



City of Wanneroo Libraries – Snapshot Report 2025

City of Wanneroo

8

OUTCOME METRICS

1,250

RESPONSES

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▲ Photo: City of Wanneroo Libraries

1. Background

City of Wanneroo Libraries

The City of Wanneroo Libraries features a network of four libraries, providing the local community with access to a wide range of valuable services. In addition to their extensive collection of physical and digital books, the libraries host various special events and workshops for all ages, enhancing their regular programming.

Public Libraries Evaluation Network Project

The City of Wanneroo Libraries have participated in Culture Counts' Public Libraries Evaluation Network (PLEN) since 2019. PLEN is a nationwide initiative designed to better understand and illustrate the vital outcomes generated by libraries. Libraries that partake in the network use Culture Counts to survey public users of the library. Feedback is collected on library use, performance, personal and community outcomes from public users of the library.

Snapshot Report

This report is a standardised Online Insights Report using data collected in 2025 by the City of Wanneroo Libraries via the **Library Use and Outcomes Survey** template. This free report is available to all PLEN participants once annually to help demonstrate to community, internal and external stakeholders the important outcomes that libraries generate. More comprehensive reporting including the results of event and program evaluations can be commissioned from Culture Counts.

Evaluation Methodology

Libraries participating in PLEN distribute a **Library Use and Outcomes** survey to their membership database and library users throughout the year via a range of methods, including emailing members, QR codes or tablets in the library, or interviews with library staff. The survey asks library users questions regarding; library awareness, learning, and application; outcomes; open text questions; and user demographics. This is a PLEN methodology and the resulting data aligns with the project's big dataset.

Outcome Measures

The **Library Use and Outcomes** survey contains a range of ‘dimension’ questions, asking members of the public about their experience at City of Wanneroo Libraries. These dimensions have been developed and tested in collaboration with industry, practitioners, and academics to measure the impact and value of library services, facilities and programs.

Dimensions used in the **Library Use and Outcomes** survey also align with six ALIA (Australian Library and Information Association) and APLA (Australian Public Library Alliance) outcome areas to ensure that all data collected can be clearly reported against the achievement of important sector objectives, and build on significant research carried out in Australia and internationally.

Dimension	Dimension statement
Safe and Trusted	I feel safe and welcome when using the library service
Information	The library has met my informational and reading needs
Role	The library is an important part of the place where I live
Literacy	My library experience has encouraged me to read more
Relevance	The library is changing in ways that increase its relevance for me
Connection	The library has encouraged me to become more engaged in the community
Digital Confidence	The library has helped me to feel more confident about using digital resources
Skills	The library service has enabled me to learn and gain new skills



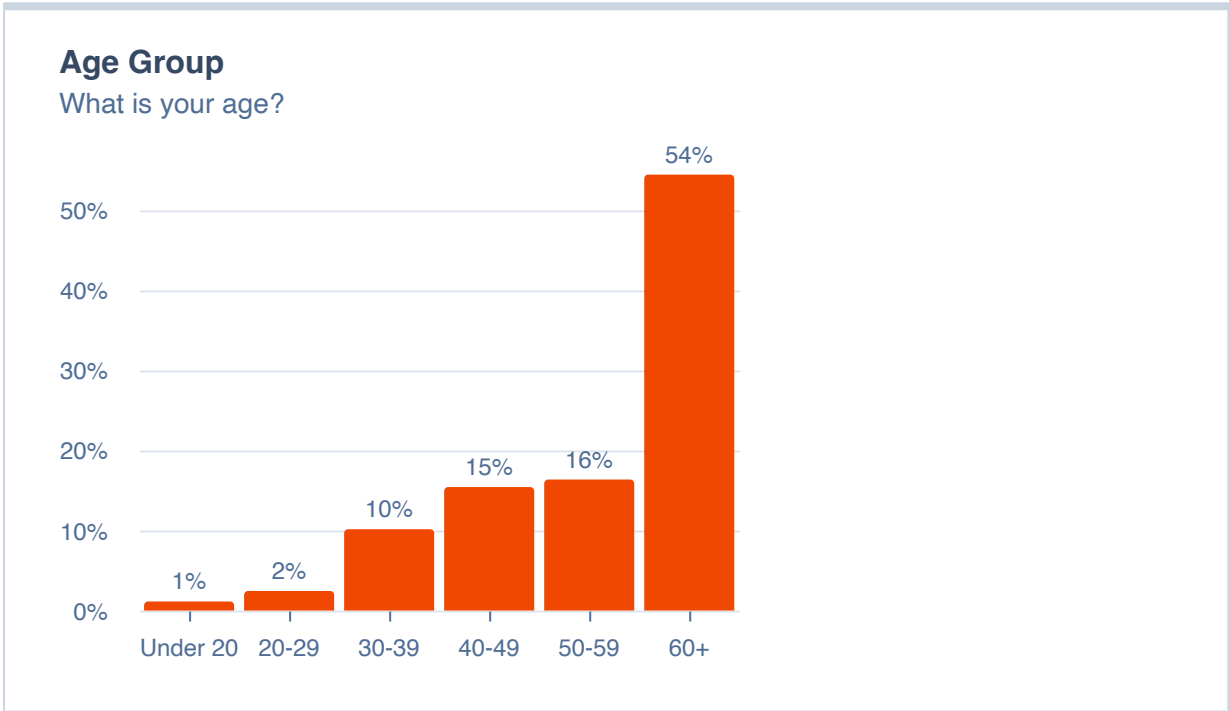
▲ Photo: City of Wanneroo Libraries

2. Community Profile

Demographics

Respondents completing the **Library Use and Outcomes** survey were asked a selection of demographic questions to help the library learn their member and visitor characteristics. This also enables results to be filtered by demographic to see how different groups use the library and their programs. Respondents were asked to provide their age, gender, postcode and identity.

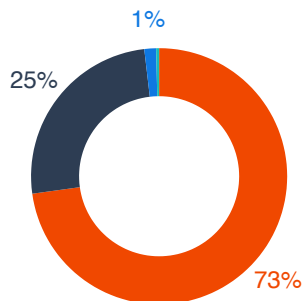
The following charts show the proportion of **Library Use and Outcomes** survey responses captured for each of the age, gender and identity demographic questions.



