

Name of Library	Sunshine Coast Libraries	
Address	Locked Bag 72, S.C.M.C., Nambour QLD 4560	
Phone	(07) 5475 8953	
Contact person	Janice Hill	
Email	Janice.hill@sunshinecoast.qld.gov.au	

Title of project/innovation/initiative	“Red Hot Reads” – collection for hire
Date initiated	2009
Date completed	Ongoing

The issue/challenge

Increasing expectations of immediate availability of items, combined with high levels of reservations on our collections and a perception that libraries do not have ‘new releases’ at the same time as bookstores led to the creation of the “red Hot reads” collection.

Project details

The changing behaviour of our customers, and their increased expectations will lead to the requirement for the development of new services. One such service which has been introduced is the Red Hot Reads collection. This collection of books consists of best sellers which are kept separate from the main collection, for which members can choose to pay \$4 to hire the book for 10 days. The hiring of the book enables members to borrow the books immediately, rather than wait in the reservation queue for the item to become available from the general collection.

The collection is becoming increasingly popular, particularly in the libraries near the coast, with peak usage occurring in the holiday periods, as visitors to the Coast seek to obtain a book as soon as possible. The success of this collection indicates that there is scope in the future to introduce other services which offer members a choice of options, rather than restricting them to traditional library service offerings. The presence of these new books on the shelves also enhances the perception that libraries have the most up to date materials on their shelves.

Graph 1. Loans of Red Hot Reads specialist collection 2009-2011.

