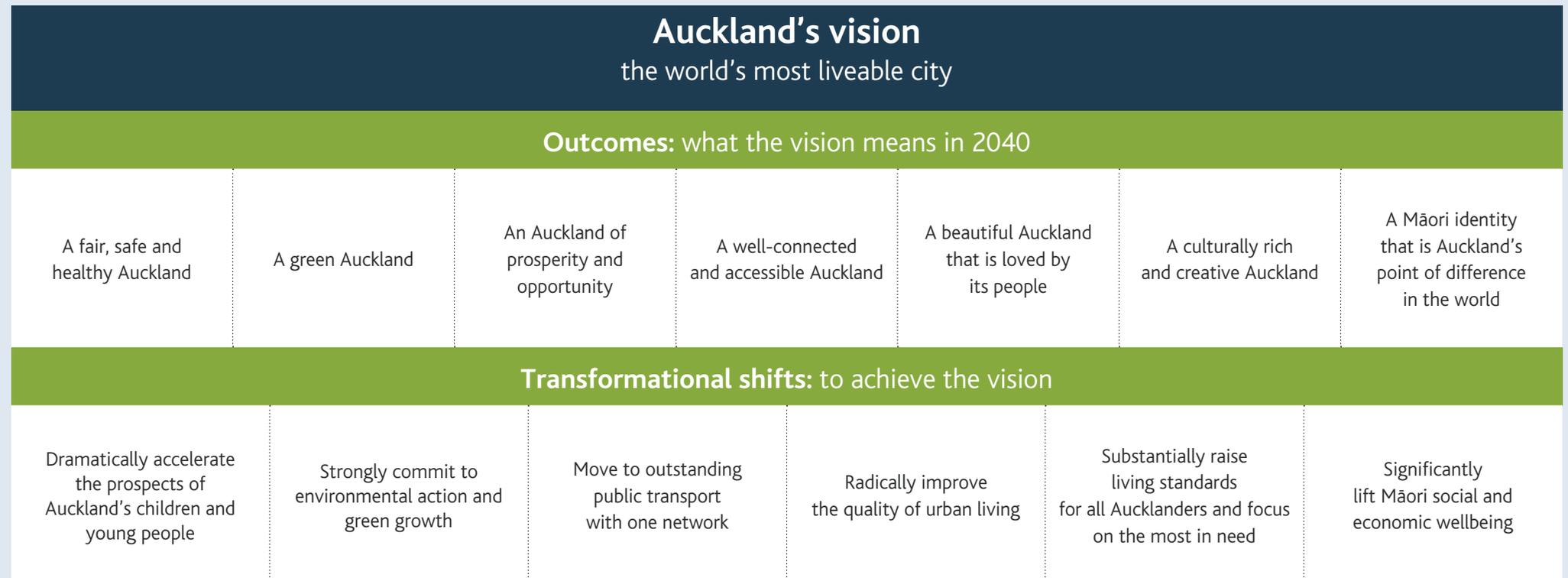


The changing environment

The future direction of Auckland Libraries is influenced by a number of factors. Over the next ten years Auckland will experience significant growth in its population, new technologies and media will develop at an ever increasing rate, and there will be continued pressure on budgets. Auckland Libraries will need to focus its energy and resources on those areas which will deliver the most value and achieve the best outcomes for Aucklanders.

The Auckland Plan

The vision of this 30-year transformational strategy is for Auckland to become 'the world's most liveable city'. This means Auckland aims to provide an outstanding quality of life, economic opportunity and sense of place for its citizens. The strategy outlines seven aspirational outcomes, six transformational shifts and 13 specific strategic directions. In addition, there are two big initiatives that will focus attention on the city centre as a commercial, financial, educational, cultural and residential centre, and the Southern Initiative focusing on transformational change in four local board areas with the highest social and economic need.



