# Kenilworth Library Community Engagement Report

JANUARY 2023

PREPARED FOR SUNSHINE COAST COUNCIL

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# PROJECT SUMMARY

Throughout October and November 2022, Sunshine Coast Council invited people who live, work or play in Kenilworth or the surrounding districts, to provide feedback on the current Kenilworth Library service and contribute ideas on how a future service might look. Key consideration was given to how this might then align with existing Sunshine Coast Council (SCC) strategic plans and identify how the building and / or service could be improved to deliver a more viable library service.

People were invited to be a part of this conversation in the form of a focus group and by participating in an online survey. The survey was completed by 168 people between 29 September and 5 November 2022. The focus group was a select group of 16 business owners, the Kenilworth Chamber of Commerce and local stakeholders who came together for a two-hour session in the Kenilworth Library on 11 October 2022. This group was facilitated by external engagement specialists – Fresh PR & Marketing (Fresh PRM) who were requested to assess in detail the current usage of the local library and ways in which to enhance the service, potentially through community partnerships.

The combination of both quantitative data from the survey and qualitative feedback from the workshop has given a good insight into the community's needs. This report details the key findings from this community engagement with a summary of themes.

# PROJECT SUMMARY cont.

The overarching engagement objectives were:

- Capture the needs of the Kenilworth community for its local library service

- Measure how this might align with existing Sunshine Coast Council (SCC) plans

- Identify how the building and / or service can be improved to deliver a more viable library service

- In addition to these, the focus group was specifically geared to hear from local businesses and community organisations on how partnerships could be further built with the Kenilworth Library

The engagement process was met with some concern from the community, and the survey responses indicated a genuine desire to keep the library service delivering as it is, with 98% of participants responding that the library service was absolutely essential for the community. It is understood that the concern around the engagement may also have been informed by the reduction of businesses and services within the community.

The focus group allowed people to ask questions about the intent behind the engagement, hear about alternative service models – including Open Library options, how community partnerships might work and better understand how the library service could benefit the community. This report highlights that while there were many suggestions given on how to enhance or promote the existing Kenilworth Library service, there are limited opportunities to build partnerships within the Kenilworth community.

# BACKGROUND INFORMATION

Located on Elizabeth Street, the Kenilworth Library primarily services the rural townships located in this part of the Sunshine Coast region.

Kenilworth is the largest population centre in the western locality of Reesville, Curramore and district covering 50,928 ha, which is more than 22% of the Sunshine Coast's total area. However, it has a very small population of only 2,800 (in 2021), which is forecast to grow to 3,035 by 2041.

The majority of users of the library are residents of Kenilworth, with more than a quarter of users residing outside the Sunshine Coast LGA, predominantly Gympie LGA, or further afield.

Outside of Kenilworth Library, the nearest available Sunshine Coast library services are at Nambour and Maleny. The distance to Nambour Library is almost 33 kilometres or 36 minutes by car. However, Gympie's Imbil Library service, is just over 20 kilometres or 19 minutes' drive. Imbil Library is open for three hours a day, Tuesday to Friday.

The Kenilworth Library is open for 20 hours per week and offers a full library service, albeit with limited programming. Kenilworth has by far the lowest level of use of the Sunshine Coast's eight library branches.

It has been noted that since COVID-19 a quarter of all Sunshine Coast Library loans were eLoans (music, movies and books) but Kenilworth residents have not utilized this service.

The Sunshine Coast Network Plan 2019-2041 identifies several short and long term priorities for recommended district libraries and express library services. This includes evolving Kenilworth Library into an express library service model. The community engagement undertaken included this as an option for consideration.

**Second oldest library in the network**

The small Kenilworth Library (originally a house) was established in 1986, but was refurbished in 2000 and 2012.

**APPROXIMATELY**

**500**

**members**

**.22%**

**OVERALL LIBRARY USAGE**

**of all SC libraries**

# BACKGROUND INFORMATION cont.

In addition to the recommendation in the Sunshine Coast Network Plan 2019-2041 to assess options to evolve the Kenilworth Library service, there have been a number of key indicators that have been the primary reason for conducting this engagement. As the following table demonstrates, there has been consistent decline in memberships and loans for the past six years – even prior to the impact of COVID-19.

Table 1. Kenilworth Library Membership and Loan Statistics

| Financial Year | Visitors | Members | Loans |
|---|---|---|---|
| 2017-18 | 19,533 | 546 | 10,105 |
| 2018-19 | 18,272 | 581 | 9,481 |
| 2019-20 | 13,354 | 611 | 6,792 |
| 2020-21 | 3,064 | 580 | 5,452 |
| 2021-22 | 2,427 | 494 | 5,103 |
| July-Dec 2022 | 1,690 | 492 | 2,797 |

# EXPRESS AND MOBILE LIBRARY SERVICES REPORT

Kenilworth Library has been identified as a Tier 4 Express Library Service in the Sunshine Coast Libraries Network Plan 2019-2041. It is important to recognise that a Mobile Library option is classified as Tier 5 and would not be considered a preferred option.

Express Libraries alternatives include:

**1** **Community library**

A modest library service in a community or commercial setting

**2** **Library lounge**

An unstaffed library service in a community setting

**3** **Book stop**

A small collection within a community centre, business or general store

**4** **Book vending machine**

Convenient collection and return of popular titles and reservations

**5** **Library lockers**

Collection and return of reserved items only

# ENGAGEMENT PROCESS

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Two phases of engagement were undertaken for this project – an online survey and a focus group.

## Online Survey

The online survey was promoted through the Kenilworth Library, a pop-up stall at the front of Kenilworth Library and through Sunshine Coast Council's 'Have your Say' website. In addition, 1714 letters were posted to the following postcodes:

     4574 – Kenilworth, Gheerulla, Obi Obi

     4552 – Conondale

     4570 – Imbil

     4562 – Belli Park

There were a wide range of ages that responded to the survey, but those between 35 and 69 made up the majority of the responses.

     11% – 25-34 years

     29% – 35-49 years

     46% – 50-69 years

Of the 168 responses, approximately half were either engaged in paid work or studying, and over a quarter were retired. Over half of those that worked or studied, were within 15 minutes of the Kenilworth Library.

     52% had paid work or were studying

     of the 52%, 59% worked or studied within 15 minutes of Kenilworth Library

     28% were retired

# ENGAGEMENT PROCESS cont.

Two phases of engagement were undertaken for this project – an online survey and a focus group.

## Focus Group

A focus group of local community and business representatives was held on Tuesday 11 October 2022 between 5.30 and 7.30pm at Kenilworth Library, 4A Elizabeth Street, Kenilworth. The focus group were asked a number of questions based around the Sunshine Coast Libraries Guiding Principles -  Pillars of community, Catalysts of place, Pioneers of innovation, Champions of reading, Supporters of literacy, Incubators of learning and Nurturers of expert Staff. Key questions were asked about how the existing Kenilworth Library service was delivering – or not delivering on these pillars. This kept the conversations guided around the needs for the library and a number of options were discussed about a vision for the library's future. The online survey results were also shared and discussed.

## Focus Group organisations invited:

Kenilworth Arts Council
Kenilworth State Community College
Kenilworth Museum
Kenilworth Chamber of Commerce
Kenilworth Rural Supplies
Kenilworth Hotel
Kenilworth Bakery
Kenilworth Dairies
Kenilworth Post Office

Gheerulla Hall and recreation association
Big Boss Chocolate
McGinn's of Kenilworth
Kenilworth Friendly Grocer
Kenilworth Pharmacy
Kenilworth Showground Hall
Joanna Designs
RW Rural


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# AGREED LEVEL OF ENGAGEMENT

Keeping with the internationally recognised IAP2 Spectrum of Public Participation it was agreed with Sunshine Coast Council to engage with the Kenilworth community on a CONSULT level for this particular focus group and the survey.

## IAP2 Spectrum of Public Participation

IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

INCREASING IMPACT ON THE DECISION

|  | INFORM | CONSULT | INVOLVE | COLLABORATE | EMPOWER |
|---|---|---|---|---|---|
| **PUBLIC PARTICIPATION GOAL** | To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions. | To obtain public feedback on analysis, alternatives and/or decisions. | To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered. | To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution. | To place final decision making in the hands of the public. |
| **PROMISE TO THE PUBLIC** | We will keep you informed. | We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. | We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision. | We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible. | We will implement what you decide. |

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# ONLINE SURVEY SUMMARY

# SURVEY SUMMARY

The first part of this engagement project was an online survey that was offered to any resident or visitor to the Kenilworth area who wanted to have a say on the future of the Kenilworth Library service. This survey was promoted through Sunshine Coast Council's website, social media platforms and at the Kenilworth Library.

## 168

### There were 168 contributors to the online survey

As there is a current population of 2800 people in Kenilworth this is an outcome of 6% of the population participating.

### Referral sources

The following is how people came through to the survey link

- Social Media: 173 - 53.73%
- Direct: 89 - 27.64%
- Websites: 33 - 10.25%
- Search Engine: 22 - 6.83%
- Campaigns: 5 - 1.55%

## 6

### SUPPORT DOCUMENTS WERE AVAILABLE FOR DOWNLOAD

48 downloads of Kenilworth Library Vision

38 downloads of information on Library Lounges

38 downloads of information on Library Vending or Lockers

35 downloads of information on Book Stops

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# SURVEY SUMMARY

From the 168 people who responded to the online survey

- 55% were from the 4574 postcode and 24.5% were from 4552 (*please see Postcode Index for suburbs this includes*)

- The majority of survey participants were female (77%)

- 3% of all respondents identified as either Aboriginal or Torres Strait Islander descent

- Majority of people were aged between 35-69 years of age

    11% - 25-34 years

    29% - 35-49 years

    46% - 50-69 years

- 87% were current library members

- 27% people commented that they were retired and 49% were either working full-time or part-time. 59% of working or studying respondents said that they worked or studied within 15 minutes of the Kenilworth Library.

- The majority of people reported they chose to use the Kenilworth Library on a regular basis

    20% people visiting once a month

    21% visiting two to three times a month

    23% of people said that they were more frequent, with a visit a couple of times or once a week

    36% rarely use the library service with 14% of that number never having used the service.

When people did visit the library 72% said they browsed the shelves to borrow a book, 30% said that they used the WI-FI, 29% said they picked up a reserved book, 26% said they used the public computers, 25% said they used the printer and 8% picked up a holiday program.

## Postcode Index

**41 x 4552** includes Maleny, Conondale, Witta, Bald Knob, Cambroon, Reesville, Balmoral Ridge, Curramore, Wootha and Booroobin

**92 x 4574** includes Kenilworth, Obi Obi, Gheerulla, Moy Pocket, Kidaman Creek and Coolabine

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# SURVEY SUMMARY

Through the survey it was evident that many of the additional services, aside from borrowing books, were being under-utilised.

44% said they had not used the computers in the library

60% had not accessed the library app

45% did not use the online or email notification system

41% did not use the printing service

34% did not use the online library or electronic resources

39% did not use the library as a space to do other activities such as study

Collections that were popular with this research sample included adult fiction, adult non-fiction and on a lesser degree children's books. Overwhelmingly music on CD, audio books and DVDs were not something that respondents claimed they borrowed. Magazines, newspapers, local studies, history resources, and young adult books were also not in high demand. It is noted that library statistics show that DVDs made up 30% of loans in 2021.

