

# Kia oho te mauri o Kirikiriroa Hamilton City Libraries Strategy

2023-2033



# Whakatauki

## Proverb



**Ko te manu e kai ana i te miro noonaa te ngahere,  
ko te manu e kai ana i te maatauranga noonaa te ao.**  
The bird who partakes of the miro berry, theirs is the forest,  
the bird who partakes of knowledge, theirs is the world!

# Raarangi upoko

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Two little choo-choo chicks  
pulling at a worm.  
Clucky cluck, worm's stuck.  
What should choo-choos do?

bird. eckbird. hat  
LESS DOVE  
I'm NOT (very) AFRAID of the DARK  
Bye! Bye! Bye!  
MADLINE  
The Dancing Class  
Thomas goes on Safari

M M N O D

# Tiimatanga koorero

## Introduction

**Te Ohomauri o Kirikiriroa, Hamilton City Libraries have been an essential part of life for Hamilton Kirikiriroa for over 150 years. Libraries exist to help people find their place in the hapori (community), provide access to reliable information and services, and help people connect through the koorero (stories) they love. As our hapori changes, libraries will remain an invaluable resource.**

The city's first library opened in 1870. Over time the network has expanded to seven library branches: Te Koopuu Maania o Kirikiriroa (Central); Kukutaaruhe (Chartwell); Te Tiwha o Pareiiriwhare (Dinsdale); Mangakootukutuku (Glenview); Manga-o-Nua (Hillcrest); Waiwherowhero (St Andrews); and Te Kete Aronui (Rototuna Village). Library services extend beyond our physical branches through outreach services in community spaces, and are available through our website and other online platforms.

The first Hamilton City Library's Strategic Plan (2015-2025) heralded the transition from the traditional public library model towards a greater electronic collection and virtual library service, while strengthening the role our libraries play in our communities. Since the strategic plan was adopted new services, including the public Artspace, Auaha Makerspace and the Chartwell

Courtyard, have transformed the look and feel of our branches. In 2023, Te Kete Aronui library opened in Rototuna. Te Kete Aronui offers diverse resources and spaces for the community, and is operated through partnerships that contribute to positive community outcomes.

Kia oho te mauri o Kirikiriroa - Hamilton City Libraries Strategy 2023-2033 has a strong focus on biculturalism, equity of access to services, and community partnerships. We have used the voice of our hapori, current user data, and wider sector trends to inform strategy outcomes. The four outcome areas of Literacy and Learning; Culture and Community; Digital Inclusion; and Engaging Spaces will help to guide our actions as we work towards achieving our vision where Te Ohomauri o Kirikiriroa, Hamilton City Libraries help to shape a city where our people and communities thrive and prosper.

### Purpose

The purpose of the strategy is to:

- Outline Te Ohomauri o Kirikiriroa, Hamilton City Libraries' future direction and priorities for the next 10 years.
- Align library services with other strategies, policies and plans whilst focusing on the

complex, unique and specific activities of libraries.

- Provide the foundation for an action plan and monitoring framework to ensure we are achieving intended outcomes.

It connects with other Hamilton City Council strategies, plans and policies including the Play Strategy, He Rautaki Whakawhanake Hapori - Community and Social Development Strategy, The Hamilton City Libraries' Te Uu Ki Te Tikanga Rua (bicultural commitment), He Pou Manawa Ora (Pillars of Wellbeing) Strategy as well as Public Libraries of New Zealand Strategic Framework 2020-2025.

The strategy sets out our high-level aspirations and long-term goals and is not intended to be a detailed work plan. Funding for specific initiatives will be considered through our Long-Term planning cycles.

Partnerships with the hapori whaanui (wider community) will be essential to delivering the outcomes in the Libraries Strategy. We will also use this document to encourage others to partner with us or lead initiatives that deliver on our shared aspirations for Hamilton Kirikiriroa.

# Te tirohanga whakamua

## Our future vision

Our vision and purpose shape our future services, planning and investment.

### Our vision

The vision describes our desired future state of Te Ohomauri o Kirikiriroa, Hamilton City Libraries. The vision is how library services will function once the strategy has been implemented. The vision acknowledges the essential role we see libraries fulfilling in supporting the future wellbeing of our taangata (people) and hāpori (community).

