

Integrated Services Communication Plan

PROJECT OVERVIEW

That the Mobile Library be decommissioned from its existing service application and be modified for static deployment to ANZAC Park car park, Mills Street, Rosewood for the purpose of providing an interim Council Contact point as per Council's commitment to provide library and Council customer service at Rosewood in an interim capacity until the new Rosewood Library facility is completed.

PHASE 1

- Meeting with Ipswich Libraries Mobile staff
- Communicating changes to Library and Customer Service staff
- Contacting Mobile Library users via email and phone
- Direct communication and engagement from Mobile and Library staff
- Mobile Library Signage
- Updates to Ipswich Libraries and ICC corporate websites
- Contacting associated and affected shopping centres
- Notifying affected sporting organisations
- Termination Of Mobile Library Service
- Removal of Mobile stop signage

PHASE 2

- Roll out of new Integrated Service branding
- Update of Ipswich Libraries and ICC corporate websites
- eNewsletter to Ipswich Libraries members
- Collateral to promote the new service offerings
- Media Outlets contacted
- Launch of new service offerings

PHASE 1

Meeting with Ipswich Libraries Mobile staff

Individual meetings will be scheduled between Library Management, People and Culture staff and Mobile Library staff, to communicate the forthcoming changes to the Mobile Library Service and the likely impact these changes will have to their roles and employment.

Notifying Library and Customer Service staff

Managers, Coordinators and Team Leaders will be notified of the repurposing of the Mobile Library service at the first available Libraries and Customer Services Management Meeting. Coordinators and Team Leaders will then communicate the changes to their direct reports.

An email from the Manager Library and Customer Services will be sent to all Library and Customer Service staff communicating the forthcoming changes to the Mobile Library service.

Q & A sessions between the Manager Library and Customer Services and Ipswich Libraries and Customer Services staff will be scheduled so any questions, concerns can be addressed.

Contacting Mobile Library users via email or phone

An eNewsletter will be sent to Ipswich Libraries members who have used the Mobile Library Service in the last year, communicating changes to services, including:

- The static deployment of the Mobile Library to ANZAC Park car park, Mills Street, Rosewood.
- The repurposing of the Mobile Library to provide enhanced customer services through an integrated Library and Council Customer Service at Rosewood in an interim capacity until the new Rosewood Library facility is completed.
- The launch of the Ipswich Libraries Pod, located at the Karalee Shopping Centre, to promote the provision of enhanced Libraries services, in lieu of the Mobile Library.
- Inviting customers with queries and concerns to contact selected, scripted Library staff members to discuss their issues.
- Informing and offering Mobile Library customers alternate Library services, including locating their closest branch or joining the Home Library Service (for elderly/homebound customers).

Mobile Library users who have not provided emails addresses will be contacted by phone by selected, scripted Library staff.

Direct communication and engagement from Mobile and Library Staff

- Using a script including answers to FAQ, Mobile Library staff, who have built a good rapport with customers, will communicate the forthcoming changes to the Mobile Library service.
- Branch-based Library staff will be supplied with a script, including answers to FAQ, to use when customers inquire or comment about the changes.

Mobile Library Signage

The Mobile Library will display signage to communicate the forthcoming changes to services, as well as inform customers of alternate Library services.

Updates to Websites

The Mobile Library Branch page of the Ipswich Libraries website and the ICC Corporate web pages will be updated prior to the commencement of the changes. FAQ and a customer query and feedback form will be included on the Library website page.

Removal of Mobile stop signage

The Mobile Library stops will have their signage removed and replaced with temporary signage notifying Mobile Library customers of the termination of Mobile services and provide them with alternate service information and Library contact details.

Contacting associated and affected shopping centres

Shopping centre staff who have assisted the Mobile Library service, in varying capacities, will be notified of the changes and thanked for their support.

Notifying affected sporting organisations

Sporting associations, Aquatic Centre, State School, whose parking may be affected by the static deployment of the Library and Customer Services trailer will be contacted to communicate that the week day operation of the Library and Customer Services will not significantly affect weekend activities.

PHASE 2

Roll out of new Integrated Service branding

The Mobile Library service will transition to the new Integrated Service with a new trailer wrap, signage and banners that will communicate to Council customers in Rosewood and

surrounding areas that enhanced customer services are available on the Library and Customer Services trailer.

Update of Ipswich Libraries and ICC corporate websites

The Ipswich Libraries and ICC corporate websites will be further updated to promote the new, enhanced service offering at Rosewood and Karalee.

eNewsletter to Ipswich Libraries members

An eNewsletter will be sent to Ipswich Libraries members to promote the enhanced integrated customer service offering available on the Library and Customer Services trailer and to promote the new Ipswich Libraries Pod in Karalee.

Media outlets contacted

Media outlets will be alerted to the enhanced integrated customer service offering available on the Library and Customer Services trailer and the new Ipswich Libraries Pod in Karalee.

Collateral to promote the new service offerings

Collateral will be developed and distributed to promote the enhanced integrated customer service offering available on the Library and Customer Services trailer in Rosewood.

Collateral will be created and distributed to promote the new Ipswich Libraries Pod in Karalee.

Launch of new service offerings

Official launches will be held on location to celebrate and raise public awareness of the new enhanced service offerings at both Rosewood and Karalee.

Phase 1 – From approval to Termination of Mobile Library Service

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| Week 1 | Meeting with Ipswich Libraries Mobile staff |
| Week 1 | Communicating changes to Library and Customer Service staff |
| Week 1 | Contacting Mobile Library users via email and phone |
| Week 2 | Direct communication and engagement from Mobile and Library staff |

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| Week 2 | Mobile Library Signage |
| Week 2 | Updates to Ipswich Libraries and ICC corporate websites |
| Week 2 | Contacting associated and affected shopping centres |
| End week 3 | Termination Of Mobile Library Service |
| End week 3 | Removal of Mobile stop signage |

Phase 2 – From roll out of new Integrated Service branding on trailer to Launch of new service offerings

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| End week 4 | Roll out of new Integrated Service branding on trailer |
| Week 5 | Update of Ipswich Libraries and ICC corporate websites |
| Week 5 | eNewsletter to Ipswich Libraries members |
| Week 5 | Collateral to promote the new service offerings |
| Week 5 | Media outlets contacted |
| Week 6 | Launch of new service offerings |