From the 168 people surveyed 62% said they had no problem in getting to a library branch but there were 23% of people who said that the library opening hours were a barrier in visiting.

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# SURVEY SUMMARY cont.

When discussing alternative models of library service survey respondents favoured combining the existing library with other council services such as a customer service centre.

33% - combine with other council services

29% - after-hours access

22% - mobile library

17% - book vending

When asked for other ideas around other models of service, survey participants stayed firm on their stance to keep the library as it is. Other suggestions included:

- more events and programs to be hosted with the existing library service model

- partnerships to be formed with the community.

When asked specifically about what organisations to partner with, answers included arts community, Kenilworth businesses, Information Centre, Museum, Chamber of Commerce, Kenilworth Hall, kindergarten, and Post Office.

# SURVEY SUMMARY cont.

When asked to describe opportunities that may help build community usage of Kenilworth Library respondents said:

- an increase in events and programs,

- the development of a social group / hub,

- increased opening hours,

- increased engagement and promotion with the community.

# SURVEY SUMMARY cont.

When asked how people would access library services and similar resources if the existing Kenilworth Library was no longer operating the following responses were recorded. The sentiment of the answers sat with 37% people responding negatively saying they would be very disappointed and not use another service or find it too challenging. Many people voiced their opinion on how this would be just another service taken away from their small regional town. 25% of respondents had a mixed sentiment citing that whilst they could access another service it would be difficult. They said that they had the means to visit another branch or could access online services. 29% of respondents answered more positively saying that they would be able use another branch, happy to use an online service, mobile library service and 2% of people said that they would just buy books.

### 29%

**Positive sentiment**

Visit another branch outside region (13% Nambour, 10% Maleny and 22% other library).

### 25%

**Mixed sentiment**

Whilst not ideal this group did feel they could access a library service still whether a mobile library, another branch or access online services.

### 37%

**Negative sentiment**

33% of total respondents said they would see this as a major barrier to using a library service and 30% said they would not access a library service at all.

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# FOCUS GROUP SUMMARY

# OBJECTIVE OF FOCUS GROUP

The focus group was a select group of 16 business owners, Chamber of Commerce and local stakeholders who came together for a two-hour session in the Kenilworth Library on 11 October 2022.

This group was facilitated by external engagement specialists – Fresh PR & Marketing (Fresh PRM) and was specifically geared to hear from local businesses and community organisations on how partnerships could be further built with the Kenilworth Library. It also offered a valuable opportunity to speak about alternative library models and listen to suggestions on how to improve the current service.

# GUIDING PRINCIPLES

The Focus Group used the following Sunshine Coast Libraries Guiding Principles from the Sunshine Coast Libraries Plan 2014-2024 to assist in providing structure and measure for the conversation.

The Sunshine Coast Libraries' vision and guiding principles provide library staff and council with an aspiration to work towards the delivery of everything from operations and programming to the look, feel and design of its library network.

The key principles include:

- Pillars of community

- Catalysts of place

- Pioneers of innovation

- Champions of reading

- Supporters of literacy

- Incubators of learning

- Nurturers of expert staff

The following is the summary feedback given from the focus group measuring against each of these principles but collated into the appropriate themes that emerged.

# RECURRING THEMES

Some of the following themes are interesting to pull out as they play a part in the usage of the library and how things could be improved moving forward. They are themes that were consistently discussed across both the survey and the focus group.

### 1. PROMOTION AND COMMUNICATION

| Summary feedback | Key suggestions from engagement |
|---|---|
| Many people don't know that Kenilworth has a library. <br><br> When there have been events or activities the promotion has been poor and so numbers have been low. | Suggested that libraries need to engage more with communities via social media, posters and better way-finding signage. <br><br> A community website page referred to in the focus group needs to be updated in a timely manner.  http://www.kenilworth.qld.au/library/index.htm <br><br> Possibly partner with Kenilworth Information Centre to assist in visitors using the service. <br><br> Potentially look at adopting ambassadors to assist in raising awareness. <br><br> Engage with local publications such as Mary Valley Voice. <br><br> Engage with the 40 new home-owners to be soon taking residence in the new development. <br><br> Encourage Airbnb homes to utilise the borrowing from the library to match the reading tastes of guests. <br><br> Add in some library myth-busting to communications to assist with some of the barriers people are facing. |

# RECURRING THEMES

## 2. PHYSICAL CHANGES TO BUILDING

| Summary feedback | Key suggestions from engagement |
| --- | --- |
| The visual appearance of the building could be improved. | Trim trees and increase the number of signs around the building helping direct people.<br><br>Front of the building could be refurbished but this would involve substantial investment. |
| Accessing the Kenilworth Arts Council (KAC) building provides an extension of the library space. | Look into how this partnership could be grown including joint promotion of activities between each of the membership lists. |
| Furniture in the library could be more relaxed. | Bean bags and more relaxed furniture items could be purchased. |
| Kenilworth needs a space where business could conduct virtual meetings. | A space within the library could be offered to local businesses or community members to provide a private, air-conditioned space to have meetings. |

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# RECURRING THEMES cont.

3. ACCESSIBILITY

| Summary feedback | Key suggestions from engagement |
|---|---|
| Currently the Kenilworth Library is open 20 hours per week and participants agreed that a system that allowed more flexibility and accessibility would be great. | An after-hours access system was discussed, and this could mean an increase in hours including weekends and after hours. Benefits of this would be patrons being able to use computers at any time and more business owners or people working out of Kenilworth could access the service more frequently.<br><br>There are concerns around access including security and the need for CCTV footage, perhaps controlling the number of hours and age of people entering and the cost involved in correct set-up. |
| Library closes before children have time to go after school. | Students could have after school activities if the hours were extended or if there was an after-hours access system. |
| Some elderly members have trouble accessing the library as they don't have transport. | Approach businesses that provide existing transport services to elderly in the region. They could be picked up and attend morning teas, or a games morning. |
| Kenilworth has no public transport which means it is hard for younger teenagers or the elderly to access the library. | Speak to education providers around buses or car-pooling.<br>There is potentially an opportunity to link into the Kenilworth Community Transport Service. |
| There is no Sunshine Coast Council representation in Kenilworth apart from the library. | The library provides the only council connection for Kenilworth and could be the base the Councillors use when they are visiting. |

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# RECURRING THEMES cont.

## 4. INCREASE ACTIVITIES AND ENGAGEMENT

| Summary feedback | Key suggestions from engagement |
|---|---|
| There was a general consensus that the previous morning teas, workshops and other events were always well-received and that the library should continue to be able to provide a space for these types of activities. | Work with community groups such as the Kenilworth Arts Council and they could provide these types of activities. Just important for them to be promoted adequately.<br><br>Artist / author talks that could be set out in a regular calendar. These would need to be promoted well across both the residents and visitors.<br><br>Easy and quick computer knowledge workshops to be run to encourage more users of eLibrary. This could be supplied by 'self-help' groups or there is a call out for volunteers with these skills. This type of up-skilling has previously been supplied by a Telstra grant and maybe there is an opportunity to find similar funding for isolated / regional communities. |
| Kenilworth needs a hub for people to gather, sit and talk. | The library offers a solace in summer with air-conditioning and whilst only small, it is still an opportunity for the community to come together.<br><br>Possibly have a coffee cart, musicians on the deck or business catch-ups. Barriers for the coffee cart would be staffing and also competing with existing cafes in town. |
| Acknowledgement that there is a lack of participation with the library and children. | Look at ways to encourage children to get off devices and into books – working with local school and home school children.<br><br>School Holiday programs to be implemented. |

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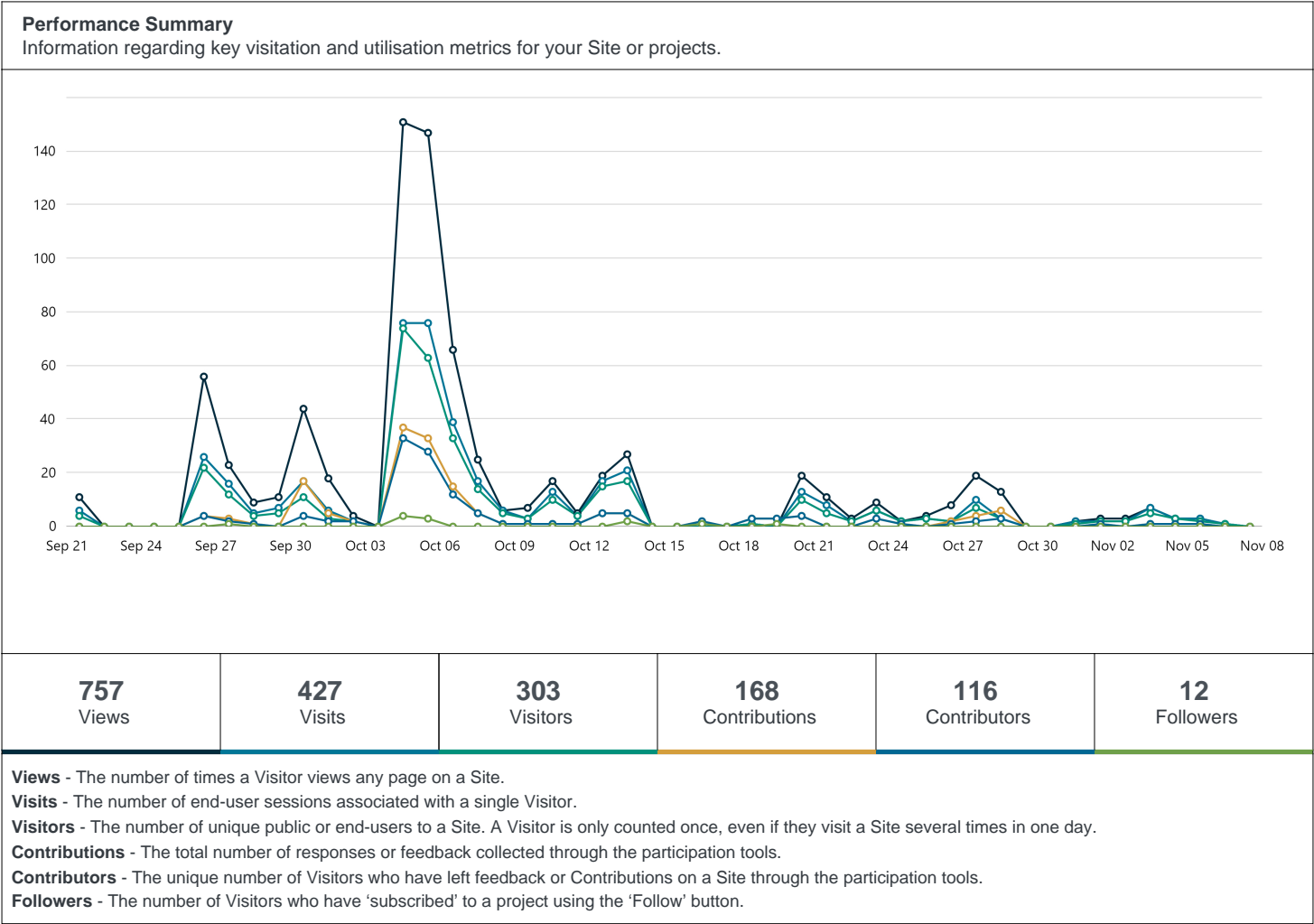PR & MARKETING