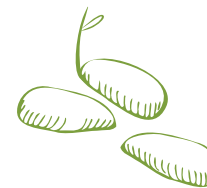
### Our purpose

The purpose describes Te Ohomauri o Kirikiriroa, Hamilton City Libraries' role in achieving this vision.



# Rautaki Strategy

Poipoia te kaakano kia puawai  
Nuture the seed and it will blossom



## Vision

Hamilton City Libraries play an integral role in shaping a city where our people and communities thrive and prosper.

*Ka aawhina ngaa Whare Pukapuka o te Taane nui o Kirikiriroa ki te hanga taane nui e kaha ai te tupu me te pai o oo taatou iwi me o taatou hapori.*

## Purpose

Hamilton City Libraries' services promote lifelong learning, inspire creativity, and strengthen our communities.

*Ko ngaa ratonga a ngaa Whare Pukapuka o te Taane nui o Kirikiriroa e whakatairanga ana i ngaa akoranga moutere, hei whakahihiko i te auaha, hei whakapakari i o taatou hapori.*

### Outcome area one:

## Literacy and Learning

### Ko te reo matatini me te akoako

We promote lasting literacy skills and empower Hamiltonians to be active learners and citizens.

### Outcome area two:

## Culture and Community

### Ko te ahurea me te hapori

We are a key part of the growing city, providing programmes, collections and events that reflect our diverse cultures and communities.

### Outcome area three:

## Digital Inclusion

### Ko te whakaurunga matihiko

We promote equitable access to digital technologies and use innovative approaches to improve user experience

### Outcome area four:

## Engaging Spaces

### Ko ngaa waahi whakahohe

We provide welcoming destinations that people want to visit.

# Ko nga uara

## Our values

These values and attitudes guide our actions and decision-making and have influenced the development of the strategy. We will continue to reference them as we develop plans to support the implementation of the strategy.



### **Equity<sup>1</sup>**

We believe that all Hamiltonians should and can have access to the resources and services available at Te Ohomauri o Kirikiriroa, Hamilton City Libraries no matter who they are or where they live within the city boundaries. Libraries will provide fair and equitable access to resources.



### **Working in partnership**

Our vision can only be achieved by working in partnership. We will collaborate with iwi, hapuu, schools, community organisations, businesses, central and local government, and other key partners to achieve positive community outcomes.



### **Informed**

We will use the information available to us to guide our direction, services, resources and programming. We will also ensure that hapori (community) are able to access and search for any information that is important to them.



### **Inclusivity and acceptance**

Libraries provide non-judgemental, accessible, and safe spaces and resources for all.



### **Valuing Te Ao Maaori**

We will be guided by Te Ao Maaori in our decision-making to ensure that our work acknowledges the interconnectedness and interrelationship of all living and non-living things.



### **Sustainability**

Libraries will continue to look for new and improved ways to work sustainably and take action on climate change. We will also support hapori education about sustainability through programming and resources.

<sup>1</sup> Equity: refers to fairness and justice and is distinguished from equality: Whereas equality means providing the same to all, equity means recognising that we do not all start from the same place and must acknowledge and make adjustments to imbalances.



