

Wangaratta Community Toy Library Inc.

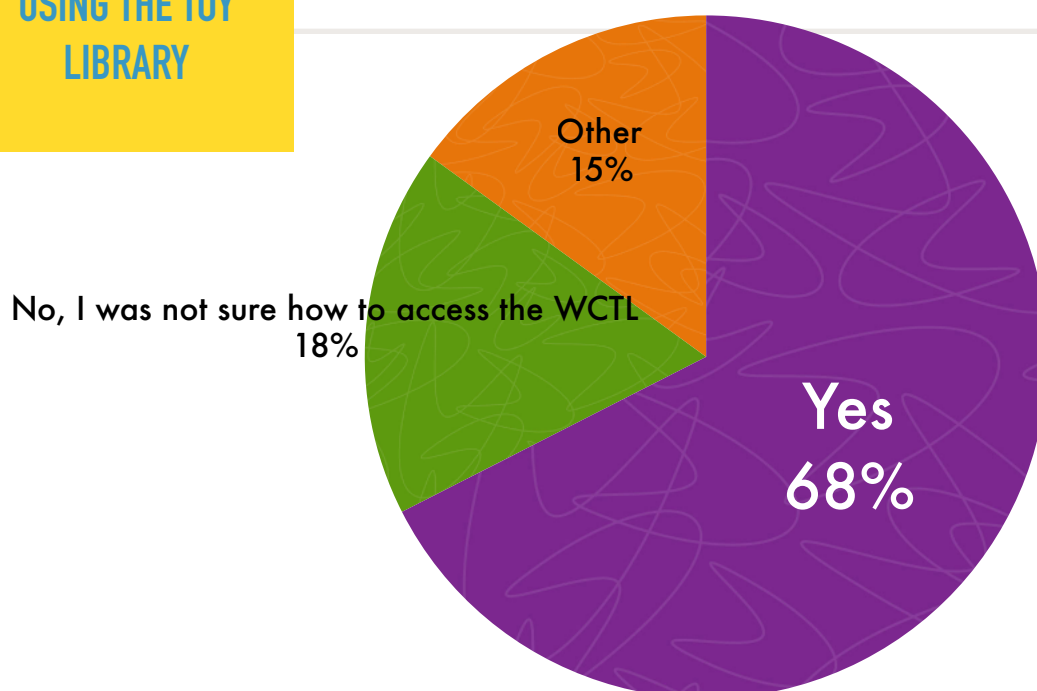
2018 Feedback Survey



1

USING THE TOY LIBRARY

Have you used the Wangaratta Community Toy Library (WCTL) before?



'Other' Comments:



NEW INTEREST IS COMING:

"No, but I intend to after my baby is born. Due Aug"

"Not yet"

"No I didn't need to yet"



How exciting!

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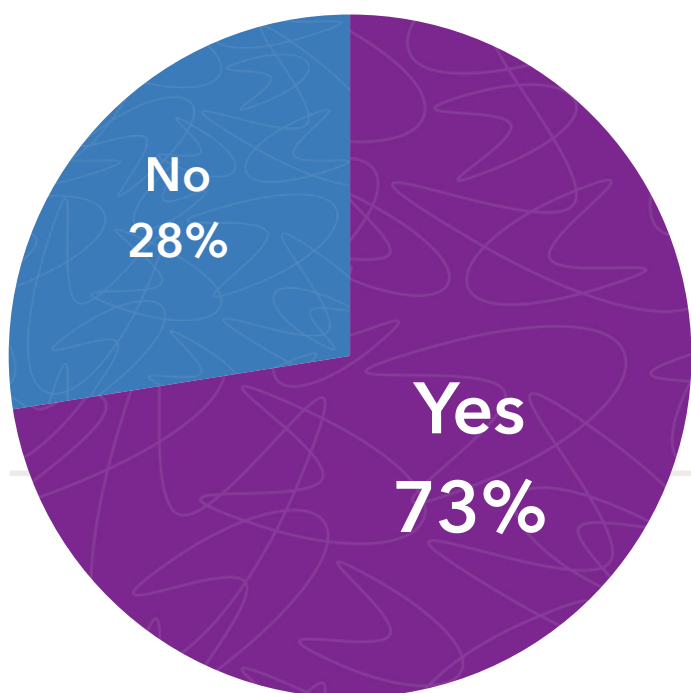
A WELCOMING TOY
LIBRARY

Do people find our Toy Library welcoming and easy to access?



