

## COUNTRY REPORT

### 21<sup>ST</sup> CONFERENCE OF DIRECTORS OF NATIONAL LIBRARIES IN ASIA AND OCEANIA (CDNL-AO) 2013

**Name of Country** : Australia

**Name of Library** : National Library of Australia

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The functions of the National Library of Australia, as set out in the *National Library of Australia Act 1960*, are:

- To maintain and develop a national collection of library material, including a comprehensive collection of library material relating to Australia and the Australian people;
- To make library material in the national collection available to such persons and institutions, and in such manner and subject to such conditions, as the Council determines with a view to the most advantageous use of that collection in the national interest;
- To make available such other services in relation to library matters and library material (including bibliographical services) as the Council thinks fit; and
- To co-operate in library matters (including the advancement of library science) with authorities or persons, whether in Australia or elsewhere, concerned with library matters.

In fulfilling these functions, the National Library of Australia plays a major role nationally in supporting education, innovation, scholarship and creativity by providing access to a comprehensive and diverse collection of Australian and overseas documentary resources.

The Library issues a strategic directions statement every three years outlining its vision and desired outcomes for the period ahead. In March 2012 the Library released a new strategic statement for 2012-2014. (<http://www.nla.gov.au/library/directions.html>).

## **1. GENERAL OVERVIEW OF RECENT MAJOR DEVELOPMENTS**

Recent major developments include:

### Digital Library Infrastructure Project (DLIR)

The DLIR project is one of the Library's top priorities for 2013. Work on specifying the project commenced in 2011 and in 2012, following an open market procurement process, two preferred tenderers were selected to provide components of the infrastructure required by the Library to support its acquisition, management, preservation and provision of access to digital information. The DLIR will replace existing systems that form the backbone of the Library's digital library infrastructure and will deliver capabilities for digital preservation, online deposit and the ability to support an extended range of digital formats.

At present the Library is piloting CCS Docworks, which provides a digitisation workflow system, and Tessella's Safety Deposit Box, a digital preservation system with digital library capabilities. These systems will be supplemented by in-house development to implement components of our digital library infrastructure that we have been unable to purchase. It is anticipated that the DLIR project will be completed in 2015. For further information about the DLIR Project see <http://www.nla.gov.au/about-us/dlir>.

### Legal Deposit

Over the last decade, in response to the dramatic impact of digital technology on information dissemination, the Library has advocated for change to the legal deposit provisions of the *Copyright Act 1968* to include publications such as CD-ROMs and DVDs, web sites, e-books, e-journals and magazines, online newspapers and blogs in the requirement that a copy of 'library material' published in Australia be delivered to the National Library.

The Library therefore welcomed the establishment in 2012 by the Attorney-General's Department of a working group to consider the Library's legal deposit requirements and to prepare a public consultation paper on the issue. The consultation paper "Extending legal deposit" was issued in March 2012. It presented a model for how an extended scheme would apply to electronic publications of all kinds – both online and offline in a physical carrier.

The Library is now in discussions with staff from the Attorney-General's Department and publishers to discuss publishers' concerns which largely relate to public access to electronic publications. To help resolve the key issues the Library is developing several access models for different categories of electronic publications. Achieving the extension of legal deposit is one of the Library's major priorities for 2013. The Library's submission on this topic is at <http://www.ag.gov.au/RightsAndProtections/IntellectualProperty/CurrentIssuesReformsandReviws/Pages/Extensionofthellegaldepositscheme.aspx>.

Other priorities for 2013 include:

- an active program for the 2013 Centenary of Canberra celebrations featuring three exhibitions, an event celebrating the contribution of women in Canberra to Australian life, a literary conference exploring in part the influence of Canberra on its local writers, a wide range of themed events and education programs, the digitisation of the Canberra Times and microfilming of Canberra's local newspapers for long term preservation. For more information about the centenary of Australia's capital city see <http://www.canberra100.com.au/>;

- completion of the design phase and commencement of construction of a specialist reading room which will bring together services to researchers using original materials including maps, pictures, manuscripts and rare books; this is in line with the Library's building master plan and will be followed by the integration of the main and newspaper reading rooms in two year's time;
- development and implementation of a range of strategies to achieve the priorities outlined in our strategic workforce plan 2012-2014, with an emphasis on enhancing the digital and technological capabilities of staff at all levels;
- implementation of a Work Health and Safety Management System and three year plan which will build on the Library's strong work health and safety culture; and
- an ongoing program of environmental management measures including planning for a solar plant at our collections storage warehouse, installation of energy efficient lighting throughout the Library and targeted reductions in electricity, water and paper usage.

## **2. RELATIONSHIP TO GOVERNMENT**

The National Library of Australia had its origins as the library of the Federal Parliament, established in 1901. With the passing of the *National Library Act 1960* it formally separated from the Parliamentary Library. The Library fulfils its role by carrying out the functions defined in this legislation.

