Sunshine Coast Libraries Plan
2014-2024
Supporting Resources

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Contents

1. Why Plan for Libraries

"Public libraries are a crucial part of a community's social, cultural and economic capital. Few other services have the multiplicity of roles, user range and diversity, and potential to influence so many lives."[1]

1.1 Council's Role in Libraries

Sunshine Coast Council has primary responsibility for operating the Sunshine Coast Libraries service in accordance with its *Corporate Plan* and strategic priorities[2], and provides a free public library service to all of its residents.

As outlined in the Australian Library and Information Association (ALIA) *National Vision and Framework 2010-2015*, the public library's role and purpose is to:

- offer universal free access to information, knowledge and ideas
- support formal and informal learning, especially literacy, through all stages of life
- provide a place for people to meet, share and be inspired
- ensure programs, events and collections are recreational and fun
- house, protect and promote community heritage
- provide access to technology to address the digital divide.

The majority of funding for public libraries can be attributed to Local Government, with a percentage contributed by the State Government, specifically for procurement of loanable items.

At a local grass roots level, council is best positioned to understand its community, and therefore respond appropriately to changing and varying community needs through the continued and considerate planning and delivery of library infrastructure and services.

1.2 Benefits of Libraries

The library is unlike any other council facility or service. It is a service to shape community, build community, develop community, provided for the community.

The library is a service that the community feel ownership of, contribute to, participate and share in. As a highly trusted, appreciated and valued community asset, the library positions itself at the heart and core of its people.

The library is an enabler of learning, of growth, and of connection. It provides an accessible, inclusive, welcoming environment for all agencies, age groups, interests and needs.

"Australia's public libraries build safer, stronger, sustainable communities; promote social inclusion; support early literacy; make citizens healthier; facilitate lifelong learning; assist people to find jobs; promote innovation; provide facilities and skills to expand the digital economy; and contribute to prosperity."[3]

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[1] ALIA 2010, *National Vision and Framework 2010-2015, Document 1 of 3: Strategic Overview for the Library Sec*tor, Viewed 17 April 2013 <http://www.alia.org.au/governance/committees/public.libraries/NationalVisionandFrameworkDocument1.pdf >
[2] State Library of Queensland rev. 2009, *A Protocol establishing roles and responsibilities of the Queensland Government and Local Government in respect of the provision and management of public libraries*, Queensland Government, Viewed 4 April 2013 <http://www.slq.qld.gov.au/__data/assets/pdf_file/0019/140590/Protocol_-_Qld_govt_Local_govt.pdf>.
[3] Australian Library and Information Association (ALIA) 2010, *National Vision and Framework 2010-2015, Document 1 of 3: Strategic Overview for the Library Sec*tor, Viewed 17 April 2013 <http://www.alia.org.au/governance/committees/public.libraries/NationalVisionandFrameworkDocument1.pdf>.

1.2.1 Economic Benefits of Libraries

Developing an informed and educated society is integral to the ongoing economic prosperity of the Sunshine Coast region. The library service provides opportunities to develop skills, resources to assist study, technology to research job vacancies, mentoring services to expand digital skills, collections to guide and enhance small business development, and programs and workshops to build the community's capacity. In fact, research has identified that in 2010/2011, for every $1 invested in Sunshine Coast Libraries, on average, they deliver more than double the investment ($2.10) in value to the community.[4]

Playing a crucial role in assisting the community to enhance their skills, expand their opportunities, or gain or better employment progression, the library service itself acts as an additional economic stimulator for the Sunshine Coast region through the workforce that it employs and develops. With over 90 full time staff employed throughout the Sunshine Coast Council library network for the 2013/2014 financial year, the library is a vital generator of job creation and skills development on the Sunshine Coast.

Libraries also provide accessible and innovative spaces for both community and business to facilitate learning, discussion, collaboration and skill-sharing through access to meeting rooms and workshop areas. Acting as a catalyst that supports and promotes entrepreneurial activities, the library offers spaces for retail ventures such as exhibition areas.

With a return on investment that is double the amount invested, in conjunction with the other economic benefits of libraries, the library can continue to contribute to a prosperous Sunshine Coast economy into the future.

1.2.2 Social Benefits of Libraries

Libraries offer opportunities for both formal and informal lifelong learning for all ages and interests, from families, children, young adults, adults and seniors. They offer an experience where people can explore, discover and transform. Infants can participate in story time sessions; primary, secondary and tertiary students can take advantage of free internet access and diverse collection resources; adults can engage in any number of developmental workshops, or catch up with fellow community members.

From early learning to adult literacy development, the library's unique role in leading literacy development in all facets, for people of all ages and abilities, positions the library as a neutral teacher within its community. From birth "libraries help parents to be their children's first teachers", in later life, libraries help the older generation remain informed and active in modern society.

The *Programme for the International Assessment of Adult Competencies Survey 2011-2012* conducted by the Australian Bureau of Statistics (ABS) found that 44% of Australian's aged 15-74 have literacy levels below the minimum required to meet the demands of everyday life and work. It was also found that lower levels of literacy are higher among the oldest age groups (people aged 60 years and over).

"At its core, literacy is about the ability to use words, make meaning and access information in the written form. From a personal and societal perspective, it has come to mean the ability to function well in our increasingly complex lives."[5]

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[4] State Library of Queensland 2012, *The Library Dividend Summary Report*, Viewed 17 April 2013 <http://www.plconnect.slq.qld.gov.au/news/2012-news/the-library-dividend>

[5] ABS 2012, *The National Year of Literacy: Libraries Helping to Make Australia a Nation of Readers*, Viewed 23 July 2013 <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/by%20Subject/1301.0~2012~Main%20Features~The%20National%20Year%20of%20Reading:%20libraries%20helping%20to%20make%20Australia%20a%20nation%20of%20readers~206>

Fostering a love and value of reading is at the centre of supporting literacy development, encouraging lifelong learning and inspiring imagination. The library plays an integral role in providing resources and programs that promote and stimulate reading among all members of the community. Reading and literacy skills are intrinsic to enhancing a person's individual wellbeing, contributing to their life skills and their ability to participate in contemporary society.

Overall, libraries have a positive and ongoing effect on the communities they service, including:

- Increasing literacy skills and instilling a love and value of reading within their members

- Providing free access to infinite collections, resources, technology, online services, programming, training and events

- Providing outreach services directly into, or in close proximity to people's homes that may not be able to access a library branch, or

- Reducing social isolation and promoting social inclusion by providing a community-owned space where all people can feel comfortable to participate and interact, for example informal socialisation, volunteering, attending activities.

1.2.3 Cultural and Creative Value of Libraries

Libraries play a role in expressing the local cultural identity and celebrating the vast diversity of the communities they service. They are accessible, vibrant, inclusive and democratic spaces that meet the needs of the region's unique communities, and each and every person.

Not only an important source for cultural and creative collections and references, the library provides an active space for hosting events such as art exhibitions and festivals. Inspiring creative and innovative outcomes, the library enhances product and content creation, helping the community turn imagination into reality.

Libraries value the historic narratives and cultural diversity of their surrounding localities. Resources are available through cultural and historical material in heritage collections, books in languages other than English, and the display and promotion of cultural artworks and exhibitions. Libraries particularly have a unique and influential role in promoting the region's history and cultural diversity to the wider community. The connection of libraries with galleries, museums and community halls leads to the development of community cultural hubs.

The object of the *Queensland Libraries Act* (1988) is to contribute to the cultural, social and intellectual development of all Queenslanders. The Act affirms the respect, promotion and collection of items relating to Aboriginal and Torres Strait Islander cultures. The significance of the Aboriginal and Torres Strait Islander cultures for the Sunshine Coast region are reflected and recognised in the local history collections and artworks within the local library network.

Libraries provide opportunities for community members of all ages to share and celebrate in the creative and cultural diversity of the Sunshine Coast. They connect the region's diverse communities with each other and with their space, at different points in time.

What value libraries add to their communities

- The library employs and develops expert staff that have the capacity and support to develop informed, educated and creative communities.

- Libraries are innovative in their service delivery and facility provision, supporting entrepreneurial ventures and exploring new ways of doing business.

- Literacy development, lifelong learning and fostering an active appreciation of reading are fundamental social benefits of the library service.

- The library is a vibrant and inclusive community space, respecting equity and promoting the region's heritage and cultural diversity.