73% said Yes!

**We are welcoming and
easy to access!**



Some noticed our changes:

"Yes and no. The current building is old and a bit dingy, although the recent improvements have made it more welcoming. Would love to see the library in a newer facility and being centrally located with longer opening hours or additional days would make accessibility easier."

Some had suggestions about our location:

"It's too far out of town. Needs to be more central"

"Would be great addition to the book library or municipal building in town."

Some people were having trouble finding us:

"Tough to find"

"Didn't know where it was."

WHAT DOES THIS MEAN?

The vast majority of people found our Toy Library welcoming and easy to access and that's great! Well done to all the volunteers who put in their time and effort to make our library such an inviting place to be! People really do notice the effort you put in!

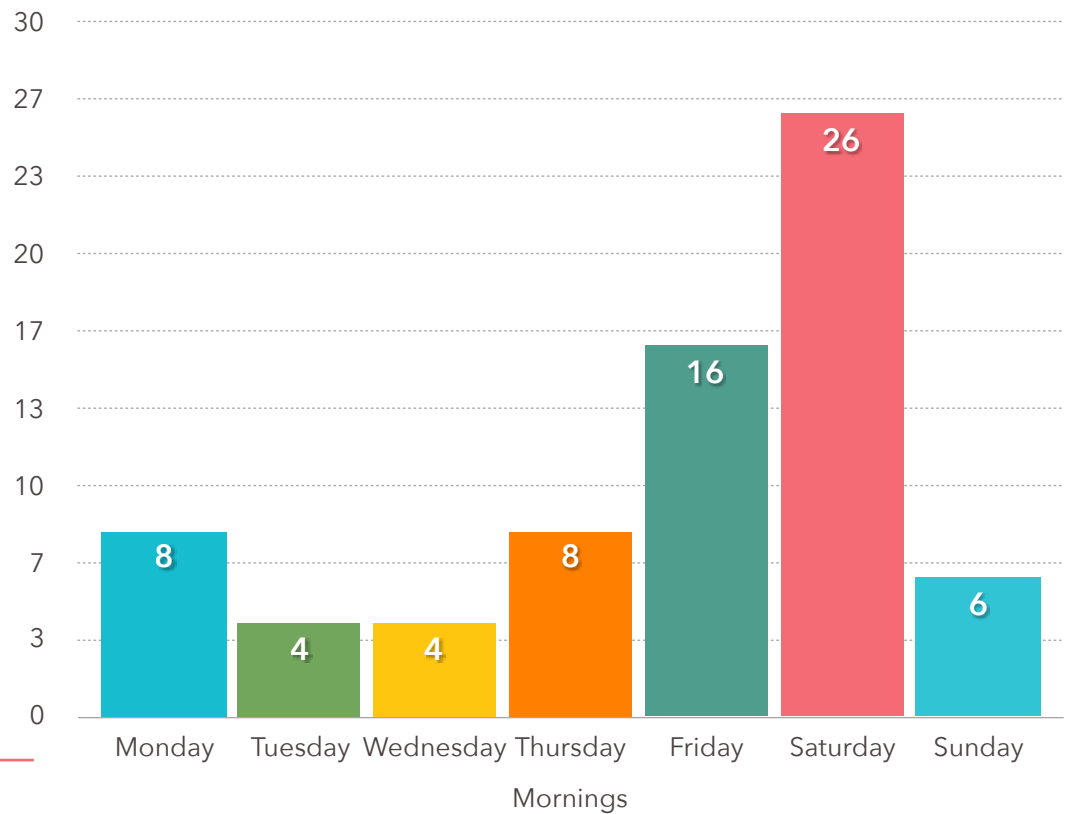
This also gives us some insight into what our committee can be doing to encourage new members - we need to be getting the word out about where we are and encouraging people to come and visit us! Stay tuned for some great marketing and fun days!