Gender

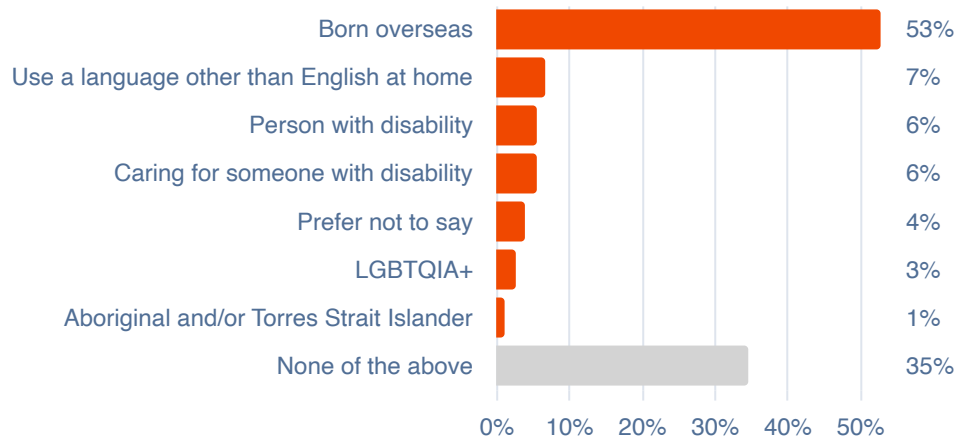
How would you describe your gender?

- Female
- Male
- Prefer not to say
- In another way



Identity

Do you identify as any of the following?



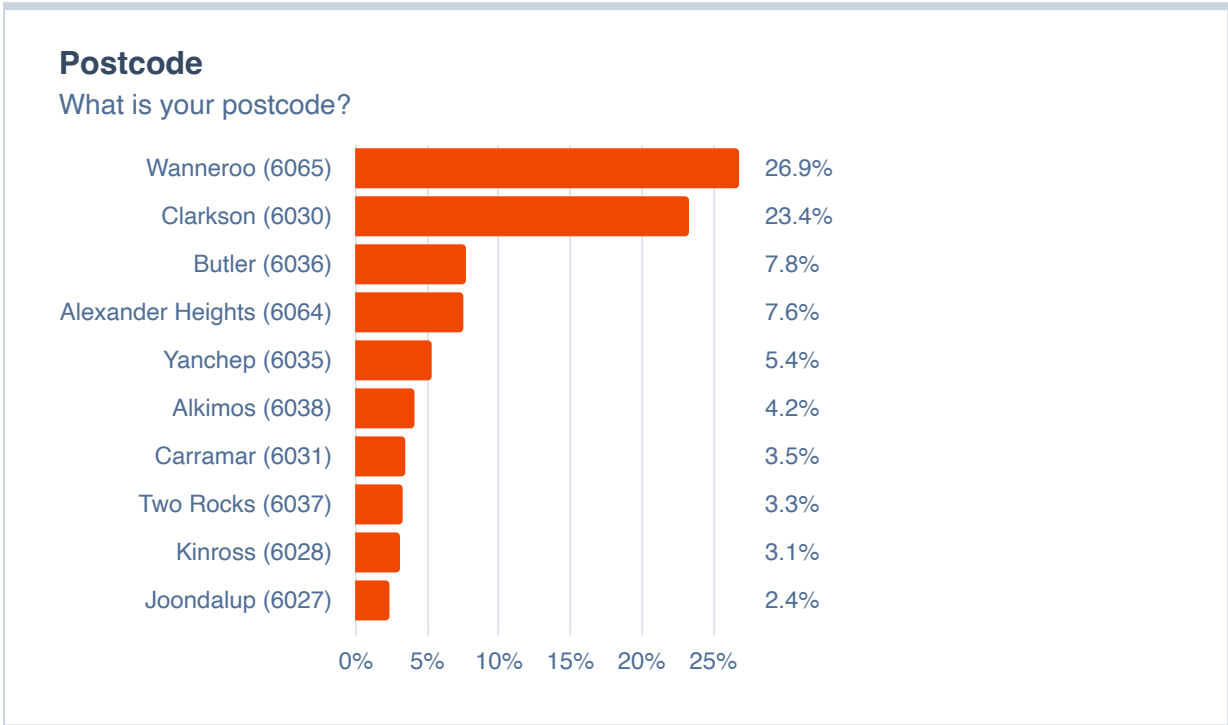


▲ Photo: City of Wanneroo Libraries

Location and Postcode

Library Use and Outcomes survey respondents were also asked to provide their current postcode. This data identifies the geographic sample of people who responded to the survey and use the library. It enables data to be matched to the wider population and responses to be filtered to understand differences in demographics.

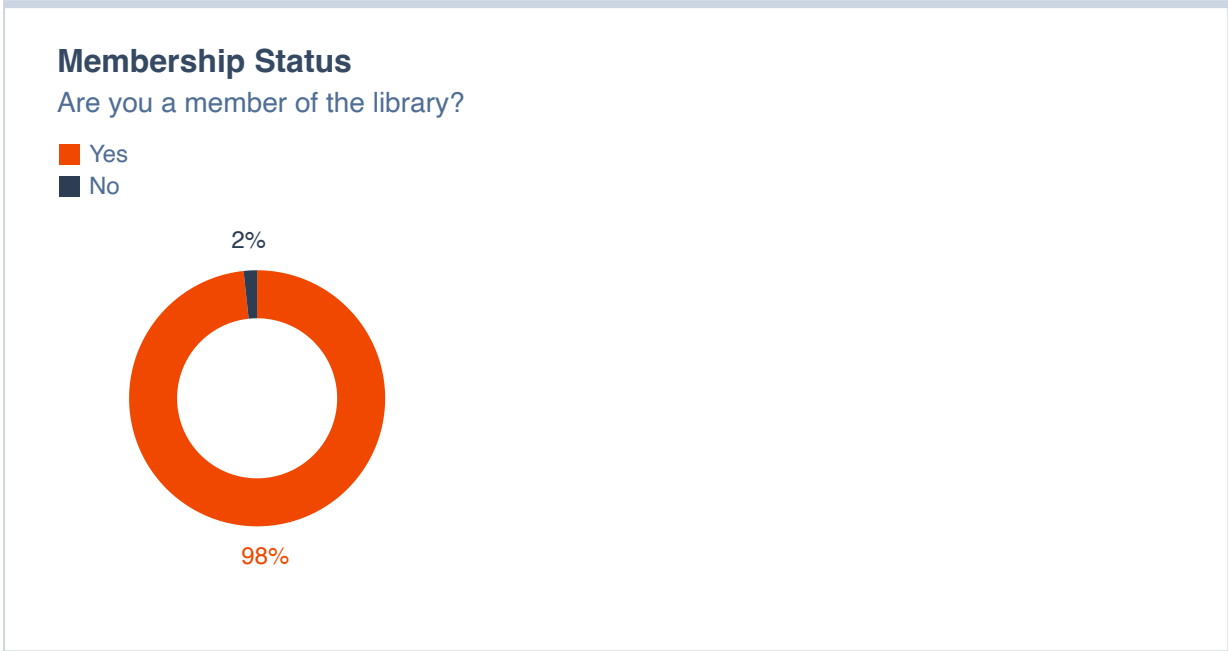
The following charts show the proportion of survey responses captured for respondents' identified living location across the top ten postcodes provided.





