

Information. Ideas. Inspiration. For everyone.

150 years

Library Board of Victoria Annual Report 2003–04



Information. Ideas. Inspiration. For everyone.

Library Board of Victoria Annual Report 2003–04

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Q SEARCH: Reading room

ELEVATED VIEW OF DOMED
READING ROOM AT THE
STATE LIBRARY OF VICTORIA

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THE SECRET TO CREATIVITY IS KNOWING
HOW TO HIDE YOUR SOURCES

ALBERT EINSTEIN (1879–1955)

President's Report



SAM LIPSKI, AM
President

Significant anniversaries provide the opportunity to celebrate and evaluate. During 2004, the 150th anniversary of the laying of the Library's foundation stones, we have been doing both. Between February and June 2004, Victorians enjoyed the first half of the program of events designed to mark the sesquicentenary and to promote the Library's determination to provide information, ideas and inspiration for everyone.

The last 12 months have also been characterised by the Board's assessment of the Library's directions, capability, effectiveness and sustainability.

Flowing from a review of cultural institutions, the Board revisited the Library's Vision and Mission statements. In February 2004 the Board replaced the Vision and Mission with a single statement encapsulating the Library's purpose:

Victorians will have ready access to a comprehensive collection of Victorian documentary materials and to worldwide information resources to enrich their cultural, educational, social and economic lives.

The Board also endorsed three areas of priority for the Library—access, collections and relationships. In doing so, the Board was mindful of its statutory responsibilities and of the policy framework established by Creative Capacity+, the Victorian Government's Arts policy. Creative Capacity+ supports the development of artists, ideas and knowledge, and engaging and building creative communities. It aims to provide access to the Arts for all Victorians and an economy based on innovation.

In keeping with these goals, we have highlighted and diversified the ways in which Victorians have access to the Library. Access needs 'space' and 'place', whether actual or virtual, and over the year since our last annual report the Library's public spaces have trebled in size. The opening of our impressive redeveloped spaces, such as the La Trobe Reading Room (under the dome), the Redmond Barry Reading Room, and the Cowen Gallery would have been cause for celebration at any time. In our 150th year, the sense of achievement was magnified. The Library now provides 1000 seats across eight superbly equipped reading rooms, two exhibition galleries and the opportunity to enjoy some of the finest period public spaces in Melbourne. The Library's website has been redeveloped comprehensively and is ready to be launched; the Library's introductory brochures and leaflets have been rewritten and redesigned. Through the *Travelling Treasures*

component of the Library's 150th program, schools and communities in regional Victoria have been able to see and learn about significant items the Library holds which illuminate the stories of their communities.

Relationships are at the heart of the Library's involvement with government, other libraries, and the wider community. The Library has appreciated the interest and the personal support we have received from The Hon. Steve Bracks, MP, Premier of Victoria, and Mary Delahunty, MP, Minister for the Arts. They have both been strong advocates of the Library's programs and events.

In this reporting year a major focus has been the strengthening of the Board's relationship with the Victorian public library network. This has resulted in the development and endorsement of the *Framework for Collaborative Action* between the Board and the Victorian Public Library Network. The Framework provides a strong foundation for the partnership, which aims for the fullest collaboration in order to improve the library and information services delivered to Victorians.

And in the wider community the State Library of Victoria Foundation has shown enterprise and enthusiasm in developing the vital partnerships, philanthropic and business, which support the Library's many activities. We congratulate the Foundation in developing the successful alliance with the Library's principal sponsor, AAMI, as well as with Optus, the City of Melbourne, and with media sponsors, Network Ten and 774 ABC, to present the Library's 150th program, which we feature in the pages ahead.

To the Library's other major sponsors, the Murdoch Family and Alan and Mavourneen Cowen, and the Library's countless other donors—who give collection items, their time, materials and financial assistance—I record our special thanks.

As I do to Stephen Kerr, who so effectively chairs the Foundation and is ably supported by its Executive Committee, and by the Relationships and The La Trobe Journal committees, chaired by Andrew Coloretti and Professor John Barnes respectively.