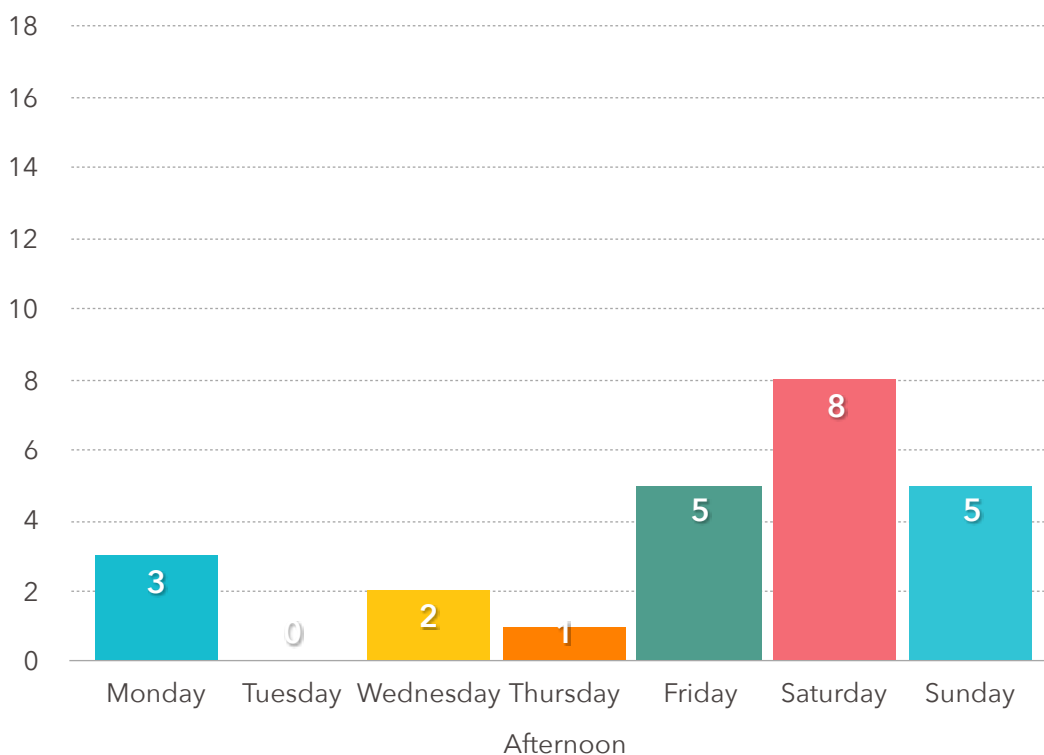
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WHEN DO PEOPLE
WHAT TO VISIT THE
TOY LIBRARY?

"IT DOESN'T MATTER
WHEN IT IS OPEN -
WE'D STILL MAKE IT
WORK"



SATURDAY AND FRIDAY MORNINGS ARE THE TWO MOST POPULAR TIMES FOR VISITING! OUR
OPENING TIMES ARE SPOT ON!