2. Population and Participation Profile

The Sunshine Coast is a region that continues to witness changes in population numbers and in the characteristics of its many communities. These changes are expected to have ongoing impacts on the delivery of library services and infrastructure.

Note: Where unavoidable or to retain consistency and accuracy in comparisons, some Noosa data is included and this is acknowledged in the relevant sections throughout this document.

2.1 Sunshine Coast Population Profile

The Sunshine Coast has a current Estimated Residential Population of 278,202 people. Although trends indicate that population growth has slowed, Queensland continues to be the second fastest growing state in Australia. With population increases expected to continue, the Sunshine Coast population is forecast to grow by over 60,000 people by 2021.

Despite this growth, the increases in population numbers will not be consistently spread across the Sunshine Coast. Population numbers are expected to grow significantly at the Southern end of the region, as major land developments attract greater growth in the Sippy Downs, Palmview, Kawana Waters and Caloundra South areas.

It is also evident from recent data and comparative analysis that the Coast's growth is not uniform across all age groups. The Sunshine Coast experiences a significant fall in the percentage of the population aged 18 to 34 in comparison to South East Queensland. Demographic trends predict an overall rapid increase in the newly retired baby boomer generation, and a progressively ageing population. 25% of the Sunshine Coast's population is currently 60 years and over compared with South East Queensland, which is remarkably lower at 18.4%.

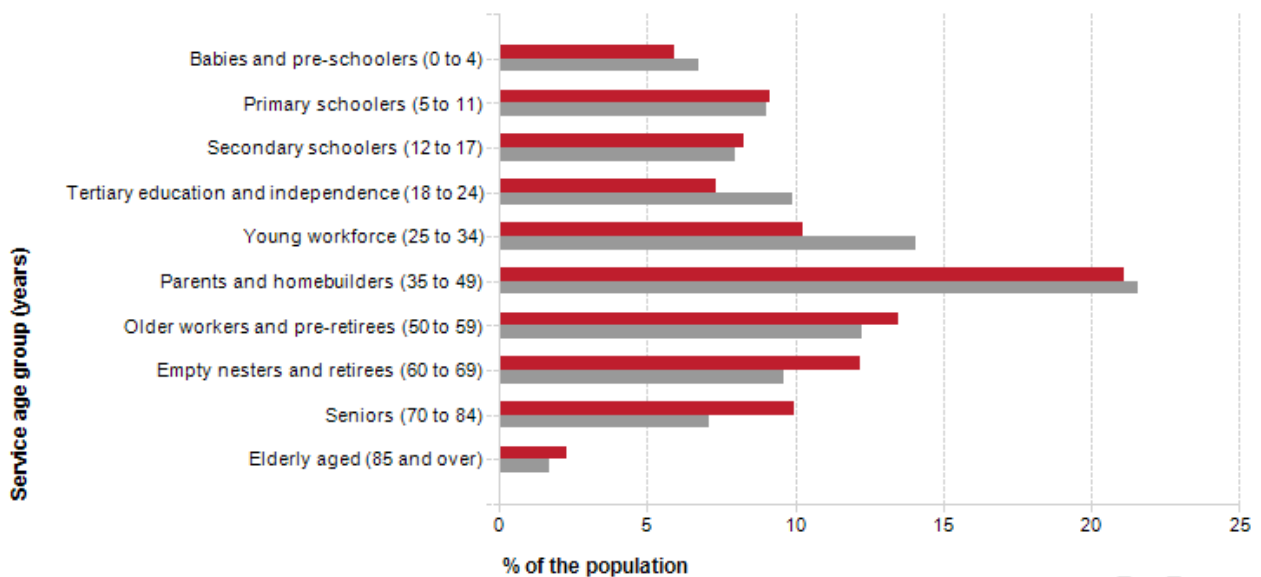Whilst some Sunshine Coast communities may attract families and younger people, some localities may also experience a greater than average rate of ageing.

Graph 1: Sunshine Coast Age Structure 2011, compared to South East Queensland

On the Sunshine Coast, lone person households comprise almost one in four households, and are expected to increase in line with an ageing population and increasing urban consolidation.

The cultural diversity on the Sunshine Coast also continues to grow. Almost one in five Sunshine Coast residents were born overseas, with over 5% of the population arriving from a country with a non-English speaking background. 4.1% of people on the Sunshine Coast speak a language other than English at home, with German being the most predominantly spoken language.

The Aboriginal and Torres Strait Islander population makes up 1.5% of the Sunshine Coast population, showing a growth of more than 1,000 people from 2006.[6]

By introducing new ways of meeting customers' changing demands, library services offered in the future will continue to remain relevant, balancing and appropriately responding to the ongoing needs of all age groups, localities and backgrounds. The library service will play an important role in encouraging inclusion, reducing social isolation and connecting communities.

2.2 Sunshine Coast Libraries Participation Profile

Across the Sunshine Coast Library network, there is a membership base of approximately 110,000 members. The age brackets between 35-64 make up 41% of the library's members. Further to this 65% of the library's membership base consists of females.

Graph 2: Sunshine Coast Libraries, Members by Age Comparison (2014)
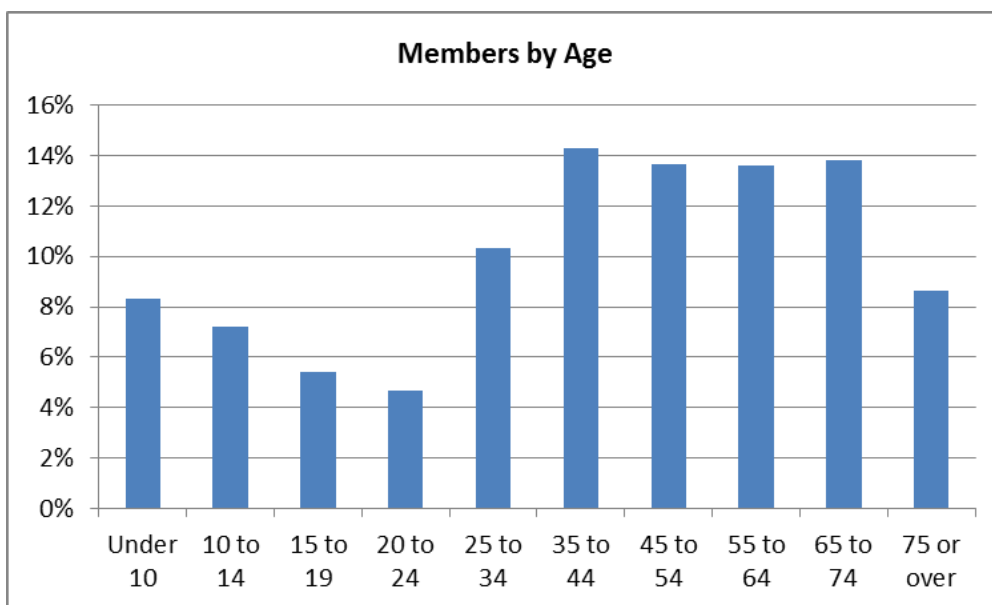
In order to continue an appropriate provision of service to members of Sunshine Coast Libraries, it is important to understand who accesses the library and how they interact with the library service. Based on a survey of library members in 2012 (inclusive of Noosa), the following characteristics of library visitation are dominant.[7]

- Patrons are most likely to visit the library closest to their home.
- Weekly visits are the most common frequency of visitation.
- Borrowing items is the main reason that people visit the library.
- Visits to the library are most likely to coincide with shopping trips.

For individual age brackets, the following library usage characteristics have been identified:

- The older age brackets are more likely to attend workshops and access collections.
- The 15 to 19 year olds are the most common computer users by far.

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[6] Statistics based on Profile Id 2011, *Sunshine Coast Community Profile*, Viewed 17 April 2013 <http://profile.id.com.au/sunshine-coast>
[7] Detailed survey results are outlined in the following section.