# Te Ohomauri o Kirikiriroa Hamilton City Libraries

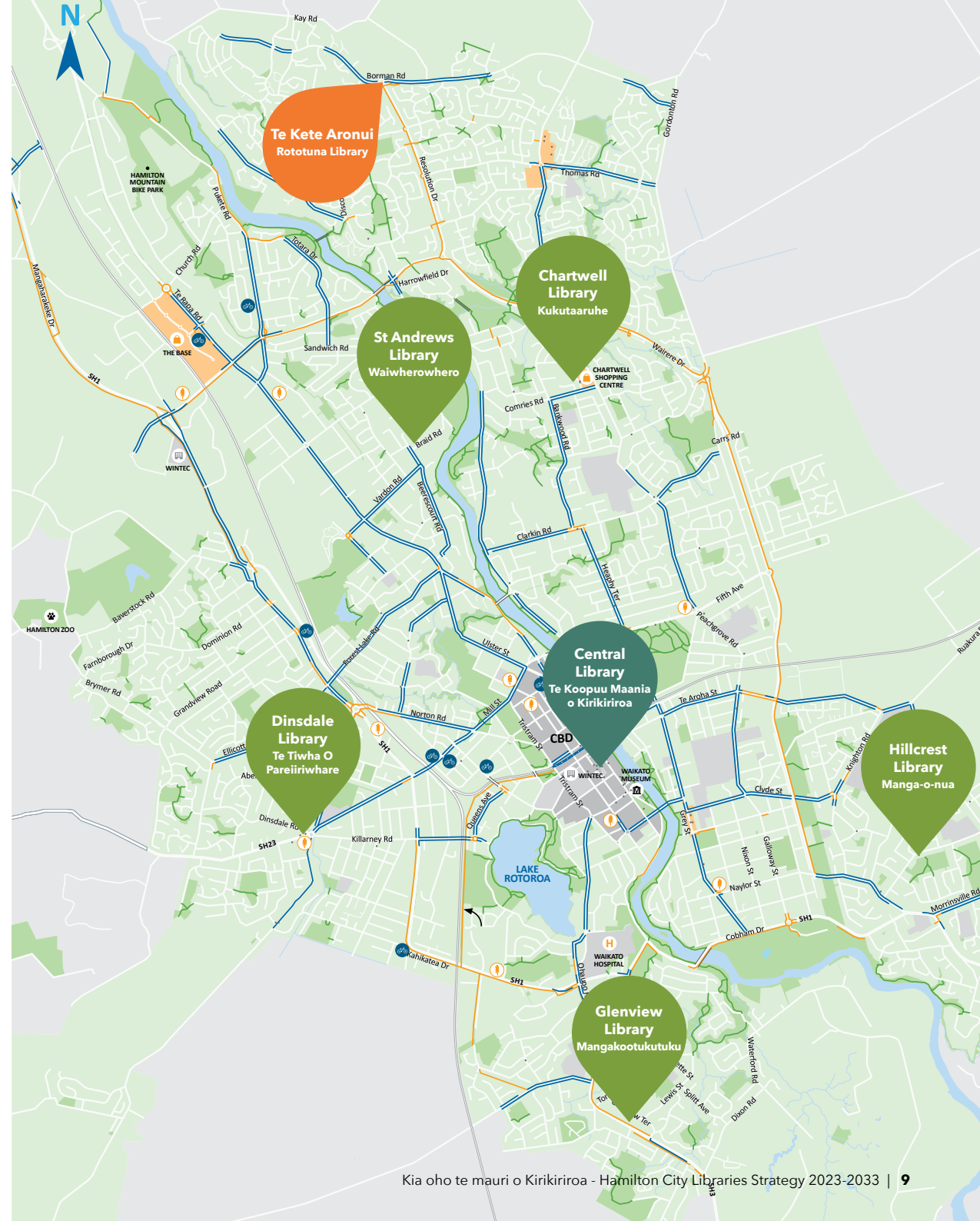
Our network of libraries is made up of five neighbourhood libraries, one urban library (the Central Library) and one community hub (Te Kete Aronui- Rototuna Library).

The Central library holds the Heritage Collection and has innovative services like Auaha Makerspace.

Te Kete Aronui, Rototuna Library is a purpose built community hub that offers a broad range of services to the community.

Diverse programming is available at every branch in the network, and we will continue developing spaces where people can work creatively, connect socially and access library services.

- **Hub** - Includes community use spaces and other social support services/programming.
- **Neighbourhood** - Services local communities, high number of issues of lending materials.
- **Urban** - Services the central city as a hub, provides community spaces and unique services.



# Ngaa koorerorero ki to tatou hapori

## Conversations with our community

### **Our hapori/community:**

In 2022 Hamilton Kirikiriroa had population of approximately 180,000 people, and by 2052 this number is projected to grow to 270,000. In 2022 there were over 38,100 borrowers, which is approximately 21% of the city's population. If at least 21% of the population continue to use the libraries the borrowers will rise to approximately 56,700 by 2052.