# RECURRING THEMES cont.

| Summary feedback | Key suggestions from engagement |
|---|---|
| Partnerships within the Kenilworth community were being sought with this focus group engagement but unfortunately there were limited opportunities for the library to develop these relationships.<br><br>It is important to note that in the online survey responses only 10% of respondents thought that developing partnerships within the community would be a good strategy. | Work with community groups such as the Kenilworth Arts Council and they could provide these types of activities. Just important for them to be promoted adequately.<br><br>Have school involved with after school programs or school holiday activities.<br><br>Suggestion made to invite transport companies to include Kenilworth in their service (including community services such as ComLink or Suncare).<br><br>Give the Kenilworth Visitor Information Centre more information about the library so that visitors might be able to borrow while they are in town. |

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# THANK YOU

Report prepared by Helen Perry, Director Fresh PR & Marketing

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# APPENDIX

**Performance Summary**
Information regarding key visitation and utilisation metrics for your Site or projects.



| 757 | 427 | 303 | 168 | 116 | 12 |
|-----|-----|-----|-----|-----|-----|
| Views | Visits | Visitors | Contributions | Contributors | Followers |

**Views** - The number of times a Visitor views any page on a Site.
**Visits** - The number of end-user sessions associated with a single Visitor.
**Visitors** - The number of unique public or end-users to a Site. A Visitor is only counted once, even if they visit a Site several times in one day.
**Contributions** - The total number of responses or feedback collected through the participation tools.
**Contributors** - The unique number of Visitors who have left feedback or Contributions on a Site through the participation tools.
**Followers** - The number of Visitors who have 'subscribed' to a project using the 'Follow' button.
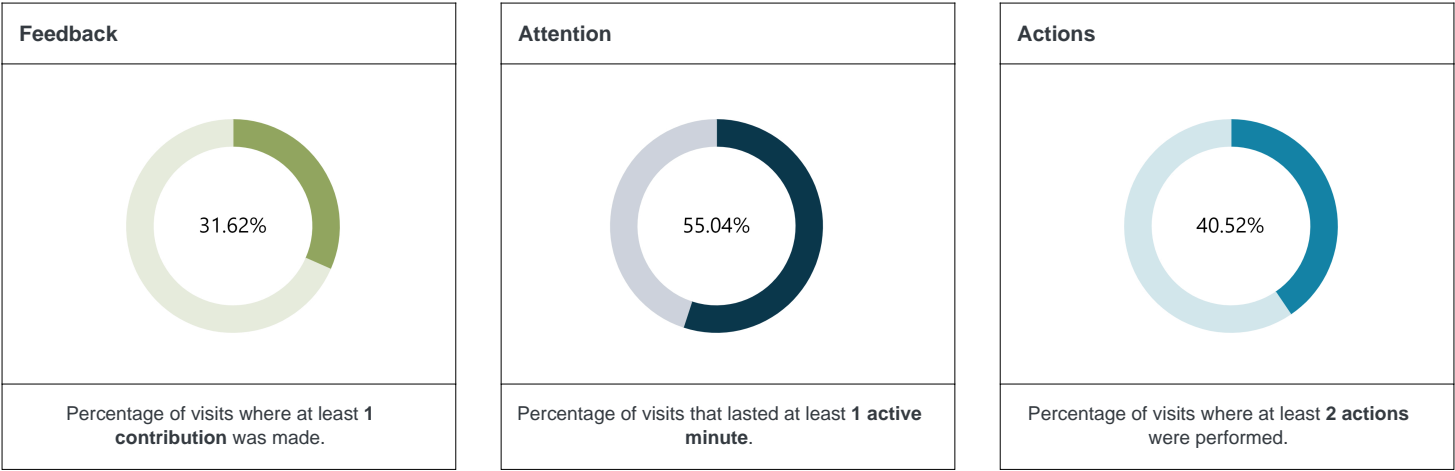
# Conversions

Information regarding how well your engagement websites converted Visitors to perform defined key actions.

| **Feedback** | **Attention** | **Actions** |
|---|---|---|
| 31.62% | 55.04% | 40.52% |
| Percentage of visits where at least **1 contribution** was made. | Percentage of visits that lasted at least **1 active minute**. | Percentage of visits where at least **2 actions** were performed. |

# Participation

Information regarding how people have participated in your projects and activities.

| **Contributions by Activity** | | | |
|---|---|---|---|
| Contributions by Activity is a breakdown of contributions across each tool | | | |
| **Activity** | **Contributions** | | **%** |
| Form | 168 | ▬▬▬▬▬▬▬▬▬▬▬ | 100% |

| **Top Activities** | | | | |
|---|---|---|---|---|
| Top Activities is the top 5 tools that received the highest contributions | | | | |
| **Activity** | **Page Name** | | **Contributions** | **Contributors** |
| Form | Kenilworth Library Community Survey | | 168 | 116 |

# Projects

The current number and status of your Site's projects (e.g. engagement websites)

| **Project Status** |
|---|
| **1** |
| Total Projects |

| **0** | **0** | **1** |
|---|---|---|
| Open | Active | Closed |

| **Top Visited Projects** | | | |
|---|---|---|---|
| Top Visited Projects is the top 5 projects the received the highest visits | | | |
| **Project Name** | **Visitation %** | **Visits** | **Visitors** |
| Kenilworth Library Vision | 100% | 427 | 303 |

# People

Information regarding who has participated in your projects and activities.

## Follower Activity
Information regarding the activity of registered Members who have 'followed' or subscribed to one or more projects.



| **12**<br>Total Followers | **12**<br>New Followers | **12**<br>Total Follows | **12**<br>New Follows |
|---|---|---|---|

**Total Followers** - The number of unique Members who have 'followed' at least one project.
**New Followers** - The number of new unique Members who have 'followed' at least one project within the specified reporting date range.
**Total Follows** - The number of total 'follows' performed by all Followers across all projects. Each Follower may record multiple Follows.
**New Follows** - The number of new total 'follows' performed by all Members across all projects within the specified reporting date range.

## Visitor Profile
Visitor Profile is a comparison between new visitor and returning over the selected period



- 1st Time: 260 - 85.81%
- Returning: 43 - 14.19%

**First Time** - The number of Visitors that are visiting a Site for the first time within the reporting date range.
**Returning** - The number of Visitors that have made more than one Visit to a Site within the reporting date range.

# Acquisition

Information regarding the method by which Visitors arrived to your Site or projects.

**Referral Types**
Referral traffic is the segment of traffic that arrives on your website through another source, like through a link on another domain.

- Social Media: 173 - 53.73%
- Direct: 89 - 27.64%
- Websites: 33 - 10.25%
- Search Engine: 22 - 6.83%
- Campaigns: 5 - 1.55%

**Direct** - Visitors who have arrived at a Site by entering the exact web address or URL of the page.
**Search Engine** - Visitors who have arrived at a Site via a search engine. Such as Google, Yahoo, etc.
**Websites** - Visitors who have arrived at the Site after clicking a link located on an external website.
**Social Media** - Visitors who have arrived at a Site by clicking a link from a known social media site such as Facebook, Twitter, LinkedIn, etc.
**Campaigns** - Visitors who have arrived through a campaign (using a UTM). See your email campaign report for more details on campaigns sent from this platform.

# Downloads

Information regarding your downloads, the total set of unique documents downloaded, total downloads of all files, and your top downloads.

| | 6 Total Documents | | 159 Total Downloads |
|---|---|---|---|

**Top Downloads**
Top file downloads in your selection, ordered by the number of downloads.

| File Title | File Type | Downloads |
|---|---|---|
| External Fact Sheet - Kenilworth Library Vision updated.pdf | PDF | 48 |
| Kenilworth Community Engagement Library Lounge 2022 (1).pdf | PDF | 38 |
| Kenilworth Community Engagement Vending or Locker 2022 (1).pdf | PDF | 38 |
| Kenilworth Community Engagement Book Stops 2022 (2).pdf | PDF | 35 |
| External Fact Sheet - Kenilworth Library Vision .pdf | PDF | 0 |

# Email Campaigns

Information regarding your email campaigns, your total campaigns, the total number of recipients, and your top campaigns by click-through rate (clicks as a percentage of total recipients).

| | 1 Email Campaigns Sent | | 677 Total Recipients | | 2.22% Click-through Rate |
|---|---|---|---|---|---|

**Top Campaigns**
Top email campaigns that have activity in your selection, ordered by click-through rate (clicks as a percentage of total recipients).

| Campaign Name | Recipients | Clicks | Click-through Rate |
|---|---|---|---|
| Kenilworth Library Vision | 677 | 15 | 2.22% |

Open

Kenilworth Library Community Survey
Kenilworth Library Vision

| | 116 | 168 |
|---|---|---|
| | Contributors | Contributions |

## Contribution Summary

### 1. Postcode Required
Short Text | Skipped: 0 | Answered: 168 (100%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

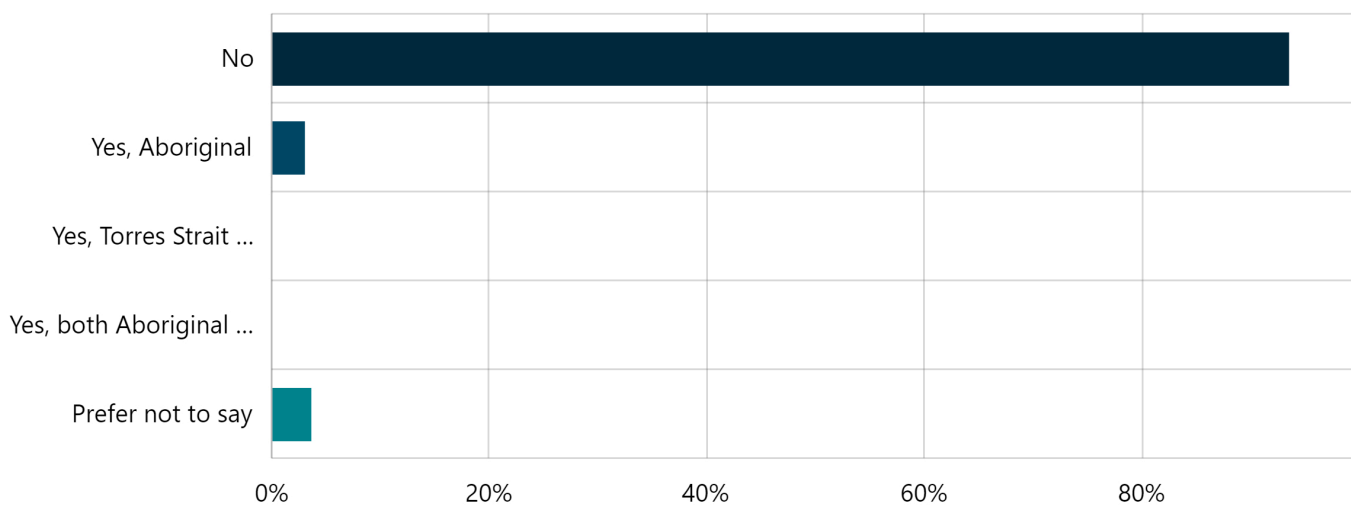No featured contributions

## 2. Gender Required
Select Box | Skipped: 0 | Answered: 168 (100%)
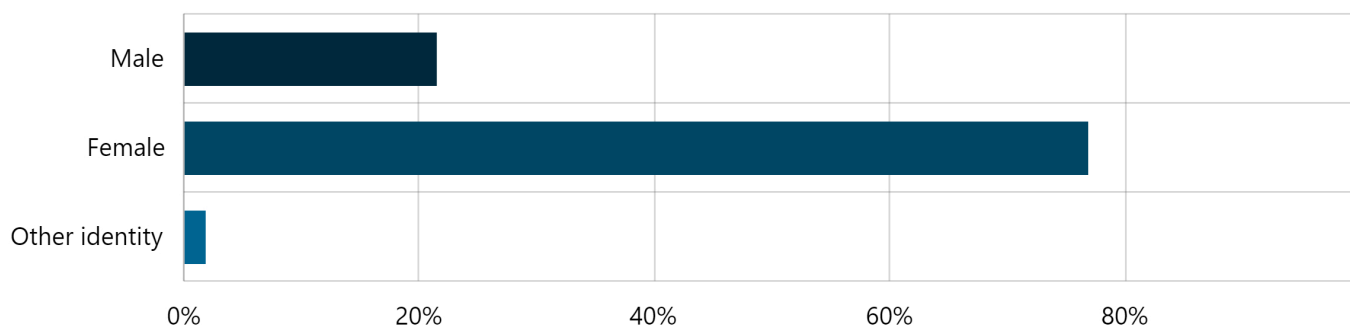


| Answer choices | Percent | Count |
| --- | --- | --- |
| Male | 21.43% | 36 |
| Female | 76.79% | 129 |
| Other identity | 1.79% | 3 |
| Total | 100.00% | 168 |