- The 65+ age group is most likely to come to the library to socialise.
- The 35 to 44 age group is most likely to utilise reading spaces.
- All age groups consistently utilise table spaces to undertake their work or research, with this type of usage dropping for ages 55 and over.
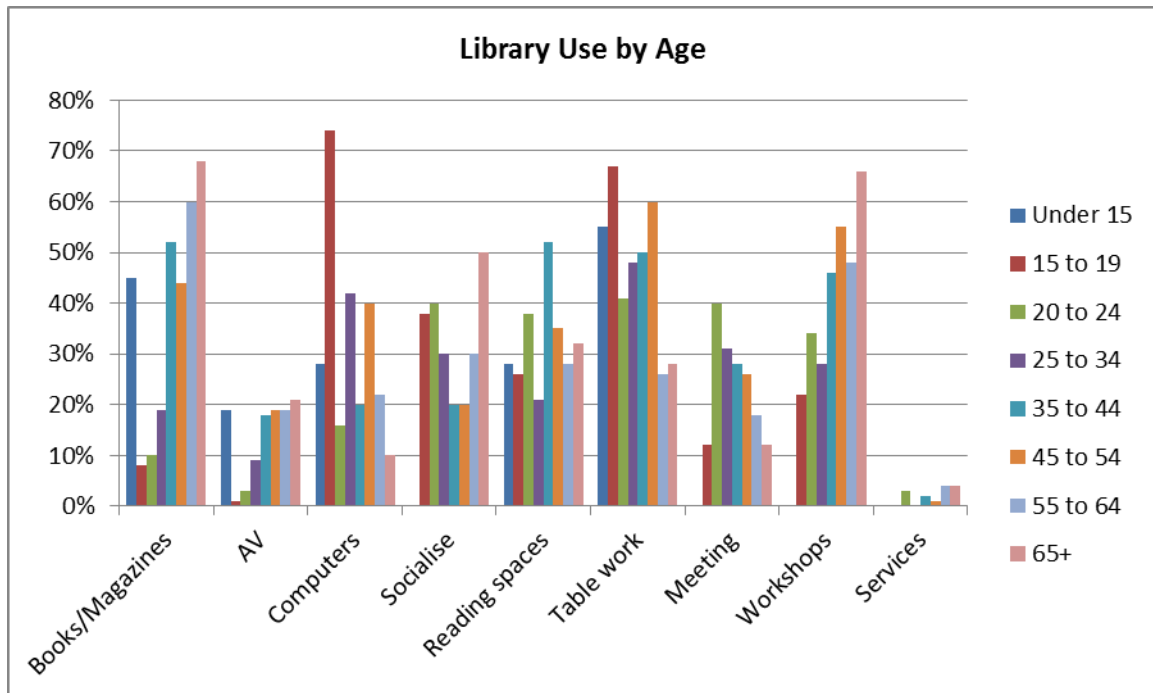
Generally, most services of the library are used consistently by all age groups within the community, with obvious peaks in activity for specific age brackets.

Graph 3: Library Usage by Age Comparison (Inc. Noosa) 2012

Volunteering is another common interaction that the community has with the library service. In 2014, the regional library network engaged 424 volunteers, providing up to 234 hours per week of assistance.

Generally, one in five people on the Sunshine Coast participate in some form of voluntary work. This percentage of participation has remained consistent from 2006 to 2011.[8] Through continued and extended opportunities for participation in volunteering activities, libraries can have a positive effect on keeping the region's population actively engaged in civic life.

The broad range of services and activities provided by the library leaves the service well positioned to continue to engage and attract the region's diverse communities.

Who are we and how do use libraries
- The Sunshine Coast continues to witness changes in population numbers and in the characteristics of its many communities. Libraries are crucial facilities that will continue to develop, connect and engage communities into the future – particularly for the ageing population and lone household residents. With such a strong participation base, volunteering has been highlighted as of significant importance in engaging the community to remain active in civic life.
- The library service is utilised by all age groups, but most predominantly within the age bracket between 35 to 74.
- Most library services are utilised by all age groups with some obvious peaks and troughs, highlighting the need for the library to continue to provide a holistic service that caters to the whole community.

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[8] Statistics based on Profile Id 2011, *Sunshine Coast Community Profile*, Viewed 17 April 2013 <http://profile.id.com.au/sunshine-coast>

3. What are our Customers Looking for

3.1 Sunshine Coast Libraries Survey Analysis

The Sunshine Coast Libraries Survey was conducted between the months of June and July 2012, targeting both members and non-members of the Sunshine Coast Library service. Over 2,200 responses were received.[9] The survey was conducted to explore the current usage patterns of library members, and how they thought their existing library experience could be improved into the future.

Note: The data and analysis provided throughout *Section 3.1* is inclusive of Noosa statistics and feedback.

Just under 90% of survey respondents expressed their high satisfaction with their current library experience. They recognised the value that libraries provide to their community, and the importance of continuing to provide library facilities and services that meet the community's changing needs.

The following is an overview of the key needs identified.

3.1.1 Operational Considerations

- Provide a range of collections, activities, workshops and courses for the diverse demographics and needs of the community, particularly children, seniors, and people who speak a language other than English

- Keep the library and the community up to date with current trends and advancements in technology, through the provision of collections, equipment and mentoring programs

- Improve the library's online catalogue so that people can access information faster and easier

- Partner with other libraries to improve online access to libraries, magazines, scientific papers, journals etc. from home

- Expand the range of training and mentoring offered

- Provide specialty services in terms of resources and staff in areas such as heritage, culturally diverse groups etc.

- Provide outreach services to people and community groups who cannot get to a library branch or mobile library service

- Support retail facilities within the library branch and online so that people can purchase local arts and crafts, music and literature etc.

3.1.2 Design Considerations

- Create distinct areas, and incubation, commercial and recreational spaces within the library to encourage and allow various activities to take place at once

- Provide dedicated and/or free parking for library patrons, with the possibility of 15-minute drop off zones

- Locate the library near other community services or shopping centres.

3.2 Draft Sunshine Coast Libraries Plan Community Engagement Feedback

The draft Libraries Plan was put on public display during January and February 2014. The engagement program was specifically shaped to target both library and non-library users, with an aim to confirm the direction of the draft Plan. A total of 461 submissions were received.

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[9] This is considered an adequate response rate to be analysed as a representative sample of the Sunshine Coast population.

The engagement mechanisms utilised included active surveying at various locations across the Sunshine Coast, along with an online survey, and static displays and hard copy feedback forms in Sunshine Coast libraries and customer service centres.

3.2.1 Elements of the Plan the community most commonly supported

- Libraries as a community hub and focal point within the community
- Retaining an extensive hard copy collection
- Expansion of technology and digital media
- Expansion and redesign of library facilities
- The intent of the Plan's values.

3.2.2 Most important priority for libraries into the future

- Providing a physical collection that is up to date and extensive
- Keeping up to date with the latest technologies and online services
- Creating libraries that are accessible and relevant for all in terms of infrastructure, resources and services.
- Playing a proactive role in literacy and learning
- Providing separate noisy and quiet areas.

3.3 Exploring Future Partnerships Forums

A series of targeted stakeholder forums were held over three consecutive days during May 2014 with the Sunshine Coast business and community sectors. These forums were conducted in the Nambour, Maroochydore and Caloundra council offices. In attendance were representatives from local Chambers of Commerce, community organisations, TAFE and creative alliances.

The forums were delivered to understand potential opportunities for partnering with relevant external entities and to gain a greater understanding of on the ground implementation of the Libraries Plan.

Common subjects raised throughout these forums included consideration for:

- the provision of business incubator / co-working spaces within library facilities
- potential opportunities for establishing operational partnerships and linkages in terms of marketing and promotion, programming and events, product development etc.
- the establishment of training initiatives through libraries to mentor community organisations to deliver local programs within their communities / expand skills to enhance operations.

Each individual library is unique, and it services a unique community. Therefore what works for one library will not necessarily work for another. Ongoing community opinion and direction is crucial in managing and operating Sunshine Coast Libraries, and in developing a network that is thoroughly responsive to local community need, both in form and in function.

Continuing to strategically invest in libraries will deliver a relevant and highly utilised library service that retains existing customers and attracts new audiences. Considerate investment will also enable the library service to directly support and promote council's strategic priorities within the community through programming, marketing and events.

The detailed trends and indications investigated here help to shape the future form of the Sunshine Coast Library network operational directions and Desired Service Levels for libraries.

Operational directions

- Utilise the operational considerations to help inform the development of service-wide library operational recommendations.
- Library members would prefer for public libraries to be located nearby other community services or shopping centres.
- Each individual library should be unique in design and function – evolving to accommodate and respond to local community need. Ongoing engagement is vital in understanding distinct community need and retaining and enhancing the library's customer base.
- The library is well positioned to support council's strategic priorities through its direct service delivery within the community, and potential to partner with external services.
- Retaining a balance between traditional hard copy media and the progression to a digital environment is key to the future accessibility and appropriateness of the library service for a diverse community.