The Library is a statutory authority within the Regional Australia, Local Government, Arts and Sport portfolio of the Australian Government. The Library operates within a reporting and accountability framework as set out in the *Commonwealth Authorities and Companies Act 1997*. The *National Library Act 1960* provides that a Council of 12 members shall conduct the affairs of the Library. The Library's Council meets six times a year and includes representatives of the Parliament, academia, business and the general community. More information about the Library's Council can be found at <http://www.nla.gov.au/library-council>.

The Library measures its activities through the Balanced Scorecard performance management system and reports to government annually through its *Annual Report* – see <http://www.nla.gov.au/policy/annual.html>.

## **3. KEY FACT AND FIGURES**

Our staff in 2011-2012 averaged 429 employees.

The Library also has a volunteer program which currently has 80 volunteers.

Our visitors—local, national and international—numbered 646 000 in 2011-2012. The increase in visitors over 2010-2011 (25%) is largely due to the opening of the Library's Treasures Gallery <http://www.nla.gov.au/exhibitions/treasures-gallery> and a major international exhibition, *Handwritten* <http://www.nla.gov.au/exhibitions/handwritten>, held during the 2011-2012 holiday season.

Our website received over 352 million page views in 2011-2012, a 4% increase over the previous year.

There are approximately 10 million items in the Library's collection. The Library collects books, journals, newspapers, archives, manuscripts, pictures, photographs, musical scores, maps, websites and oral history and folklore recordings.

In 2011-2012, the Library received 65,000 new collection items.

The Library digitizes selected items in its collections. A total of 189,000 items had been digitized as at June 2012. The Library is also digitizing historic Australian newspapers and as at June 2012, over 8 million digitized pages, or 72 million articles, were freely available to the public through the Trove discovery service.

The Library also collects online publications and websites through PANDORA and commissions large scale harvests of the Australian web domain. In June 2012, the total size of the Library's digital collections reached 1,556 terabytes.

#### **4. NEW DEVELOPMENTS IN CREATING AND BUILDING COLLECTIONS**

##### Review of overseas collecting

In 2011 the Library completed a review of its overseas collecting, which was established to assess options for reducing the costs associated with acquiring and processing overseas publications. The review took into account a number of factors including the existing goals of the Library's *Collection Development Policy*; emerging trends and developments in information provision and user access requirements.

The review made a number of recommendations to improve the efficiency of the Library's collecting of overseas publications, reduce marginal collecting and transition overseas collecting to a digital library model. The digital library model provides users with access to books, journals and other resources in digital form rather than print or microform. The digital content may be 'owned' and stored by the Library or accessed remotely via the web on other platforms, such as a vendor or publisher website.

Work on implementing the overseas collecting review's recommendations began in late 2011. The main projects completed or underway include:

- Revision of the Library's overseas collection development policy to reflect changed collecting directions and promote budget savings;
- Cancellation of subscriptions to overseas serial titles; and
- Testing of vendor services for the provision of e-books to Library users.

The new policy flags the Library's preference for digital format over print. It outlines general principles for digital collecting and the provision of digital access. The two most significant of these are firstly, that the Library will seek to provide remote access to digital collections for registered users. This enables Library users with a Library card to log in wherever they are in Australia to access Library resources as if they were on-site.

The second principle is that the Library will not commit to providing permanent access to overseas digital resources. This applies, for example, to journal article or e-book databases hosted on vendor networks to which the Library has purchased access. Unlike print materials, these resources are not owned by the Library but are accessed by users on a vendor or publisher website. Continued access in future years is dependent on vendor and publisher arrangements, and ultimately other national libraries' digital preservation strategies.

## **5. NEW DEVELOPMENTS IN MANAGING COLLECTIONS**

### Resource, Description and Access

The Library made it a priority in 2012 to develop and deliver training programs to Australian libraries so that they will be able to implement the new cataloguing rules, Resource, Description and Access in 2013. This has been completed and training sessions for our own staff are being held in January 2013. As part of our leadership role the Library has also identified changes to library systems and workflows which will assist the Australian library sector to implement the first major change in cataloguing standards in forty years.

### Audio Online: Stage 3 of the Audio management and Delivery Project

The Library's oral history collection is the principal oral history collection in Australia and with 45,000 hours of unique audio recordings is also the largest unpublished sound archive. In 2008 the Library began a project to develop a system to allow searching oral history recordings online in order to make access to recordings much easier than in the past when reading through an often lengthy transcript was the main form of access. At the end of 2012 the Library completed stage 3 of the project which provides a sophisticated search interface, links together summaries, transcripts and audio at the level of individual words and takes into account permissions and access agreements. At the end of 2012 approximately 5,500 hours of audio or 13% of the collection were available online.

## **6. NEW DEVELOPMENTS IN PROVIDING ACCESS TO COLLECTIONS**

### Trove

The Library's national discovery service, Trove, continues to be central to accessing the collections of the Library and of Australian collecting institutions of all kinds. Trove has recently received two major awards, winning the Australian Government's top award for Excellence in eGovernment in 2011, and the Australia and New Zealand Internet Award in 2012. Trove has also been short-listed for international awards for internet innovation, indicating its reach and recognition of its innovations. Trove was launched in December 2009 with 45 million records and by the end of 2012 the total number of records had grown to 318 million. Approximately one-third of resources described in Trove are freely available online, one-third are licensed online content, available to patrons of libraries subscribing to a set of databases exposed through Trove and one-third are resources which require additional steps for access (e.g. books available for inter-library loan, physical format digital material which must be used onsite).