## 3. Are you of Aboriginal or Torres Strait Islander origin? Required

Multi Choice | Skipped: 0 | Answered: 168 (100%)



| Answer choices | Percent | Count |
|---|---|---|
| No | 93.45% | 157 |
| Yes, Aboriginal | 2.98% | 5 |
| Yes, Torres Strait Islander | 0% | 0 |
| Yes, both Aboriginal and Torres Strait Islander | 0% | 0 |
| Prefer not to say | 3.57% | 6 |
| Total | 100.00% | 168 |

## 4. Age Required
Multi Choice | Skipped: 0 | Answered: 168 (100%)
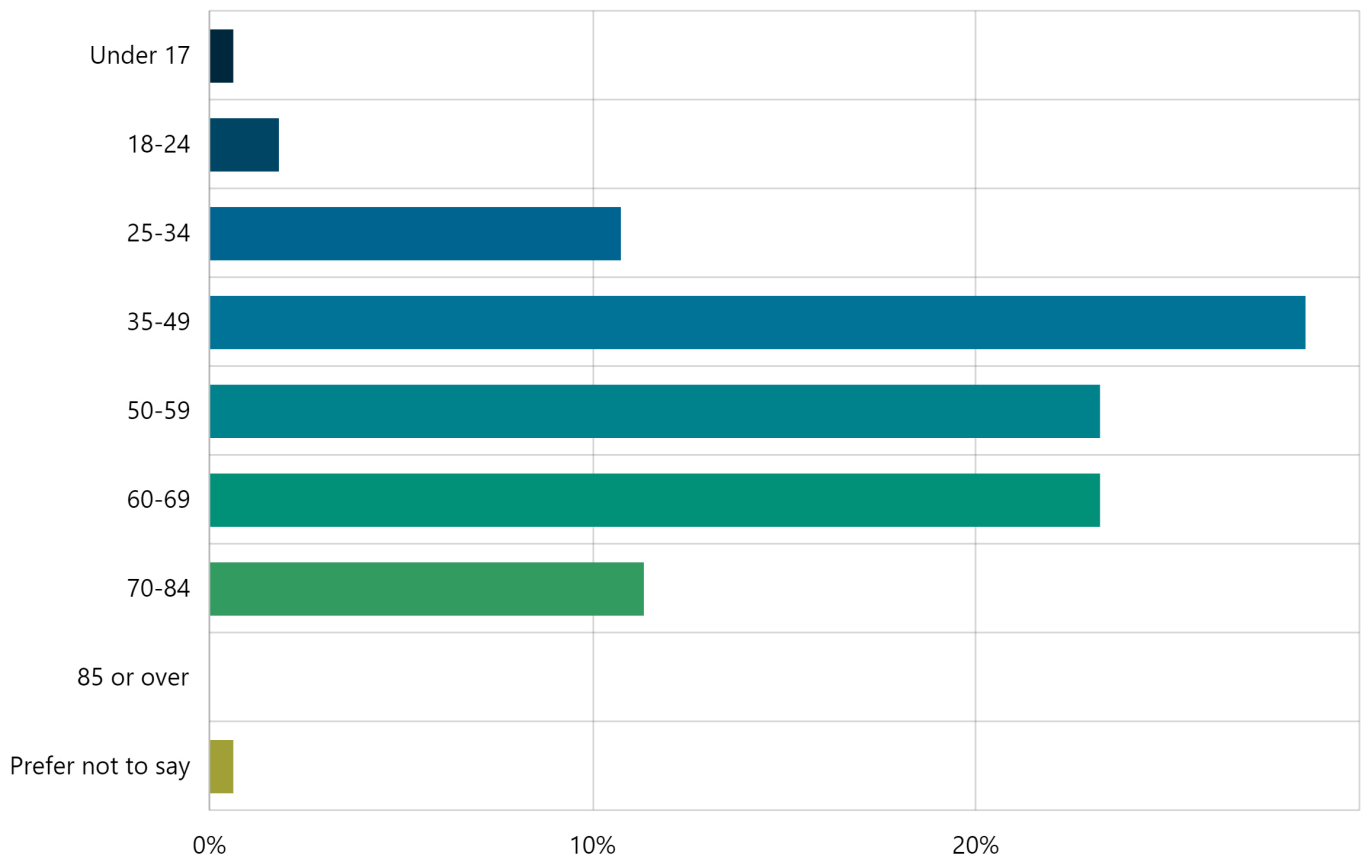


| Answer choices | Percent | Count |
|---|---|---|
| Under 17 | 0.60% | 1 |
| 18-24 | 1.79% | 3 |
| 25-34 | 10.71% | 18 |
| 35-49 | 28.57% | 48 |
| 50-59 | 23.21% | 39 |
| 60-69 | 23.21% | 39 |
| 70-84 | 11.31% | 19 |
| 85 or over | 0% | 0 |
| Prefer not to say | 0.60% | 1 |
| Total | 100.00% | 168 |

## 5. My work pattern is Required
Multi Choice | Skipped: 0 | Answered: 168 (100%)
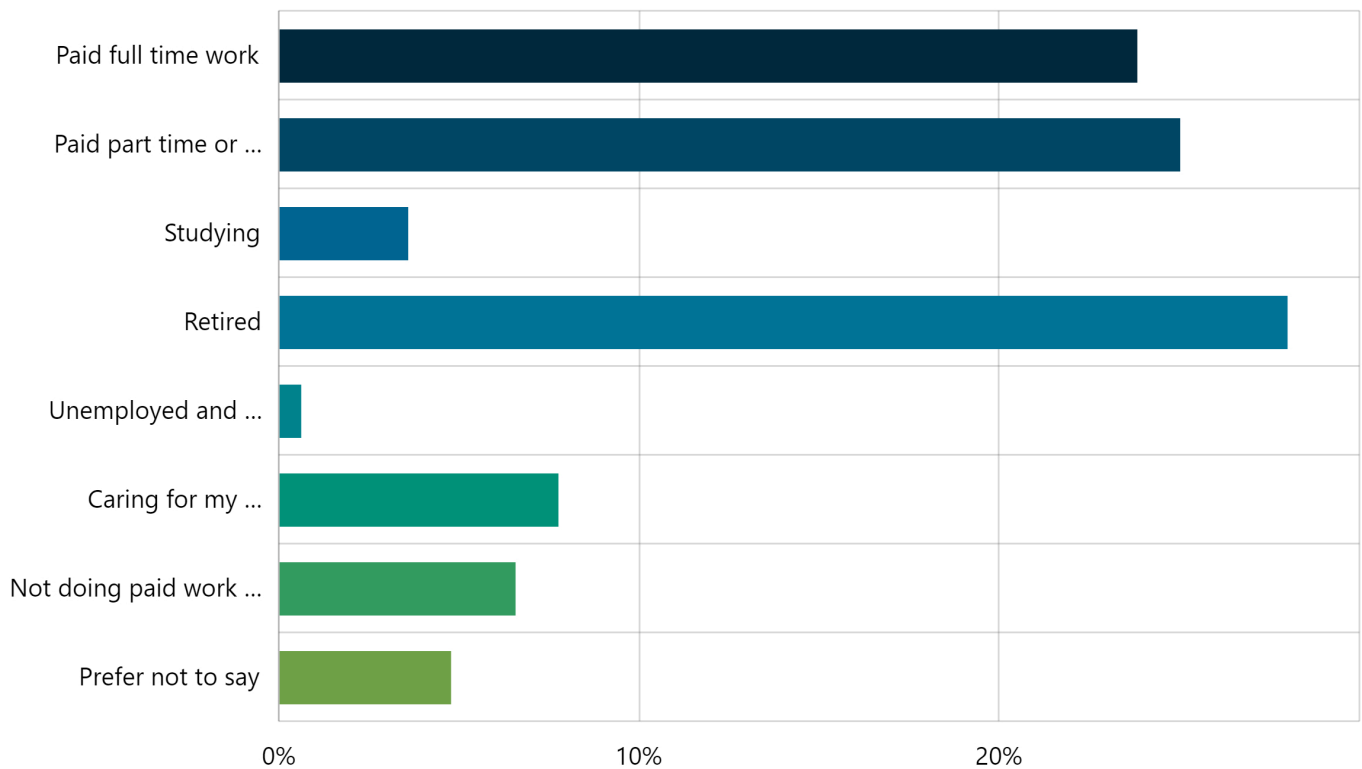


| Answer choices | Percent | Count |
|---|---|---|
| Paid full time work | 23.81% | 40 |
| Paid part time or casual work | 25.00% | 42 |
| Studying | 3.57% | 6 |
| Retired | 27.98% | 47 |
| Unemployed and looking for work | 0.60% | 1 |
| Caring for my family and household | 7.74% | 13 |
| Not doing paid work for other reasons | 6.55% | 11 |
| Prefer not to say | 4.76% | 8 |
| Total | 100.00% | 168 |

## 6. I work or study Required
Multi Choice | Skipped: 80 | Answered: 88 (52.4%)
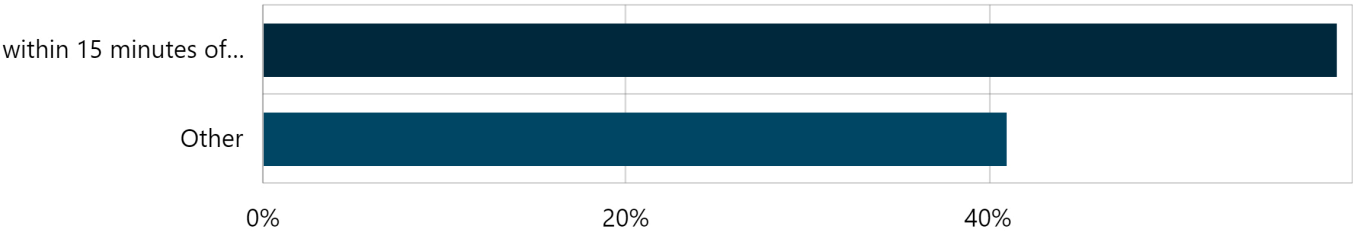


| Answer choices | Percent | Count |
| --- | --- | --- |
| within 15 minutes of Kenilworth Library | 59.09% | 52 |
| Other | 40.91% | 36 |
| Total | 100.00% | 88 |