4. What's our Current Situation

To effectively direct the future planning and provision of the Sunshine Coast library network, there is a need to understand the current network and levels of service provision, as well as usage levels. Below is a summary of the library network's current provision, usage, condition and investment to assist in guiding the future alteration of the library network.

4.1 Current Levels of Provision and Usage

4.1.1 Current Levels of Provision

To understand the accessibility of the region's library network, an analysis of the current drive times to access Sunshine Coast Council Library facilities was undertaken. As identified in Appendix Two – Sunshine Coast Libraries Population Catchment Drive Times, the analysis shows 93.9% of residents living in a defined Urban Area are within 15 minutes drive to a library facility. There is one exception to this, the residents of Mooloolah. These residents have access to a mobile library service on a weekly basis.

The map provided as Appendix Two displays the locations and the 15 minute drive times for each of the Sunshine Coast Council's existing libraries, as well as the current and estimated projection population figures within each library catchment.[10]

In conjunction with benchmarking comparisons, this analysis indicates that the Sunshine Coast population is well serviced by its existing library facilities, and identifies overlaps in some of the core catchments of the library network. This could indicate a possible duplication of services where these overlaps occur.

With upcoming developments and population increases, there is merit in considering the provision of additional libraries. Currently however, the library network is adequately servicing the Sunshine Coast community at an accessible standard, albeit with some improvements needed in terms of relocation and/or redesign and expansion for most facilities.

The Sunshine Coast also has three community libraries in Buderim, Woombye and Mapleton, which are run by volunteer groups. These facilities help to extend the community's access to library resources and services, and provide a valuable space for local communities to come together and interact. There are opportunities for the Sunshine Coast Library service to investigate potential partnership initiatives with these community services to help enhance service provision and expand the value that these facilities provide.

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[10] The drive times take into account a range of factors such as speed limits, safety rules, the street network, and natural and man-made barriers such as water bodies and railways.

4.1.2 Key Usage Statistics

Table 1: Sunshine Coast Libraries Key Provision and Usage Statistics (2013-2014)

Aspect	Statistics
Library locations	Beerwah, Caloundra, Coolum, Kawana, Kenilworth, Maleny, Maroochydore, Nambour, 2 mobile libraries
Active membership (as at June 2014)	Over 110,000
Visits (annually)	Over 1.5 million visits, or over 4,000 visits per day
Loans – hard copy (annually)	Over 2 million transactions
Loans – e-books (annually)	Almost 60,000 downloads
Reference enquiries (annually)	Over 160,000 requests for information
Reservations placed	Over 26,000 per month, or over 300,000 per year
Website hits	Almost 100,000 per month, or over 1.1 million per year
Library catalogue searches	Over 400,000 per month, or 5 million per year
Volunteers	424 volunteers provide up to 234 hours per week of assistance
Members receiving eNewsletter	Over 71,000 subscribers
Items self-issued	65% of loans completed via self service
Internet access	Over 70 public access computers with internet access. Wireless internet (Wi-fi) access at all branches, offering free access during library opening hours for people with their own laptop/mobile device.
Programs and activities	Over 3,000 annually, with over 50,000 attendees

4.1.2 Key Usage Statistics

4.1.3 Loans and Visitations

From analysis of current library usage data between 2010 and 2014, the Sunshine Coast Library network is experiencing a slight decrease in annual loan rates of hard copy collections. This decrease is attributed to the fact that people are not just visiting their library to borrow items, but are visiting the library for other services such as internet use, computer access, study use, event and program attendance, or just to socialise and catch up.

Furthermore, access to online resources such as e-books, e-magazines, e-music etc. decreases the need to visit the library for borrowing purposes. In the 2013-2014 financial year, almost 60,000 e-books were downloaded for loan, and over 10,000 e-audiobooks.

Graph 4: Number of Annual Hard Copy Loans from 2010 – 2014
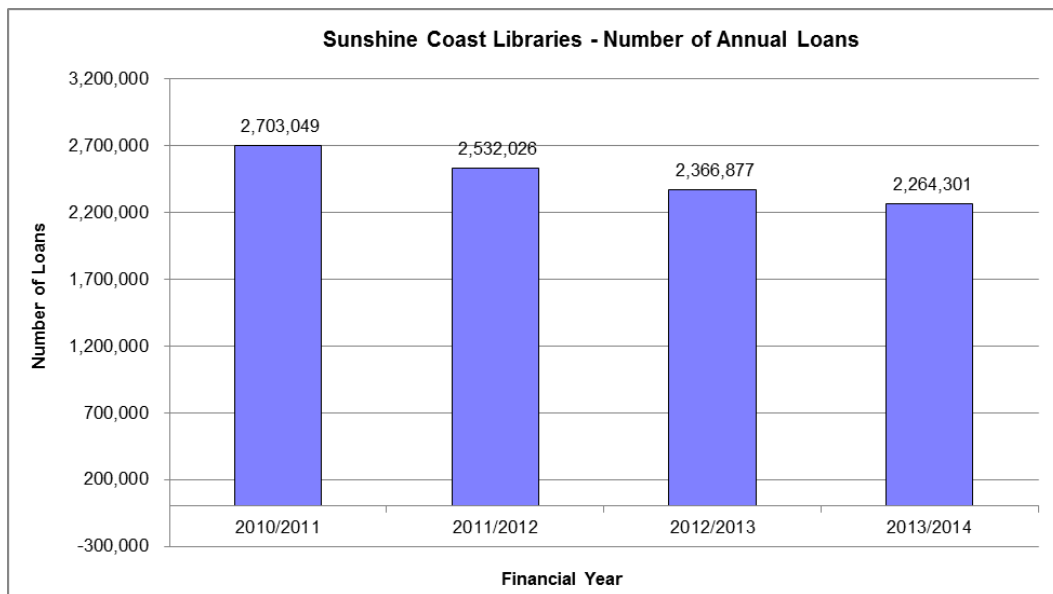
When taking into account the fact that overall visitations have increased across the network, it is evident that library users are actually utilising the library service for reasons beyond borrowing items.

Graph 5: Number of Annual Visits from 2010 – 2014
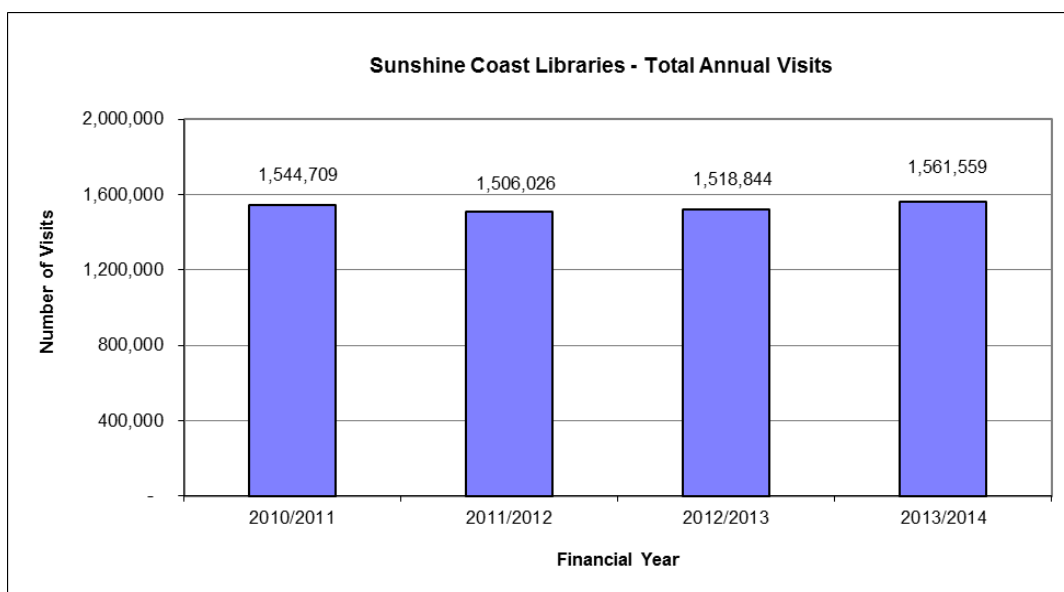
The change in Sunshine Coast Library branch visits has been compared and analysed over the past four-year period. Kenilworth, Maleny, Caloundra and Nambour all experienced increases in visitations overall throughout this period, with Beerwah experiencing the largest decrease across the static branches. The mobile library service experienced the largest decrease overall.

