

CASEY-CARDINIA LIBRARY CORPORATION

Collection Development Policy 2014

“Balancing the Collection”



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1.0 Vision and Context

Imagine: A glimpse of what a library visitor might *explore* when they *understand* what libraries can offer.

1.1 The Collections Challenge –getting the balance right

Collections are still important for public libraries - they simply exist in different formats and locations, not all are housed within our physical buildings. We just need the right balance of:

- A = access, apps and audio resources
- B = board books
- C = content and computers
- D = digital resources, discs, devices and downloads
- E = electronic resources
- F = formats
- G = graphic novels
- I = information and Internet
- L = literacy, languages, LOTE, large print, listening and learning resources
- M = magazines and manga
- P = print or physical products
- R = reading - 'interactive reading' or "immersive reading" – however you want!
- S = searching and streaming
- V = visual resources like DVDs
- W = website or Wi-Fi
- Z = zines or e-magaZines.

1.2 Library – Beyond the walls

Libraries continue to provide their traditional roles as community hub or civic place and cultural resource. They also need to provide much more than the traditional resources associated with libraries. Making all forms of content easily visible and attractive with quick access and ease of use is paramount.

Some key issues for public libraries about collection development and management are:

- Library systems with keyword searching or tags are making subject searching easier for customers to request a copy or access a preferred format. More integrated records for content and download will enhance selections.
- Sharing a resource database with other libraries can lead customer driven demand for resources and content: does that item meet our policy or selection criteria? Are we still able to deliver what our customers want?

- Issues of asset ownership and depreciation; using recurrent budgets to access an increasing range of electronic resources; the challenges of digital rights management and demonstrating the value of access to content in return for license fees.
- Standards for collection management; measuring quality as well as quantity; measuring usage and ensuring ease of use to access catalogues and electronic resources.
- Library leaders strongly support both physical and digital collections - maintaining this balance is critical. Information seekers and lifelong learners still want content, with up-to-date, relevant resources in varied formats, including computers within the library, access to online databases, links to electronic learning resources, or the flexibility offered by remote access from portable devices.

The popularity of online social networking is based on the group dynamics generated by social contact. New generations are interested in highly visual resources so physical collections will be smaller but highly targeted with more links to download or interact and opportunities to contribute instantly evolving content online.

Content seekers and generators, especially younger ones, see the Internet as superior to libraries for a significant segment of their information and entertainment needs. We need to be strategic and targeted to keep the library as relevant as possible with opportunities to digitize or generate content, download music, view pictures, connect the stories and provide convenient interactive online dialogues: for example online tutoring services and dynamic blogs with links for easy access to our resources.

1.3 Reading Development and Recreational Reading

Traditional books will continue to remain popular for reading for pleasure. Picture books will continue to assist parents to introduce children to reading until children quickly begin to explore other interests as they adapt to read screen-based interactive literacy e-resources. Graphic novels may assist reading and writing skills development. Audio & digital content continues to expand along with different technology options (e-readers, tablets or smart phones) with portability and convenience as important drivers for busy people or those on the move.

As alternative formats evolve libraries need to constantly review current requirements to meet local demand and demographics to determine when we reach critical mass to change. Members will have (where available) the flexibility to select the content to access in the format they prefer, for example multi-cultural communities benefit from multiple language soundtrack or subtitle options while some users with a print or other disability may choose "Read how you want" options.

2.0 Collection Development Policy Aims

Casey-Cardinia Library Corporation's Library Plan 2014-2018 includes key strategic directions for the development and improvement of our services, and the Strategic Resource Plan (Budget) approved by the Board to achieve it. The key strategic directions encompass all the operations of the library service within the framework of our community. Collections are identified as a strategic objective as they are an essential building block of library service delivery.

The Collection Development Policy is a key policy document underpinning the selection of materials and resources which are the primary asset of the Corporation. The goal is to:

- Undertake a staged re-allocation of the library materials budget, balancing between traditional and new e-resources, and improving downloadable and remote services to match local community needs.

Collection development lies at the center of library management; users of the library will judge it primarily by the relevance of its collections. Given this importance, the policy has been formulated to reflect community expectations and ensure an appropriate balance of resources can adapt to a changing range of products. The policy:

- clarifies the overall aims of the library's collections;
- provides guidance to carry out major tasks associated with collection development dealing specifically with selection of new materials;
- the nature of content to be made available and the need to provide access to that content
- on-going maintenance and evaluation of the collection.