Auckland Libraries has the potential to make a considerable contribution to the following Auckland Plan strategic directions:

- creating a strong inclusive and equitable society that ensures opportunity for all Aucklanders
- enabling Māori aspirations through recognition of the Treaty of Waitangi and customary rights
- integrating arts, culture and heritage into our daily lives
- developing an economy that delivers opportunities and prosperity for all Aucklanders and New Zealand
- creating a stunning city centre, with well-connected quality towns, villages and neighbourhoods
- planning, delivering and maintaining quality infrastructure to make liveable and resilient communities
- creating better connections and accessibility within Auckland, across New Zealand and the world.

Other documents that inform development include the long-term plan and local board plans and agreements, the Treaty audit undertaken by the Independent Māori Statutory Board, the Māori Plan for Tāmaki Makaurau, the City Centre Masterplan which outlines the way forward for the city centre initiative and the Southern Initiative plan.

Population growth

Auckland is predicted to grow by one million people over the next 30 years. This could mean that within the next ten years around 200,000-300,000 more people will be living in Auckland metropolitan centres, town centres and local centres. The Auckland Plan proposes a rural urban boundary to avoid urban sprawl. This will increase the housing density, particularly in the metropolitan city centres. The City Centre Masterplan predicts that there will be approximately 128,000-140,000 workers and upwards of 45,000 residents in the city centre by 2032. Accommodating this growth in population and demand will be one of the challenges for Libraries.

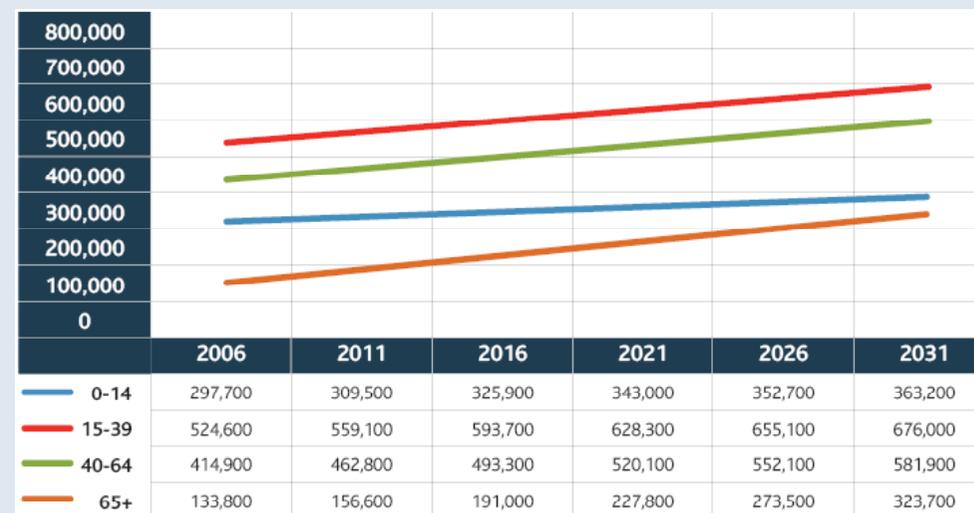
Our response is outlined in Focus area 3: Library spaces.

Changes in Auckland's communities

The diversity of Auckland's people will continue with a projected increase in people of Asian descent rising to 27 per cent, Pacific peoples to 17 per cent and Māori to 12 per cent by 2021.

The population will still be relatively young, with 54 per cent of people under the age of 40. However, the fastest growing age group will be those 65 and over, who will make up 17 per cent of the population by 2031⁶. This age group is living longer and many people remain fit and active long past the indicative retirement age. There are opportunities for using the skills and knowledge of older residents to support services and programmes.

Age group populations 2006-2031



There is a growing income inequality in New Zealand and the current global financial crisis is exacerbating this gap. Older people who expected to be well provided for in their retirement have had their savings eroded through the collapse of financial institutions. There are significant pockets of disadvantage in some parts of Auckland with the majority of deprivation concentrated in the south of the region. It is noteworthy that almost a quarter of all children in Auckland attend schools in three local board areas in the south. Te Kauroa – Future Directions has a strong emphasis on children and young people in response to the Auckland Plan, and on providing access to technology and the world of information for people who do not possess the tools or skills with which to overcome the digital divide.