Use of Trove has continued to grow strongly, with more than 60,000 unique daily visitors in November 2012, double the number of unique visits in April 2011. Approximately three-quarters of all Trove users arrive via a search engine, confirming the value of exposing all content for indexing by major search engines. The Trove API (Application Programming Interface) was released in April 2012, opening up Trove's content for use by other services, and moving Trove from being an aggregation and discovery service to an aggregation, discovery and dissemination service.

### Digitization

The Library has been digitizing selected items from its collections since 1996. There are two streams of digitization: the routine program to digitize unique or rare Australian maps, pictures, posters, music scores and oral history recordings selected by curators and the newspaper digitization program. The Library aims to digitize around 16,000 items and 3,000 hours of oral

history recording per annum through its routine program. The newspaper digitization program is largely funded by state libraries and community partners. In 2013 in addition to large scale newspaper digitization the Library will also digitize a historical collection of approximately 12,000 photographs donated to the Library by Fairfax Media. The project is funded by a grant from the National Cultural Heritage Account. For more information about our digitization program see <http://www.nla.gov.au/policy-and-planning/collection-digitisation-policy>.

## Social Media

The Library regularly uses social media to promote its collections and services. The most high profile Library-branded activities are the Twitter and Facebook accounts which are used daily to support a range of communications and marketing activities and are collectively followed by 13,000 users.

These activities include:

- broadcasting news;
- promoting events, services and collection material; and
- monitoring and responding to feedback and enquiries.

The Library also has accounts with other social media services, such as YouTube, Flickr, Instagram and Slideshare. These have been used as ad hoc broadcast channels for instructional and promotional content sharing, such as interviews with Library published authors, presentation slides and 'how to use the Library's services' instructional videos. In particular our new instructional videos outlining how to use the collections onsite and online have been popular with users, for example see <http://www.nla.gov.au/getting-started/borrowing>.

The Library's five blogs use the WordPress software and are variously focused on:

- particular events such as exhibitions and the National Year of Reading 2012
- services such as web archiving and Libraries Australia
- general Library collecting such as fringe publications
- activities such as preservation developments.

During 2012 the Library experimented with different approaches to promoting access to the collection including adding a monthly photo album to Flickr Commons, tweeting from major events celebrating our collections and a Facebook activity 'From Our Vault' involving posting a photo of an item in the collection together with a short description and a link to the catalogue.

In addition to these activities, staff elsewhere in the Library create niche or specialised social media channels. The most notable example has been Trove, where social media is a core component of the Trove communication and marketing strategy. The Trove Twitter account provides followers with topical links to related historical newspaper and other content, and is an ideal channel to communicate new service developments and for Trove users to communicate with the Library and with each other.

Social media is playing an increasingly vital role in the Library efficiently and effectively achieving its strategic goals.

The Library's Social Media Policy, <http://www.nla.gov.au/policy-and-planning/social-media>, encourages staff to become engaged with social media in their professional roles while informing them of their responsibilities as employees and providing guidance in the different

circumstances of corporate and personal engagement. To complement this Policy, Social Media Guidelines have been developed to guide staff in the operational aspects of how and when to use social media channels.

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

The Library is a member of National and State Libraries Australasia (NSLA) <http://www.nsla.org.au/> and works closely with the Australian state and territory libraries and the National Library of New Zealand on a wide range of projects to improve access to collections. Projects the Library is currently contributing to include:

- Large Pictorial Collections: This project centres on the collection, digitisation and preservation of large pictorial collections. The project will develop a suite of options for libraries to help bring their large pictorial collections under appropriate levels of control, and to provide or improve user access, see <http://www.nsla.org.au/projects/large-pictorial-collections>.
- Maps: The Maps project is investigating the collection, digitisation and preservation practices for maps in NSLA libraries. The project is collecting baseline data concerning digital and physical maps and will make recommendations to improve access and practices, see <http://www.nsla.org.au/projects/maps>.
- Digital Collecting: This project will develop a consistent framework across NSLA libraries for the collection of born-digital material (material created in digital form). It will establish common policies and guidelines for sourcing and acquiring materials such as data sets, digital art, digital media and personal digital archives, see <http://www.nsla.org.au/projects/digital-collecting>.
- Community Created Content: This project encourages community members to contribute to library collections by creating films, writing, stories, pictures and other web content that draw upon library resources as well as their own. Common tools available across libraries will allow community members to contribute their knowledge and expertise to library material and share it with others, or to create mash-ups of online content. Examples can be seen in the 2011 Libraryhack competition, see <http://www.nsla.org.au/projects/community-created-content>.

During 2012 the Library held a series of meetings with the National Archives, National Film and Sound Archive and National Museum of Australia to discuss opportunities for collaboration, including the addition of content from national collecting institutions to Trove.