3.0 Access

Access to the collection is provided free of charge in accordance with Australian Library and Information Association policies (see Attachments) and the Victorian State Government Public Library Funding Agreement. The physical collection is owned by the Corporation and is managed as a single regional collection. Items may be transferred temporarily or permanently around the region, according to demand. Some categories of library materials, such as audio-visual items and large print books, are floated among branches to provide as much variety as possible at each service point. Some digital content is managed by subscriptions to provide access.

The collection can be accessed at all branch libraries and the mobile library. Each library service point holds its own core collection of reference and lending resources, including fiction and non-fiction in a variety of formats, suitable for all age groups, and responsive to the particular needs of the locality. The quantity of materials held in each branch library is variable and is dependent upon the size of the facility, the requirements of the community served and budgetary considerations. The service point profiles and priorities are refined annually in the Purchasing Plan.

Provision of the Swift Consortium shared database with on-line catalogues at each library service, coupled with a daily delivery service running between libraries, makes it possible for members to readily request items from any service point or via the website and access resources for collection at their most convenient branch.

4.0 Users and Potential Users of the Library's Collection

Casey-Cardinia Library Corporation serves 359,181 (*ABS ERP, June 2013*) residents of the City of Casey and Cardinia Shire. These municipalities make up the major south east 'growth corridor' of metropolitan Melbourne. Demographic profiles and the major features of both municipalities are included in the Library Plan.

Although there are variations between localities within these municipalities, the most significant demographic feature of the area overall is that it contains a much higher than average proportion of younger families with children under eighteen years of age. The overall youthfulness of the area is also resulting from a lower than average proportion of the population over sixty years of age.

While educational levels are lower than the Melbourne average, those with vocational qualifications are higher than average. Consequently, there are higher than average persons employed in trades. Key industries are manufacturing, and agriculture is a significantly more important industry than elsewhere in Melbourne.

Although the area has a higher than the Melbourne average proportion of people who speak English at home, increasing migration is contributing to a growing diversity, particularly in Casey.

The area contains a rapidly increasing range of pre-schools, primary and secondary schools, and higher education institutions, which are key sources of potential library users.

While the library's collection should be targeted towards all age groups in the community, the demographics of the area served by the Corporation indicate that in order to maximise responsiveness there should be a special emphasis on the younger reader and the needs of families.

5.0 Responsibility for Managing Collection Development

The Board requires the Corporation to manage the library's collection in accordance with this Collection Development Policy. This policy must be representative of and responsive to the needs of the community served by the library and shall adhere to professional values and practices recognizing national policies, guidelines and standards. Overall responsibility for the development and management of the library's collection and resources is delegated by the Board and the Chief Executive Officer to an experienced professional librarian who co-ordinates a specialist team of qualified staff implementing the principles and strategies as outlined in this policy and within the annual Purchasing Plan. A Collection Management Strategy ensures the effective arrangement and maintenance of the collection.

Selection of appropriate library resources is a high level professional skill requiring a detailed understanding of the needs of the local community; a commanding view of the ever growing spread of published resources worldwide, and an in-depth knowledge of the library's existing strengths and weaknesses. The current methodology for selection and acquisition of library materials and electronic content is included in the annual Purchasing Plan, demonstrating that appropriate publishing sources and formats are canvassed.

6.0 Budget and Purchasing Plan

While a minimum per capita expenditure is specified in the Regional Agreement, the Board approves the Materials Acquisition Budget for each year as part of the Strategic Resource Plan. By linking the Budget to the size of the population, the population growth factor is accommodated. In addition to the base figure, the Board will determine an annual escalation factor in order to maintain the purchasing power of the Materials Acquisition Budget.

Annual expenditure on new materials and resources for the library's collection accounts for approx. 14.5 % of the library's budget. Casey-Cardinia Library Corporation currently allocates over \$1.4 million per annum to the acquisition of new materials and resources, based on a commitment to a per capita expenditure of \$3.90 adjusted on an annual basis.

