



# Literacy and lifelong learning strategy

2021 - 2025

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TOWN OF  
VICTORIA PARK



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**WE'RE OPEN  
VIC PARK**

# Acknowledgement of Country

The Town acknowledges the traditional custodians of this land and respect past, present and emerging Leaders, their continuing cultural heritage, beliefs and relationship with the land, which continues to be important today.

We thank them for the contribution made to life in the Town of Victoria Park and to this region.

## Introduction

### Literacy and learning at the library, a perfect fit!

Public libraries are hubs for lifelong learning, inclusion, and personal enrichment. The role of the public library is to provide access to physical resources, educational tools, and engagement opportunities that develop the interests and skills of individuals and communities alike. Libraries play a pivotal role in community wellbeing, and through both the physical space and the learning and literacy opportunities, ensure happier and informed communities.

Literacy is a fundamental skill that is necessary to nurture from birth through all stages of life. According to key findings in the State Library of Western Australia, "having a highly literate population is necessary to Australia's productivity, its ability to cope with increasingly complex challenges and demands and improves the life of its citizens" (SLWA, 2017). Access to literacy and learning engagement is crucial to the success of communities and their socio-economic goals, as well as the betterment of the individual's personal, professional, educational, and community awareness. Individuals with or above average literacy rates enjoy higher income, greater social engagement, employment opportunities, and quality of life.

According to the Australian Bureau of Statistics, 15 per cent of Western Australians scored on the low end of the literacy scale at Level 1 out of a possible five levels; however, 60 per cent of those with a Level 3 or higher are more likely to seek informal learning opportunities (ABS, 2011). The Town of Victoria Park has an average of 62 per cent of its residents with literacy Level 3 or higher, or having completed Year 12 or beyond (ToVP Community Profile, 2016).

Libraries are at the forefront of literacy and learning engagement for all ages and all abilities. Programs are curated and designed to accommodate different levels of education, ages, and interests, with an eye to providing services for those marginalised community members. Through programs such as Storytime, English as a second language (ESL) conversation circles, digital assistance, information sessions and hands-on activities with presenters, libraries are uniquely positioned to address gaps in community knowledge and provide output to increase awareness in many forms.

### About this literacy and lifelong learning strategy

The purpose of this document is to address the evolving role of libraries in the space of literacy and learning and present outcomes that will enrich our current literacy capabilities and expand into new areas. The eight most in demand literacies have been identified and strategically aligned with the Town of Victoria Park, the State Library of Western Australia (SLWA), The Australian Library Information Association (ALIA), International Federation of Library Associations and Institutions (IFLA), and through the recognition of library trends and strategic literacy developments that are consistently emerging.

# How we developed the strategy

## Engagement

The library is uniquely positioned for ongoing discussion and feedback. Through Culture Counts evaluations, patron program requests, engagement with the Community Development team and community organisations, the library builds its literacy and learning opportunities in conjunction with its patrons. Biennial surveys and 'tell your ideas' programs and surveys are also used to gather information.

## Community collaboration

Library patrons and community members are invited to share their expertise through library programming and literacy and learning opportunities. Culture Counts evaluations reflect appreciation of programming and personal engagement with the library. Of the people who attended programming from 2020-2021, 82 per cent responded that they learned something new, while 89 per cent gained insight into a new topic. Meaningful one-on-one interactions, and feedback to staff are among the most beneficial program development opportunities to ensure meaningful literacy programs specific to the Vic Park community.

## Research

Research on an international, national, state, and local scale has been conducted. Additionally, emerging trends in education and library services have been reviewed in journals, webinars, and professional development.

## Subject matter expertise

Collaboration with local subject matter expertise has been crucial to effective literacy and learning programming as well as the regular professional development and insight of the subject matter librarians.

## Logic model and theory of change

The logic model and theory of change documents show, at-a-glance, the role and impact of literacy and learning at the library on the community at large.