## 7. Are you currently a Sunshine Coast Library member? Required

Multi Choice | Skipped: 0 | Answered: 168 (100%)
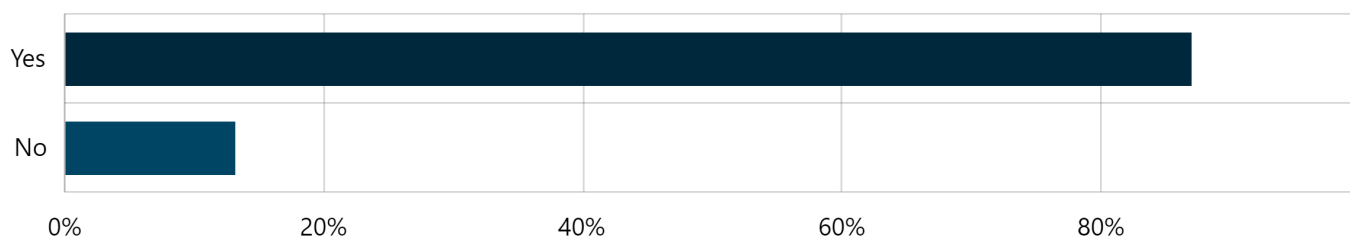


| Answer choices | Percent | Count |
|---|---|---|
| Yes | 86.90% | 146 |
| No | 13.10% | 22 |
| Total | 100.00% | 168 |

## 8. In the last year, I have visited the Kenilworth Library

Multi Choice | Skipped: 0 | Answered: 168 (100%)
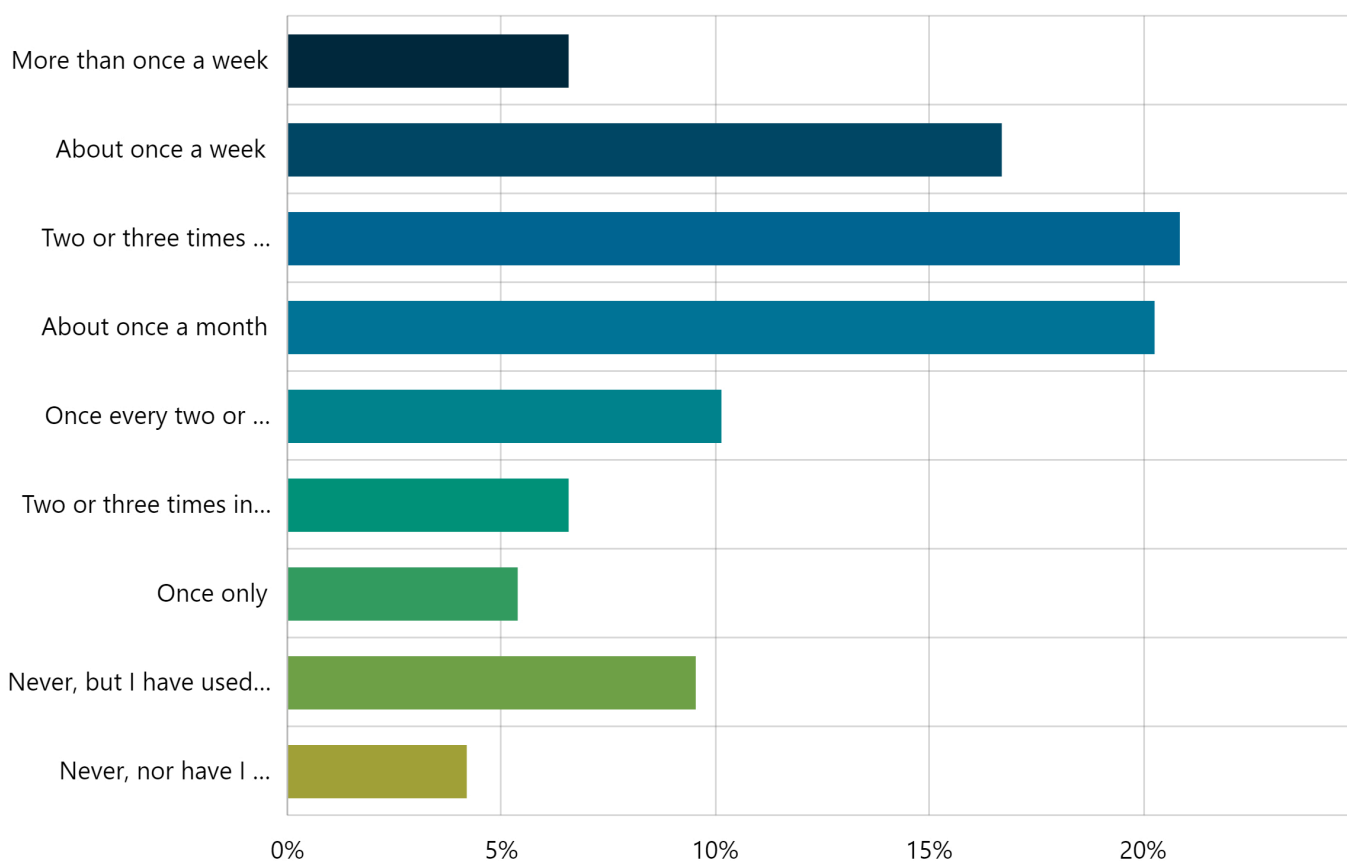


| Answer choices | Percent | Count |
| --- | --- | --- |
| More than once a week | 6.55% | 11 |
| About once a week | 16.67% | 28 |
| Two or three times a month | 20.83% | 35 |
| About once a month | 20.24% | 34 |
| Once every two or three months | 10.12% | 17 |
| Two or three times in the year | 6.55% | 11 |
| Once only | 5.36% | 9 |
| Never, but I have used other library services | 9.52% | 16 |
| Never, nor have I used any of the other services | 4.17% | 7 |
| Total | 100.00% | 168 |

## 9. In the past year I have used the following services Required
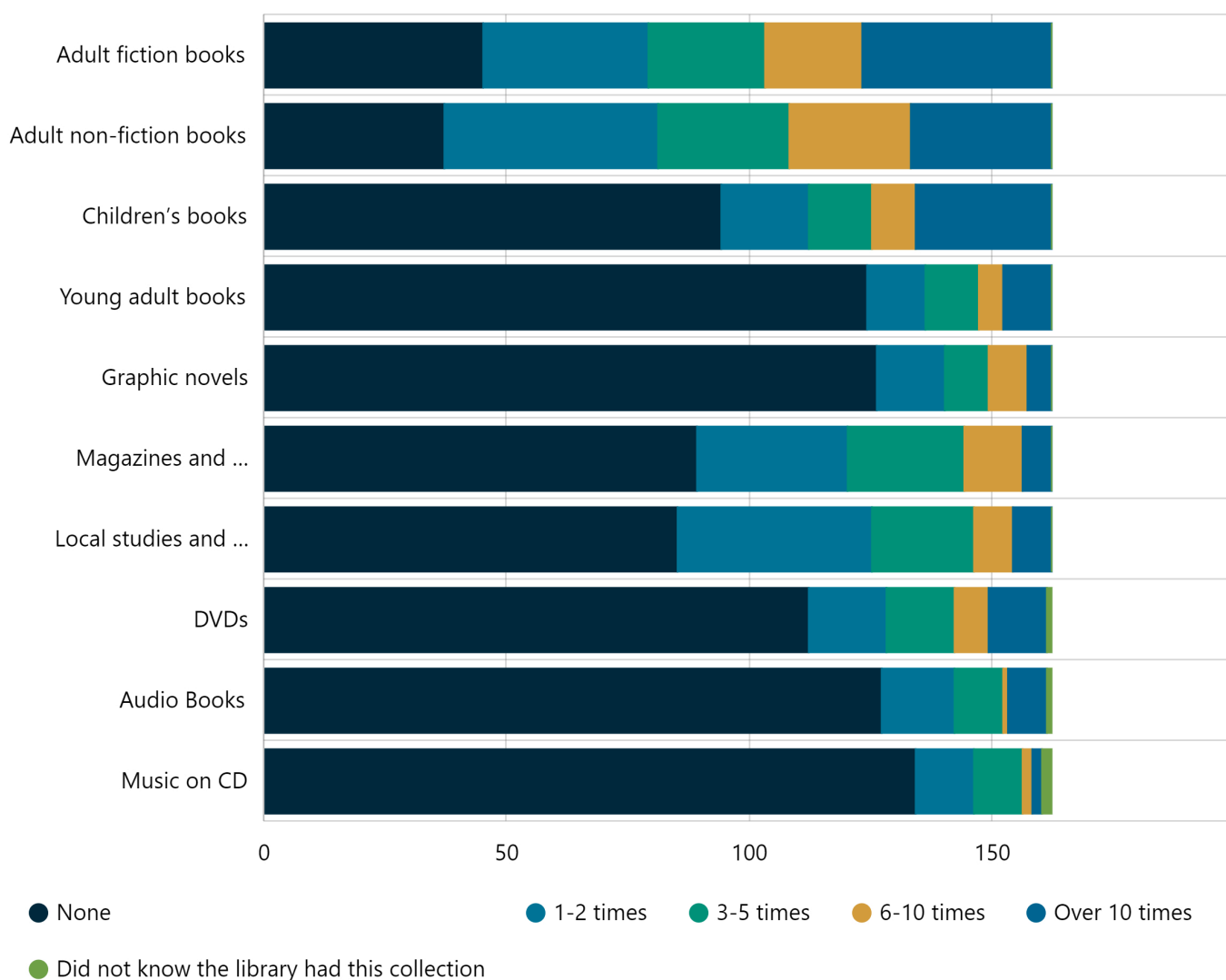Matrix | Skipped: 6 | Answered: 162 (96.4%)



