



STRATEGIC PLAN 2013 – 2016 ONE VOICE – THE VOICE OF PUBLIC LIBRARIES WA

VISION

Be recognised as the peak body representing WA public libraries.

GOALS

1. Represent and advocate WA public libraries at the state and national level.
2. Strengthen and develop partnerships and relationships to optimise WA public library capacity.
3. Provide leadership to WA public librarians.
4. Apply effective governance strategies for PLWA.

GUIDING PRINCIPLES

Inclusive

We will be transparent and open in our communication and decision making.

United

We will represent and advocate for all WA public libraries and be united in our actions.

Progressive

We will be innovative in our decisions and our advocacy to optimise public library capacity.

Professional

We will set a clear direction and work toward solutions to ensure we advocate with one voice.

VALUES AND BEHAVIOURS

Integrity

Respect

Collaboration

Proactive

GOAL 1 ADVOCACY

Advocacy Standing Committee:

Item	Strategy (what)	Objective (why)	Action (how)	Timeframe	Responsibility
1.1	Develop policy and position statements to key public library issues	<ul style="list-style-type: none"> Respond to Metropolitan local government reform Represent industry on key issues 	<ul style="list-style-type: none"> Draft response to MLGR for membership endorsement Develop position statements that reflect our membership interests 	Ongoing	Advocacy Standing Committee
1.2	Develop state-wide marketing and communications plan	<ul style="list-style-type: none"> Give public libraries a higher profile with decision makers and stakeholders Inform community on public library issues Attract wide based support for public libraries 	<ul style="list-style-type: none"> Develop action plan for state government election Develop advocacy campaign to position public libraries in e-book environment Plan for continuance of the Love2read brand Partner with WALGA on marketing strategy for greater impact 	2014	Advocacy Standing Committee
1.3	Ensure PLWA has representation on appropriate boards as well as national and state committees	<ul style="list-style-type: none"> Ensure PLWA has a strong voice in various forums 	<ul style="list-style-type: none"> Lobby for positions on Library Board of WA Committee involvement as appropriate via SLPASC, PLAC, PLA. Lobby identified key stakeholders 	Ongoing	Advocacy Standing Committee
1.4	Develop responses and advocate public library needs through the public library structural reform process	<ul style="list-style-type: none"> Represent membership 	<ul style="list-style-type: none"> Provide input via representation on SLPASC and Working Groups as required 	Ongoing	Advocacy Standing Committee
1.5	Contribute to achievement of the National Vision and Framework for Public Libraries	<ul style="list-style-type: none"> Support public libraries in providing relevant and best practice services to their communities 	<ul style="list-style-type: none"> PLWA representation on committees and working groups as required 	Ongoing	Advocacy Standing Committee

1.6	Showcase library potential to key stakeholders	<ul style="list-style-type: none"> • Encourage professional development of the membership • Build professional profile and credibility to support continued funding of public libraries 	<ul style="list-style-type: none"> • Develop website "big idea" portal • Introduce library awards • Introduce guest speaker program at PLWA general meetings 	Ongoing	Advocacy Standing Committee
1.7	Represent PLWA at relevant conferences and forums	<ul style="list-style-type: none"> • Build profile and presence of PLWA 	<ul style="list-style-type: none"> • Explore opportunities for attendance and sponsorship of showcase events • Encourage WA library speakers at national and international conferences (IFLA, LIANZA, ALIA, ONLINE) 	Ongoing	Advocacy Standing Committee

GOAL 2 PARTNERSHIPS

Partnerships Standing Committee:

Item	Strategy	Objective	Action	Timeframe	Responsibility
2.1.	Foster relationships and partnerships that will optimise WA public libraries	<ul style="list-style-type: none"> Represent public library interests to other library sectors, organisations and institutions 	<ul style="list-style-type: none"> Identify major stakeholders and influencers Implement round table conversations with key partners (WALGA, LGMA, SLWA, ALIA, PLA, PLAC, other library sectors) PLWA Sector Statement 	Ongoing	Partnerships Standing Committee
2.2	Secure WA Public Library funding for immediate future	<ul style="list-style-type: none"> Renew framework agreement 	<ul style="list-style-type: none"> Lobby for funding ahead of next state election/budget Equal partners in review of Framework Agreement Prepare PLWA submission for Framework Agreement 	2014	Partnerships Standing Committee
2.3	Develop a sustainable future for WA public libraries	<ul style="list-style-type: none"> Develop an agreed future model that meets WA public library needs 	<ul style="list-style-type: none"> Conduct research on library models 	2016	Partnerships Standing Committee
2.4	Support the delivery of an effective seamless library service to the community	<ul style="list-style-type: none"> Improve state wide customer service experience 	<ul style="list-style-type: none"> Progress shared LMS and one card project Progress management of public library stock by public libraries 	2013	Partnerships Standing Committee

