

NATIONAL LIBRARY BOARD OF SINGAPORE COUNTRY REPORT

For the 23rd Conference of Directors of National Libraries in Asia and Oceania

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1. GENERAL OVERVIEW OF RECENT MAJOR DEVELOPMENTS

1.1 LLiBrary at Lifelong Learning Institute

NLB and the Singapore Workforce Development Agency (WDA) collaborated to establish The LLiBrary, Singapore's first Continuing Education & Training (CET) library, located at the Lifelong Learning Institute (LLI). The LLiBrary was open to the public since 18 September 2014, and was officially open on 28 November 2014.



CET-Centric Collection. The LLiBrary has a curated collection with a CET focus. It currently features 8,000 non-fiction books, 30 periodical titles and more than 200 audio-visual materials, covering topics such as career advancement, vocational guidance and the upgrading of skills. The LLiBrary will strengthen LLI's role as a key resource for working adults, and serve as a focal point for partners to collaborate and innovate to elevate CET.

Self-Service & Self-Directed Learning Concept. The LLiBrary works on a self-help concept where users can borrow materials via the self-borrowing machines and the NLB Mobile app, or make use of the library ekiosks and catalogues available. In addition, users can conveniently access NLB's wide-range of electronic resources from a variety of e-platforms such as Quickreads, eReads, eMagazines, eNewspapers stations. The opening hours are from 10am to 10pm, Monday to Saturday. After 6pm, NLB members will scan their NRIC/FIN or NLB cards to access the library.

Integration with Public Libraries. The LLiBrary is seamlessly integrated with the NLB's network of public libraries. Using the NLB Catalogue library members can reserve materials from The LLiBrary and collect them at other public libraries (except library@chinatown), and vice versa. Similarly materials borrowed from The LLiBrary can be returned at other public libraries, and vice versa.

Innovative & Inspiring Spaces. Besides finding the resources needed for self and career development, visitors of the LLiBrary will find inspiration in this space. The design of library spaces – from the ascending bookshelves to the loft-like seating or even the cocoon designs – provides users areas they can use for contemplation, conversation and collaboration.

1.2 National Library Prominent Speaker Series

A new programming series - NL Prominent Speaker Series, was started in 2014 to bring in notable speakers across different fields. This is part of the National Library's direction to be a premier public knowledge institution to support the nation's and citizens' knowledge aspirations. One of the most notable speakers was Mr Nassim Taleb – the author of Black Swan and his recent book Anti-Fragile.

- a. Since the Prominent Speaker's Series was launched in March 2014, all the sessions by the following speakers had very positive turnouts :
 - Dame Lynn Brindley (former British Library CEO);
 - Nicolas Barker (Author and Renowned Book Collector);
 - John van Wyhe (NUS Researcher and Expert on Darwin);
 - Siew Hock Meng (Major Singaporean Artist); and
 - Dayne Cowan. Dayne is a Director of Film VFX at VHQ Post and has worked on blockbusters such as Batman Begins, 10,000 BC, The Bourne Ultimatum and Harry Potter and the Order of the Phoenix.

- b. All these talks were shared in social media through photos and videos (including interview sessions) to spread the awareness of our programmes. Speakers were also asked to contribute content in the form of articles which will be featured in the National Library's BiblioAsia journal.



1.3 George Lyndon Hicks Fellowship for Southeast Asian Collections

In June 2014, Mr George Hicks agreed to sponsor a Fellowship Programme for a period of 5 years at a total sum of \$640,000 for an estimated 15 local and international Fellows. This new Fellowship aims to enhance the National Library's Singapore and Southeast Asian special collections and to raise the research standards of librarians through mentorship by the Fellows. The Fellowship is targeted to commence in FY2015, subject to the availability of the Fellows. Up to three Fellows will be awarded every year.

1.4 National Info-Literacy Programme (NILP)

The National Information Literacy Programme (NILP) aims to raise public awareness of information literacy (IL) skills in today's complex information landscape. The S.U.R.E. campaign was launched in October 2013 to encourage members of the public to adopt the IL good practices. Through collaboration with the Ministry of Education, more than 4,500 pre-service and in-service teachers have been trained on IL skills. As at end 2014, the S.U.R.E. Club programme for secondary school students has 650 SURE club members from 32 schools.