Graph 6: Changes in Branch Visits from 2010-2014
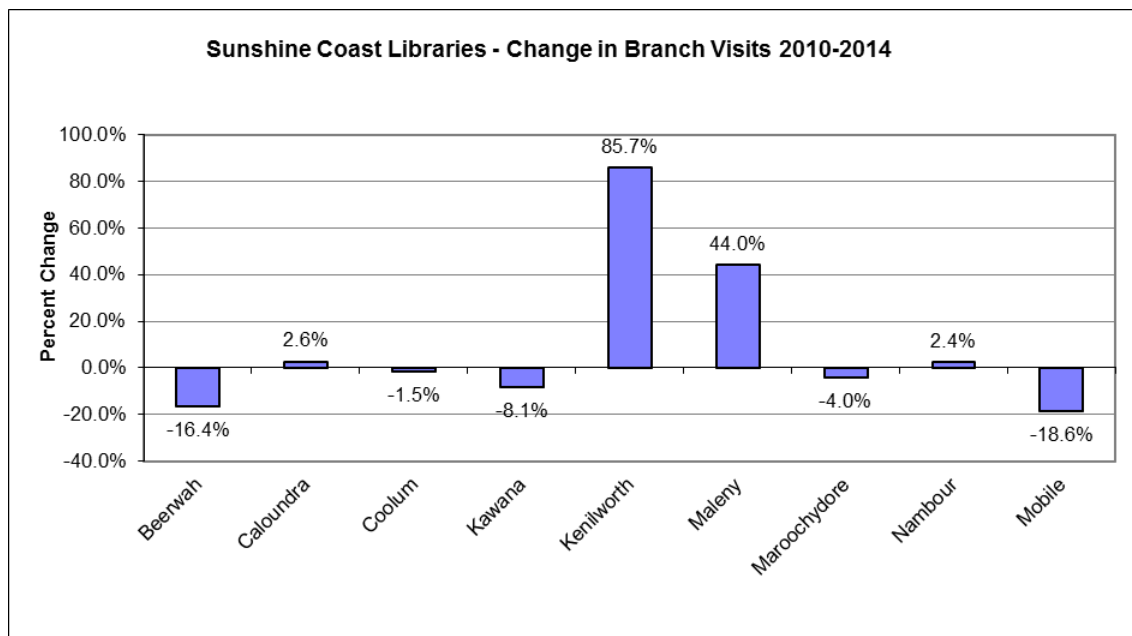
Whilst the Beerwah Library poses the largest decrease in visitations across the branches, it accounts for the second lowest decrease in hard copy loan rates, meaning that people are mostly visiting the Beerwah Library to access hard copy loans. Combined with the convenience of an online reservation system, the community could be making more purposeful and less frequent trips to the library to collect reservations upon notification, instead of visiting the library more frequently and browsing collections. The Beerwah Library commonly promotes its online services and provides frequent training in digital literacy.

In the cases of Kenilworth and Maleny, these facilities have both experienced significant increases in visitation rates over time, without posing increases in loan rates. This identifies that people are utilising these libraries for reasons other than borrowing collections. Kenilworth Library now hosts events, provides school holiday activities and story time sessions, and has recently extended its promotional efforts, which could be attributed to the significant increase in visitation rates. **Note**: the small nature of the service also means that any alterations in use appear rather significant and noticeable than libraries that generally record higher usage figures.

For Maleny, the library is an active community hub with high use of its meeting room, children visiting after school, and utilisation of the computers and internet.

Overall, Maroochydore has the highest number of visitations within the Sunshine Coast network, with Caloundra the second highest. Kenilworth is the smallest library with the smallest number of visitations and loans, but has the highest visitation increase across the network.

Libraries are well equipped to adapt to the changing needs, patterns and interests of their local communities into the future. Through the provision of evolving and responsive services, programming and training opportunities, contemporary developmental and recreational facilities, current technologies and online resources, and a multi-skilled and specialised workforce, it is evident that libraries are already realising this need for a shift in service delivery and are proactively investigating and tailoring their services. Maintaining this

momentum and responsiveness into the future will be vital to the libraries long-term relevance and attraction.

4.1.4 Collections

A number of standards and guidelines ensure the "development and management of library collections meet the information, education, recreation and cultural needs of the community, and support the development of lifelong learning,"[11] including the Australian Library and Information Association's *Standards and Guidelines for Australian Public Libraries* and the State Library of Queensland's *Library Collections Standard*.

As at June 2014, the Sunshine Coast Council Library network housed a collection of over 400,000 items, almost 9,000 of which being e-items.

The Adult Fiction and Adult Non Fiction collections are the largest collections in the service by far.

Graph 7: Comparison of Collection Proportions 2014

Comparison of Library Collection Proportions 2014

Category	Number of Items	Percentage of Items
Adult Fiction	64,029	16.04%
Adult Non Fiction	83,630	17.83%
DVD	22,569	6.13%
e-resources	8,723	3.63%
Genealogy	4,833	0.91%
Junior Fiction	26,018	6.04%
Junior Non Fiction	26,565	5.15%
Large Type	24,943	5.55%
Local Studies	6,368	1.17%
Magazine	19,794	6.69%
Music CD	13,552	3.21%
Reference	4,833	0.89%
Young Adult Fiction	17,055	4.02%
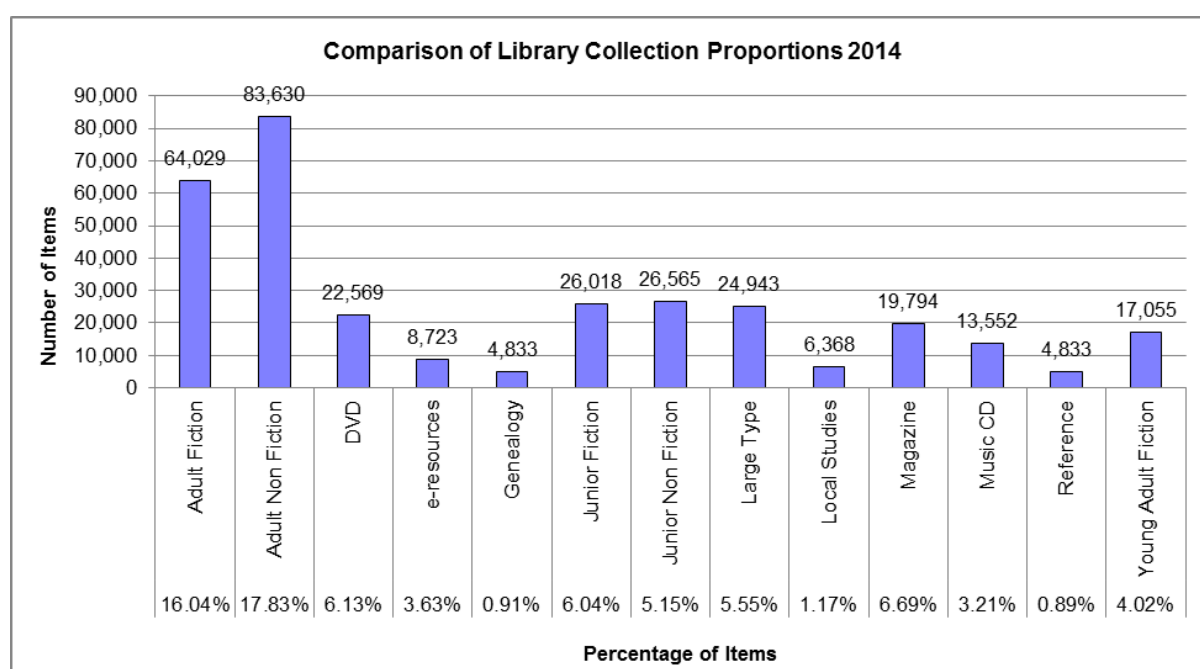
In the 2013/2014 financial year, the most borrowed collections consisted largely of adult fiction, followed by Adult Non Fiction and DVDs. In a time where the need for the traditional book is often questioned, statistics portray that the ritual of reading a printed book is still a favoured pastime for library members.

However, with relatively consistent decreases in hard copy loans across the library network, the dominance of fiction loans and non-fiction loans does not discredit the fact that:

- e-books are becoming an increasingly popular and accessible method of recreational and educational reading

- library services and activities are constantly evolving and broadening, providing increased opportunities for people to visit the library beyond borrowing items.

