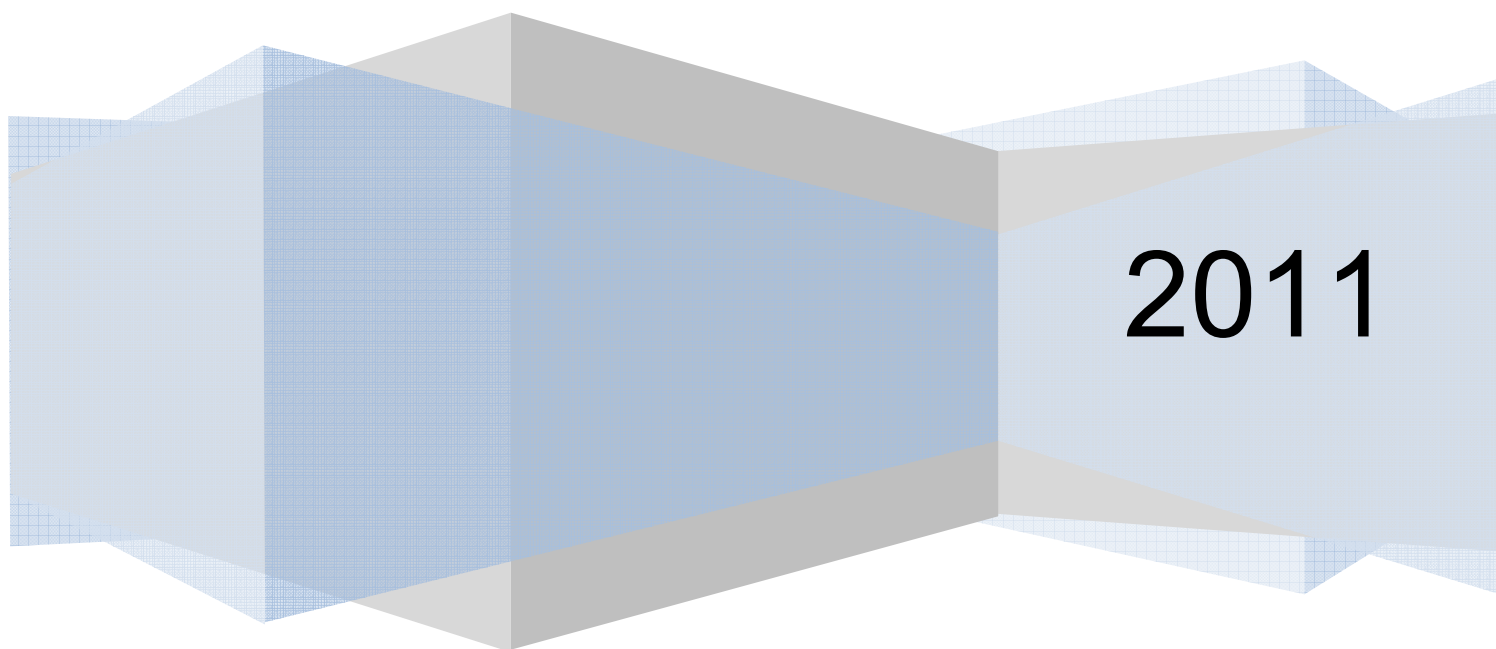


NSW Metropolitan Public Libraries Association

Strategic Action Plan

2011 to 2013



1. Preamble

The NSW Metropolitan Public Libraries Association (NSW MPLA) is the peak body that represents the interests and development of public libraries in metropolitan New South Wales.

Member Councils provide library services to 43 Local Government Areas bounded by Lake Macquarie, Newcastle, the Blue Mountains and Wollongong. These libraries serve a population of 4.9 million, 22% of Australia's population and 68% of the state's population. By 2036 it is projected that the region's population will have increased by 1.7 million.

The Association has two groups of members: Full Members and Associate Members. Full Members are Local Government Councils in NSW that have adopted the *NSW Library Act 1939*. Associate Members are individuals and organisations with an interest in the public library sector and community development.