During 2004, the Board considered a review of its own governance standards and procedures. As a result, the Board reduced the number of its committees and realigned their functions, clarified policies and developed a Business Plan for its own operations. During the year we also welcomed the reappointment to the Board of Susan Halliday, Glenn Mescher and Dr Vicki Williamson. To all my colleagues on the Library Board of Victoria I record my sincere appreciation for their expertise, time and goodwill. It has been a privilege to serve with them.

The key to all our achievements is the Library's staff. We believe they have continued to serve Victorians professionally, diligently and creatively. The Board recognises and applauds the staff's efforts, skills and initiative, and the leadership and commitment provided by our CEO and State Librarian, Anne-Marie Schwirtlich.

We note with sadness the death of Warren Horton, AM, State Librarian between 1981 and 1984, whose passing in December 2003 was a loss to the library community of a widely respected figure.

And we warmly welcome the recognition that Fran Awcock, our CEO and State Librarian 1997–2002, received in the Queen's Birthday Honours List as a Member of the Order of Australia.

Any annual report can only provide a snapshot of the complexity and sophistication of the Library's operations and achievements, and it certainly cannot encompass all of the many challenges we face as a Board and as an organization. Clearly, the financial pressures on the Library are significant: our running costs continue to increase as we expand our spaces and extend our services to Victorians.

Against the background of managing our running costs, we are also striving to develop the longer-term information resources which a knowledgeable society requires, strengthen the Library's role in delivering services digitally, and, with the encouraging involvement of the State Government, improve the Library's offsite storage. We are tackling these strategic imperatives while working to maintain existing services to readers and visitors at 328 Swanston Street.

In all these endeavours the Board is committed to budgeting prudently, implementing efficiencies and exploring avenues for revenue generation. We do this while recognising that all of our managerial activities are ultimately only means to an end: ensuring that the Library, in the words of its redefined statement of purposes, fulfills its obligations to Victorians 'to enrich their cultural, educational, social and economic lives'.

I commend this report on the State Library of Victoria's operations for the last 12 months and the accompanying financial statements.

Sam Lipski, AM
President

Financial Summary

SUMMARY OF FINANCIAL RESULTS WITH FOUR-YEAR COMPARATIVES					
	2004 \$000	2003 \$000	2002 \$000	2001 \$000	2000 \$000
REVENUE FROM GOVERNMENT	68,748	64,737	62,844	52,345	56,335
OTHER REVENUE	16,107	11,501	15,679	15,748	14,901
TOTAL REVENUE	84,855	76,238	78,523	68,093	71,236
RESULT FROM ORDINARY ACTIVITIES	5,421	3,695	8,853	454	5,367
NET CASH FLOW FROM OPERATIONS	2,348	697	3,229	(842)	3,407
TOTAL ASSETS	715,065	708,023	572,023	541,383	520,231
TOTAL LIABILITIES	8,175	6,468	6,409	5,767	5,622

Increased revenue from government includes recognition of funding provided for the Capital Asset Charge, which has risen as a consequence of recognition that part of the Library’s collection is non-heritage in nature. Improvement in revenue attributable to the Department of Human Services Preschool project, managed by VICNET.

Key Performance Indicators

The State Library of Victoria’s Business Plan is the principal planning document between the Victorian government (through Arts Victoria) and the Library Board of Victoria. The business plan establishes the output and performance levels per output that the Library is expected to deliver in order to achieve Ministerial objectives. It also sets out other key performance targets relating to Library products and services.

Performance against targets in 2003–04

MEASURE	Target 2003–04	Actual 2003–04
Quality		
Library user satisfaction:		
Percentage of users rating services as ‘very good’ or ‘excellent’	90%	93%
Library user satisfaction with services to specialist users/individuals:		
Percentage of users rating services as ‘very good’ or ‘excellent’ [1]	45%	57%
Library professionals satisfaction:		
Percentage of users rating training as ‘very good’ or ‘excellent’	90%	94.5%
Throughput		
Library on-site visits [2]	1.2M	783,794
Library online visits	1.31M	2,000,759
Searches of SLV catalogues	2.3M	2,314,474
Events and exhibition visits	248,000	383,208
Reference inquiries [3]	220,000	218,733
Digital images created	8,000	8,066
Catalogue records created/added	44,250	42,167
Collection loans to other libraries	4,000	4,431
Items acquired [4]	35,000	38,127
Items conserved to industry standard	500	1,315
Proportion of collection items stored to industry standard	45%	45%
Lifelong Learning participants	10,000	26,727
VICNET Victorian community portal users	20M	22M
VICNET community publishing programs	6,150	7,078
Community-based training users [5]	2,000	2,048
Public library services users [6]	150,000	179,500