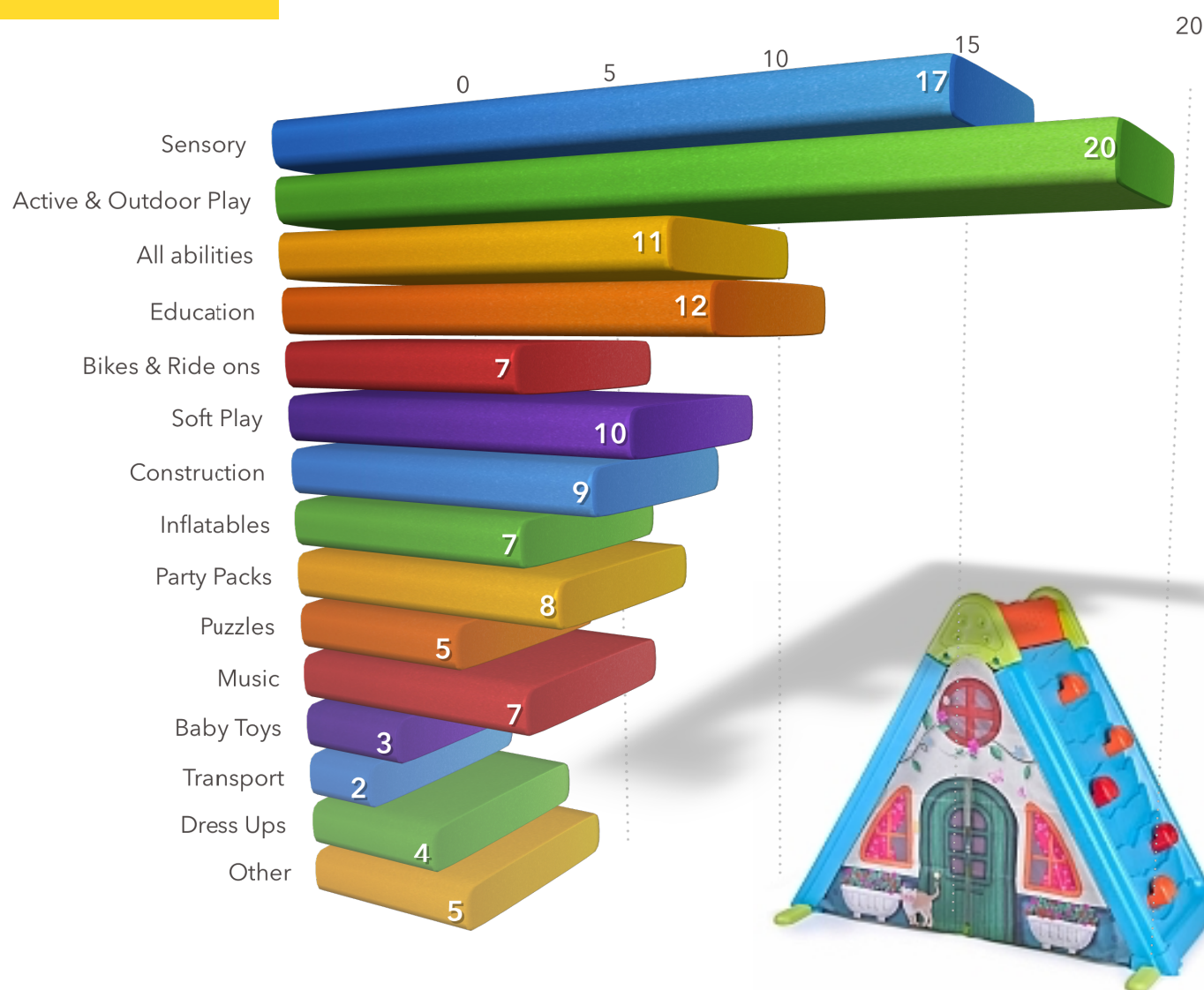


One responder
had an innovative
suggestion:
Open on a
weeknight!

MORE TOYS!

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What toys do people want to see more of at the Toy Library?



WHAT WAS POPULAR?

Active and Outdoor Play was by far the most popular category that people wanted to see more of in our toy library. This was followed by Sensory toys, Education and All Abilities Play.

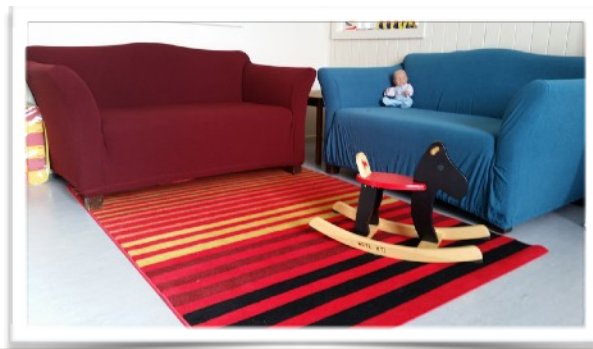
Having an understanding of what toys people want to see more of helps us to plan our toy purchases over the next 12 months. While we try to make sure we have a good spread of toys, knowing what is more popular means we can plan to meet the needs of our community and purchase more of the toys people want. You may notice in our latest toy purchase we included toys aimed at the two most popular categories - Sensory and Active & Outdoor Play.