NILP Cumulative KPI since 2012	
FY12-FY14 (as of 31 December 2014)	<ul style="list-style-type: none"> 1,931,713 online interactions (e.g. portal page views and facebook interactions). 310,205 physical interactions (e.g. training and events)
Total	<ul style="list-style-type: none"> 2,241,918 interactions

2. RELATIONSHIP TO GOVERNMENT

2.1 Review of the National Library Board Act

The National Library Board Act establishes and incorporates the National Library Board ("NLB") as a statutory board and transfers to it the National Library and all matters connected therewith. The NLB Act also sets out the functions and powers of the NLB. Currently, NLB's Legal Deposit function is limited to the collection of print and audio-visual materials. NLB is reviewing the Bill to expand this function to include digital and web resources as well, so as to enhance its relevance in the digital age.

2.2 Special Libraries

The National Library currently provides professional library services to manage a total of 13 Special Libraries for government agencies, such as Parliament, Supreme Court and State Courts.

2.3 Research Services

The National Library provides professional and customised research services to government ministries and statutory boards. The National Library's team of researchers report on latest market trends and new developments in topical areas of interest to the organisation. The team currently provides customised research services to 8 government agencies, including Ministry of Communications and Information, Ministry of Manpower and Ministry of Culture, Community and Youth.

3. KEY FACTS AND FIGURES

	NL Indicator	Latest Figure as at 31 Dec 14
1	Size of Singapore Collection (physical)	418,203
	Size of Singapore Collection (digital)	802,664
2	Number of e-retrievals of Singapore content	21,740,427
3	Total Participation for NL Exhibitions and Programmes	1,660,784
4	Number of Libraries connected by National Union Catalogue	50
6	Compliment to Complaint Ratio	38:1

4. NEW DEVELOPMENTS IN CREATING, BUILDING & MANAGING COLLECTIONS

4.1 Singapore Memory Project (SMP)

There has been an increasing emphasis to create a sense of identity and nationhood among residents of Singapore. Singapore's maturity as a city-state in the global context has also given rise to a need in ensuring that the Singapore Story is collected, preserved and discovered to prevent the permanent loss of the nation's heritage and roots. The Singapore Memory Project (SMP), started in 2011, is a whole-of-nation movement which aims to capture and document memories related to Singapore from individuals, organizations and communities. In particular, SMP aims to collect memories of first and second-generation Singaporeans before their experiences are permanently lost. At present, a total of 6,246 quality memories have been collected and documented.

4.1.1 Digital Engagement

Total Size of Digital Community (Jan – Dec 2014)	
Facebook Fans, Twitter Followers, Instagram Followers, Pinterest Followers, ISSUU Followers, YouTube subscribers	185,523
Total Reach of SMP's Digital Outreach (Jan – Dec 2014)	
	73,751,838

In 2014, SMP continues to engage purposefully with the online community through the use of engaging content, sharing a series of blog posts and regularly posting info-graphics on digital media channels.

The online community grows larger with more fans contributing their memories through sharing, messaging and commenting on our channels, generating an avalanche of submissions to the project. Those memories about Singapore are often triggered by the content that SMP has gathered, researched and posted on the page. As SMP's Facebook page leads an online community of 128,605 fans, the project is currently maximising our engagement beyond Facebook. Content created for other social media accounts (Twitter, Instagram, YouTube) has garnered an increasing number of followers and interactions with the respective communities.

4.1.2 SMP Initiatives in 2014

In 2014, a number of SMP public engagement activities and campaigns were carried out.

a. SMP@JRL

SMP@JRL was launched on 20 March 2014. Part of the Jurong Regional Library (JRL) was integrated with the SMP Library, which would run for about 2 years. The SMP Library occupies a 100sqm space at a high traffic area on Level 1. The library features about 158 SMP publications, including commissioned works, personal projects and partner initiatives. These are made available to the public as browsing and lending copies. More than 1,500 selected memories are also showcased. Periodically,

contributions by the SMP partners will also be featured at the SMP partners' exhibition gallery.

b. Reading and Memory

SMP focused on collecting memories of books, of reading and of the bookstores that were much loved. In total, these showcases attracted a visitorship of 291,091 persons made up of the following components:

- **Books that Moved Me**

SMP embarked on a campaign: Books that Moved Me, in conjunction with Read! Fest2014. The campaign engaged the public by asking them to share memories of books that have left an indelible mark in their lives. A series of web videos reuniting book owners with their childhood stories was produced. The SMP also presented two showcases during this campaign. They are:

- **Reimagined Book Covers**

This exhibition featured 40 reinterpretations of book covers, from local titles to international best-sellers and literary classics. A collaboration between SMP and KULT, artists from Singapore and overseas presented their take on book covers well-loved by the public, such as the works by Enid Blyton, Shakespeare and Catherine Lim. The artworks, accompanied by memories from readers, were also showcased in an SMRT train and at the lobby of the National Library Building.

