale	Indicator of the broad objective that libraries should provide a high standard of resources. High or increasing standard of resources suggest improvement in the quality of resources.

Measure	3. Turnover rate – physical items (LGPRF 19)
Definition	(Turnover or circulation rate is) The number of loans per physical collection item
Type	Outcome – utilisation
Computation	Number of loans of physical items divided by the number of physical collection items

Measure	4. Turnover rate – digital items
Definition	(Turnover or circulation rate is) The number of loans per digital collection item
Type	Outcome – utilisation
Computation	Number of loans of digital items divided by the number of digital collection items

Measure	5. Physical quality of library collection (LGPRF 20)
Definition	The proportion of the physical library collection that has been purchased in the last 5 years
Type	Outcome – quality
Computation	Number of physical library collection items purchased in the last 5 years divided by the number of physical items in the collection (shown as percentage)

Dimension	COST
Rationale	Indicator of the broad objective that the delivery of library services should be undertaken in a cost efficient manner. Low or decreasing cost suggests an improvement in the cost efficiency of library services.

Measure	6. Cost of library service per capita
Definition	Total direct cost of provision of library services per capita
Type	Input – cost
Computation	Total direct cost of providing library services divided by the municipal population

Measure	7. Cost of library service per visit (LGPRF 21)
Definition	Total direct cost to Council of provision of library services per visit
Type	Input – cost
Computation	Total direct cost to Council of providing library services divided by the municipal population

Measure	8. Staff EFT per capita
Definition	The number of staff contributing to provision of library services per 1,000 persons
Type	Input – workforce
Computation	Total number of EFT staff divided by the number of people in the library services' municipal area (in thousands).

Dimension	SERVICE
Rationale	Indicator of the broad objective that print and digital based LIBRARY resources should be free, accessible and well-utilised, and there is capacity to provide computer and internet services. High or increased participation suggests an improvement in the effectiveness of library services.

Measure	9. Number of public access devices per capita
Definition	The number of public access devices available in the library per 1,000 persons
Type	Input – service accessibility
Computation	The total number of public access devices, divided by the number of people in the library services' municipal area (in thousands).

Measure	10. Customer satisfaction rating
Definition	Customer satisfaction with library service
Type	Impact
Computation	Results will be moderated to approximate a customer satisfaction rating out of 10.

LGPRF definitions

Active library member: is a person who has registered to use the library service and has borrowed books including ebooks within the reporting period.

Direct cost: is operating expenses directly related to the delivery of the library service (including library programs). This includes expenses such as salaries and on costs, agency and contract staff, training and development, conferences and seminars, materials, maintenance, utilities, travel and vehicle/plant hire costs, phones and computer costs, regional library contributions and other incidental expenses. It does not include capital purchases such as library collection items, vehicles or equipment. Indirect costs such as depreciation and management/corporate overheads are specifically excluded.

Library collection item: is print materials (such as books, magazines, serials, maps, plans, manuscripts), audio visual and digital materials (such as CDs, DVDs, computer games, ebooks), and toys and games on hand at the end of the period.

Library collection item loan: is a loan of a collection item owned by the library, including loans to other libraries or collections (e.g. Swift). It does not include loans sourced from other libraries or collections.

Library visit: is a visit to the library in person.

ebook: is an item sourced from vendors such as Overdrive, Bolinda, Wheelers/ALS.

Notes for interpretation and analysis

In interpreting these indicators it is important to take account of the following.

- Caution is needed in interpreting 'per capita' indicators for library services with a high number of non-resident library members (e.g. Melbourne Library Service).
- Direct comparison of customer satisfaction ratings relies on the comparability of satisfaction metrics and data collection methods used in each municipality and for each library service.

Indicators will be monitored over time and reviewed to ensure that they accurately reflect the performance of public libraries in a dynamic environment (e.g. a measure of loans per capita, the concept of 'attendance' in online library activities, the concept of 'active' membership in terms of program participation).

7. Data Specifications

The following library performance data (31 data items) will be collected and analysed on an annual financial year basis. Where relevant, * denotes an LGPFR definition and ** denotes a NSLA definition.

Data to be collected	Notes
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Population	
1. Municipal population	Derived/pre-filled from ABS Estimated Resident Population data at 30 June 2014.