- ● None
- ● 1-2 times
- ● 3-5 times
- ● 6-10 times
- ● Over 10 times
- ● Did not know the library had this service
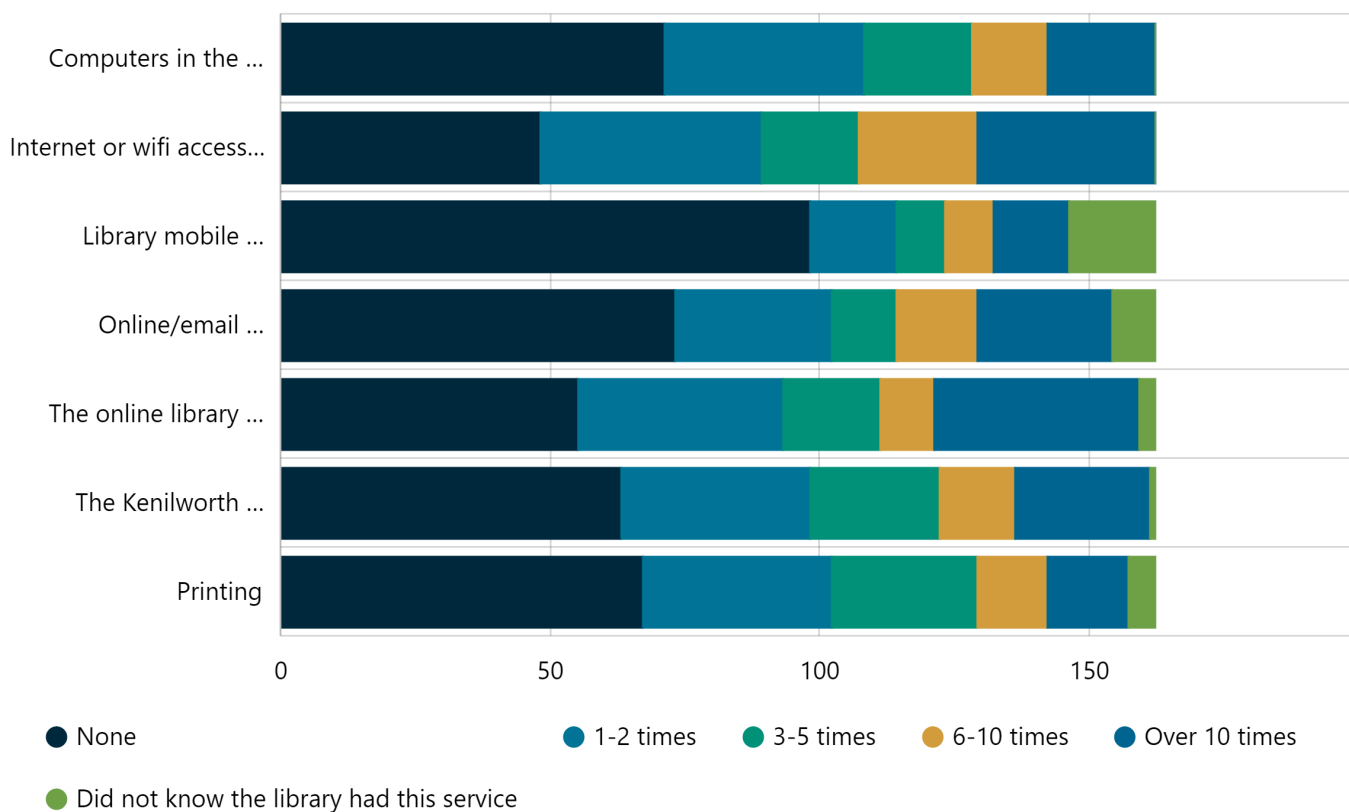
| | None | 1-2 times | 3-5 times | 6-10 times | Over 10 times | Did not know the library had this service | Count | Score |
|---|---|---|---|---|---|---|---|---|
| Computers in the library | 43.83% 71 | 22.84% 37 | 12.35% 20 | 8.64% 14 | 12.35% 20 | 0% 0 | 162 | 2.23 |
| Internet or wifi access at the library | 29.63% 48 | 25.31% 41 | 11.11% 18 | 13.58% 22 | 20.37% 33 | 0% 0 | 162 | 2.70 |
| Library mobile phone app | 60.49% 98 | 9.88% 16 | 5.56% 9 | 5.56% 9 | 8.64% 14 | 9.88% 16 | 162 | 2.22 |
| Online/email notification of new books | 45.06% 73 | 17.90% 29 | 7.41% 12 | 9.26% 15 | 15.43% 25 | 4.94% 8 | 162 | 2.47 |
| The online library catalogue databases and other electronic resources | 33.95% 55 | 23.46% 38 | 11.11% 18 | 6.17% 10 | 23.46% 38 | 1.85% 3 | 162 | 2.67 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| (not including e books) | | | | | | | | |
| The Kenilworth Library as a space to do my own activities (eg. study) | 38.89% 63 | 21.60% 35 | 14.81% 24 | 8.64% 14 | 15.43% 25 | 0.62% 1 | 162 | 2.42 |
| Printing | 41.36% 67 | 21.60% 35 | 16.67% 27 | 8.02% 13 | 9.26% 15 | 3.09% 5 | 162 | 2.31 |

## 10. In the past year I have used the following collections Required

Matrix | Skipped: 6 | Answered: 162 (96.4%)



**Legend:**
- ● None
- ● 1-2 times
- ● 3-5 times
- ● 6-10 times
- ● Over 10 times
- ● Did not know the library had this collection

| | None | 1-2 times | 3-5 times | 6-10 times | Over 10 times | Did not know the library had this collection | Count | Score |
|---|---|---|---|---|---|---|---|---|
| Adult fiction books | 27.78% 45 | 20.99% 34 | 14.81% 24 | 12.35% 20 | 24.07% 39 | 0% 0 | 162 | 2.84 |
| Adult non-fiction books | 22.84% 37 | 27.16% 44 | 16.67% 27 | 15.43% 25 | 17.90% 29 | 0% 0 | 162 | 2.78 |
| Children's books | 58.02% 94 | 11.11% 18 | 8.02% 13 | 5.56% 9 | 17.28% 28 | 0% 0 | 162 | 2.13 |
| Young adult books | 76.54% 124 | 7.41% 12 | 6.79% 11 | 3.09% 5 | 6.17% 10 | 0% 0 | 162 | 1.55 |
| Graphic | 77.78% | 8.64% | 5.56% | 4.94% | 3.09% | 0% | 162 | 1.47 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| novels | 126 | 14 | 9 | 8 | 5 | 0 | | |
| Magazines and Newspapers | 54.94% 89 | 19.14% 31 | 14.81% 24 | 7.41% 12 | 3.70% 6 | 0% 0 | 162 | 1.86 |
| Local studies and history | 52.47% 85 | 24.69% 40 | 12.96% 21 | 4.94% 8 | 4.94% 8 | 0% 0 | 162 | 1.85 |
| DVDs | 69.14% 112 | 9.88% 16 | 8.64% 14 | 4.32% 7 | 7.41% 12 | 0.62% 1 | 162 | 1.73 |
| Audio Books | 78.40% 127 | 9.26% 15 | 6.17% 10 | 0.62% 1 | 4.94% 8 | 0.62% 1 | 162 | 1.46 |
| Music on CD | 82.72% 134 | 7.41% 12 | 6.17% 10 | 1.23% 2 | 1.23% 2 | 1.23% 2 | 162 | 1.35 |

## 11. What did you do at your last visit to Kenilworth Library? Required
Multi Choice | Skipped: 23 | Answered: 145 (86.3%)
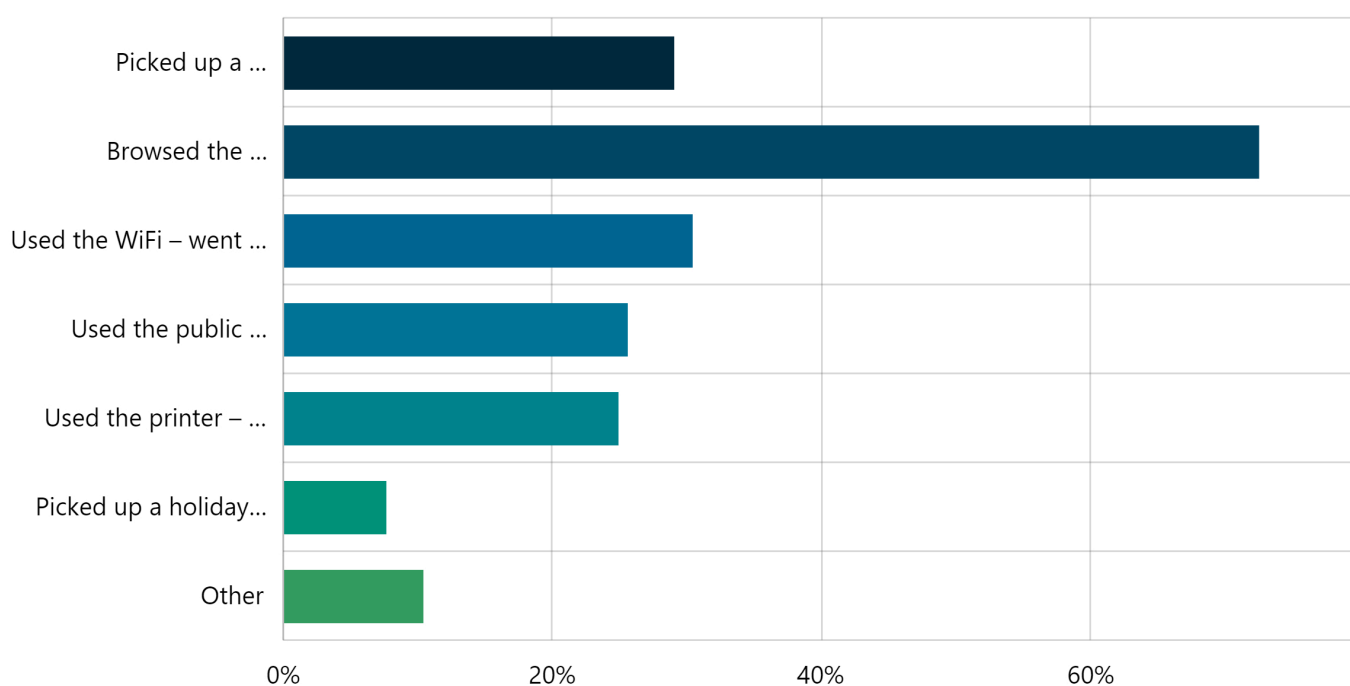


| Answer choices | Percent | Count |
| --- | --- | --- |
| Picked up a reservation – collected a book I had reserved | 28.97% | 42 |
| Browsed the collection – browsed the shelves to borrow a book | 72.41% | 105 |
| Used the WiFi – went to the library to use the free WiFi | 30.34% | 44 |
| Used the public computers – went to the library to use the public computers | 25.52% | 37 |
| Used the printer – went to the library to print or copy a document or image | 24.83% | 36 |
| Picked up a holiday program pack | 7.59% | 11 |
| Other | 10.34% | 15 |