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[11] State Library of Queensland 2009, Queensland Public Library Standards and Guidelines: Library Collections Standard, Queensland Government, Viewed 11 April 2013
<http://www.plconnect.slq.qld.gov.au/__data/assets/pdf_file/0020/146261/146261_Library_collections_standard_June_2009.pdf>

Graph 8: Number of Loans by Collection 2013-2014
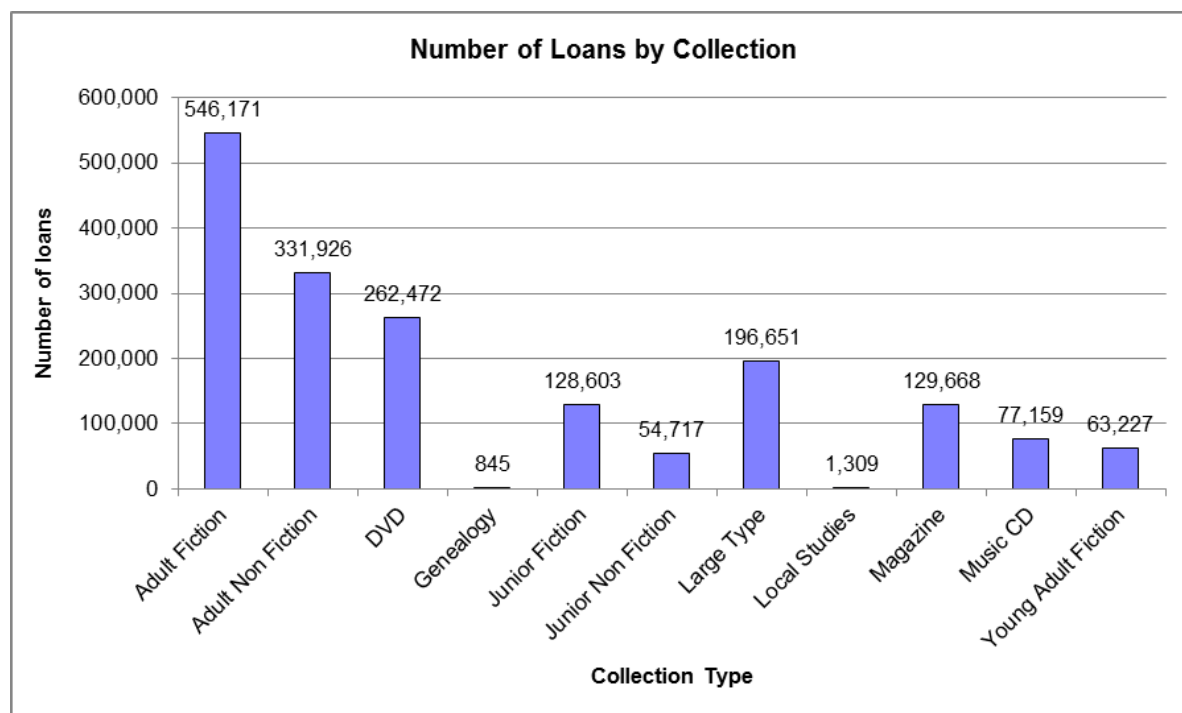
Collecting and analysing statistics across a range of services on an ongoing basis assists the library to rationalise and reprioritise its investment, in line with community and industry trends.

4.2 Condition

The Sunshine Coast Library network is an ageing resource with buildings ranging from 14 years to 34 years old. With such a diversely aged infrastructure provision, some of the library buildings are better equipped to adapt to the growth and needs of their distinct populations than others.

Maroochydore for example, although the oldest building in the network, has the most ample and flexible space of all the branches. On the other hand, Coolum is a facility that is fast outgrowing its limited space. With an increasing population and the second highest visitations by floor area, the small footprint of the facility poses issues for its future use.

Overall, there are a number of common issues associated with the library network for consideration and prioritisation. These include:

- Expansion, redesign, or relocation
- Creating distinct divisions of internal areas and spaces
- Improved visibility and street frontage
- Better integration with surrounding facilities / services
- Car parking constraints.

4.3 Current Investment

In the 2013/2014 financial year (as at 31 May 2014), council had invested over $15.4 million into the Sunshine Coast Council Library network. This involved investment across multiple units including:

- Library Hubs
- Library Programs and Marketing
- Literacy Programs
- Unit Management Library Service Development
- Innovation and Development

The breakdown of finances is as follows:

Table 2: Finances for Sunshine Coast Library Service (2013/2014)

Finances (2013/2014)	
Income and Expenditure	
• Revenue	$166,305
• State Library grants	$989,353
• Council operating expenditure	$15,408,892
• Council capital expenditure	$4,291

If taking into account the data identifying that for every $1 invested into libraries, the return on investment equates to $2.10 in community benefit, the value of the library service would broadly equate to over $32.3 million for the 2013/2014 financial year.

A current snapshot of Sunshine Coast Libraries
- The existing library network adequately services the current Sunshine Coast population and catchments, and even identifies overlaps and possible duplication in current levels of provision.
- There are opportunities to consider the potential for collaboration with the region's community libraries to enhance service delivery and value to local communities.
- The future development and upgrade of the ageing library network requires consideration, particularly in terms of redesign and relocation, improved visibility, better integration, separated internal areas and car parking restraints.
- Continued investment in libraries is pivotal to their continued relevance and influence within our communities. With limited finances, ongoing data collection, analysis and industry research will help to understand community needs, patterns and interests to prioritise future investment.

5. Current Trends and Impacts

Libraries operate in an environment that is constantly evolving, with changing lifestyles, ageing populations and increasing speeds of technological innovation. Having an understanding of the potential changes provides opportunities to continuously improve library facilities and ensure the service appropriately responds to shifting community need.

5.1 Shared Use and Co-Location of Facilities

Shared use and co-location of facilities is increasingly becoming a trend that can help recognise significant financial, usage and revenue benefits. The options of sharing a space between multiple users (shared use) or providing multiple services within a single or adjoining facilities (co-location) has the potential to strengthen community networks, enhance the experience for users, and lead visitors to explore other facilities they might not normally visit.

The Sunshine Coast Library network can benefit from either of these scenarios whether by increasing revenue streams and strengthening complementary partnerships from sharing its spaces, or by reducing financial impacts by co-locating with other facilities and developments, thus lessening the need for further land requirements, and reducing overall staffing requirements.

Co-location is considered of particular benefit to a community service such as libraries, since co-located facilities are usually positioned centrally and are therefore more accessible. Combined with the added advantages of "sharing capital costs, synergies between different uses, enhanced service coordination, reduction of car trips, attraction of compatible commercial uses, and the creation of vibrant spaces and social gatherings for users,"[12] co-location can enhance value and lessen both operational and capital costs.

5.2 Building Design and Facility Provision

Libraries are people places. They provide different types of spaces for different client needs. The traditional design of the library as a storehouse for books is being transformed based on the need for flexible multi-purpose spaces.

From common spaces such as quiet reading areas, collection areas and computer spaces, libraries are now accommodating much more innovative and creative spaces, such as creative maker spaces, technology centres, workshop spaces, art galleries, exhibition spaces, cafes and so on.

Creating indoor areas with distinct divisions between individual spaces and dedicated workshop spaces are considered of significance. The synergies between indoor areas and external areas are also becoming of greater importance, both in terms of physically accessing outdoor facilities, and bringing the outside in through natural light and use of large transparent windows and multi-use wall panelling.

Within the design of the facility, the adaptability of the furnishings is a key component. Collection stacks on wheels and moveable furniture help to create additional spaces within the library on an ad-hoc basis. Diversity, flexibility and the ambience that the library space creates determines both its degree of use and how it is used by the community.

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[12] Sunshine Coast Council 2011, *Sunshine Coast Social Infrastructure Strategy 2011*.

5.3 Impact of Technology

The increased uptake of information technology and the rapid emergence of new technologies are changing the way that people access information, interact, learn and have fun.

The internet can enhance communication, participation and connect people with the world. The rollout of the National Broadband Network will greatly improve the speeds in which people are able to conduct their personal and professional business online. As time and technological developments are proving, the community are increasingly accessing their needs via the internet.

Electronic downloads are a growing source of online content lessening the need for people to leave their home to access items such as books, audiobooks, magazines, music and movies. The library's availability of collections and resources in this area is constantly expanding. However, not all people have access to the technology, or the skills to function in the online environment.