A Purchasing Plan is prepared by library management for annual approval of the Board, providing strategies and procedures for the purchase of library materials and resources in accordance with the budget allocated, the Key Strategic Initiatives in the Library Plan and guidelines outlined in the Collection Development Policy.

The Board expects library management to ensure that the Corporation receives the best value for its expenditure. This is undertaken either through direct negotiation with preferred suppliers or by tendering the supply of library materials with specifications including, but not limited to: terms of supply, discounts and exchange rates, delivery/responsiveness, and supplier capacity to provide a wide range of materials relevant to specific needs.

Monthly dollar targets are set and monitored for regulating expenditure of the budget, as timely acquisition of new materials is tied to the yearly cycle of publishing, and staffing requirements are allocated to maintain a continuous workflow.

7.0 General Policies for Selection of New Materials

7.1 Key Collection Areas

Staff select items for lending in the target areas of adult, children's and young adult fiction; adult and children's non-fiction; large print; magazines; talking book. DVDs and music CDs are also purchased. A small range of books, periodicals, and newspapers are selected for reference only.

Taking into account current usage patterns and increasing usage of the Internet and electronic resources as a source of information, we must ensure an appropriate balance between print or audio visual items and access to online content.

To ensure that adequate funds are expended on library materials for young people an appropriate percentage of all purchases should be dedicated to age targeted resources while maintaining a reasonable balance of cultural, educational and informational resources for all.

7.2 Requests and Suggestions from Library Members

Members and staff are encouraged to make requests and recommendations via a range of mechanisms for items that are not already in the library collection and to comment generally on any aspect of the collection. Requests and recommendations will be given serious consideration and will be purchased where appropriate. Requested items may also be obtained on inter-library loan. Library members will be notified of the outcome of a specific request, but not an informal suggestion for purchase.

General comments on the collection will receive a response, if contact details are supplied.

7.3 Donations

The library accepts donations that meet the general selection criteria. However, it reserves the right to allocate donated material to any collection or branch, to dispose of donated material that it does not need, or to reject unsolicited donations of unsuitable materials.

7.4 Controversial Materials and Access to Electronic Resources

Casey-Cardinia Library Corporation aims to keep in its collections a representative range of materials on all topics of interest to its users, including materials on controversial issues. It will not, however, keep in its collections material that is prohibited by law and abides by the decisions and classifications made by the Australian Classification Board across all formats.

There is always the possibility that some readers will be offended by opinions expressed in some materials. They have the right to their feelings and the right to express them, but not the right to force their standards on others by suppressing or demanding the suppression of what they condemn.

The library is committed to the freedom to read and therefore incorporates as part of its policy the Australian Library and Information Association's [Statement on free access to information](#). Also, in adopting the ALIA [Statement on online content regulation](#), access to electronic resources is not restricted by the use of filters

however, the library conditions of use place the responsibility on individual users to ensure that content displayed is appropriate to a public access site. Parents or guardians are responsible for the suitability of materials used or resources accessed by their children. Children under the age of 13 years must be under parental supervision when using library internet resources. Teenagers and young adults from 13 to 18 years must have been given parental permission for their membership cards to allow booking of internet resources.

7.5 General Selection Criteria

Library materials must support and be consistent with the general aims of this Collection Development Policy. In selecting suitable library materials several criteria should be considered:

- **User need and demands:** These are the primary determinant in allocating funds and selecting materials. Hence, an intimate knowledge of current demographic data, circulation figures and mechanisms to obtain user input is required. Where local demand is very high multiple copies of a title will be considered.
- **Range and depth:** The collection must provide a balanced range of material across the entire service by developing branch collections that complement each other, but also respond to the needs of specific localities served. The extent and currency of existing material on a subject, or by an author already represented should be considered, while ensuring that a range of viewpoints on any subject are represented. The purchase of materials by Australian authors or about Australia, in particular, is encouraged.
- **Quality of content and presentation:** a high standard is required. The authority and reputation of the creators and publishers of all materials are considered. The format, style and language should be suitable for the intended user group.
- **Purchase price:** - should be fair and reasonable.
- **General availability of material:** - elsewhere in the community or through networks, or commercial outlets should also be considered.