Membership

Respondents were asked if they were a member of the City of Wanneroo Libraries network. This question identifies the potential for membership base growth, and also enables analysis into how membership influences library use and outcomes.

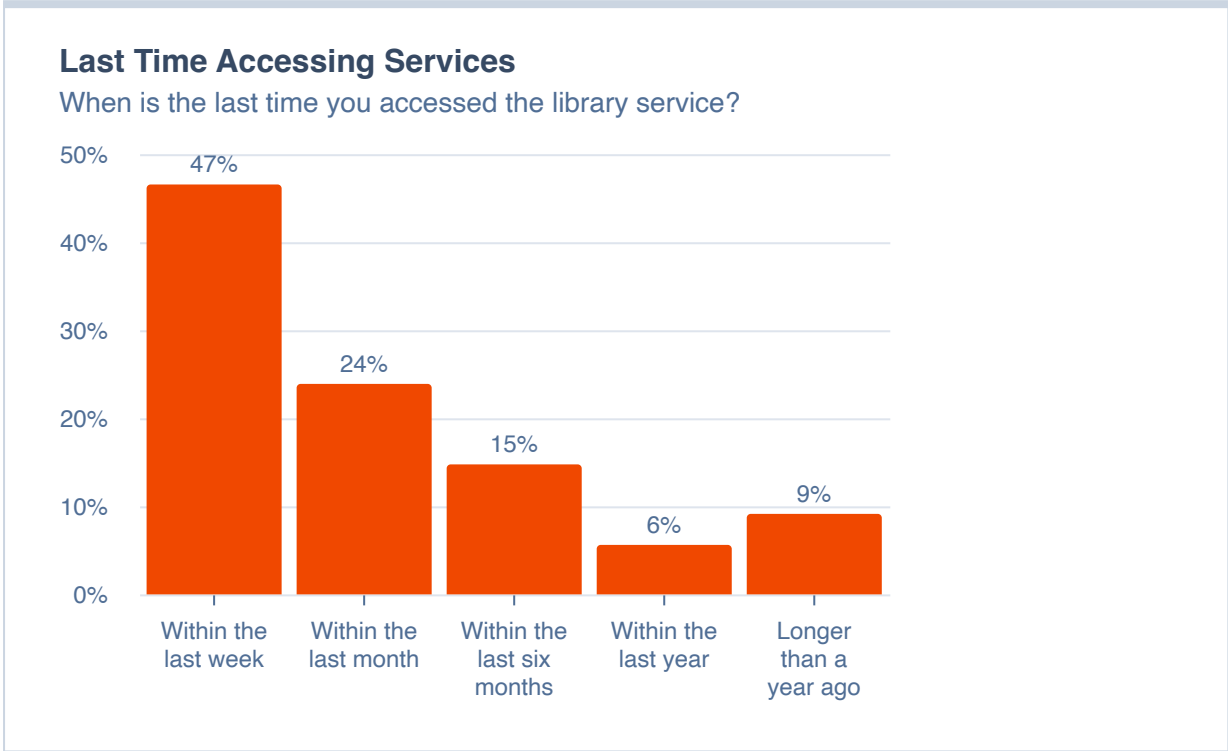




▲ Photo: City of Wanneroo Libraries

Library Use

Respondents to the **Library Use and Outcomes** survey were asked to indicate the last time they accessed the City of Waneroo Libraries' services. This provides information about the frequency of use and customer loyalty.





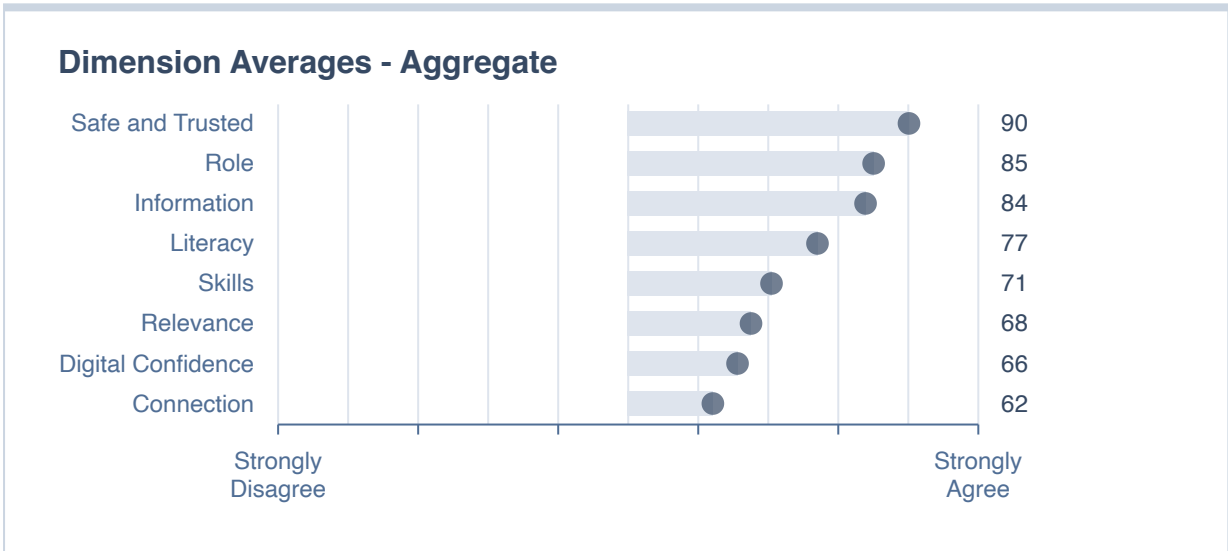
▲ Photo: City of Wanneroo Libraries

3. Library Outcomes

Outcome Averages

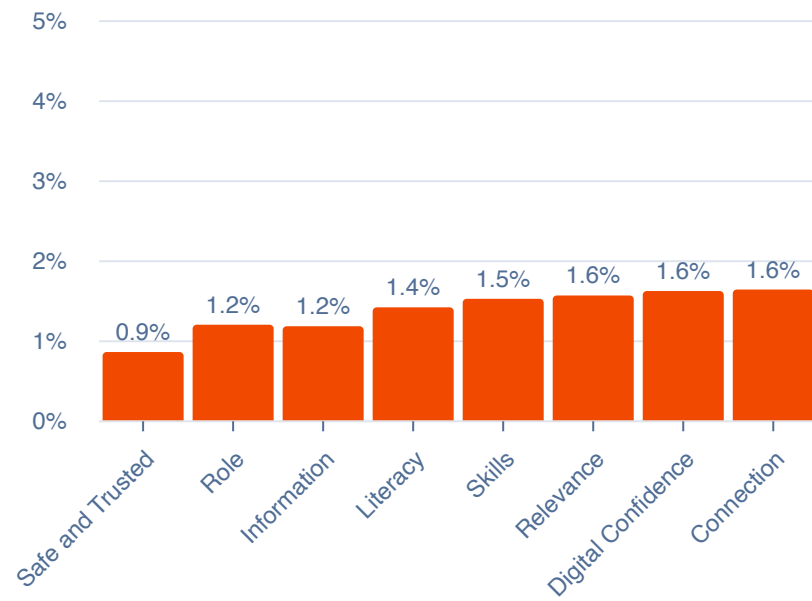
Survey respondents moved a slider to indicate whether they agreed or disagreed with the included dimension statements in relation to their library use. The following charts contain the response data for 'public' responses, showing the average result for each dimension.