With the opportunities and challenges that technology advancements provide, the library can also take advantage of these prospects to enhance its services. Amongst many things, the library can enhance its operational efficiencies, automation of tasks and mobile access, providing a much more seamless and efficient service to the community. By saving time on manual tasks, library staff can invest more time in a mentoring capacity helping people build their digital literacy skills, assisting with product and content development, and facilitating program delivery.

5.4 Staffing Roles

The role of library staff is to support a range of services and programs that meet the needs of the community. In providing literacy development, technology training or storytelling, helping a customer find a good read, or facilitating workshops and developing library website content, staff enhance customer knowledge and community wellbeing.

Customer focus, social skills, development skills and a willingness to assist people are key traits of library staff, underpinning qualification and on-the-job training in librarianship, information technology, customer service and other appropriate fields. Overall, library staff are flexible in their service delivery and ability to impart information.

Specialist staff are extremely important, providing expertise in specific functions of the library's service delivery. Ongoing training and support to keep specialised skills current and relevant with community need help the library to lead trends within their communities. The added bonus of passing skills on to non-specialised staff is an economical way of developing a multi-skilled, flexible and contemporary workforce. The creation of a Workforce Development Plan can assist the library with enhancing staff skills in a coordinated and sustainable manner.

As a key connection within the community, the library and its staff become the 'link' to the community's ongoing wellbeing. With the provision of services reaching beyond the library walls, the staff become known faces inside and outside of the library environment.

Industry related trends and considerations
- Utilise industry trend considerations to help inform the development of the Desired Service Levels and operational recommendations.
- Co-location of facilities can assist with creating accessible and central hubs for the community, whilst enhancing service coordination and lessening costs.
- The advancement of technology can assist the library to provide a much more efficient and

autonomous service to its communities, enabling an increased mentoring capacity for staff.

- The primary role of library staff is to support and deliver a range of services and programs which meet the needs of the community, both inside and outside of the library. Implementing a Workforce Development Plan is vital to retaining a contemporary, multi-skilled and diverse workforce.

6. How do we Compare

To gauge the performance and provision standards of the Sunshine Coast regional library network, a benchmarking exercise has been undertaken against a number of neighbouring local governments.

Note: The data and analysis provided throughout the entirety of this section is inclusive of Noosa statistics.

6.1 Provision Standards

Benchmarking indicates that the Sunshine Coast has a relatively standard supply of library facilities per capita when compared to other local governments.

Table 3: Comparative Rates of Provision of Library Facilities

Local Government Area	Population (2013 ERP)	Library Facilities	Library Facilities Per Capita
Sunshine Coast	278,202	8	1:34,775
Brisbane	1,131,191	33	1:34,278
Gold Coast	537,844	13	1:41,372
Moreton	408,914	13	1:31,454
Logan	300,667	9	1:33,407

6.2 Performance Standards

The State Library of Queensland releases annual reports containing a wide range of statistical information for public libraries across Queensland. The below information provides insight into how Sunshine Coast compares with some of its neighbouring local government areas from 2011/2012.

Table 4: Comparative Rates of Finances and Member Activity

Subject	Sunshine Coast	Brisbane	Gold Coast	Moreton Bay	Logan	Qld Average
Operating expenditure	$11,492,560	$39,349,641	$22,120,775	$11,335,239	$11,578,502	NA
$ spent on collections/capita	$6.48	$6.37	$12.78	$4.94	$6.86	$6.62
Total Expenditure/capita	$42.44	$47.20	$67.27	$73.89	$47.82	$50.73
Total operating $/capita	$34.73	$36.87	$41.91	$29.65	$40.96	$36.81
Local Gov contribution/capita	$43.15	$47.20	$54.36	$69.83	NA	$42.26
SLQ Grants/capita	$4.15	$3.49	$3.60	$4.06	$3.82	$4.02
Number of members	139,629*	463,676	257,371	195,405	128,914	NA

% of population enrolled as members **	42.19%	43.44%	48.76%	51.12%	45.61%	44.44%
Visits per member	13.62	12.97	11.06	8.42	11.41	10.22
Issues per member	25.25	21.69	27.43	17.53	17.76	19.81
Volunteer hours/week***	388	0	76	NA	79	36

Source: State Libraries of Queensland 2013, *Queensland Public Libraries Statistical Bulletin 2011-2012*, Viewed 26 August 2013 <http://www.plconnect.slq.qld.gov.au/manage/statistics/annual-statistical-bulletins>

*Sunshine Coast Council library membership figures as at 13/14 are over 110,000 members.

**Membership proportions for Sunshine Coast appear lower than other council proportions due to 2011 membership archives of the Sunshine Coast database to improve accuracy of membership data.

***Sunshine Coast Local Government Area volunteer hours per week (exclusive of Noosa) as at 13/14 average 234 hours.

The following key observations can be made for the Sunshine Coast's regional library network for the 2011/2012 financial year.

Visits per member to Sunshine Coast Libraries are the highest when compared to other libraries in Queensland. This is complemented by the higher than average loans per capita.

Sunshine Coast Libraries spend less than the Queensland average on collections, yet attract the greatest number of library visits per member than other public libraries in Queensland. This indicates that the focus may not be whether a library has the 'latest books', but what other services are provided.

The Sunshine Coast Council financial contribution to library services per capita is above the State average, but lower than all other local government investigated. The success in receiving funding and grants per capita is also higher than the State average, and higher than all other comparative libraries.

A large volunteer network supports the Sunshine Coast library service providing approximately 388 hours of support per week. The volunteer hours per week in Sunshine Coast libraries compares much higher than the Queensland average of 36 hours per week. This level of volunteer support is consistent with trends of high participation rates of voluntary work in the Sunshine Coast community.

The Sunshine Coast regional library network performs well when compared to other local governments, with higher than average levels in most areas.

Comparison with other local governments

- The current standards of provision for Sunshine Coast Libraries are acceptable in comparison to other local government provisions.

- When compared to other local governments, council spends less on collections, but has higher visitation rates, indicating that a continued focus on the provision of other services, activities and resources is vital.

- Volunteering rates at Sunshine Coast Libraries are almost eleven times the State average. Ensuring extended opportunities for volunteering into the future is important to retain an engaged and cohesive society.

7. The Future Library

The future of the contemporary library service is exciting with vast opportunities. The library's future role is moving from providing information to the community, to enabling the community to learn how to access and develop information independently. The table below identifies the shift in the shape of the library model and the opportunities that result.

Information Communities	Learning Communities
Providing content and products to the community	Assisting the community in their own product and content creation
Dominance of print and physical media	Dominance of digital media and multimedia
A space for storing collections	A space for community interaction and exploration
Stand-alone library branches	Co-located with other services and functions in the community hub
Physical spaces	Physical, virtual, mobile and partnership models that extend information beyond the library's walls
Librarians as providers of information	Library staff as mentors and teachers of skills
Services developed for customers	Services developed with customer input
Owning and circulating physical collections	Enabling access to digital content
Places for accessing information	Places for creating knowledge

Adapted from the Public Library of New Zealand *Strategic Framework 2012-2017*

Lending items and housing physical collections will continue to be a key component of the library service for the foreseeable future. But over time, the library will increasingly focus on:

- providing welcoming places for many forms of formal and informal community interaction
- digital media literacy and access to enable the entire community to function in contemporary society
- partnering with surrounding services, linking information beyond the physical library branch and into the community
- moving from a dominance of physical collections to digital media and online services which can be accessed anytime from anywhere.

The key challenges associated with accommodating this momentum of staged transformation across the entire library network include:

- operating within a tight financial framework
- keeping pace with technological advancements
- the frequent need for training and upskilling of staff and the community.

At its core, contemporary library service provision will need to be balanced against current and foreseeable community needs and the capacity for limited budgets to deliver services in line with community demand and trends.

The future of libraries

- A shift to a dominant digital focus in the future of library service delivery is prominent.

- There are both many and varied opportunities and challenges associated with the library's role in continuing to influence and manage a movement from information communities to learning communities.

- Balancing responding to community need against the capacity and capability to deliver within limited budgets is required.

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Appendix One – Relevant Policy and Legislation

Sunshine Coast Libraries are part of a global network of information providers. The future direction of library services and infrastructure is guided by an extensive framework of policies defined internationally, nationally, state-wide and locally.[13] These are outlined below.

International Context

The public library service is increasingly being recognised as a facilitator in the areas of education, culture and information. On an international level, the public library service is guided by the following mechanisms.