8.0 Relationship to Specific Areas of the Collection

In addition to general selection criteria the following guidelines to the purchase of materials in specific areas are applied:

8.1 Fiction

A wide range of fiction of all types, suitable for all ages but mainly for pre-school children, beginner readers, young independent readers, teenagers and adults is provided. Picture books are provided for younger and pre-school children. The fiction collection should include works of literary merit as well as popular titles of current interest to library users. Australian authors should be well represented as well as a representative cross-section of material published overseas.

Hardcover editions are preferred if available, as their lifespan is generally longer than paperbacks, however paperback editions will be purchased as additional copies of bestsellers, and for popular genre collections.

The collection includes core classic titles as well as current popular titles, in either hardback or paperback format. Where demand for particular titles is high (such as bestseller fiction) multiple copies are purchased to keep waiting lists to a minimum. Abridgments of classic titles and novelty books are not normally purchased, however a carefully selected range of graphic novels or 'Quick Read' titles will be selected.

8.2 Non-Fiction

An up-to-date, balanced collection in all subject areas likely to be of interest to library users, including biographies, is provided. Every effort is made to fill any obvious or reported gaps in the collection's coverage. Standard works on a broad range of subjects are included and replaced as necessary. Suitable material is provided for all age groups, from the youngest of children through to adults. Adult non-fiction is subdivided into a number of broad genres such as 'Food and Wine', 'Travel' and 'Biography', so as to encourage browsing in a "bookshop like" atmosphere.

The overall strength of the collection should be sufficient to meet the basic information needs and life-long learning requirements of library users and to provide supplementary support for students undertaking or seeking entry to basic or vocational courses. The library does not, however, collect course text books unless these have some value to the wider community. In meeting the needs of students for non-fiction material, the library aims to supplement rather than merely duplicate material held in school or tertiary education libraries.

8.3 Large print

A collection of large print books is provided for library users who are unable, or prefer not to read ordinary print. The majority of large print readers are likely to be elderly, although the collection should be accessible to any library user.

In response to user demand, the collection comprises predominantly popular adult fiction of all types, supplemented by a small amount of popular non-fiction. Materials are purchased in both hardcover and softcover, with increasing numbers in softcover format as preferred by users who find them lighter to hold and easier to handle.

8.4 Audio Visual, Digital & e-Resources

Lending collections in a variety of popular audio-visual and multimedia formats have been developed and are maintained with materials for both adults and children. These materials may also assist library users with sight or hearing disabilities. Current collections include talking books in audio CD & MP3 and Playaway formats, music CDs, and DVDs.

Audiovisual collections have high use and therefore turnover is also high in response to user demand.

Selection of these physical materials is governed to a large extent by the technical quality of material with high-grade audio and/or visual criteria considered for reasons of durability. The aim is to maintain and develop up-to-date lending collections of these materials in response to user demand.

The CCLC website is the gateway to our digital and electronic resources and a valuable tool for communicating with our members. It facilitates access to our library catalogue; downloading of apps for quick portable access to our electronic resources; and provides help to find useful information or a great book to read. Information Services staff develop and maintain the site through the regular updating of content. Online access to selected databases, electronic content such as e-books, e-Audiobooks, e-magazines and a range of age appropriate or specific e-learning resources such as Road to IELTS or YourTutor is included. Library membership is required to access databases, downloadable content or electronic resources.

As technologies change, user driven demand for new formats and access to digital downloads will be monitored to ensure any movement to new or emerging technologies is introduced at an appropriate time to lending or content access collections, subject to user demand. Conversely, collections in outdated audio-visual formats, or items which become obsolete will be gradually discontinued after considering the critical mass impact.

8.4.1 Talking books

Talking Book collections comprise CD, Playaway & MP3 formats for adults, children & young adults. Downloadable eAudiobooks with digital rights management with apps for compatibility with players will continue. Some children's talking books are packaged as kits containing read-along books and CDs, to encourage the development of literacy skills.

8.4.2 Music content

Music compact disc collections contain material representing the full range of musical styles. Recordings by well-known artists of standard works that are likely to have enduring appeal are preferred, alongside current Top 20 & popular artists. Music for children is maintained as a separate collection. A subscription option enabling members to access content and legally download a wide range of music recordings is maintained.