## Operational review

The library underwent an operational review of reports, strategies, and findings in 2018 which has informed service delivery to date.

# Strategic alignment

The literacy and lifelong learning strategy was developed to guide the introduction and delivery of meaningful community programming, which align with the Town's community outcomes and strategic alignment within Australia and abroad.

<b>International</b>	International Federation of Library Associations and Institutions, Engaging in Literacy and Reading Strategies: An IFLA Toolkit for Libraries	<ul style="list-style-type: none"> <li>• Focused literacy and reading strategies by including commitments and targets for lifelong literacy</li> <li>• Develop higher levels of school readiness to support pre-school aged children and their caregivers</li> <li>• Develop a love of reading</li> <li>• Overcome the continuation of low literacy across generations</li> <li>• Provide digital tools and digital spaces</li> </ul>
<b>National</b>	Australia Library and Information Association: Guidelines, Standards and Outcome Measures for Australian Public Libraries	<ul style="list-style-type: none"> <li>• Ensure universal access to library services within the community</li> <li>• Reflect community needs and aspirations and engage the community in shaping library services</li> <li>• Champion cultural Identity</li> <li>• Create partnerships to build community and individual resilience and capacity</li> </ul>
<b>State</b>	Public Library Services Western Australia: Vision 2025 and Framework for Strategic Action	<ul style="list-style-type: none"> <li>• Build capacity and foster community engagement</li> <li>• Promote literacy and learning</li> <li>• Inspiring new ideas and creativity</li> </ul>
<b>Local</b>	Town of Victoria Park Strategic Outcomes	<ul style="list-style-type: none"> <li>• An informed and knowledgeable community</li> <li>• An empowered community with a sense of pride and belonging</li> <li>• A place where all people have an awareness and appreciation of arts, culture, education and heritage</li> </ul>

The library is committed to providing an inclusive and welcoming space with a focus on lifelong learning for all ages and stages of literacy development and across subject matter. Through collaborative partnerships, outreach, and in-house programming, the library is a hub for exploration, innovation, and creativity, inspiring ideas and providing a sense of belonging for its community – all while encouraging a love of reading and personal exploration.





# Literacy focus

Public libraries are committed to providing safe and nurturing learning experiences for all patrons. They address both the fundamental gaps in knowledge and the desired learning experiences of the community. Access to literacy, in its various forms, provides individuals and groups with richer reading and comprehension skills, life-skills, empowerment, confidence, and successful opportunity in the world. At the Victoria Park Library, literacy and learning programming and outreach services is focussed on providing quality and an accessible approach to:

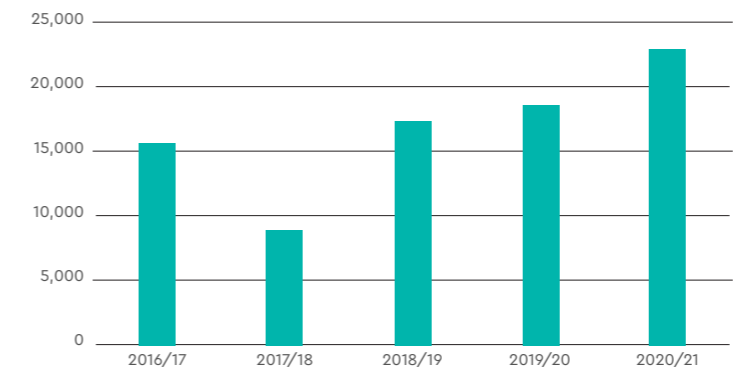
<b>Information literacy</b>	The ability to locate, recognize, and analyse information.
<b>Cultural literacy</b>	The ability to understand, appreciate, and recognise the value of diversity and inclusion, as well as celebration of the Town's rich history.
<b>Adult literacy</b>	The ability to access knowledge in a variety of life-improving and health and wellness fields through continuous life-long learning.
<b>Early literacy (ages 0-5)</b>	The ability to foster an appreciation of learning and reading in children from an early age and empower literacy engagement through reading, singing, playing, talking, and rhyming, talking, and creativity for children and to encourage parents of small children to be an active participant in their child's learning.
<b>Youth literacy (ages 6-18)</b>	The ability to engage with words and language with confidence and to explore interests and creativity and harness inquisitiveness.
<b>Family literacy</b>	The ability to interact with learning intergenerationally and to provide support for caregivers to improve literacy skills within the family unit and to become advocates for their children's literacy journey.
<b>Digital literacy</b>	The ability to locate, recognize, and analyse information on digital platforms, produce text, and use technology confidently.
<b>STEAM literacy</b>	The ability to actively engage in sciences, technology, engineering, arts, and maths in a meaningful way.