Our response to these changes is outlined in Focus area 2: Children and young people and Focus area 4: Customer connection.

⁶ Source: Auckland Libraries. Te Kauroa – Future Directions: stage 1 – research and analysis. John Truesdale and Associates Ltd, 2011.

Technology changes

The internet has irrevocably changed the way people live and work. The concept of the 'information society' where access to information was the primary activity, is moving rapidly to that of a 'knowledge society' – one where the creation and exchange of content, personalised to an individual's need, in an 'always on' communication channel, increasingly via mobile technology as the norm⁷.

In developing the Te Kauroa – Future Directions for Auckland Libraries, we have taken account of the most significant changes. The rapid rise of social media as a personal online space and pervasively as a means of learning, debate, dialogue and organisational communication is changing the way people interact with their world and each other. Mobile devices such as the smart phone and tablet PC mean that services and information are available 24/7 wherever there is wifi or data capability.

The technology of the printed book as a way of communicating ideas and meaning is being redefined by a new and still evolving technology – the electronic book or e-book. This format has significant implications for how material is shared among customers, accessed and replenished. New Zealand is largely reliant on global publishers for the bulk of our collections. The availability of e-book for loan through libraries is limited by what publishers are prepared to make available, and under what terms, to the e-book aggregators. Some, such as Amazon, will not sell to libraries in New Zealand and therefore customers who have purchased proprietary e-readers such as the Kindle are currently unable to borrow Amazon-controlled e-content from libraries in New Zealand.

The speed of uptake of this new technology has been rapid with some futurists predicting the demise of the physical book. Auckland Libraries' view is that during the 10-year period of Te Kauroa – Future Directions both physical book and e-book formats will continue to be used with a shift over time towards the e-format for certain categories of material. Some media are changing more rapidly and the trend is for music and video to be accessed online, either by downloading the item or streaming from a cloud-based service.

There is a growing trend amongst publishers, particularly magazine and newspaper publishers, to charge for content they initially made free in the first rush to provide online material. Headlines or partial articles are freely available but the full content is available only to subscribers.

Libraries have always purchased such material in the print world for use by customers and we need to apply the same approach to ensure ongoing access to material published only in a digital format behind a pay wall.

The move to e-book formats which are deleted from the customer's device when the loan period is ended means that libraries are experiencing a loss of revenue from fines on late returns. Licences prohibit libraries from developing revenue-creating service models for e-content they do not own.

With the 'google-isation of everything' people expect to find what they want from a single, simple search. Yet the overwhelming amount of data available via the internet and the commercial focus of search engines do not always yield the best result. Libraries are increasingly exposing their unique data so that search engines such as WorldCat and Google Books can deliver comprehensive library results to the searcher. Libraries are also looking to simplify discovery mechanisms so that all content a library owns or uses by licence can be found in a single search. Making library metadata available to aggregators such as DigitalNZ⁸ allows content to be reused and repurposed in new ways.

Ultrafast broadband in cities and rural broadband are becoming realities. As schools, businesses, consumers and government make wider use of high speed and high volume data networks, new opportunities arise for the sharing of content, face-to-face interaction and learning across the web, greater use of video and other media, and cloud-based services. Although nearly 85 per cent of New Zealanders were internet users in December 2011⁹, there are still significant numbers who do not have access in their home and rely on access through their public library or at work.

Our response to these changes is outlined in Focus area 1: Digital library and Focus area 6: Collections.

⁷ Source: Public Libraries of New Zealand: a strategic framework 2012-2017

⁸ See: <http://www.digitalnz.org/>

⁹ Source: World Internet Stats. Retrieved from <http://www.internetworldstats.com/pacific.htm#nz>