The Association operates under its Constitution and is governed by an eleven person Executive that includes an elected President, Vice-President, Secretary, Minute Secretary and Treasurer.

2. Vision

Dynamic engaged libraries supported by a strong public library network

3. Our values

Equity

We provide excellent library services to all within our diverse and changing communities.

Integrity

We are committed to the ethics of the Library profession and always act with integrity.

Community engagement

We will continually engage with our communities to ensure that our services remain responsive to their needs and aspirations.

Innovation and creativity

We will actively explore opportunities and emerging technologies to deliver services and resources in innovative ways in response to our communities' needs in a changing world.

Partnering

We are committed to forming partnerships with government and non-government organisations in order to enhance the services provided to our communities.

4. Strategic focus

The strategic focus of the NSW MPLA is as follows –

1. Positioning
2. Innovation
3. Collaboration

5. Goals

The Association's strategic focus embraces three key themes each with its own goals:

Positioning

- To advocate on behalf of NSW public libraries to increase funding
- To position public libraries as a vital community service to all levels of government
- To take a lead role in policy setting for public libraries

Innovation

- To encourage, facilitate and implement innovative solutions to ensure long term relevance and sustainability of NSW public libraries

Collaboration

- To create, support and sustain meaningful networks and partnerships and collaboration with key stakeholders
- To support collaborative projects with NSW public libraries and with key business partners and stakeholders

6. Action Plan

Strategic focus 1 - Positioning			
Strategy 1.1 - To position public libraries as a vital community service to all levels of government			
Actions	Responsibility	Timeframe	Status
Meet bi-annually with relevant State Government representatives to communicate the opportunities provided by public libraries and advocate their needs	Executive	Bi-annual	
Develop an information pack about public libraries for members of parliament, key stakeholders and other interested parties	Executive	30 June 2012	
Redesign and maintain currency of MPLA website to enable use as a promotional and informational tool	Executive	Ongoing	

Strategy 1.2 - To take a lead role in policy setting for NSW public libraries			
Actions	Responsibility	Timeframe	Status
Participate as an active member of Public Libraries Consultative Committee	PLCC Representative (elected biennially), President, Secretary	Ongoing	
Prepare timely and relevant policy and positioning papers	Executive	As required	

Strategic focus 2 - Innovation			
Strategy 2.1 - To encourage, facilitate and implement innovative solutions to ensure long term relevance and sustainability of NSW public libraries			
Actions	Responsibility	Timeframe	Status
Encourage and recognise innovation in programs, services, operating process and practices through annual awards program	Working Group (includes Regional representation)	Ongoing	
Implement "Ideas Forums" as a regular part of general meetings to promote thought and discussion about emerging issues affecting our profession	Regional Representatives	3 times each year	
Encourage professional development and innovative thinking through biennial association conferences	Conference Organising Committee	Biennial	

Strategic focus 3 - Collaboration			
Strategy 3.1 - To create, support and sustain meaningful networks and partnerships and collaboration with key stakeholders			
Actions	Responsibility	Timeframe	Status
Liaise with Key Stakeholders – e.g. associations	Executive	Ongoing	
Funding, grant and sponsorship opportunities – at least one per annum	Executive	Annual	
Work to establish formal partnerships with government departments and agencies for government services delivered through public libraries (e.g. – Premiers Reading Challenge, Road Transport Authority (RTA) Road Test)	Executive	Ongoing	

Strategy 3.2 - To support collaborative projects with NSW public libraries and with key business partners and stakeholders			
NSW MPLA Manager representatives on working groups ensure action plans are developed and quarterly reporting on progress is undertaken	Library Managers to Working Groups	Ongoing	
Identify at least one project and/or opportunities for collaboration per annum	Regions	Ongoing	
Provide advice and input to the State Library for potential collaborative projects	Representatives to Public Library Network Research Committee	Ongoing	
Participate in state and national public library sector initiatives, such as the National Year of Reading	Executive	Ongoing	