The Culture Counts platform provides various methods to capture survey responses at a minimal marginal cost. Achieving larger samples enables libraries to be confident that the average results recorded by survey respondents are representative of the opinions of their wider user base. The margin of error chart below shows the expected differences for the associated dimension results calculated at a 95% confidence level. Margins of error under 5% are considered reasonable representations of the opinion of the population.



Margin of Error - Aggregate

At a 95% confidence level



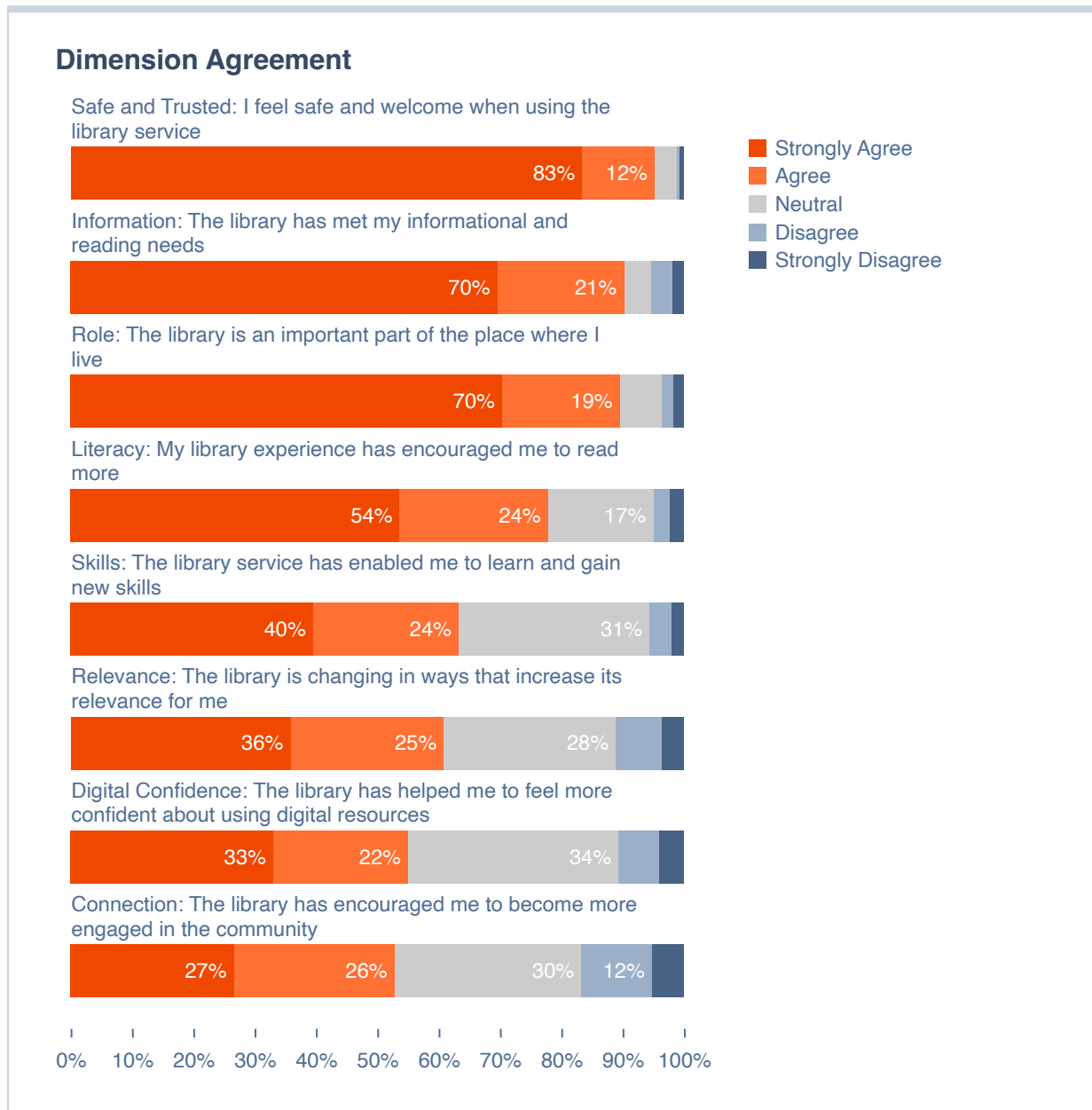


▲ Photo: City of Wanneroo Libraries

Outcomes Agreement

Culture Counts uses a slider input to measure responses for dimension statements as part of the evaluation methodology. This method also provides the capability to understand response results within a typical five-point agree-to-disagree format.

The following chart contains the response data for public responses and shows the percentage of people that agreed or disagreed with each of the statements, using a five-point ordinal Likert scale.





▲ Photo: City of Wanneroo Libraries

Dimensions by ALIA Outcome Area

Outcome dimension statements for the City of Wanneroo Libraries' **Library Use and Outcomes** survey are aligned with four out of the six ALIA and APLA outcome areas below. This alignment categorises dimensions based on their area of focus. For example:

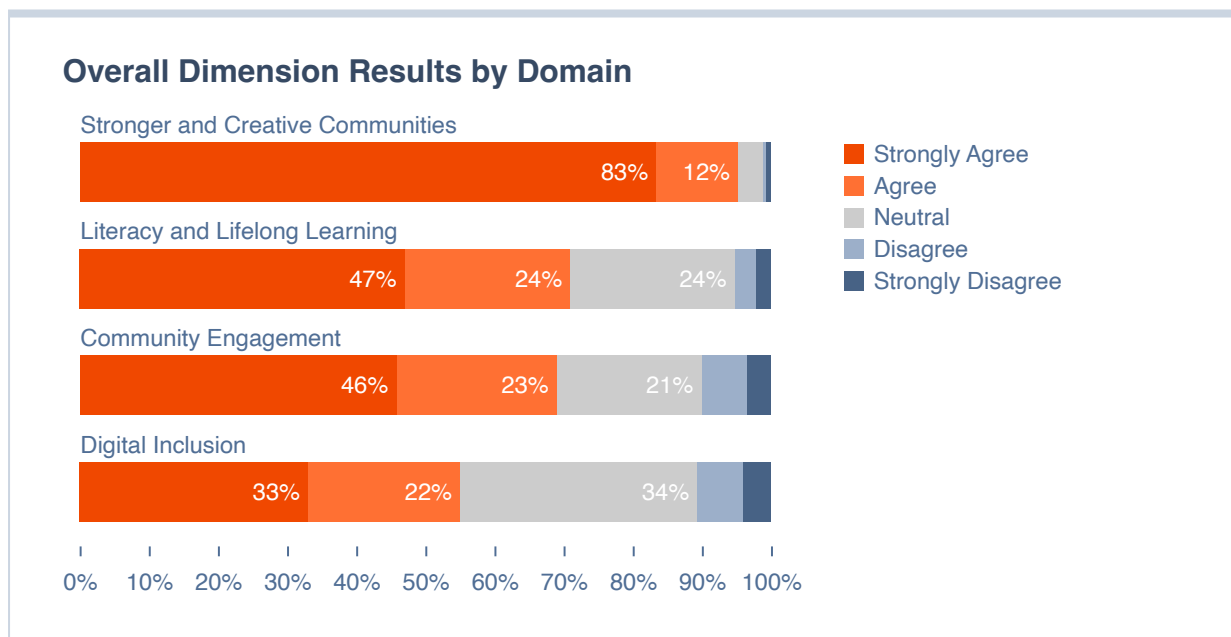
Stronger and Creative Communities (SACC) Represents dimensions that reflect the ability of libraries to provide a safe and inclusive forum, support creative expression, and strengthen communities.

Literacy and Lifelong Learning (LALL) Represents dimensions that reflect the ability of libraries to develop youth and adult literacy and provide skills and strategies for lifelong learning.

Community Engagement (CE) Represents dimensions that reflect the ability of libraries to provide spaces and programs that bring people together, encouraging connection and supporting participation in community life.

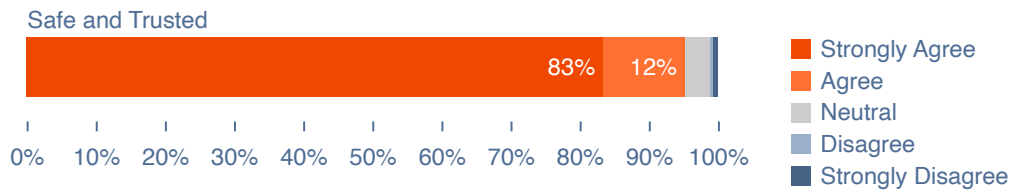
Digital Inclusion (DI) Represents dimensions that reflect the ability of libraries to provide access, skills and confidence in using digital technologies, ensuring all communities can connect with others and important online services.

The charts below show the City of Wanneroo's Libraries **Library Use and Outcomes** dimension results grouped by ALIA outcome area.