# Who benefits?

Everyone can benefit from the library. While most of our patronage are adults, these numbers also include young adults borrowing and participating on behalf of their children and families. In addition to the those who come through the doors, the library also provides access and services for underserved groups who may not be membership holders such as new-parent groups, residents at Boronia Women's Pre-release Centre, senior centres and homebound patrons, people experiencing homelessness, indigenous and the culturally and linguistically diverse (CALD) groups.

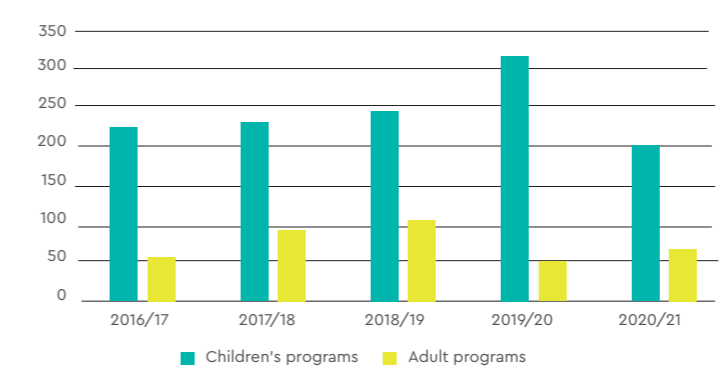
Library services are consistently evolving and adapting to the needs of the community. Librarians research and evaluate which groups need attention and strive to address them.

Library memberships 2016-2021



Please note 2020 and early 2021 programming was temporarily affected due to lack of FTE for the Literacy and Learning Librarian position as well as library closures due to Covid-19.

Library programs 2016-2021



# Community connections

**Libraries are hubs for networking, support, sharing and creativity. There is no limit to who can benefit from a library service or who can collaborate.**

At the Victoria Park Library, our programs reflect the expertise and creativities of local community members as well as those within the broader Perth and Western Australian community.

Example currently community groups		
Library led	Community led	Collaborations
<ul style="list-style-type: none"> <li>Classroom outreach</li> <li>New parent workshop</li> <li>Storytime</li> <li>Rhymetime</li> <li>Buzz Week/ Bite-sized Learning</li> <li>Local History awards</li> <li>LETS (Learn English through Storytime)</li> <li>Trivia</li> <li>Outreach</li> </ul>	<ul style="list-style-type: none"> <li>Film Club</li> <li>Book Club</li> <li>ESL Conversation Circle</li> <li>Youth Group</li> <li>Share with the Mayor</li> </ul>	<ul style="list-style-type: none"> <li>Teach classes</li> <li>NAIDOC Week</li> <li>Family history sessions</li> <li>families week</li> <li>ToVP information sessions</li> <li>Support for people experiencing homelessness</li> <li>Arts Season</li> <li>Mental Health Week</li> </ul>

**Frequent internal collaboration is foundational to our services. Together we reach a broader target audience and provide literacy experiences across subjects and areas of interests.**