8.4.3 Visual Media

Visual collections for adults will include recent release feature films, documentary material, classic and award winning films and television series. (Award winning or critically acclaimed R-rated material may be selectively included.) Collections for children contain feature films, television tie-ins and some non-fiction. DVDs are the

current industry standard product as they offer great flexibility to maximize usage for a wide range of public library users.

DVDs are the preferred format to Blu-ray as they offer great flexibility for playing, although some Blu-ray is purchased if requested and no DVD format is available. Uptake of alternative formats will be monitored for critical mass and user demand. An option for licensed access to video content via streaming will be trialed.

World Cinema will be included, aimed at providing access to a range of foreign films, and representing the linguistic and cultural diversity of the CCLC region. Wherever possible, this collection will only include items classified by the Australian Classification Board. These items are located in the adult DVD collection

8.4.4 Console Games

This collection is not for loan, but used within libraries with console game units installed. The units are an interactive entertainment computer or electronic device that includes a hardware and software platform with a visual display screen and uses a game controller for interaction. Games are platform specific, eg Playstation 3, Wii U or X Box 360. The Games selected by staff are rated G, PG or M and include a variety of genres. The library does not purchase games that are rated MA 15 or above as the relevant legislation prohibits such games being on public display.

8.4.5 Electronic resources

E-books, e-audiobooks and e-magazines provided via electronic resource aggregators are acquired and the collections reviewed annually or biannually in accordance with license agreements and usage.

8.5 Reference & information resources: a hybrid collection.

A small collection of not for loan print material and electronic resources containing information on the broadest possible range of subjects, that is always available for use and is as up-to-date as possible is maintained. The accessibility and currency of electronic resources means that they are overtaking print resources in popularity and usability, though an appropriate balance of these formats will be maintained.

The print collection includes atlases, current statistics, dictionaries, directories, encyclopedias, handbooks, yearbooks, government publications, and standard works that are the recognized authority on their subject. Currency of information is of utmost importance. Most items in the reference collection are replaced as new editions are published.

The electronic collection includes specialized databases eg Ancestry database. Where possible subscriptions to electronic resources are selected which allow users to access the information from both within the libraries and from their own homes or workplaces.

8.6 Newspapers and periodicals: a hybrid collection

A carefully selected range of subscriptions to daily newspapers and periodicals of interest to library users, from popular weekly publications to less frequently published technical or special interest titles is maintained. The print subscriptions are enhanced with electronic subscriptions. Subscriptions, both print and electronic, are reviewed on an annual basis. Popular titles are supplemented with duplicate electronic copies if available.

As currency of information contained in periodicals is of primary importance, they are retained in the collection for a limited period, generally no longer than two years. Latest copies of magazine titles are displayed for use in the library until the next edition arrives. Newspapers are for use in library only with back copies kept for a limited period.

Subscriptions/license to access selected electronic resources, such as newspapers and e-magazines are purchased annually, enabling members' access via our website to thousands of full-text articles.

8.7 Languages other than English (LOTE) and Basic English

The LOTE strategy, up-dated periodically with the latest demographic profile based on ABS census data for Language spoken at Home, shows any changes from the previous figures, in our increasingly diverse community. Statewide standards and criteria for establishing collections are considered (CCLC currently >1.16% population); book and a/v materials are maintained at sustainable levels taking usage into account. Magazine collections are adjusted accordingly (CCLC currently uses 0.82% as a trigger point) and demand for additional languages or materials will be monitored.

Bulk loans of LOTE materials are obtained as required from other SWIFT library services, or Library Link Victoria as required and staff will promote multi-lingual content available via the website. Various models and opportunities for collaborative purchasing of LOTE collections with shared cataloguing are pursued. An online language learning resource is provided.

The **Basic English** learning collection comprises materials suited to reader skill development needs for adult literacy as well as English as a Second Language; with varied reader levels & formats. The collection includes Quick Read titles and resources aimed at assisting users pass vocational tests (e.g. IELTS) and is located at libraries with significant needs as identified by community agencies.

8.8 Local History

The aim is to provide easily accessible basic historical information about the City of Casey and Cardinia Shire and their predecessors. The resources introduce and define the history of the local area at a level to support basic or frequently asked inquiries and routine school inquiries, but not at research level. Representative resources, including relevant local publications will be selected and acquired as available, described and preserved as required to meet popular demand. The Library does not collect realia. Some digitised resources will be made available via the website and a blog maintained to promote and make content more readily available.