Our spaces are used by many, there were over 942,000 visits and we lent over 1.1 million resources in 2022. Membership, visits, and issues were impacted by the COVID-19 pandemic. In 2022 they had not fully recovered to pre-pandemic levels but numbers had been consistently rising with the opening of Te Kete Aronui and increased activation across all sites, this is expected to keep rising.

Hamilton Kirikiriroa is expected to grow significantly in the next 50 years. Much of this growth will happen through the intensification of current areas of the city, most notably in the central city. Understanding the impacts of growth on the makeup of the city will enable responsive services, the ability to access and prioritise investment, and development of strategic partnerships.

Our population is diverse, with over 160 ethnicities represented, and is expected to become more ethnically diverse as we grow. Library services will adapt delivery to reach more of our community through providing diverse options to meet diverse needs.

Hamilton Kirikiriroa also has a higher percentage of the population who are Maaori compared with national figures (24% vs. 17%). The ethnicity makeup of libraries' is slightly different to Hamilton Kirikiriroa's general population, with a smaller percentage of Maaori and Pacific users.<sup>2</sup> Libraries will work in partnership to engage populations that are underrepresented, and create spaces and services that better reflect and engage our hapori.

With a median age of 33, Hamilton Kirikiriroa has a relatively young population, but the percentage of Kaumatua (older people<sup>4</sup>) is projected to grow from 12% of the population in 2018 to 15% in 2028. The largest age group of active library users are 30-39-year-olds, followed closely by those who are 40-49 years and then 10-19-year-olds. This aligns with trends from overseas, in the USA Millennials (ages 26-40 years) were also the adult generation who were more likely to have visited a public library.

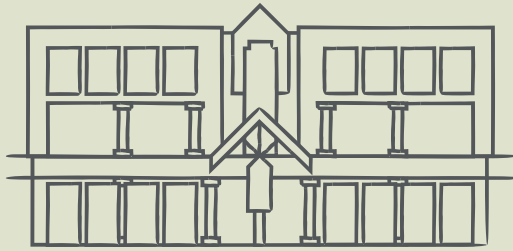
In the 2013 Disability Survey,<sup>3</sup> 24% of Aotearoa New Zealand's population, was identified as having some form of disability, which means that accessibility needs to be considered in all our spaces and approaches. The values outlined in the Strategy reflect our commitment to the community, particularly regarding inclusion, accessibility and Te Ao Maaori. Te Ohomauri o Kirikiriroa Library Services are committed to providing space and resources for our community that meet the needs of a wide range of interests and abilities.

<sup>2</sup> Ethnicity is not a required field on library membership forms, and a large number of users (36%) have chosen not to provide details on their ethnicity.

<sup>3</sup> The 2018 Census had data limitations which meant that an updated Disability Survey was not available for this period.

<sup>4</sup> Older people are defined as 65 years and older.

# Our community in Hamilton Kirikiriroa



**38,000**  
borrowers

**56,700 borrowers**  
by 2052

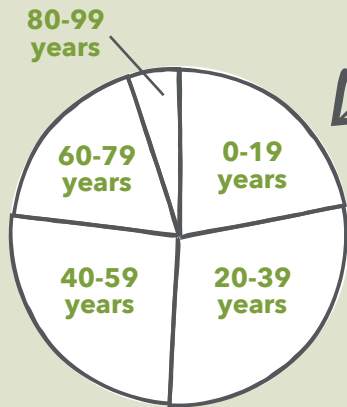


**180,000**  
population

**270,000**  
by 2052



**160**  
ethnicities represented  
will only increase



**Ages of library users**



**24%**

**24% of New Zealanders identify as disabled**



**10%**  
of users are Maaori / Pacific Islanders

### How we engaged:

The strategy was developed using a range of engagement, including a public survey, smaller targeted surveys and face to face meetings to include key stakeholder groups and partners' views. We engaged with the hapori, library staff, mana whenua, and schools in February and March 2022.

### What we heard:

We received more than 300 responses through a community survey, and held stakeholder meetings with mana whenua and local schools. Respondents provided overwhelmingly positive feedback on the vision, purpose, and provided confirmation that the four outcomes resonated and reflected their aspirations.

This engagement helped form our outcome areas and will assist us in improving our online platforms and resources, promoting greater integration of Te Reo and Tikanga Maaori, and in implementing fresh approaches to provide inclusive, accessible, and engaging spaces.