## 12. Looking at the list below, select your top three (3) reasons to use the library Required

Multi Choice | Skipped: 7 | Answered: 161 (95.8%)
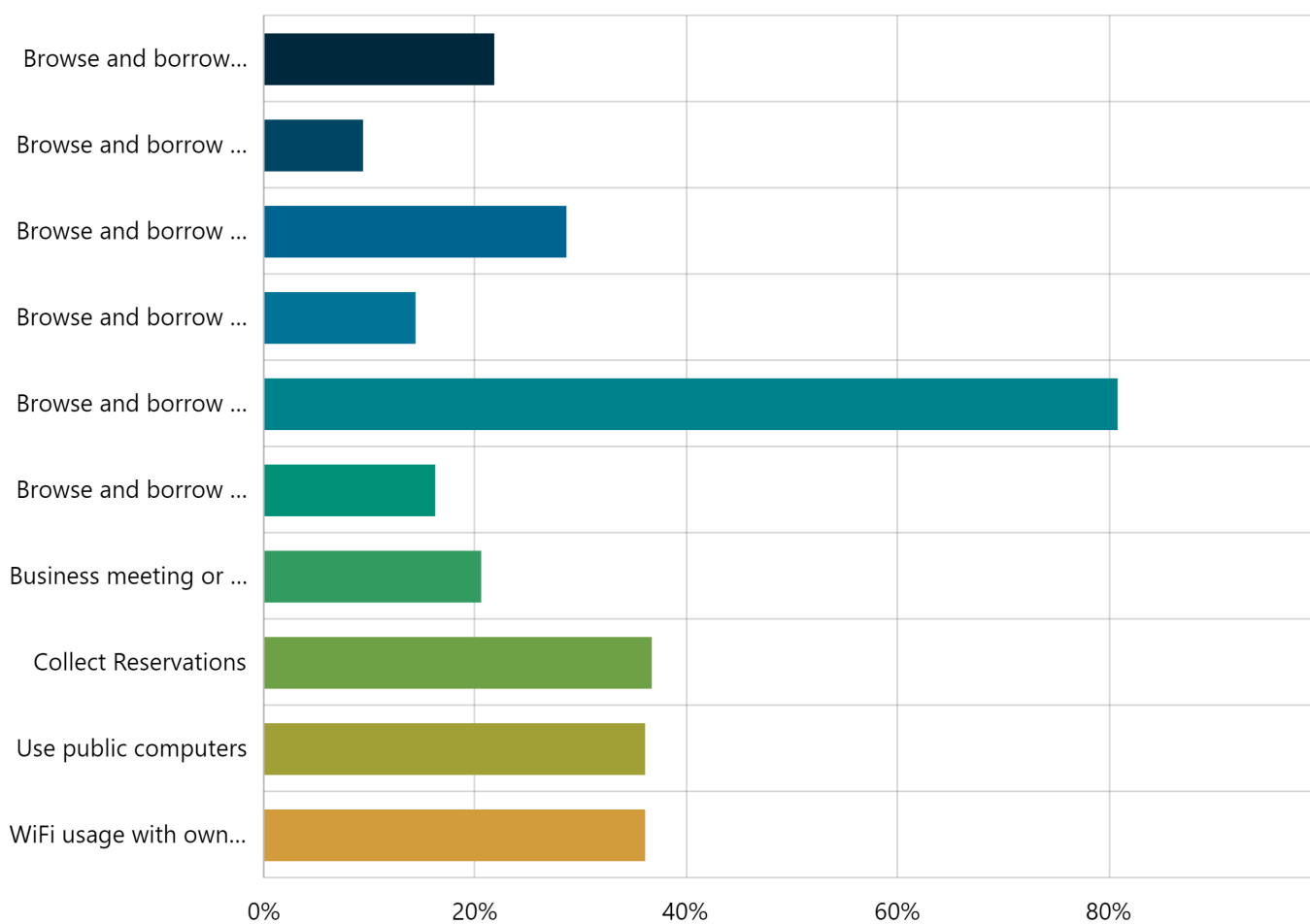


| Answer choices | Percent | Count |
| --- | --- | --- |
| Browse and borrow DVDs | 21.74% | 35 |
| Browse and borrow Children's puzzles and toys | 9.32% | 15 |
| Browse and borrow Children's Books | 28.57% | 46 |
| Browse and borrow Young Adult Books | 14.29% | 23 |
| Browse and borrow adult fiction and nonfiction | 80.75% | 130 |
| Browse and borrow audiobooks | 16.15% | 26 |
| Business meeting or study | 20.50% | 33 |
| Collect Reservations | 36.65% | 59 |
| Use public computers | 36.02% | 58 |
| WiFi usage with own device | 36.02% | 58 |

## 13. Which, if any, of the following barriers prevent you from using the Kenilworth Library? Required

Multi Choice | Skipped: 0 | Answered: 168 (100%)
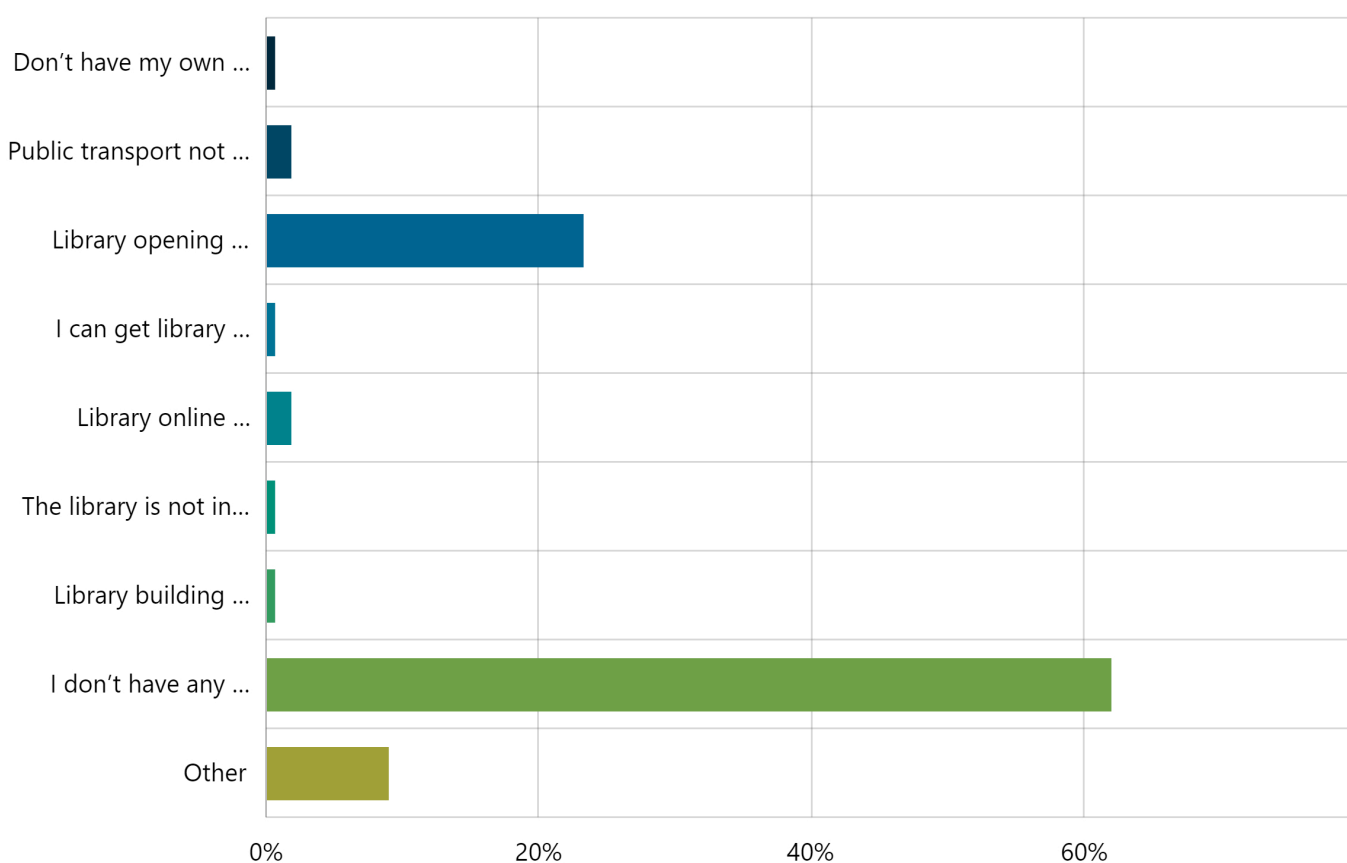


| Answer choices | Percent | Count |
|---|---|---|
| Don't have my own transport | 0.60% | 1 |
| Public transport not available or too expensive/difficult | 1.79% | 3 |
| Library opening hours do not suit | 23.21% | 39 |
| I can get library services from commercial businesses (ie purchase) | 0.60% | 1 |
| Library online services provide what I want | 1.79% | 3 |
| The library is not in a convenient location to access these services when I need them | 0.60% | 1 |
| Library building entrance access | 0.60% | 1 |
| I don't have any problems getting to a library branch | 61.90% | 104 |
| Other | 8.93% | 15 |
| Total | 100.00% | 168 |

14. Whether I use the Kenilworth Library's services or not, having it there for the community is Required

Slider | Skipped: 0 | Answered: 168 (100%)



**Completely unnecessary** — **Absolutely essential**
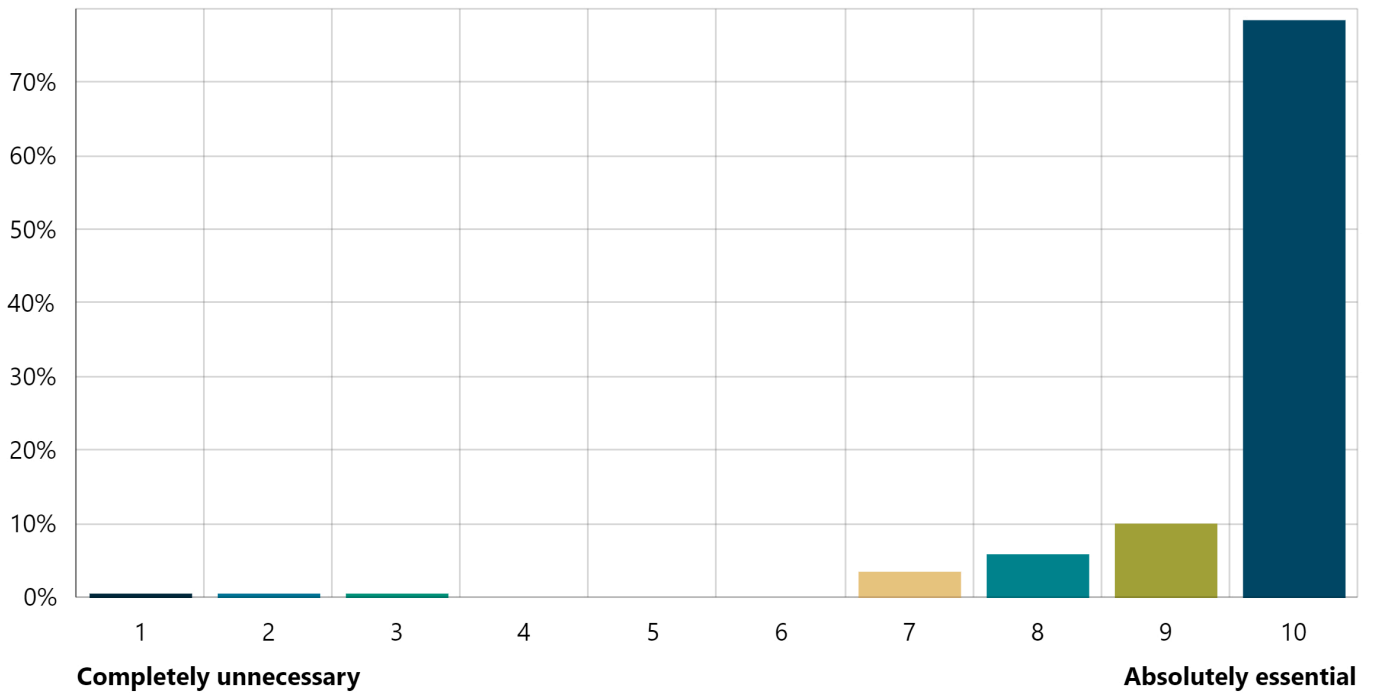
| Count | Average | Median | Min | Max |
|-------|---------|--------|-----|-----|
| 168 | 9.53 | 10.00 | 1 | 10 |