8.9 Specific collections of interest to children or use by adults

- Board books designed for use by very young children as an introduction to books;
- Humour - including cartoon books, jokes and riddles;
- Folktales - comprising highly illustrated anthologies of classic fairytales, myths and legends from around the world;
- Rhymes – comprising highly illustrated anthologies of nursery rhymes and children's poetry;
- Begin-To-Read books to assist children in their reading in the early school years. The collection is made up of readers and simple books in four graded levels. This collection does not replace the school readers but rather complements a child's take home readers.
- Premiers Reading Challenge – comprising books selected from the Victorian Premiers reading Challenge lists. These books include Picture Books, Junior Fiction, Young Adult Fiction, Audio Books and non-fiction material categorized in year levels;
- Storytime (not for loan) collection comprises books for use by staff at scheduled children's programs. It includes copies of popular or classic picture book titles, large or interactive formats eg Lift the Flap, Pop-up or "Big Books", collections of poetry or rhymes and some craft activities.

Graphic Novels are a viable 'art form' in their own right and provide reading material in a popular, contemporary format, which is graphic rather than text-based. Graphic novels are book length collections of sequential graphic art containing a single story, or a set of interrelated stories. These include

- Manga, a specific style known as a Japanese comic book
- Superhero stories
- Popular fiction reproduced in graphic format

This collection encourages use of the library and provides a visual medium which also appeals to reluctant readers, children and young adults with low literacy skills. Separate Junior and Young Adult Graphic novel collections are maintained in all branches. Some Adult Graphic novels are included in the general Adult Fiction collections.

9.0 Collection Maintenance

Collection maintenance is essential to maintain the asset value of the collections as a whole.

Issues considered include:

- Depreciation rate: This is an accounting procedure that establishes the asset value of the collection as a whole and which results in the collection being fully depreciated in terms of monetary value after 7 years. In collection management terms, this is a simplified approach as useful lifespan varies considerably with different categories of library materials. Some items are of value to a library collection well beyond this time, while others need to be replaced within 1-3 years because they are either worn or out of date.
- Acquisition rate vs. Lifespan: To maintain or develop collections it is necessary to ensure the budget retains adequate capacity to replace standard items.
- Maintaining the accuracy of the database: "Stocktake by exception lists" which list items which have not circulated for a set period of time are run through the year according to a set schedule. These help to identify missing items as well as assist in weeding non-used material. Missing/lost items and discard routines are run regularly.

9.1 Evaluation

Continuous critical evaluation is essential to maintain the effectiveness and quality of the resources. Although usage is the primary indicator of the value of a public library collection to the community served, professional experience and knowledge is required to ensure that an appropriate level and range of resources is maintained. An ongoing collection evaluation program to determine collection strengths and weaknesses, has been developed and implemented by library management to fill any identified gaps.

The Collection Management Strategy as required by the Library Plan, is reviewed annually and aims to ensure that a high standard of up-to date, relevant and attractive materials is maintained on the library shelves.

Appropriate actions will be undertaken after considering the following criteria:

- physical condition
- currency of information
- demand/availability of title/subject
- local relevance,
- availability of replacement items

9.2 Weeding

Weeding is the ongoing program through which material is removed from a library's collection for withdrawal. To maintain the collection's physical consistency, the number of items weeded from the collection in any year should generally not exceed the number of items added.

Weeding, like a decision to purchase, requires a conscious intellectual decision taking into account existing collections, demand, and the value of an item to the collection.

Withdrawn material may be disposed of by offering it for sale to the public, giving it to charity, or by recycling.

9.3 Repairs

An ongoing program of simple repairs to worn or damaged items is undertaken at branch libraries to ensure that the collection is attractively maintained.

9.4 Replacements

Replacement fiction or non-fiction titles are acquired if a title is in print, still popular or regarded as a classic or standard work and information is not dated.

10.0 Review of Collection Development Policy

The Service Plan requires a review of the Collection Development Policy at least once every three years. If sections require updating, it should be reviewed by library management and presented to the Board for acceptance into this policy.

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