Volunteering

GETTING INVOLVED!

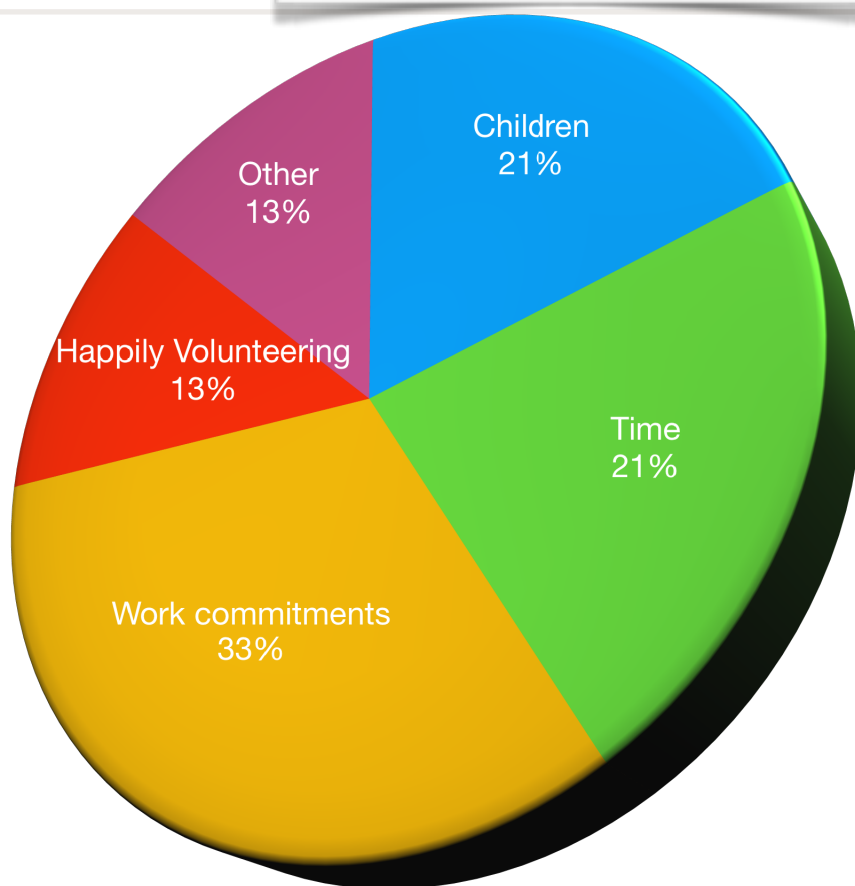
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WITH LIVES GETTING BUSIER WE UNDERSTAND SOME PEOPLE WOULD LOVE TO VOLUNTEER MORE BUT ARE FINDING IT A LITTLE DIFFICULT. WE ASKED WHAT PEOPLE CONSIDERED THEIR BIGGEST BARRIER:



The vast majority of people who said they wanted to volunteer more but found it difficult, identified finding the time or busy work commitments the biggest barriers.

Other barriers included looking after children, sporting commitments and opening hours not quite lining up with school drop off times.