- **Reunite with Old Friends**

SMP embarked on a journey to reunite old books with old friends, and the result was a reunion showcase for avid readers with popular books of yesteryears and recent times. This exhibition invited the public to contribute their memories of reading and books. Activities were also held over selected weekends for the public.

- **Collaboration with Partners**

The Singapore Memory Project also collaborated with the Chou Sing Chu Foundation to embark on the irememberBookstore initiative – a ground up movement that involves the gathering of memories and stories from the public as well as independent bookstores, book chains and book lovers.

4.1.3 Memory Makers

As part of the drive to engage Singaporeans, SMP embarked on a “Memory Maker” ground-up movement where individuals and groups are encouraged to not only document stories and memories but also to create showcase products out of them. One of the key features is the Memory Kit – a DIY kit that teaches anyone who is interested the basic skills of interviewing and memory collection and documentation. To date, more than 12,000 copies of the Memory Kit have been distributed to various SMP partners including schools, organisations and community-interest groups. Online copies of the Memory Kit are also available for download.

4.1.4 The Greatest Gift of a Generation

SMP launched its latest campaign titled 'Greatest Gift of a Generation' (GGoG) in October 2014; which continues to celebrate and honour the nation's pioneers starting with a series of 20 videos that feature the seniors' untold stories as they are interviewed by the younger generation. Through this campaign, the SMP hopes to expand its collection of memories from the seniors by encouraging more young Singaporeans to engage in an intergenerational conversation with the seniors.

The videos, which are shared on SMP's social media platforms, achieved an engagement of 14,085 and 1,841,866 views as of Dec 2014.

4.1.5 KopiTimes – Shared Stories from our Coffeeshops

Continuing the celebration of Singapore's pioneer generation, SMP launched a series of weekly roadshows held at coffeeshops aimed at expanding its collection of stories and memories from older Singaporeans. The roadshows reached out to a total of 1,355 participants, and 204 memories from the pioneer generation were documented.

SMP Memory Corps were enlisted to facilitate the recording and collection of oral accounts from the seniors. Seniors who shared their stories enjoyed a complimentary cup of coffee from the participating coffeeshops. It is hoped that this little gesture will encourage the older generation to share their memories and stories over a cup of 'kopi' (ie coffee), like how they normally do so at their neighbourhood coffee shops.



Photos: KopiTimes Roadshow at various coffeeshops in November 2014

4.2 Heritage & Donors' Collections

Acquisition of Asia centric content is one of the key deliverables outlined in the Library L2010 Report, namely "to develop NLB as a first stop for Asian content and collection services – the gateway for knowledge on Asia". National Library of Singapore (NLS) acquires new and notable works related to Asia centric content through purchase, donation and gifts. In the past seven years, it has attracted 175 donors and received more than 90,000 items.

Notable donations in 2014 include Associate Professor Farish Ahmad-Noor's donation of 60 publications, of which half are rare works. These include 16th to 19th century imprints on Portugese and Dutch explorations of Southeast Asia,

and an illuminated 1870 Quran published in Singapore. Mr Koh Seow Chuan's latest donation comprises Eu Tong Seng documents, philatelic publications and three rare maps produced in the 18th and 19th centuries. Mr George Hicks latest donation comprises three rare works on Indonesia and China published in the 18th and 19th centuries, including the largest and most detailed atlas of Indonesia when it was published in 1880s.

Two very important acquisitions with significant heritage value are highlighted below:

The Singapore Herald - Vol. I No. 1, April 11th 1939 Through Vol. 2 No. 14, April 27th, 1940 (Nearly Complete Run of 296 Issues Bound in Three Large Volumes).