# More than 300 responses



## Respondents said that we should:

Have enhanced online spaces, platforms and resources

Prioritise exciting and welcoming spaces

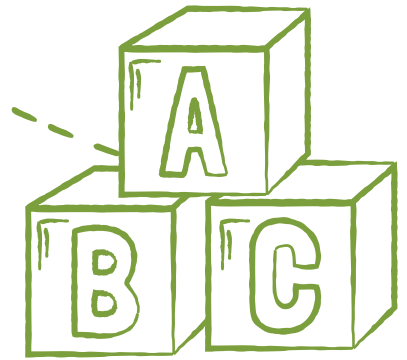
Be enabling and accessible spaces to encourage people to use our library services more in the future.

Non-users agreed but also wanted more inclusion of Te Reo and Maaori culture.



## Outcome area one

# Ko te reo matatini me te akoako Literacy and learning



We promote lasting literacy skills and empower Hamiltonians to be active learners and citizens.

The concepts of literacy and learning are core to the philosophy of public libraries. Literacy goes beyond the ability to read and includes being able to absorb and understand information – a skill that supports every aspect of a person's life. Promoting and enabling literacy will remain a priority for Te Ohomauri o Kirikiriroa, Hamilton City Libraries.

In recent years there has been a decline in the literacy of our tamariki (children) and rangatahi (young adults), partly due to the COVID-19 pandemic. Even prior to the pandemic, a 2020 UNICEF report noted that only 64.6% of 15-year-olds in Aotearoa had basic reading and maths skills.

While the role of a public library is to support literacy and learning across a person's lifespan, Te Ohomauri o Kirikiriroa, Hamilton City Libraries will focus on supporting the development of early literacy. Aiming to foster a love of public libraries, reading, and learning in tamariki that will last throughout their lives. This will be

achieved through partnerships with the Ministry of Education and local schools to encourage students to engage with public libraries from a young age.

Learning through play is essential for the development of early literacy. It enables children to actively engage with their environment, fostering creativity, critical thinking, problem-solving skills, and a deep understanding of concepts in a joyful and meaningful way. Our mission to improve literacy will be supported through playful approaches to delivery in both our spaces and programming.

The ages, interests, cultures, languages and access needs of our hāpori (community) will be reflected in literacy promoting programming and services. Outreach services that prioritise non-traditional users will help support equitable access to library resources and ensure that Libraries continue to play an essential role in community life for everyone in Hamilton Kirikiriroa.

The spread of misinformation during the digital media era has made access to reliable sources increasingly important. Te Ohomauri o Kirikiriroa, Hamilton City Libraries are committed to providing a range of good quality information sources, and promoting the literacy skills to discern between reliable and unreliable information.

Libraries also have a role to play in the development of civic engagement, the active participation of individuals in their communities, society, and government affairs. Active citizenship will be supported through the provision of opportunities to engage with civic matters through volunteering, events, exhibitions, and public engagement.



## How will we know if we have been successful?

1. Our hapori are more engaged in our programmes and resources.
2. Our hapori see Libraries as important in supporting them with their involvement in civic activities.

## Focus areas:

- We will provide free and open access to high quality and relevant resources and information.
- Our services and programming will be developed so that it is diverse, accessible and fosters a love of learning.
- We will encourage and promote literacy for the whole community.
- Our libraries support democracy and promote civic engagement.

## What might this look like?

- We offer relevant, up to date collections and technology and ensure our resources are accessible to everyone.
- We form partnerships with the community providers and the education sector to connect with a wider audience.
- We use new outreach approaches in community spaces (e.g. marae, community centres, etc.) to enable connections with audiences who don't currently use our services.
- Partnerships with other parts of Council to champion public engagement on key topics like transport, climate change, or community services.



# Ko te ahurea me te hapori

## Community and culture



We are a key part of the growing city, providing programmes, collections, and events that reflect our diverse cultures and communities.

Libraries create safe, inclusive public spaces and events for hapori (community) to connect with people from diverse backgrounds. Te Ohomauri o Kirikiriroa, Hamilton City Libraries embraces the value of manaakitanga, which expresses respect, care, and hospitality, and ties people together. This sense of connection will be supported by collaborating with local hapori, including new services and functions that respond to their needs, and becoming social hubs for them to access support, and be creative together.