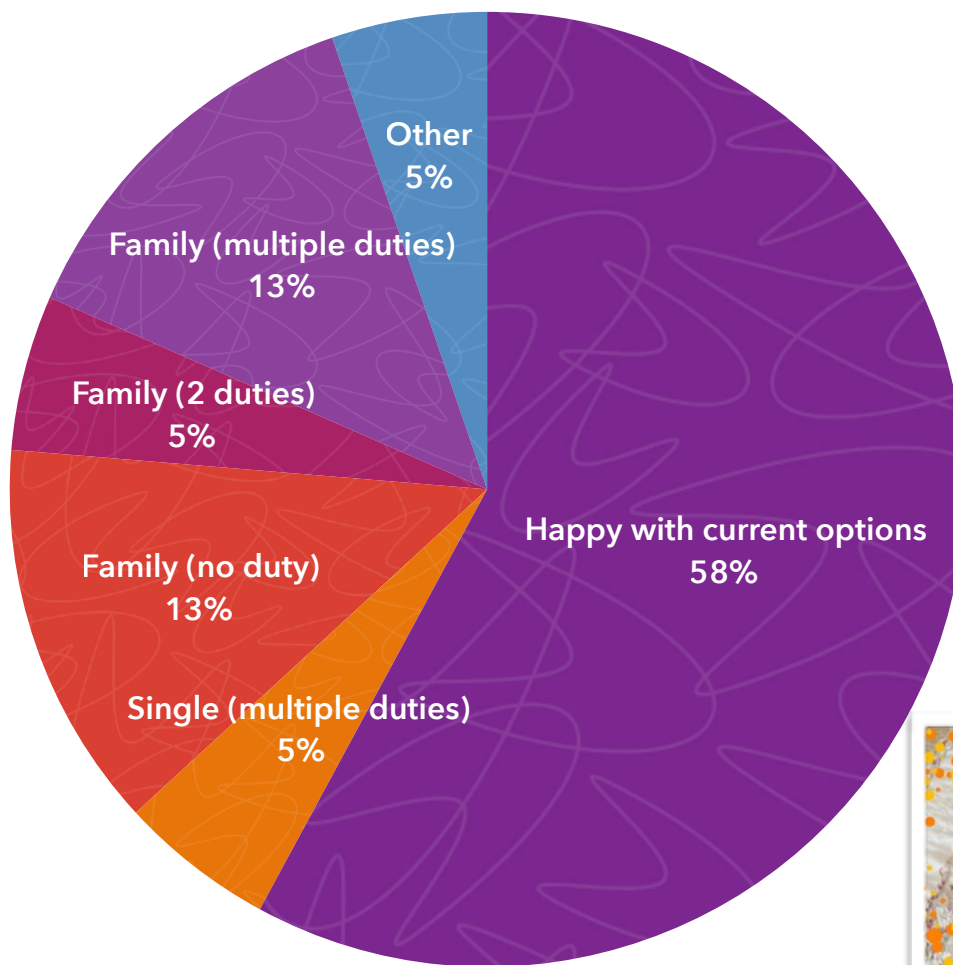


DID YOU KNOW?

While active supervision is required, children are always welcome to accompany you during a volunteering session. We have a fully fenced outdoor play area for the kids and a comfortable indoor sitting area perfect for feeding little ones. That's one of the wonderful things about the Wangaratta Community Toy Library!

Membership preferences

We asked people what type of membership they prefer. We wanted to know if our current options meet the needs of our members. People preferred the following options:



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**MEMBERSHIP
OPTIONS!**

**89% OF PEOPLE
PREFERRED
MEMBERSHIP
OPTIONS THAT ARE
CURRENTLY ON
OFFER!**



WHY WERE WE ASKING?

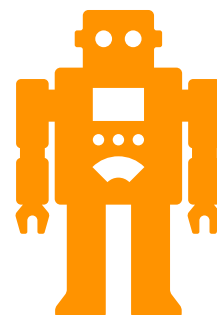
We wanted to know if our membership options suit our members, or if a stepped price membership was needed. A stepped price membership is where memberships are priced according to different volunteering commitments so that people who may only be able to volunteer a few times a year could still benefit from a volunteer membership. Interestingly, very few people said that this would suit their needs. We were happy to find out that 89% of people preferred membership options that we currently offer!

HAVING FUN!

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Toy Library Events!

92% OF RESPONDERS SAID THEY WOULD BE INTERESTED IN AN OPEN DAY OR FUN DAY!



87% SAID THEY WOULD LIKE THE TOY LIBRARY TO HOST SCHOOL HOLIDAY AND OTHER ACTIVITIES THROUGHOUT THE YEAR.



89% OF RESPONDERS ALSO WANTED TO SEE OUR TOY LIBRARY SUPPORT THE INITIATION OF A LOCAL DAD'S GROUP!

WHO WANTS AN EVENT? YOU DO!!!