- Notes
- This figure refers to user satisfaction with book retrievals for specialist services in areas such as newspapers, arts and music libraries, rare books, maps and manuscripts. The relatively low target figure reflects logistical challenges associated with the large size of the Library building and its extensive offsite storage.
 - Estimated as target for Budget Paper 3.
 - The figure 218,733 includes all desk, telephone and extended inquiries. It does not include AskNow! and email.
 - Figures reflect acquisition of books, journals and newspapers by purchase, donation, exchange and through legal deposit.
 - This total figure includes users accessing Skills.net, the Skills.net Roadshow and mc2.
 - This total figure refers to the number of users (user sessions) accessing Victoria’s Virtual Library (VVL) portal and associated sites. Within this total figure, users accessing the ‘Open Road’ portal recorded an actual figure of 22,312 users compared to the 2003–04 target of 20,000 users.

Highlights of the Year

Victorians will have **ready access** to a **comprehensive collection** of **Victorian documentary material** and to **worldwide information resources** to **enrich** their **cultural, educational, social** and **economic lives**



CEO's Year in Review



ANNE-MARIE SCHWIRTLICH
Chief Executive Officer and State Librarian

This has been a year of achievement for the State Library of Victoria. The public spaces of the Library have been redeveloped magnificently and returned to public use. The Library's focus on its stewardship of, and the provision of access to the collection has not abated. And the Library has sought to plan for the future.

In February, The Hon. Steve Bracks, MP, Premier of Victoria, launched the Library's 150th Anniversary Program of engaging and informative events, exhibitions and tours. Record numbers of Victorians from across the state, and from all walks of life, joined us to share information, ideas and inspiration. This report describes the many ways in which the Library promoted access to, and interacted with, the community.

After 14 years of redevelopment Victorians have access to reading rooms and galleries such as the La Trobe Reading Room, Redmond Barry Reading Room and Cowen Gallery, offering spectacular architectural features from the 19th and 20th centuries, as well as well-designed, comfortable environments and the very highest levels of functionality. While there are challenges in operating spaces on this scale, the redeveloped Library provides world-class facilities and access.

As part of its goal to maximise access, the Library established a working group of senior staff and experts to focus its activities in the digital sphere. The Library's digital strategy highlights four areas of priority:

- 100 percent of the collection will be identifiable by users via the catalogue;
- key current Victorian electronic resources will be acquired and preserved;
- users' needs will be met through digital services and online information; and
- selected library collection materials will be digitised.

These priorities will guide the Library's work in strengthening its digital services in the years ahead.

Looking outward, the State Library is delighted to work with Victorian public libraries to provide the best possible information resources and services to Victorians. The *Framework for Collaborative Action*, endorsed by the Victorian public library network in April and by the Library Board in June, provides a clear way forward. With funding assistance from the Statewide Public Library Development Projects managed by the Library Board, several important projects were commissioned or continued over the year. One project that will be of significant use is a research study entitled *Libraries Building Communities*. This study will identify, through rigorous research, the contributions that public libraries in Victoria make to their communities.

In embarking upon their own studies, the Library's inaugural Creative Fellows undertook their research with great zest. We have been heartened not only by the diversity of their work and its outcomes but also by their delight in the strength and range of the collection. The Library welcomed an approach from the University of Melbourne to partner it in developing the 1854 Redmond Barry Fellowship, which will be offered for the first time in 2004.

