



MEDIA RELEASE

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Yarra Plenty Libraries Keeping Customers Satisfied

MEDIA OPPORTUNITIES:

A recent phone survey of YPRL library users indicates high levels of customer satisfaction among borrowers at the 8 libraries servicing Banyule, Whittlesea and Nillumbik.

Participants asked to assess their level of satisfaction with the library service on a scale of 1 – 10 returned a rating of 8.7, an improvement on last year's score. YPRL libraries rate particularly well in the areas of staff courtesy and helpfulness, considered by users to be the most important aspect of the service. Next in importance people place staff knowledge, ease of locating a book or information and the range and quality of books available. YPRL users are also increasingly satisfied with the great range of library-based events and activities on offer throughout our region.

YPRL libraries also score well in the area of technology, with users indicating increased satisfaction with the availability of access to computers and the internet at our libraries, and with our website.

The investment in high-quality architectural design over the years is paying off, with users very satisfied with presentation of library buildings.

“Thorough the development of the Yarra Plenty Regional Library strategic framework and the board planning day we have been able to establish a clear and sound direction which has been undertaken by staff and is reflected in the successful outcomes of this years Nexus customer survey” Cr. Anthony Carbines (Chairperson YPRL Board).

The survey is conducted annually by Nexus Research across a number of regional libraries in Victoria, and provides good longitudinal data for the planning and evaluation of library services. Overall results point to the key role played by libraries within the community.

Significantly, participants asked to value the importance of libraries from 1 – 10 returned an average rating of 9.3, which rose to 9.6 among those who had visited a public library within the last 12 months. Even those who had never used a public library rated the library service at 8.7.

Of the 1,800 people interviewed this year, 300 were from the Yarra Plenty region. 46% have visited a library over the past year, a little down on previous years. The most common reasons given for not using the library are lack of time, that people do not read much or that they have no need. Men and women aged 30 - 44 years are the highest users of public libraries.

There is still room for improvement; users would welcome an increase in the range and quality of Audio Visual materials available for borrowing.

For further information:

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