Libraries can support stronger identity and social connection through the provision of spaces that reflect and embrace the diversity of hapori. Future planning for libraries will be responsive to the unique needs of our diverse hapori. These will include the disability community (taangata whaikaha), rainbow community, diverse ethnic communities, and those who practice a religion.

The Hamilton City Libraries' Te Uu Ki Te Tikanga Rua (bicultural commitment) and Council's He Pou Manawa Ora (Pillars of Wellbeing) Strategy reflect our commitment to embrace Maaori culture, language and practices. These documents will be honoured by including koorero (stories) about Maaori history and cultural practices, and recognising Maaori values, knowledge and aspirations through future activities.

Ngaa Koorero Tuku Iho - Heritage and Archives is a taonga (treasure) rich in information about the history that has shaped the identity and culture of Hamilton Kirikiriroa. Te Ohomauri o Kirikiriroa, Hamilton City Libraries care and preserve the taonga and make it available to the public online and in physical form. Libraries will continue to grow this collection both digitally and physically, including capturing contemporary information and stories about hapori for future generations.

### Focus areas:

- We are committed to honouring Te Tiriti o Waitangi, biculturalism and manaakitanga.
- We support hapori pride, identity, and connection through our services and events.
- We serve a critical role in our growing city, reflecting and celebrating each unique culture and hapori.



## What might this look like?

- We work with partners to ensure Maaori art, te reo Maaori, Te Ao Maaori principles, and tikanga practices are seen and felt throughout all library activities.
- We collaborate with the community to create content and shared events.
- We respond to the changing make-up of the city by extending and diversifying our collections to meet the needs of our people.



## How will we know if we have been successful?

1. Our hapori tell us that they see and feel their identity, language and culture reflected in our services and programmes.
2. We continue to create new and innovative ways to meet the needs of our hapori.

# Ko te whakaurunga matihiko

## Digital inclusion



We promote equitable access to digital technologies and use innovative approaches to improve user experience.

Digital inclusion is the ability for hapori (community) to have equitable access to digital learning and technology in a fast-changing world.

Digital heritage collections, lending collections, and database resource subscriptions have increased in recent years as the growth in digital library resources (e-resources) has enabled access to library services from home. Over the last five years there has been a steady increase in the use of online platforms, and in 2023 there was 448,000 visits. This service was invaluable through the COVID-19 pandemic when access to bricks and mortar library facilities were restricted, and demand has continued to grow. To respond to this demand, Te Ohomauri o Kirikiriroa Hamilton City Libraries will continue to digitise more collections and extend services.

The drive to digital goes beyond access to collections - libraries all over the world are using technology to enhance other parts of their user experience, including the use of augmented reality, automation and robotics. Te Ohomauri o Kirikiriroa, Hamilton City Libraries will be adaptable and flexible to embed rich digital experiences into everything we do, whether it is accessing technology, exhibitions, in-person services or online visits, accessing collections, or visits to makerspace.

People who do not have the means to access digital information or know how to operate digital devices are at risk of being left behind as technology accelerates. Data poverty<sup>5</sup> still exists in Aotearoa New Zealand, and older people, households with lower income, disabled people (taangata whaikaha), Maaori, and Pacific people are disproportionately

impacted. Community partnership programmes and initiatives to support digital literacy will be prioritised for those with restricted access to data or technology. Library teams will be upskilled in a range of technology and digital formats to support the needs of library users and community.

### Focus areas:

- We will increase online access to our collections and services.
- We will embed rich digital experiences into everything we do.
- We will strengthen digital skills to support thriving communities.

<sup>5</sup> Data poverty: the concept of households and individuals that are not able to access or afford the amount of internet data they need to function in society today; to connect with others, participate socially, work online and access digital services.



## What might this look like?

- We will continue to expand our collections to include more heritage, e-learning, audiobooks and streaming content.
- We will offer virtual reference services, such as online chat or email assistance, where librarians provide research support, answer questions, and help users navigate the library's digital resources.
- We will collaborate with community organisations to ensure everyone has access to digital learning and technology

**Maa te huruhuru ka rere te manu**  
Adorn the bird with feathers so it may fly

## How will we know if we have been successful?

1. We continue to evolve our digital offering to meet the ongoing needs of our hapori by using the data we have collected.
2. We see a continued increase in the members of our hapori who are accessing our digital offering.