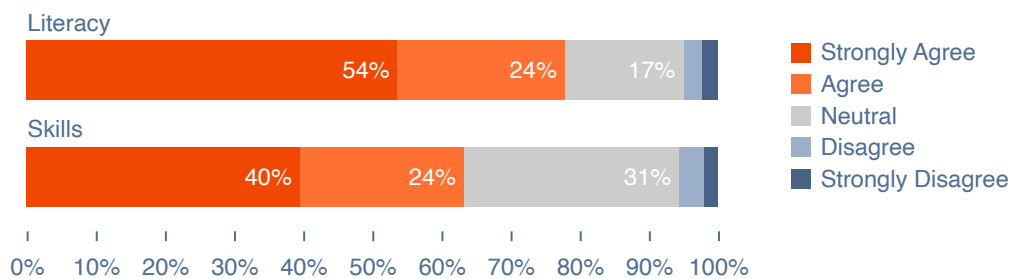
Dimension Agreement

Stronger and Creative Communities



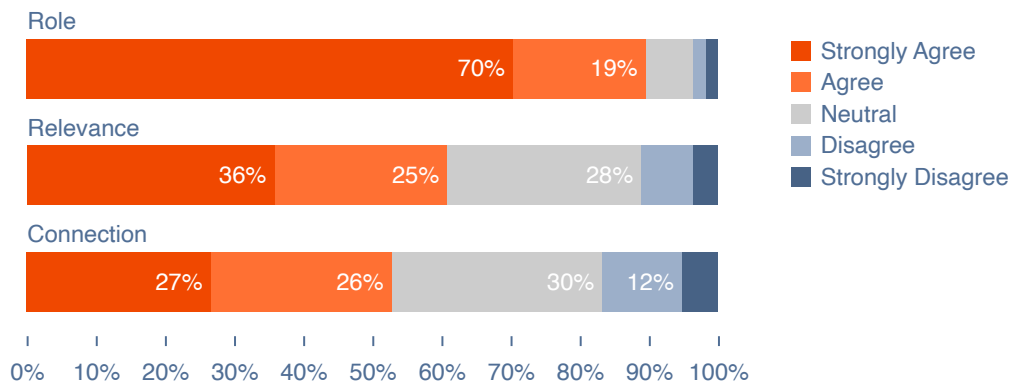
Dimension Agreement

Literacy and Lifelong Learning



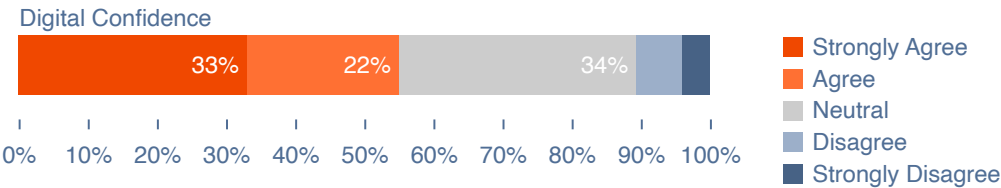
Dimension Agreement

Community Engagement



Dimension Agreement

Digital Inclusion





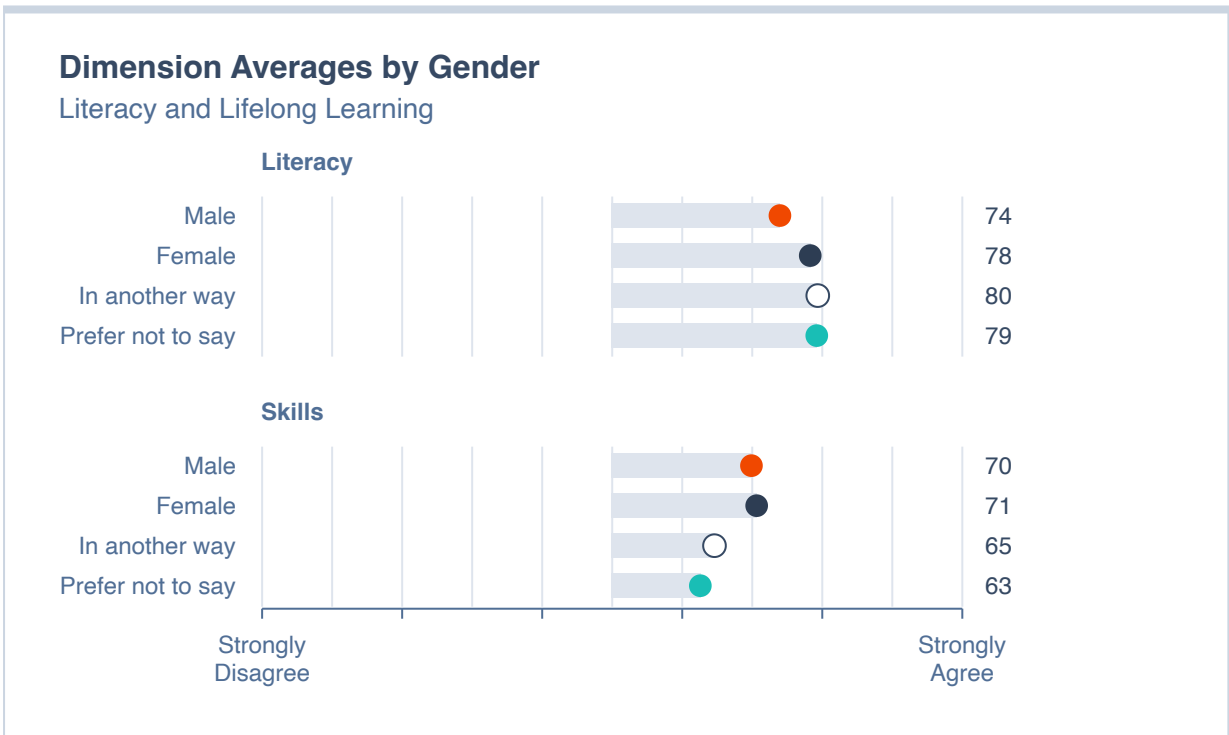
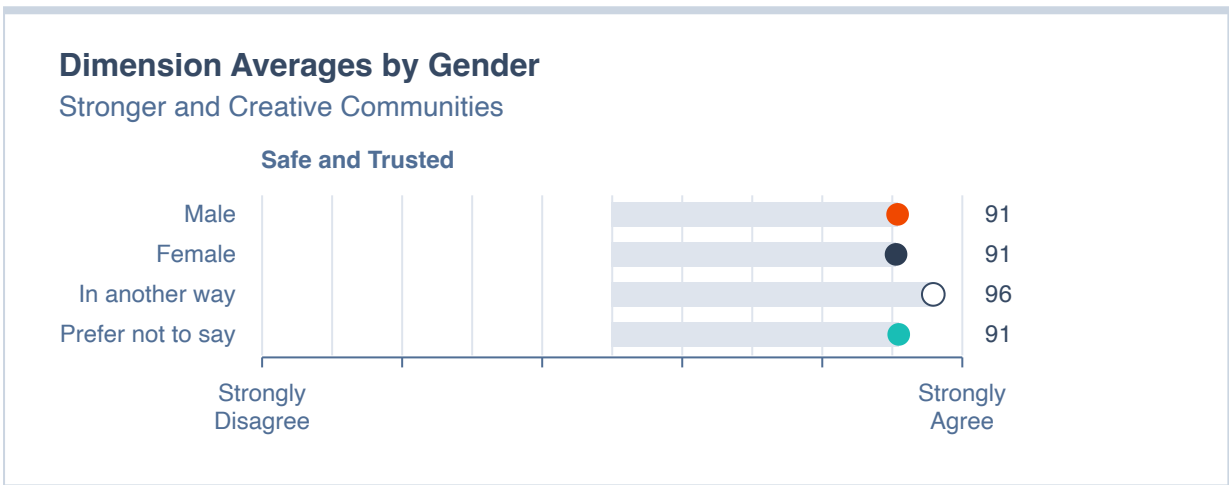
▲ Photo: City of Wanneroo Libraries

4. Comparison & Benchmarks

Demographic Breakdowns

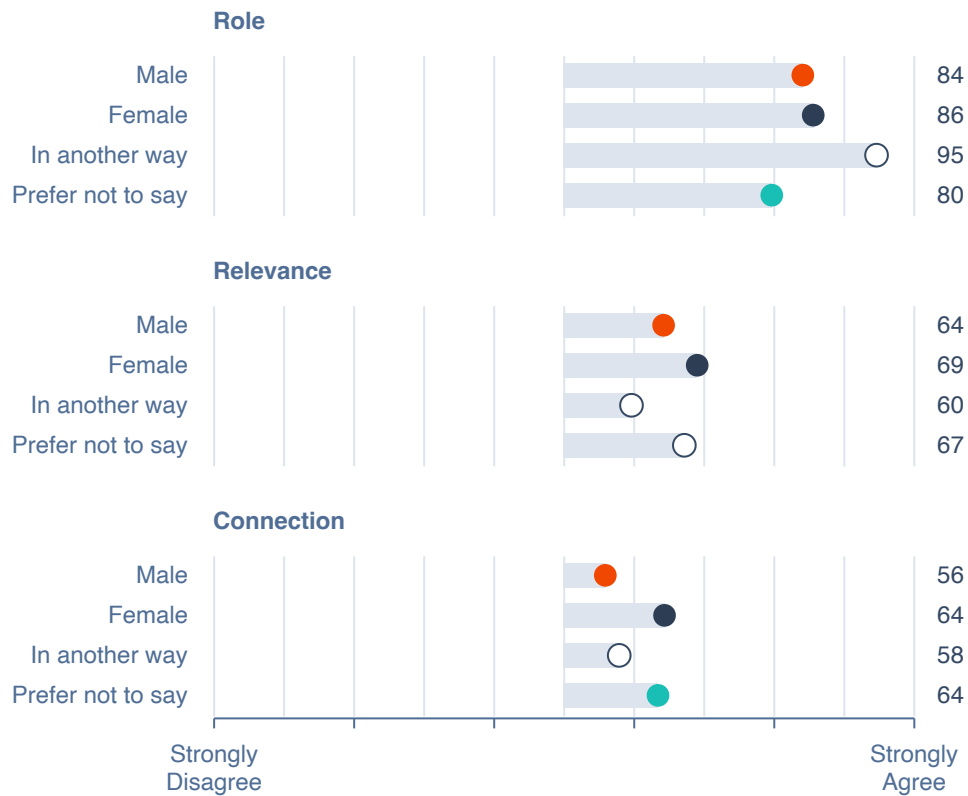
Respondents were asked to provide their age and gender as part of the survey. This data enables results to be filtered to understand any differences that exist because of demography.