GOAL 3 LEADERSHIP

Leadership Standing Committee:

Item	Strategy	Objective	Action	Timeframe	Responsibility
3.1	Provide a successful biennial conference	<ul style="list-style-type: none"> Deliver a professional development opportunity of international/national standard Maximum attendance Ensure conference is at minimum cost recoverable 	<ul style="list-style-type: none"> Deliver 2013 conference Form committee for 2015 	October 2013	Leadership Standing Committee
3.2	Offer professional development opportunities to PLWA members	<ul style="list-style-type: none"> Develop skills and leadership potential of the membership 	<ul style="list-style-type: none"> Deliver quarterly meetings to provide opportunities for public speaking Investigate professional development and leadership opportunities Offer training/development forums on a regular basis Web links to professional development opportunities Quarterly program of relevant library training, cost recoverable 	2013 Ongoing Ongoing 2014 2014	Leadership Standing Committee
3.3	Determine major risks and opportunities to assist future development of the Association	<ul style="list-style-type: none"> Undertake SWOT analysis for the Association Identify appropriate projects that will advance the profession and Association eg National Dollars and Sense Report 	<ul style="list-style-type: none"> Provide an allowance for research in the annual PLWA budgets for projects of state-wide significance Support ongoing Literacy brand through marketing and activities 	Annual	Leadership Standing Committee
3.4	Mentor PLWA working groups	<ul style="list-style-type: none"> Create professional development opportunity for next generation of leaders Ensure coordinated governance 	<ul style="list-style-type: none"> Nominated executive members mentor working groups 	Ongoing	Leadership Standing Committee

		model for working groups		2014	
3.5	Provide opportunities and encourage wider participation from all PLWA members	<ul style="list-style-type: none"> • Succession planning within membership • Encourage the involvement of all members-on working groups and committees 	<ul style="list-style-type: none"> • Working Groups and projects as appropriate 	Ongoing	Leadership Standing Committee

GOAL 4 GOVERNANCE

Governance Standing Committee:

Item	Strategy	Objective	Action	Timeframe	Responsibility
4.1	Review Communications Plan for PLWA members	<ul style="list-style-type: none"> Clear and accountable communication process for membership on key issues 	<ul style="list-style-type: none"> Present Communications Plan to membership for endorsement 	2013	Governance Standing Committee
4.2	Review PLWA organisational structure	<ul style="list-style-type: none"> Determine best practice and most effective model of operation 	<ul style="list-style-type: none"> Establish Executive Standing Committees Review function and representation of working groups Develop Business Case for administrative officer 	2013 2013 2016	Governance Standing Committee
4.3	Review PLWA constitution	<ul style="list-style-type: none"> Biennial review 	<ul style="list-style-type: none"> Undertake review in 2013 	2013	Governance Standing Committee
4.4	Review meeting protocols	<ul style="list-style-type: none"> Ensure most effective communication processes in place 	<ul style="list-style-type: none"> Introduce quarterly meetings proposal to membership Review meeting calendar 	2013 Annual	Governance Standing Committee
4.5	Review website	<ul style="list-style-type: none"> Ensure effective communication tool for the membership 	<ul style="list-style-type: none"> Benchmark Association websites Update content and graphics Update website on regular basis Consider social media tools 	2013 2014 2014 2015	Governance Standing Committee
4.6	Endorse ALIA Standards	<ul style="list-style-type: none"> Encourage best practice in WA public libraries 	<ul style="list-style-type: none"> Promote the use of ALIA standards and develop procedure manual 	Ongoing	Governance Standing Committee
4.7	Develop a records management strategy for all PLWA documents	<ul style="list-style-type: none"> Meet legislative requirements outlined in the <i>Associations Incorporation Act 1987</i> 	<ul style="list-style-type: none"> Digitise Loclib and PLWA records Utilise website 	2015	Governance Standing Committee
4.8	Review membership strategies and structure	<ul style="list-style-type: none"> Work towards 100% WA public library systems membership 	<ul style="list-style-type: none"> Membership reminder letters Review membership structure 	Annual 2014	Governance Standing Committee