## Examples of collaboration with the town include:

- Digital Hub – Digital literacy – through ongoing Tech Savvy and Digital Help class
- Families, youth and homelessness – Families Week programming
- Safer neighbourhoods – Crime Chat sessions
- Social inclusion – Pride programming and sensory project development
- Healthy Community – physical programs, mental health, and healthy eating sessions
- Arts and culture – Arts Season collaboration / Digital Hub – Tech Savvy and Digital Help classes

## Theory of change – How libraries influence change



# Our values

ENCOURAGE   ACKNOWLEDGE   INSPIRE	
<p><b>Engage: Literacy</b></p>	<p><b>Access to Information</b></p> <p>The library will provide access to collections, programs, experts, and partners for all information seekers in the community.</p> <p><b>Program delivery</b></p> <p>The library will promote, deliver, and initiate engaging learning opportunities on behalf of the community and will reasonably provide access to resources and space for individuals and groups who wish to pursue their own programming initiatives.</p> <p><b>Digital transformation</b></p> <p>The library will provide access to technology and learning opportunities to increase digital literacy, STEAM (science, technology, engineering, arts, maths) opportunities, and to break down barriers of the digital divide in collaboration with the Digital Hub, and will actively share information, events, and programs with the community through social media and website platforms.</p>
<p><b>Acknowledge: Diversity and inclusion</b></p>	<p><b>Cultural empowerment and authenticity</b></p> <p>The library will provide access for all patrons to see themselves reflected in the library through the recognition of cultural days, celebrations, displays, and programs, while engaging diverse community members to bring authentic voices to the library experience.</p> <p><b>Aboriginal literacies</b></p> <p>The library will act as an agency to support the Aboriginal and Torres Strait Islander peoples with access to information and literacy opportunities, spaces to explore and celebrate heritage, and access to educational and job seeking materials to support quality of life. The library also recognises the benefit of honouring the cultural significance of Aboriginal and Torres Strait Islander peoples history to the larger community.</p> <p><b>Newcomers and migrants</b></p> <p>The library will reasonably assist new Australians with their orientation to Town of Victoria Park through information sessions, access to service providers and partners, and through developing a sense of connection and belonging through programs and networking opportunities.</p>

<p><b>Acknowledge: Diversity and inclusion</b></p>	<p><b>Homelessness</b></p> <p>The library will provide access to information for those experiencing homelessness through Little Free Libraries, free Internet connection, and access to computers and programming.</p> <p><b>People with disability</b></p> <p>The library will provide reasonable access to space, literacy tools such as large print and digital resources, and will engage in open dialogue about access improvement and program provision.</p> <p><b>Intergenerational demographics</b></p> <p>The library will provide welcoming space and programming and literacy opportunities for all ages.</p>
<p><b>Inspire: community engagement, partnerships, and personal enrichment</b></p>	<p><b>Communication</b></p> <p>The library will communicate with staff and patrons to better understand the and address the literacy needs of the community and select thoughtful programming to align with the identified need or gaps in literacy.</p> <p><b>Access to space</b></p> <p>The library will provide reasonable access to space for residents, local enterprises, associations, and interest groups who wish to share their knowledge and expertise with the community. It will also act as a community hub – a place of collaboration, learning, creativity, and exploration – while also being a participant in the Town's Strategic Community Plan.</p> <p><b>Fostering curiosity</b></p> <p>The library will work with emerging leaders and to build skills and knowledge in various capacities while also supporting exploratory learning to ignite curiosity.</p> <p><b>Outreach</b></p> <p>The library will seek out and respond to opportunities to provide access to library services at local community spaces, and attend diverse events; which will position the library as an ally to marginalised communities and to those who cannot access the branch.</p> <p><b>Lifelong learning</b></p> <p>The library addresses the multiple types of learning styles and literacies that exist through programming, and encourages an appreciation for lifelong learning.</p> <p><b>Empowerment</b></p> <p>The library will build confidence and encourage participation of community members, services, and town leaders by being a trusted knowledge provider.</p>



## The library will

engage the community with thoughtful access to information, opportunities, and literacies.