The following charts highlight a selection of results based on the gender that respondents identified with as well as by age cohort. Dimensions are also grouped by ALIA outcome area.



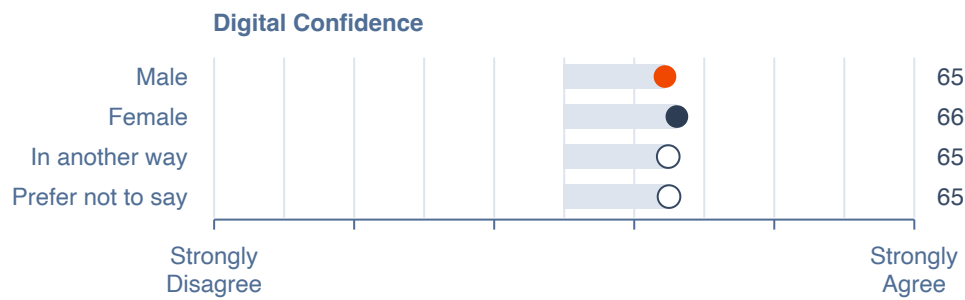
Dimension Averages by Gender

Community Engagement



Dimension Averages by Gender

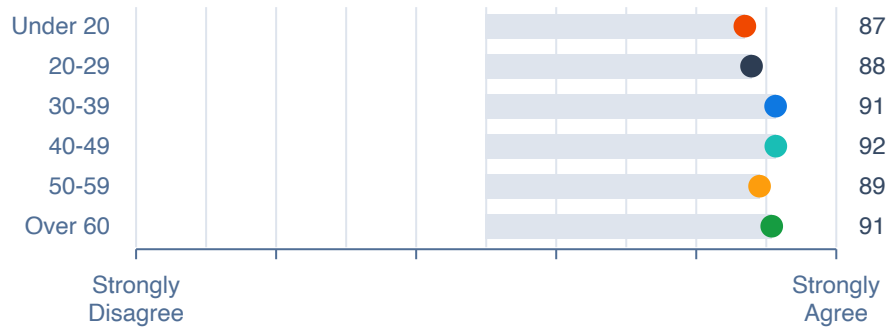
Digital Inclusion



Dimension Averages by Age

Stronger and Creative Communities

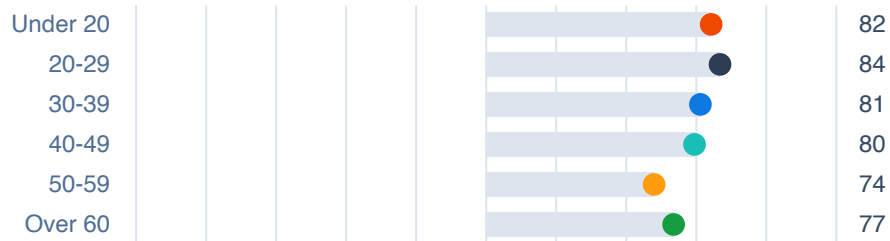
Safe and Trusted



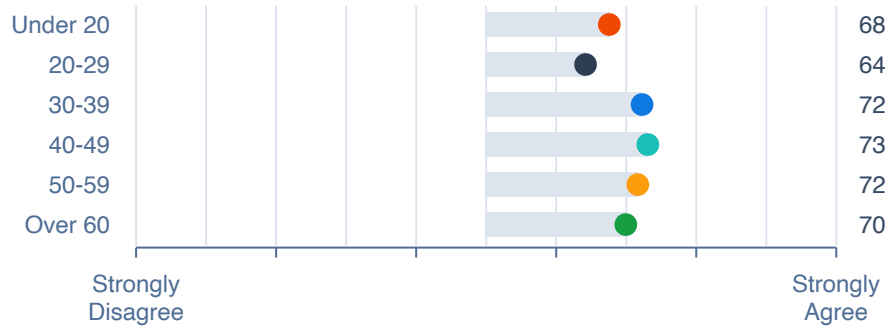
Dimension Averages by Age

Literacy and Lifelong Learning

Literacy

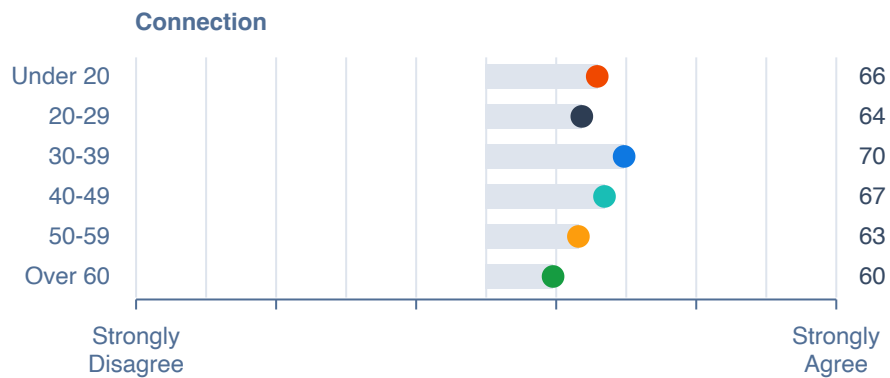
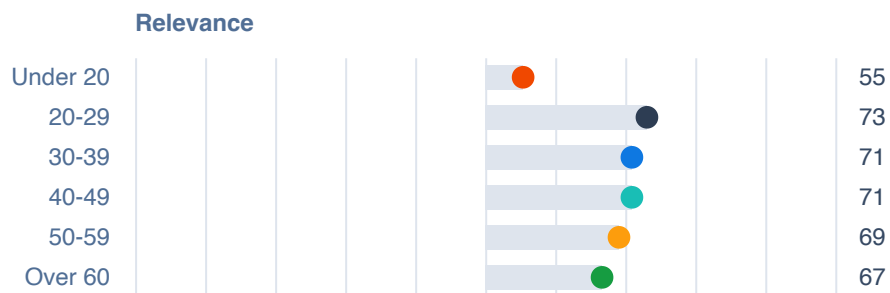
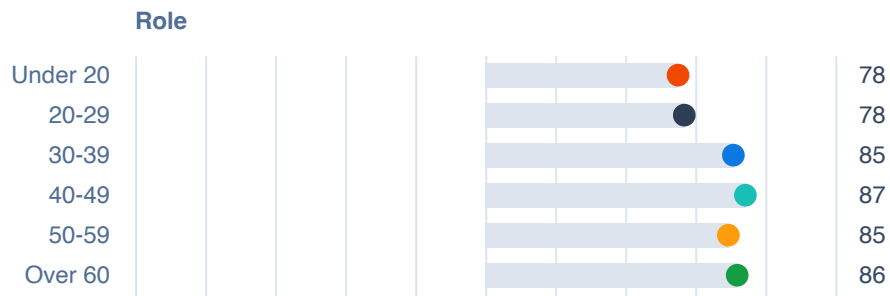