Financial – Income		<i>Use standard statements for year end</i>
2. Operational funding from federal government		Include grants for projects (e.g. Digital Hubs).
3. Operational funding from state government		Derived/pre-filled. Includes Premiers Reading challenge, local priorities funding, core funding.
4. Operational funding from local government		Include all collection funding here.
5. Capital funding from federal government		Include grants for library buildings.
6. Capital funding from state government		Include grants for buildings, mobile libraries, Living Libraries funding.
7. Capital funding from local government		Include plant and equipment. Do not use this item for collection funding.
8. Other income not included above		Use this measure to reconcile to your income as per your signed off financial report (for RLCs) or actuals in your approved budget at 30 June (for single municipalities).

Financial – Expenditure		<i>Use standard statements for year end</i>
9. Employee costs		* Include salaries and on costs, agency and contract staff, training and development, conferences and seminars.
10. Operating and corporate expenses		* Include materials, ebooks, maintenance, utilities, travel and vehicle/plant hire costs, phones, accommodation (rent/lease), computer costs, library collection item processing costs and other incidental expenses. Do not include capital purchases such as library collection items, vehicles or equipment. Indirect costs such as depreciation and council management/corporate overheads are specifically excluded.
11. Total expenditure on library materials		* Include print material (such as books, magazines, serials, maps, plans, manuscripts), audiovisual and digital materials (such as audio books, CDs, CD-ROMs, DVDs, computer games, electronic books) and toys and games. Exclude processing costs.

Financial – Expenditure		<i>Use standard statements for year end</i>
12. Capital expenditure		** Report all capital expenditure. Include: plant, machinery and equipment; motor vehicles and other transport equipment; industrial machinery and equipment; computer software capitalized; dwellings, buildings and other structures; computers and computer peripherals; and artistic originals. Exclude library materials.
13. Other expenditure not included above		Use this measure to reconcile your expenditure as per your signed off financial report (for RLCs) or actuals in your approved budget at 30 June (for single municipalities).

Human resources	
14. Number of equivalent full time (EFT) employees	Include full time, part time and casual staff. Calculate number of EFT positions based on 35/38 hour week as appropriate.

Library collection	
15. Total number of physical items	* Include print material (such as books, magazines, serials, maps, plans, manuscripts), audiovisual and physical digital materials (such as audio books, CDs, CD-ROMs, videos, computer games) and toys and games
16. Total number of ebooks	Only count ebooks (including eaudio books) purchased through aggregator such as Overdrive, Bolinda, ALS/Wheelers. Do not include emagazines.
17. Total number of items for loan	Derived.
18. Number of items purchased in the last 5 years	Only include physical items as per item 15.

Usage	
19. Total number of loans of physical items	Only include physical items as per item 15.
20. Total number of loans of ebooks	Only include digital items as per item 16.
21. Total number of active members	* Is a person who has registered to use the library service (including residents and non-residents) and has borrowed a library collection item from the library within the 12 month reporting period, not including ebooks and computer bookings.
22. Total number of physical library visits	* Is visits in person to a branch or mobile library.
23. Program attendance	Include attendance at programs held inside and outside the library.
24. Number of wifi sessions	Include all logins for library owned devices, as well as people's personal devices.
25. Number of computer bookings	Total number of bookings for/sessions on public access computers.



Library operations	
26. Number of library branches	** The number of permanent library branches in operation at the end of the reference period. Include central libraries and all branches that are staffed at all times during opening hours. Exclude: mobile library vans; collection vending machines; and self-serve library kiosks (in separate locations from library branches).
27. Number of mobile library vehicles	
28. Number of other library outlets not included above	** The number of other library outlets in operation at the end of the reference period. Include: self-serve library kiosks (in separate locations from library branches); library depots; collection vending machines; and any other outlets not elsewhere reported.
29. Total opening hours	The total number of hours that all library branches and mobile library vehicles are open per week.
30. Number of public access devices	Include all desktops, tablets, laptops available for public use.
Customer satisfaction	
31. Satisfaction rating from customer survey	Moderate your result on a scale of 1 to 10 so that 10 = excellent and 1 = very poor (e.g. 75% satisfaction = 7.5). Use Nexus survey or Council survey results. If not available fill in NA.