## So that we

acknowledge the diversity of community, information sharing, and literacy, as we cultivate a welcoming space and range of services for all.



## In an effort to

inspire the community to seek out, embrace, and share knowledge through confidence and personal empowerment.





# Program logic

SITUATION	
<b>Background</b>	Public libraries are hubs for lifelong learning, inclusion, and personal enrichment. The role of the public library is to provide access to physical resources, educational tools, and engagement opportunities which develop the interests and skills of individuals and communities alike. Libraries play a pivotal role in community well-being and through both the physical space and the learning and literacy opportunities, ensure happier and informed communities. The Town is well placed to develop a literacy and lifelong learning strategy to guide its future efforts and resourcing in this important area.
INPUTS	
<b>What we invest</b>	<b>Town of Vic Park:</b> <ul style="list-style-type: none"> <li>• Well trained, experienced and engaged staff</li> <li>• Elected Members</li> <li>• Ratepayers/community</li> <li>• Members of the public</li> <li>• Volunteers</li> <li>• Budget</li> <li>• Well maintained facility</li> <li>• Physical and digital books/resources and materials</li> <li>• Meeting spaces</li> <li>• Administrative support</li> <li>• Systems</li> <li>• Vehicle</li> <li>• ICT equipment</li> <li>• Internet/network connections</li> <li>• Communication channels</li> <li>• Partners, collaborators and networks</li> <li>• Brand</li> </ul>

STRATEGIES	
<b>What we value</b>	<p><b>Literacy engagement</b></p> <ul style="list-style-type: none"> <li>• Access to information</li> <li>• Program delivery</li> <li>• Digital transformation</li> </ul> <p><b>Diversity and inclusion</b></p> <ul style="list-style-type: none"> <li>• Cultural empowerment and authenticity</li> <li>• Aboriginal literacies</li> <li>• Newcomers and migrants</li> <li>• Homelessness</li> <li>• People with disability</li> <li>• Intergenerational demographics</li> </ul> <p><b>Community engagement, partnerships, and personal enrichment</b></p> <ul style="list-style-type: none"> <li>• Communication</li> <li>• Access to space</li> <li>• Fostering curiosity</li> <li>• Outreach</li> <li>• Lifelong learning</li> <li>• Empowerment</li> </ul>



# Program logic

ACTIVITIES	
<p><b>What we do</b></p>	<p><b>Literacy engagement</b></p> <ul style="list-style-type: none"> <li>• Provide print and digital resources</li> <li>• Provide hands-on, educational, and interactive programming for all learning types</li> <li>• Provide access to technologies, ICT networks, and digital literacy classes, STEAM programs</li> <li>• Self-service technology</li> </ul> <p><b>Diversity and inclusion</b></p> <ul style="list-style-type: none"> <li>• Cultural recognition displays, programming and materials</li> <li>• Aboriginal materials, partnerships and Closing the Gap initiative</li> <li>• Implementation of social inclusion plans and approaches e.g. NAIDOC Week, Harmony Week, Pride, Int. Day of People with Disability, Homelessness Week</li> <li>• Intergenerational approaches to programs and services</li> <li>• Staff training</li> </ul> <p><b>Community engagement, partnerships, and personal enrichment</b></p> <ul style="list-style-type: none"> <li>• Tutoring program</li> <li>• Oral histories and stories</li> <li>• Baby Rhymetime/Storytime</li> <li>• Ongoing feedback</li> <li>• Little Libraries</li> </ul>