Published by Singapore Herald, Singapore, 1939.



The Singapore Herald was a Japanese-owned English language newspaper published in Singapore before World War II. It was an evening English daily and the editor was Bill Hosakawa, a young Japanese journalist educated in the United States while the sub-editor was an Englishman.

The publisher of the Herald was a Japanese businessman, Shohei Nagao who was already publishing the Singapore Nippo (the daily edition in Chinese and the weekly edition in English).

Although derided by some as a propaganda tool of the Japanese being used to propagate anti-British sentiments, the paper was defended by its proponents as disseminating "Japanese cultural ambitions in this part of the world". It was intended for the English-speaking locals of Singapore. The paper tried to promote itself as a concise and complete newspaper with coverage of world news as well as news about Singapore and Malaya within its eight pages.

Raffles (Sir Thomas Stamford Bingley)

Autograph Manuscript Letter - regarding the settlement of his brother-in-law's [Quintin Dick Thompson, 1785-1809] estate upon his wife, Mary Ann Raffles (1789-1837; younger sister to Thomas Raffles).

Prince of Wales Island [Penang], 1809.



The letter concerns the settlement of Raffles' deceased brother-in-law, Quintin Dick Thompson's estate to Raffles' younger sister, Mary Ann Raffles. It was written by Raffles in August 1809 from Penang to probably the executor of the estate, who is not named in the letter. Thompson married Mary Ann Raffles in 1805. He died on 29 June 1809 and was buried at Northam Road Cemetery, George Town, Penang, Malaysia. A handwritten transcript copy of Thompson's tombstone inscriptions has been provided by the vendor to accompany the letter.

5. NEW DEVELOPMENTS IN PROVIDING ACCESS TO COLLECTIONS

5.1 Digital Content on Singapore

NLS has been providing online content since 2005, e.g. Infopedia, an online encyclopaedia on Singapore, as part of the digital content strategy to serve as a one-stop digital library for information about Singapore and the region. Other online content were subsequently introduced to facilitate access and discovery of Singapore's heritage. They include NewspaperSG, HistorySG and MusicSG.

	No. of Visits	Pages Viewed	No. of Pages per Visit
Total	1,725,631	3,279,427	1.90

Above: *Infopedia usage from January to December 2014*

Singapore Infopedia¹ is an electronic encyclopaedia covering Singapore's heritage, events, organisations, personalities and more. Topics range from the arts, places and culture to economy, politics and government. There are currently about 1,900 published Infopedia articles in the database. In terms of usage, Singapore Infopedia was ranked second in terms of usage after NewspaperSG.

	No. of Visits	Pages Viewed	No. of Pages per Visit
Total	50,786	132,903	2.62

Above: *HistorySG usage from May to December 2014*

HistorySG² was launched on 28 May 2014, and the portal serves as a guide to events that have unfolded in Singapore's history since 1299 to the present. It highlights past and current events of national significance that have influenced the political, economic, social and cultural development of Singapore in five major time periods. Each event consists of a short write-up with links to related content, such as photographs, videos, audio clips, and newspaper articles from NLB and its partner agencies and institutions. There are currently over 475 published articles in the database.

¹ <http://eresources.nlb.gov.sg/infopedia>

² <http://eresources.nlb.gov.sg/history>

	No. of Visits	Pages Viewed	No. of Pages per Visit
Total	2,270,062	11,977,998	5.28

Above: NewspaperSG usage from January to December 2014

NewspaperSG³ provides access to digital copies of full-text, archived Singapore newspapers dating back to 1831. Since its inception in 2010, NewspaperSG has provided researchers and users with the ease of search using the keyword searches via the multimedia stations at the libraries, home or mobile devices. All digitised newspaper articles from the Straits Times dating from 1845 to 1989 can be accessed remotely outside the libraries. With more than 20 million newspaper articles published in NewspaperSG, the e-resource enjoys the highest usage amongst all of NLB's e-resources.

	No. of Visits	Pages Viewed	No. of Pages per Visit
Total	87,189	334,541	3.84

Above: MusicSG usage from January to December 2014

MusicSG⁴ is Singapore's first digital archive that assembles a collection of music composed or published by Singaporeans, music produced or published in Singapore, and music related to Singapore. It was launched in 2010 and subsequently re-launched on 26 September 2014 after an overhaul of the website. MusicSG aims to raise the awareness of Singapore music, provide resources for research and discovery, and preserve Singapore heritage. Subsequent to its revamp, MusicSG has seen increased visitorship and usage.