# Ko ngaa waahi whakahohe

## Engaging spaces



We provide welcoming destinations that people want to visit.

Creating welcoming, inclusive, engaging library spaces will attract more people to visit, help to inspire a love of learning, and support our other outcome areas. To achieve this, Te Ohomaui o Kirikiriroa, Hamilton City Libraries will develop inclusive, adaptable, multi-use spaces that can offer a broad mix of services for a wider range of the hapori (community).

A welcoming library space reflects its hapori in the way it looks and feels. Te Ao Maaori approaches to space and design, and spaces that incorporate diverse cultural expression will be included in library spaces.

The hapori can also be reflected in library spaces through the encouragement and facilitation of debate, performance, and creative activities. This may include hosting exhibitions that are created by hapori, other organisations or our heritage team. The creative use of space will encourage more people to visit and engage with our libraries.

Libraries will partner with iwi, community organisations, and other parts of Council to bring services, arts, and culture to libraries. Providing opportunities for hapori to engage with installations and for the spaces to be enhanced.

Hamilton Kirikiriroa has a young population, so spaces need to be relevant and appealing to tamariki (children) and their whaanau (families). Playful placemaking includes safe, bright, functional areas that tamariki enjoy, that spark imagination, and have space to host literacy building programmes like Wriggle and Rhyme.

The city will also see an increase in kaumatua (older people) in the coming years. Feedback from the community survey suggested that both kaumatua and rangatahi (young adults) would like to see quiet reading nooks and spaces for hapori use.

In line with international trends, the newest of our libraries, Te Kete Aronui Rototuna library,

integrates community services alongside library services and provides a new approach to how we use library space. This new library extends the network and provides an opportunity for us to explore new ways of using spaces, which can then be implemented across the other libraries.

### Focus areas:

- We will ensure that there is something for everyone at the libraries.
- We will make libraries fun, inclusive, engaging and welcoming spaces.
- We will ensure that our library spaces respond to a growing city.



## What might this look like?

- Engaging exhibits that are topical and unique.
- We will inspire tamariki by visually bringing to life their favourite stories within the libraries.
- We will investigate new and innovative approaches to delivery that extends access beyond library walls.

## How will we know if we have been successful?

1. Our facilities are more accessible.
2. More people are visiting and spending longer in our spaces.
3. Hapori who agreed they 'had fun' while visiting our libraries.

# Kuputaka

## Glossary

Hapori	Community	Taangata whaikaha	Disabled Person
Hapori whaanui	Wider community	Taangata	People
He Pou Manawa Ora	Pillars of Wellbeing (Hamilton City Council Strategy)	Tamariki	Children
Ihirangi	Contents page	Te Ao Maaori	Te ao Maaori teaches us that all life is connected, and there is an intimate relationship between people and their environment.
Kaumatua	Older people	Te Ohomauri o Kirikiriroa	“The Awakening of Kirikiriroa” (Hamilton City Libraries)
Kirikiroa	“Long stretch of Gravel” Hamilton	Te Reo	The Language
Koorero	Stories, to Speak,	Te Tiriti o Waitangi	The Treaty of Waitangi
Mana whenua	People with territorial rights, power from the land, authority over land or territory, jurisdiction over land or territory - power associated with possession and occupation of tribal land. The tribe's history and legends are based in the lands they have occupied over generations and the land provides the sustenance for the people and to provide hospitality for guests.	Tiimatanga Koorero	Introduction section
Manaakitanga	Hospitality, kindness, generosity, support - the process of showing respect, generosity, and care for others.	Tikanga	Maaori customary practises and behaviours
Paanui	Reading	Rangatahi	Teenager/young adult
		Whaanau	Family
		Whakataukii	Proverb

# Tohutoro

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**Hamilton City Libraries**  
TE OHOMAURI O KIRIKIROA



**Hamilton  
City Council**  
Te kaunihera o Kirikiriroa