There was overwhelming support for running more events and activities which is fantastic! Over the next 12 months we will be looking at different activities we can run, and how to get more people involved! We are starting with a special Stay and Play session during Children's Week at the CWA Hall and have submitted a number of grant applications, including one for some Dad's activities. Stay tuned for more fun to come!



WHAT OTHER SUGGESTIONS DID PEOPLE HAVE TO MAKE OUR TOY LIBRARY AN EVEN BETTER PLACE TO BE?

- ▶ **Make the inflatable booking system clearer** - We have been working on a new process which will be up and running soon, hopefully this will make it easier for everyone.
- ▶ **Update toys** - This is a work in progress. We have recently purchased a number of toys which will be making their way to the library shortly (exciting!). We also have a number of grant applications in progress to expand and rejuvenate our collection.
- ▶ **Stricter toy cleaning rules and a toy cleaning station for returns at the toy library** - Great idea! Stay tuned for a toy cleaning station! Members may notice reminder posters with toy cleaning tips up around the library to remind everyone that toys need to be returned clean for the benefit of all.
- ▶ **Create more awareness of the library to new parents & keep going to parents groups** - We will continue sending a member along to new parent groups (this is now our President) and will be trialing a New Parents Brochure with bonus New Baby Memberships in 2018/19 to encourage more families to see what we have to offer.
- ▶ **Relocate to a more central location** - While we understand our current location may seem a little out of the way to some, we are actually only 4 minutes drive from the CBD (or 2.4km). We are very lucky to have a dedicated space with minimal rent, room for storage, baby change facilities and where children can play outdoors safely. Moving to a more central location potentially means losing this much loved play area and needing to increase membership costs significantly to cover more expensive rent, something we prefer not to do at this time.
- ▶ **Allow members to choose their own rostering dates** - We have recently moved our rostering to our online system with SETLS. Members can now log on and choose their own roster dates!
- ▶ **Grow our member base** - We agree, this is definitely something we will be working on over the next 12 months with more community awareness, social media activity and events.

- ▶ **Buy a bbq and host bigger events**
- We have recently purchased a bbq for use at the Toy Library, as the weather warms up we will be firing it up and testing it out! We are also looking at more events, starting with a Children's Week Stay and Play Session on October 27th.
- ▶ **Get a coffee machine** - We love this idea although our budget may not. We will keep an eye out for potential ways to fund this one. In the mean time we have stocked our kitchen with some yummy sachet coffee.
- ▶ **Buy a bigger/better jumping castle** - We are working on ways to do this. Our insurance means we cannot purchase a commercial grade jumping castle (only domestic rated castles are covered) so we are looking at different domestic options that may be bigger and stronger.
- ▶ **Find ways to make it easier to see what toys are on our shelves (the bags and boxes can be hard to see through)** - We are trialing new netting on some toys (particularly

baby toys) that is easier to see through. We are also researching ways other Toy Libraries display toys that may make things easier to see.

- ▶ **Make better use of the Facebook public page to showcase toys available to borrow to increase potential memberships and to show current families whats on offer. Could ask current families to share pics of the toys in use if they are happy to do this** - More great ideas! We will be working at making better use of our social media including posting photos of all our new toys when they come in. We are also starting a "Toy Focus" series to highlight some of our fantastic range that people may not know about. Of course we also welcome members posting pics and tagging us in their posts with toys they have borrowed.
- ▶ **Run a regular play group** - A popular idea and one to look into, in the mean time we are hosting a Children's Week Stay and Play Session to see if this is something our community is interested in.





PLAY, SHARE, LEARN!
open 10-11.30am Fridays & Saturdays
cnr Burke & White St, Wangaratta
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www.wangerattatoylibrary.com.au



GENERAL COMPLIMENTS

- ★ "Love the idea of the dads group, this might encourage some more dads to do the duty too."
- ★ From someone who has not been in yet - "What I've seen on Facebook it looks like a great space!"
- ★ "It is already doing great!"
- ★ "I think it's really well run"

The Wangaratta Community Toy Library would like to say a huge *Thank You* to everyone who took the time to fill out our 2018 feedback survey!