Skills



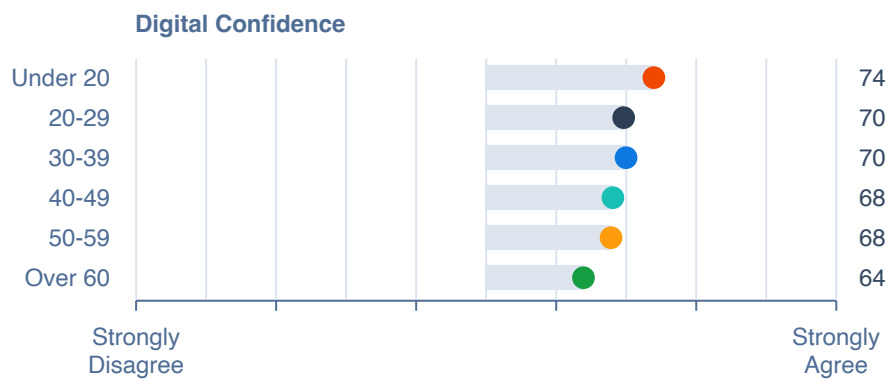
Dimension Averages by Age

Community Engagement



Dimension Averages by Age

Digital Inclusion



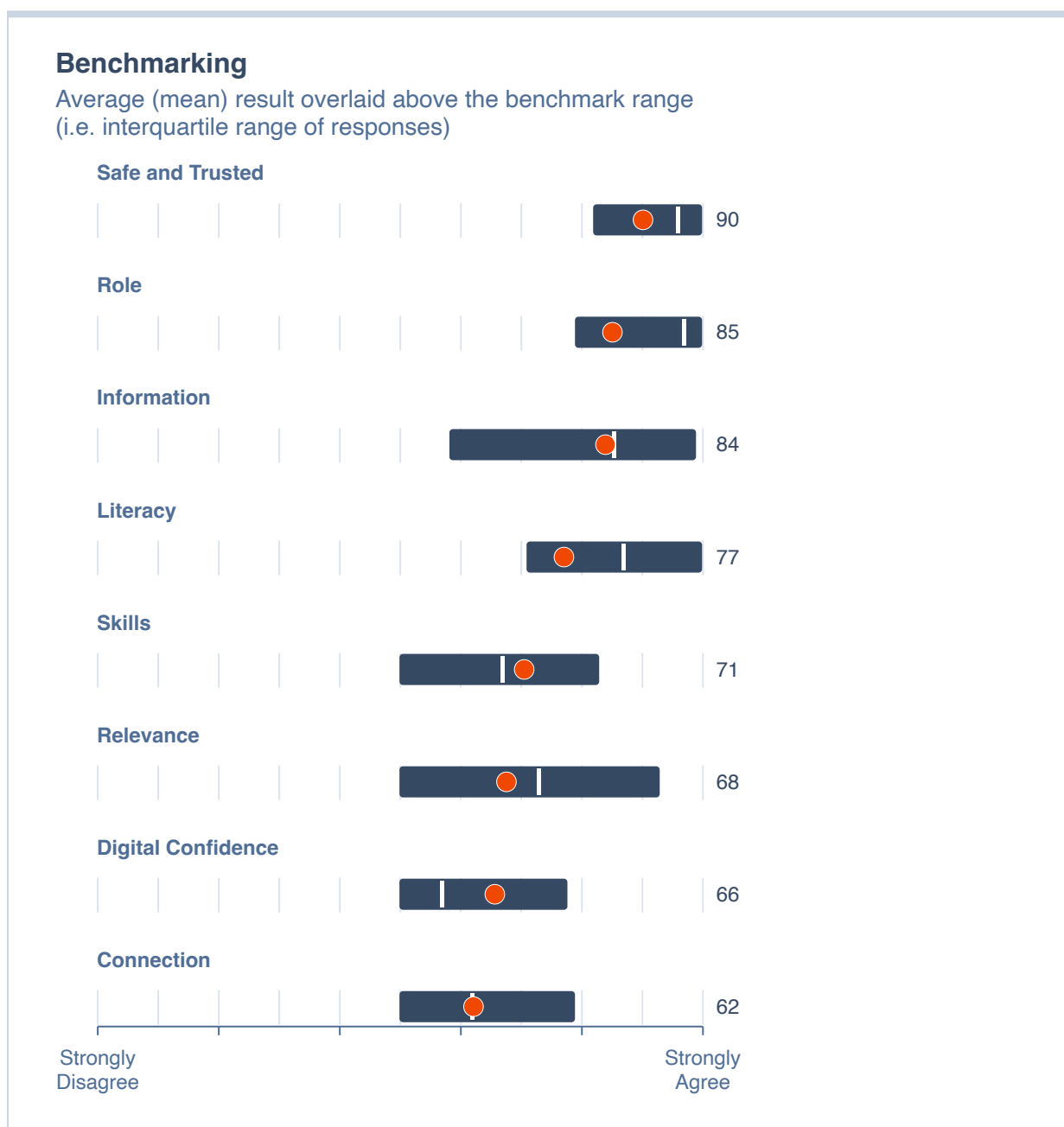


▲ Photo: City of Wanneroo Libraries

PLEN Benchmarks

Libraries that take part in the PLEN project can access benchmark evaluation results from all participating libraries. Benchmarks give context to libraries, to help them understand how their impact compares with the average from the group, and to set targets for achieving improvements to their outcome results that will lift them above the network average.

The chart below shows the average dimension results achieved for the City of Wanneroo Libraries (the orange dot), compared to the benchmark interquartile range of other libraries in the PLEN program (the grey bar). Results that sit within the range are to be considered a 'benchmark' result, with anything above the range considered to be exceptional.



Benchmarks for 2024-25 FY: Survey count (s) $1 \leq s \leq 116$; Response count (n) $25 \leq n \leq 15,967$.



▲ Photo: City of Wanneroo Libraries

Data and Insights by

CultureCounts

Report prepared for



This report has been prepared by Culture Counts. The authors would like to thank all stakeholders and staff for their participation in this research.

We respectfully acknowledge the Traditional Owners of Country throughout Australia and recognise the continuing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures, and to Elders past and present.