AUDIENCE	
<p><b>Who benefits</b></p>	<p><b>General public</b></p> <ul style="list-style-type: none"> <li>• Early years/children</li> <li>• Families</li> <li>• Youth</li> <li>• Adults</li> <li>• Vulnerable groups</li> <li>• New parents</li> <li>• Low-income households</li> <li>• Job seekers</li> <li>• Residents at Boronia Women's Pre-release centre</li> <li>• Seniors</li> <li>• Homebound patrons</li> <li>• People experiencing homelessness</li> <li>• New migrants</li> <li>• Aboriginal and Torres Strait Islander groups</li> <li>• People with disability</li> <li>• Culturally and linguistically diverse (CaLD)</li> <li>• LGBTQI+</li> </ul> <p><b>Local enterprise</b></p> <ul style="list-style-type: none"> <li>• Students</li> <li>• Small business</li> <li>• Start-ups</li> <li>• Social entrepreneurs</li> </ul> <p><b>Community builders</b></p> <ul style="list-style-type: none"> <li>• Not for profit staff</li> <li>• Community groups</li> <li>• Skilled and connected individuals</li> <li>• Volunteers</li> <li>• Town staff</li> </ul>



# Program logic

OUTPUTS	
<b>Results achieved</b>	<p><b>How much did we do?</b></p> <p>2019–2021 new collection and community led events</p> <ul style="list-style-type: none"> <li>• 7,280 new items</li> <li>• 58 children's programs</li> <li>• 31 community-led programs</li> <li>• 11 adult programs</li> <li>• 20 local history programs</li> <li>• 14 external partnerships/outreach</li> <li>• 18 internal partnerships</li> <li>• 120 Town led programs</li> </ul> <p><b>How well did we do?</b></p> <ul style="list-style-type: none"> <li>• 1,871 new memberships</li> <li>• 660,460 social media reach</li> <li>• 30,709 e-resources loaned</li> <li>• 56,390 website and OPAC visits</li> <li>• 110,750 in branch visitation</li> <li>• 253,089 circulated loans</li> <li>• 10,359 ICT bookings/5889.45 hours</li> <li>• 10 volunteers/week at 12 hours a fortnight</li> </ul> <p><b>New advocacy initiatives in research and development stage</b></p> <p>Nine advocacy issues progressed: Closing the Gap outcomes, sensory awareness, Pride, Australian Early Development Index, Local history signage, Disability Access and Inclusion Plan (DAIP), cultural and linguistically diverse (CaLD), homelessness awareness, youth engagement.</p>
INDICATORS	
<b>Measured via:</b>	<ul style="list-style-type: none"> <li>• Post engagement survey montly statistics</li> <li>• Annual Statistics/ reporting staff PDS reviews</li> </ul>

OUTCOMES – IS ANYONE BETTER OFF?		
SHORT TERM knowledge/skills	MID TERM actions/behaviours	LONG TERM conditions
<p><b>Improvements in:</b></p> <ul style="list-style-type: none"> <li>• skills</li> <li>• knowledge</li> <li>• experience</li> <li>• connections</li> <li>• confidence</li> <li>• creative expression.</li> </ul> <p>Improved awareness and understanding of the library and its literacy and learning resources.</p> <p>Improved awareness and understanding of the Town's functions and its resources.</p>	<ul style="list-style-type: none"> <li>• Improved ability to access and use library resources to make informed decisions.</li> <li>• Improved literacy skills across literacy domains.</li> <li>• Improved engagement, self-expression, respect, and community participation</li> <li>• Increased enjoyment of reading and learning.</li> <li>• Increase in empowered caregivers who actively engage in their child's literacy development.</li> <li>• Increased membership of diverse and marginalised community members.</li> <li>• Improved awareness of patrons to see themselves reflected in the library through recognition of cultural days, celebrations, displays and programs.</li> </ul>	<ul style="list-style-type: none"> <li>• An informed and knowledgeable community</li> <li>• An empowered community with a sense of pride, safety and belonging</li> <li>• A place where all people have an awareness and appreciation of arts, culture, education and heritage</li> </ul> <p><b>Improvement across the following domains/indicators:</b></p> <ul style="list-style-type: none"> <li>• Australian Early Years Development Census (AEDC)</li> <li>• Quality of life/wellbeing</li> <li>• Employment</li> <li>• Education/literacy standards</li> <li>• Civic engagement</li> <li>• Sense of inclusivity</li> <li>• Sense of community connection</li> </ul>
INDICATORS		
<b>Measured via:</b>	<b>Measured via:</b>	<b>Measured via:</b>
<ul style="list-style-type: none"> <li>• post engagement survey via Culture Counts or direct approach</li> <li>• continuous story gathering</li> <li>• medium term follow up survey.</li> </ul>	<ul style="list-style-type: none"> <li>• continuous story gathering</li> <li>• medium term follow up survey</li> <li>• annual review</li> <li>• twice yearly 'Tell a Librarian Day'</li> <li>• mindful engagement with evidenced based research to identify contemporary trends on a national and international scale.</li> </ul>	<ul style="list-style-type: none"> <li>• biennial satisfaction survey</li> <li>• ABS</li> <li>• AEDC</li> <li>• Town of Victoria Park community profile, <a href="http://profile.id.com.au/victoriapark">profile.id.com.au/victoriapark</a></li> </ul>














