



# CASE STUDY

---

## CURATING AN INCLUSIVE COLLECTION AT THE CITY OF GOSNELLS



save**TIME**



save**MONEY**



improve**PERFORMANCE**



*The City of Gosnells is located in the South-Eastern corridor of metropolitan Perth, Western Australia. The city has a population of around 137,000 people living across 11 suburbs. The city has four libraries in the suburbs of Beckenham, Gosnells, Southern River and Thornlie, including a local history collection within the Gosnells library.*

## **THE CHALLENGE**

Ensuring that library collections meet community needs has always been a priority for the City of Gosnells libraries.

The staff found it challenging to obtain meaningful data to guide collection management and development. Decisions often relied on anecdotal evidence or speculation, making it difficult to proactively anticipate and respond to customer needs.

They discovered that overcrowding in their collection contributed to poor turnover rates and hindered accessibility, and that reducing unused and dead items was a priority to assist with increasing circulation.

# THE SOLUTION

The adoption of collectionHQ's suite of tools has provided transformative support for the team at City of Gosnells in optimising their collections. Utilising the "Select, Manage and Promote" tools intensively along with the dashboard, and the performance tools staff can now assign budgets across branches, manage accuracy and identify popular areas in the collection, as well as monitoring progress of tasks.

# THE RESULTS

## USING THE TOOLS TO LEVERAGE THE OF POWER DATA

Gaining valuable insights into library collections, such as usage patterns, collection gaps, as well as overstocked and understocked areas, the team was able to review the collection strategy and tailor the libraries' collections to better meet the diverse needs of the City of Gosnells community.

In addition, insights gained from data analysis have been instrumental in identifying collections that needed improvement, replacement, or relocation to areas where demand is more prominent.

The team advocated that one of the significant advantages of using collectionHQ tools has been access to historical collection usage patterns, which have provided the opportunity to anticipate customer needs, predict future trends, and adjust collections to better serve the community while allocating budgets more effectively.

collectionHQ helped to streamline their collection strategy to put the community at the centre of the decision making process rather than collecting library resources for the sake of increasing the size of the collection.

Maxine Ahrens, Manager Leisure and Culture, has summed up the results,

"A smaller collection that is attractive, newer and developed based on analysis of customer borrowing trends via collectionHQ will make choosing a good item much easier for our customers. I often liken it to shopping in a boutique versus an op shop (charity). There are treasures in the op shop (charity), but they are harder to find. Our library collection was looking a bit like that."

## BUDGET MANAGEMENT

The team successfully utilised the select tool to manage and assign budgets to each branch and collection based on data and evidence. The tool has enabled efficient allocation of budget towards acquiring diverse resources aligned with usage history.

## CATALOGUE ACCURACY

The manage tool has been applied to ensure the accuracy of the library catalogue, to identify popular areas within the collection, and to maintain optimal levels of relevant items at each branch library. This tool has also been instrumental in reducing overcrowding within the collection, making it more accessible and useful to the community without overwhelming users.

## PROMOTING BOOKS WITH LOW BORROW RATES

The City of Gosnells libraries experimented with the placement function within the promote tool, using it to spotlight items that had never been borrowed or had low borrow rates, achieving unprecedented success. Testing the tool across various subjects, they observed a 79% success rate for items in the biography catalogue, an 80% increase in borrows from arts and crafts, and an astonishing increase of over 87% in grooming and beauty items.





The City of Gosnells libraries adopted collectionHQ to transform their approach to collection management with a focus on data-driven decision making. The platform provided valuable insights into collection usage trends, removing the guesswork from development decisions and ensuring they were based on evidence. With collectionHQ, the libraries developed strategic improvement plans to allocate resources and budgets more effectively, while establishing baselines, benchmarks, and goals to maintain progress. With this tool, the library service remains responsive to evolving community needs and market conditions, ensuring relevance and efficiency in its offerings



# KEY BENEFITS

**Data-driven  
decision  
making.**

**Proactive  
collection  
development.**

**Improved  
operational  
efficiency.**