International Strategy and Policy

Strategy / Policy	Explanation
Strategic Plan 2010-2015 (International Federation of Library Associations and Institutions-IFLA)	The IFLA Strategic Plan 2010-2015 sets out four strategic directions: • Empowering libraries to enable their user communities to have equitable access to information • Building the strategic capacity of IFLA and that of its members • Transforming the profile and standing of the profession, and • Representing the interests of IFLA's members and their users throughout the world.
Public Library Manifesto (UNESCO)	The UNESCO manifesto encourages government to support and engage in the development of public libraries to be: • Provided on the basis of equality of access for all, regardless of age, race, sex, religion, nationality, language or social status • Physically accessible to all members of the community • Relevant to local needs and conditions, and • Responsive to the needs of those who cannot, for whatever reason, use the regular services and materials of the library.

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[13] The lists of documents throughout the tiers of government are not expected to be exhaustive lists of all legislation as they apply to public libraries, but are considered of high significance.

Federal Context

Various aspects of the library service are guided by Commonwealth legislation as outlined below.

Federal Government Acts

Act
• *Aboriginal and Torres Strait Islander Heritage Protection Act 1984*
• *Disability Discrimination Act 1992*

A number of national strategies, policies and guidelines assist in guiding the direction and operation for public libraries planning and management within all levels of government.

Federal Strategies and Policies

Strategy / Policy	Explanation
National Vision and Framework for Public Libraries 2010-2015 (Australian Library and Information Association-ALIA)	The objectives of the national vision and framework are to: • Provide a strategic direction for public libraries at a macro level • Reshape the public library system for the 21st century • Raise public libraries higher on the government agenda • Secure an appropriate level of funding • Support Australia as a reading nation, and • Provide all Australians with access to quality information.
Beyond a Quality Service: Strengthening the Social Fabric: Standards and Guidelines for Australian Public Libraries (ALIA)	Beyond a Quality Service: Strengthening the Social Fabric – Standards and Guidelines for Australian Public Libraries, is an evidence-based guide for the development of public library services in Australia. It collates statistics and provides standards and guidelines to enhance service delivery levels and library performance. ALIA standards and guidelines cover areas such as: • library management and operations • infrastructure • collections, and • provision of library services to specific groups in the community, including Aboriginal and Torres Strait Islander people, and people with a disability.
Reimagining Libraries 2012-2016 (National and State Libraries Australasia-NSLA)	Reimagining Libraries 2012-2016 focuses on the reshaping of services, continued development of skills and capabilities, the establishment of shared strategic directions, and is informed by four shared principles: • People have a right to information, current and past, and to the opportunity to develop the information and digital literacy skills which are vital to leading full and successful personal and professional lives, regardless of their location. • People have a right to participate in the shaping of the cultural, civic and intellectual life of their community and to contribute ideas as global citizens. • People have a right to enjoy their documentary and cultural heritage knowing that its collection, preservation and transmission are secure. • People have a right to explore and engage with the world's cultures and knowledge and to reflect on their place in the world from a position of knowledge.

State Government

Numerous state legislative objectives aim to contribute to the cultural, social and intellectual development of all Queenslanders, and the provision of appropriate social infrastructure as outlined in the documents below.

State Government Acts

Act
• *Aboriginal Cultural Heritage Act 2003*
• *Libraries Act 1988*
• *Local Government Act 2009*
• *Sustainable Planning Act 2009*
• *Torres Strait Islander Cultural Heritage Act 2003*

Various related strategies, policies and plans also exist at state level, examples include:

State Strategies and Policies

Strategy / Policy	Explanation
South East Queensland Regional Plan 2009-2031	The South East Queensland Regional Plan 2009-2031 provides a framework for a coordinated and sustainable approach to planning, development and infrastructure provision in South East Queensland. A key theme is the creation of strong communities, and the need to plan and manage the effective and timely provision of social infrastructure including libraries.
The Next Horizon: Vision 2017 for Queensland public Libraries (State Library of Queensland-SLQ)	The Next Horizon sets the vision for Queensland's 21st century public libraries, "21st century Queensland public libraries are spaces to learn, work and create. Their purpose continues to be one of empowerment and community building – they have a dual role as vibrant local centres and portals to the world". The four themes guiding the future direction of Queensland public libraries are: • Creative community spaces • Connectors – physical and virtual • Technology trendsetters • Incubators of ideas, learning and innovation.
SLQ Standards and Guidelines	The State Library of Queensland maintains the web-based Guidelines and Standards for Queensland Public Libraries, which contains 13 separate standards and guidelines, including operational services, recommended staffing levels, building, collections and technology standards.

Local Government (Sunshine Coast Council)

The leading legislation that local government operates under is the *Local Government Act 2009*.

The development of a Libraries Plan for the Sunshine Coast area is specifically directed by council's *Corporate Plan 2014-2019*,

Sunshine Coast Council operations are guided by a number of corporate planning and policy documents that are relevant to the region's public library service. These are identified below.

Key Sunshine Coast Planning and Policy Documents

Key planning and policy documents	
• *Access and Inclusion Plan*	• *Sunshine Coast Open Space Strategy*
• *Aquatics Plan*	• *Sunshine Coast Performance and Community Venues Service Plan 2014-2029*
• *Cultural Development Policy*	• *Sunshine Coast Planning Scheme*
• *Events Policy*	• *Sunshine Coast Social Infrastructure Strategy*
• *Placemaking Charter*	• *Volunteers Policy*
• *Positive Ageing Strategy*	• *Wellbeing Charter*
• *Reconciliation Action Plan*	• *Youth Strategy*

Sunshine Coast Library 15 minute Drive Time Population Catchments

Legend

- Council Library
- Major Roads
- Draft Noosa Shire Boundary - DERM
- Urban Footprint
- Surrounding Local Government Boundaries
- Sunshine Coast Region
- Railway

Council Library 15 min Drive Time

- Coolum
- Kawana
- Maroochydore
- Kenilworth
- Beerwah
- Maleny
- Caloundra
- Nambour

0   1.5   3   4.5   6   7.5 Kms

1:230,000

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* Sunshine Coast Population has been calculated by excluding the population within DERM's Draft Noosa Shire Boundary.

** The 2011 drive time population statistics are based on the ABS 2011 Census mesh blocks. Mesh block total populations were only included when the mesh block centroid was within the drive time catchment.

*** 2021 population projection statistics have been calculated by applying a 'percentage change' to 2011 mesh block populations. Refer to footnote at bottom of map for details of the 2011 to 2021 population projections.

Sunshine Coast population* within 15 min Drive of Council Libraries		
Library	**2011 Pop [**]	**2021 Pop [***]**
Coolum	40,206	48,218
Kenilworth	1,334	1,521
Nambour	74,489	91,381
Maroochydore	112,808	136,920
Kawana	145,002	180,937
Maleny	9,749	12,756
Caloundra	70,815	91,352
Beerwah	16,955	23,216
ALL LIBRARIES	242,221	305,847
Total Population	**257,937**	**326,388**

% of Sunshine Coast population* within 15 min Drive of Council Library	
Year	**%**
2011 [**]	**93.9%**
2021 [***]	**93.7%**

Proper Title: Projected population (medium series), by statistical area 2 (SA2), SA3 and SA4, Queensland, 30 June, 2011 to 2021.

Source: Queensland Government population projections, 2011 edition (medium series), Office of Economic and Statistical Research, Queensland Treasury and Trade.

Note: (a) Boundaries are based on the 2011 edition of the Australian Standard Geographical Standard (ASGS).
(b) Sum of data for SA2s, SA3s and SA4s may not add to the Queensland total due to rounding.

Caution: These population projections have been prepared using the latest available information at the time of preparation.
Complete accuracy of these projections should not be assumed. Variation above or below the figures provided is to be expected, because projections rely on the accuracy of the assumptions used, as well as the quality of data on which they are based.

Explanatory Notes: These SA2 projections have been developed using the published statistical local area projections. Where data was available, an allocation was made based on information about broadhectare land supply, vacant lots and infill and redevelopment potential, and their expected dwelling densities at the SA2 level.
This information is generally available for the period covered by each council's current planning schemes. As such, these projections are therefore less reliable beyond ten years from the first projection year. The projections are for permanent residents, and do not include visitors or temporary residents. For further information please contact OESR on (07) 3035 6418.

Disclaimer: While care has been taken in preparing these tables, the State of Queensland and Demographics Australia accept no responsibility for decisions or actions taken as a result of the use of the information.

40635 06/14