5.2 NL Exhibitions & Programmes

NL regularly curates and presents exhibitions that showcase the Library's collections. The exhibition themes revolve around Singapore's history, literary and cultural heritage and the arts. Complementary programmes, public engagement and publications are organised in conjunction with exhibitions to maximise their impact. In 2014, NL presented an exhibition on a Singapore literary pioneer, Poet & Reformist: Khoo Seok Wan. Another major exhibition highlighting NLB's Singapore and Southeast Asian map collection, GeoGraphics: Celebrating Maps and their Stories, was launched in January 2015.

³ <http://newspapers.nl.sg>

⁴ <http://eresources.nlb.gov.sg/music>

6. EXAMPLES OF COLLABORATION BETWEEN THE REPORTING LIBRARY AND OTHER NATIONAL COLLECTING INSTITUTIONS (LIBRARIES, ARCHIVES AND MUSEUMS)

6.1 Digital Windows Project [Former e-Reading and e-Readers for South East Asia Countries]

The project was completed in July 2014. At the Association of the Southeast Asian Nation (ASEAN) – Japan Library Development Forum “Libraries for Society” in February at Naypyidaw, Myanmar, NLB handed over 40 Nook e-book readers (donated by the US Embassy in Singapore under the Digital Windows initiative) to the Deputy General of Information and Public Relations Department (IRPD), Ministry of Information, U Ye Tint, the Guest of Honour. NLB staff presented a paper at the session and conducted a hands-on training session to the librarians on the use of eReaders. NLB staff also conducted a demonstration on the use of the eReaders for animated storytelling for the participants.

6.2 Memorandum of Understanding (MOU) with Kuala Lumpur Library

The Mayor of Kuala Lumpur, Datuk Seri Ahmad Phesal Talib and Members of the Advisory Board and officials from the Kuala Lumpur City Hall visited the National Library Board Singapore on 15 April 2014. National Library Board Singapore and Kuala Lumpur City signed a Memorandum of Understanding at a signing Ceremony.

The Mayor of Kuala Lumpur, Datuk Seri Ahmad Phesal Talib accompanied by Members of the Advisory Board and officials from the Kuala Lumpur City Hall visited the National Library Board Singapore, Jurong Regional Library and Library@Chinatown on 15 April 2014.

6.3 National Libraries Asia Pacific (NL-AP) Project

As part of the National Libraries Asia Pacific (NL-AP) project, the National Library Board Singapore will focus on building the ASEAN component, i.e., the ASEAN Digital Library pilot in 2015. The pilot service will feature the metadata records of five National Libraries from the ASEAN region. The target is to roll out the ASEAN Digital Library Service with all the ten National Libraries in ASEAN in 2016.

6.4 Book Donation to Myanmar Libraries

NLB and the Library Association of Singapore are working with the Myanmar Ministry of Culture, National Library of Myanmar and the Library Association of Myanmar on the donation of 50,000 used books to National Library of Myanmar and Public Libraries. The books will be shipped free, with the kind sponsorship of a Singapore shipping company. This project is one of the projects under the BSLA programme. The shipping of the books will likely to happen in the first half of 2015.

6.5 19th Conference and General Assembly of the South East Asia-Pacific Audio Visual Archive Association (SEAPAVAA 19)

NLB together with the Asian Film Archive will be organising the 19th Conference and General Assembly of the South East Asia-Pacific Audio Visual Archive Association (SEAPAVAA 19) on 22 – 28 April 2015. The theme for the 19th SEAPAVAA Conference is “Advocate, Connect, Engage”, an increasingly important focus amongst archivists.

7. EXAMPLES OF COLLABORATION BETWEEN THE REPORTING LIBRARY AND PUBLISHERS IN YOUR COUNTRY

7.1 SNB and Legal Deposit

The new SNB OPAC that replaces the SNB online directory is launched with enhanced features such as keyword searches, holding information and reservation function. The Legal Deposit Web, with enhanced interface and usability, is undergoing UAT and will be ready for public use this year. The feasibility of developing a Legal Deposit OPAC is also being reviewed.

Submitted by:

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