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|
| 0.60% | 0.60% | 0.60% | 0% | 0% | 0% | 3.57% | 5.95% | 10.12% | 78.57% |
| 1 | 1 | 1 | 0 | 0 | 0 | 6 | 10 | 17 | 132 |

## 15. Looking at the list below, place in order, from most important to least important, which of the services could we explore as an alternative to the existing Kenilworth Library Service Required

Ranking | Skipped: 0 | Answered: 168 (100%)
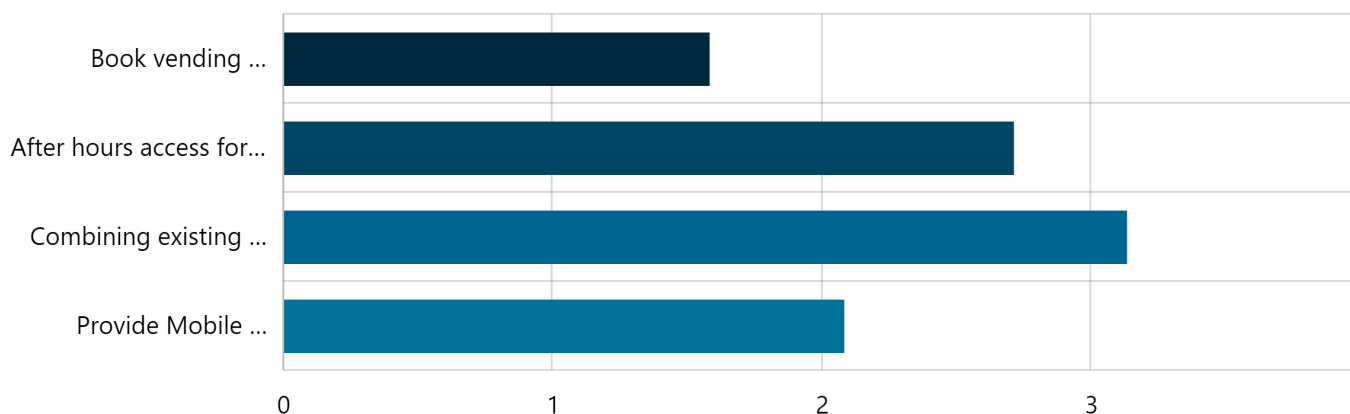


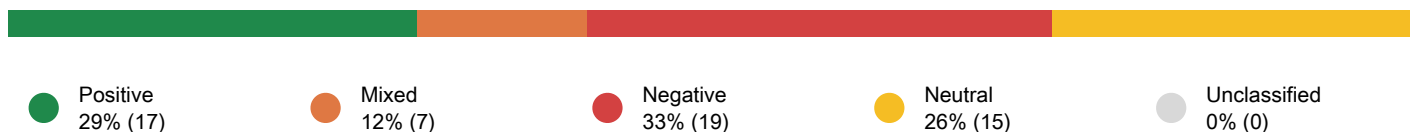|  | 1 | 2 | 3 | 4 | Count | Score | Avg Rank |
|---|---|---|---|---|---|---|---|
| Book vending machine with 24/7 WiFi access | 9.21%<br>14 | 11.18%<br>17 | 24.34%<br>37 | 55.26%<br>84 | 152 | 1.58 | 3.26 |
| After hours access for library users | 28.21%<br>44 | 43.59%<br>68 | 20.51%<br>32 | 7.69%<br>12 | 156 | 2.71 | 2.08 |
| Combining existing library with other council services (ie customer contact) | 52.44%<br>86 | 23.17%<br>38 | 16.46%<br>27 | 7.93%<br>13 | 164 | 3.13 | 1.80 |
| Provide Mobile Library services | 15.38%<br>24 | 20.51%<br>32 | 37.18%<br>58 | 26.92%<br>42 | 156 | 2.08 | 2.76 |

Score - Sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions. Weights are inverse to ranked positions.
Avg Rank - Sum of the ranked position of the choice, multiplied by the response count for the position choice, divided by the total 'Count' of the choice.

## 16. Please share any other ideas for alternative services.
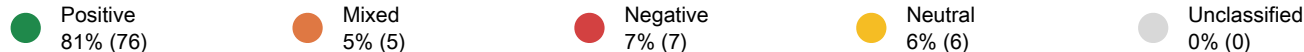
Short Text | Skipped: 110 | Answered: 58 (34.5%)

### Sentiment



- **Positive** 29% (17)
- **Mixed** 12% (7)
- **Negative** 33% (19)
- **Neutral** 26% (15)
- **Unclassified** 0% (0)

### Tags



| Tag | Percent | Count |
| --- | --- | --- |
| KeepLibrary | 34% | 20 |
| Events&Programs | 12% | 7 |
| Partnership | 10% | 6 |
| mobile | 5% | 3 |
| SocialGroupHub | 3% | 2 |
| openinghours | 3% | 2 |
| school | 2% | 1 |
| communitycentre | 2% | 1 |
| engagement&promotion | 2% | 1 |
| HomeService | 2% | 1 |
| kids | 2% | 1 |
| accessibility | 2% | 1 |
| adults | 2% | 1 |
| studyspace | 2% | 1 |
| AfterSchool | 2% | 1 |

### Featured Contributions

## 17. Describe any opportunities that you think would help in building community usage of Kenilworth Library Required

Long Text | Skipped: 74 | Answered: 94 (56%)

### Sentiment

| | | | | |
|---|---|---|---|---|
| ● Positive 81% (76) | ● Mixed 5% (5) | ● Negative 7% (7) | ● Neutral 6% (6) | ○ Unclassified 0% (0) |

### Tags



| Tag | Percent | Count |
|---|---|---|
| Events&Programs | 53% | 50 |
| SocialGroupHub | 17% | 16 |
| openinghours | 17% | 16 |
| engagement&promotion | 15% | 14 |
| KeepLibrary | 12% | 11 |
| kids | 9% | 8 |
| bookclubs | 6% | 6 |
| Partnership | 6% | 6 |
| communitycentre | 6% | 6 |
| studyspace | 5% | 5 |
| Reading | 5% | 5 |
| meetings | 5% | 5 |
| school | 4% | 4 |
| technology | 3% | 3 |
| volunteers | 3% | 3 |
| BuildingAesthetics | 2% | 2 |

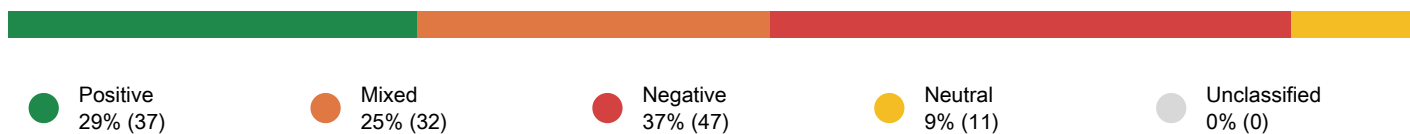| | | |
|---|---|---|
| socialhub | 1% | 1 |
| adults | 1% | 1 |
| Artgroup | 1% | 1 |
| Meetthecouncillor | 1% | 1 |
| AfterSchool | 1% | 1 |
| Biggerbuilding | 1% | 1 |
| mobile | 1% | 1 |
| homework | 1% | 1 |
| carparking | 1% | 1 |
| weekends | 1% | 1 |
| longerhours | 1% | 1 |
| schoolholidays | 1% | 1 |
| accessibility | 1% | 1 |
| Literacy | 1% | 1 |
| LoungeSpace | 1% | 1 |
| SocialGroups | 1% | 1 |
| HomeService | 1% | 1 |
| council | 1% | 1 |

Featured Contributions

No featured contributions

18. If the existing Kenilworth Library was no longer operating, how would you access library services and similar resources?
Required
Long Text | Skipped: 41 | Answered: 127 (75.6%)

Sentiment

| | | | | |
|---|---|---|---|---|
| ● Positive 29% (37) | ● Mixed 25% (32) | ● Negative 37% (47) | ● Neutral 9% (11) | ● Unclassified 0% (0) |

Tags

Maleny Online Purchase Mobile NoService Barrier OtherBranch Nambour mobile

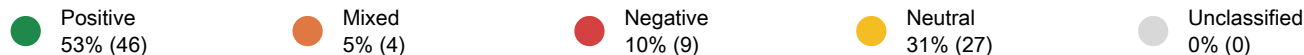| Tag | Percent | Count |
|---|---|---|
| Barrier | 33% | 42 |
| NoService | 30% | 38 |
| OtherBranch | 22% | 28 |
| Nambour | 13% | 16 |
| Maleny | 10% | 13 |
| Mobile | 5% | 6 |
| Online | 2% | 3 |
| Purchase | 2% | 2 |
| mobile | 1% | 1 |

Featured Contributions

No featured contributions

19. If the Kenilworth Library was to consider partnering with another organisation, which local partner/s do you think would be most suited? Required

Long Text | Skipped: 82 | Answered: 86 (51.2%)

Sentiment

| | | | | |
|---|---|---|---|---|
| ● Positive 53% (46) | ● Mixed 5% (4) | ● Negative 10% (9) | ● Neutral 31% (27) | ● Unclassified 0% (0) |

Tags

InfoCentre ChamberOfCommerce
Kindy PostOffice
Museum ArtsCommunity school KenilworthHall
council OtherBusiness

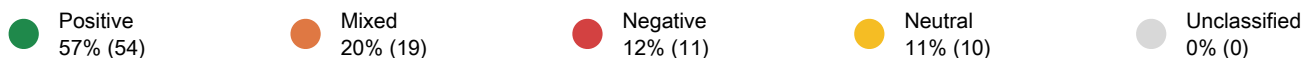| Tag | Percent | Count |
|---|---|---|
| ArtsCommunity | 16% | 14 |
| OtherBusiness | 16% | 14 |
| InfoCentre | 14% | 12 |
| Museum | 6% | 5 |
| ChamberOfCommerce | 5% | 4 |
| school | 5% | 4 |
| KenilworthHall | 3% | 3 |
| Kindy | 3% | 3 |
| council | 3% | 3 |
| PostOffice | 2% | 2 |

Featured Contributions

No featured contributions

**20. Is there anything else you would like to tell us about your library and its services and facilities? Required**
Long Text | Skipped: 74 | Answered: 94 (56%)

Sentiment



- ● Positive 57% (54)
- ● Mixed 20% (19)
- ● Negative 12% (11)
- ● Neutral 11% (10)
- ● Unclassified 0% (0)

Tags



| Tag | Percent | Count |
| --- | --- | --- |
| KeepLibrary | 61% | 57 |
| SocialGroupHub | 16% | 15 |
| kids | 9% | 8 |
| Reading | 9% | 8 |
| openinghours | 4% | 4 |
| studyspace | 4% | 4 |
| Partnership | 4% | 4 |
| engagement&promotion | 4% | 4 |
| school | 3% | 3 |
| Literacy | 3% | 3 |
| meetings | 2% | 2 |
| volunteers | 1% | 1 |
| Events&Programs | 1% | 1 |
| accessibility | 1% | 1 |
| communitycentre | 1% | 1 |
| BuildingAesthetics | 1% | 1 |