# Monitoring and measurement

**Libraries play an increasingly important role in their communities. As they are institutions of forward thinking and agents of change, libraries track their effects on communities through various means of monitoring and measurement.**

According to the 2018 Library Operational Review Report, Strategies, and Findings, the Town of Victoria Park Library measures success through metrics of how many programs are on offer, program attendance, and available service use during programming areas. We will also measure our effectiveness as outlines in the literacy and learning program logic.

To assist delivery, monitoring, and measurement of the literacy and lifelong learning strategy, an annual Implementation Plan will be created based on the strategy and logic model key components. The strategy will be evaluated at the end of its three-year cycle to identify process, impact, and value for money successes and improvements.

 Seek feedback via Culture Counts surveys after each program	 Twice yearly 'Tell a Librarian Day'
 Ask patrons for direct feedback	 Mindful engagement with evidenced-based research to identify contemporary trends on a national and international scale
 Ask staff for feedback about what is circulating and what patrons enjoy	 Biennial customer satisfaction survey
 Annual review	 Story capture related to Most Significant Change methodologies
 Financial Statements, Library Management System, Australian Standards and Guidelines for Australian Libraries resources	

# Conclusion

**The role of literacy and learning programming is to support Town of Victoria Park community and address their specific literacy needs. Through programming and outreach, the role expands the reach of the library beyond the branch and creates thoughtful and meaningful learning opportunities and elevates the curiosity of the community members who wish to engage with the library.**

The Town of Victoria Park Library is a dynamic and exciting community hub where patrons feel engaged, empowered, and connected. Through literacy and learning opportunities, patrons explore personal growth, networking, collaboration, and creativity. The safety of the library as an inclusive and welcoming space opens the possibilities for learning to reach new heights and everyone, from the single patron to the collective community.



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## Town of Victoria Park

### Administration building

99 Shepperton Road  
Victoria Park WA 6100

### Opening hours

8:30am-5pm Monday to Friday

### Postal address

Locked Bag 437  
Victoria Park WA 6979

### Email

[admin@vicpark.wa.gov.au](mailto:admin@vicpark.wa.gov.au)

### Phone

(08) 9311 8111

### Emergency after hours number

(08) 9311 8188

## Victoria Park Library

### Opening hours

Monday, Tuesday and Friday

9am – 6pm

Wednesday and Thursday

9am – 8pm

Saturday | 9am – 5pm

Sunday | Closed

Public holidays | Closed

### Address

Victoria Park Library  
27 Sussex Street  
East Victoria Park WA 6101

### Phone

(08) 9373 5500

### Email

[vicparklibrary@vicpark.wa.gov.au](mailto:vicparklibrary@vicpark.wa.gov.au)