The noteworthy achievements outlined in this annual report are the result of an extraordinary amount of hard work, planning and expertise. Throughout its 150 years the Library's staff and volunteers have brought immense skill, dedication and passion to ensuring that Victorians have access to the resources they need. I would like to record my thanks to all colleagues, past and present, for their efforts. It is more than fitting that, in this anniversary year, the Library has introduced a service-recognition scheme for employees with multiples of ten years' service.

I also record my gratitude to the President and Members of the Library Board of Victoria and to the Chair and Members of the Executive of the State Library of Victoria Foundation. Their leadership, enthusiasm and time are contributed with unstinting generosity and grace.

The Library will face challenges in the coming years. One of these is to manage and augment the Library's resources so that the calibre and range of its collection, programs and services are maintained and their reach extended. We will work with our Minister, Arts Victoria, other portfolio agencies, Victorian public libraries, State, Territory and National libraries and our sponsors to manage these challenges.

Over the last 150 years the Library has made a substantial contribution to Victoria. The Library is determined that its contribution to meeting the information, research, lifelong learning and cultural needs of Victorians, and to a civil, democratic and strong community, will not be diminished over the next 150 years.

Anne-Marie Schwirtlich
Chief Executive Officer and State Librarian



ALL ANIMALS ARE EQUAL BUT SOME
ANIMALS ARE MORE EQUAL THAN OTHERS

GEORGE ORWELL (1903-1950) / *ANIMAL FARM*

SHOWS BILLY NAUMANN, 8,
SITTING ON A TIGER'S BACK
BEFORE HIS FATHER LEADS
IT BACK TO ITS CAGE;
TIGER'S NAME IS ZITA.

Q SEARCH: Circus

Naumann, Heinz.
Date(s) of creation: [c. 1968]
photograph: gelatin silver
21 x 17 cm. Copyright held by
The Herald & Weekly Times Limited
Accession Number: H38849/3175

THE COLLECTION

Stewardship

PRESERVATION AND CONSERVATION

This year the Library has made significant progress in extending its stewardship of the collection to digital material. A digital preservation specialist joined the Collection Preservation and Access team, and has been working collaboratively throughout the Library toward the development of a digital preservation policy.

Reformatting activities have also been updated, with the establishment of a Digital Imaging Studio. Library clients are now able to obtain copies of images from the State Collection in digital format. An online image-ordering service will be available early in the new financial year, enabling an e-commerce facility and automatic download of selected images. The Studio also made digital copies of 8066 items to preserve the more vulnerable originals from excessive wear and tear.

Our commitment to increasing the useable life of print-based collections has continued, with 135,000 books, journals and newspapers preserved to extend their shelf life. Routine preservation work included shrink-wrapping, boxing, strengthening paperback covers and security-tagging books. Conservators carried out more intensive treatment to support the Library's exhibitions program. Among the more unusual of the 380 items prepared for exhibition was a pistol owned by explorer Robert O'Hara Burke.

A major project was undertaken to improve cleanliness and safety at the Maribyrnong archival newspaper store. Newspapers have been cleaned to remove dust and mould spores; shelves have been reconfigured and supplemented. Safe operating procedures have been developed so staff can begin delivering papers to clients by July 2004. Other activities aimed at improving occupational health and safety this year included improved management of hazardous materials used in photographic and conservation processes, and formation of new, designated work groups to reflect the changed nature of the Library's buildings.

The Collection Preservation and Access Division has itself been reviewed and reorganised to enable the team to continue fulfilling its commitments to supporting access

services, public programs and the guardianship of Victoria's heritage collection. Collection Access Officers and Preservation Technicians participated in multi-skilling, ensuring skilled staff were available when required to meet increased service demand. Collection Access staff delivered 115,000 requested books from closed storage, and returned 280,000 books used by clients to the shelves in the public reading rooms.

Development

POLICY AND DIRECTIONS

The Library has a primary role to collect, preserve and make available Victoria's documentary heritage in all formats, and also to facilitate access by Victorians to the world's information. In 2003–04, as new open-access spaces became available, a key challenge for the Library in collection development has been in responding to the needs of its offsite users as well as to those onsite. Acknowledging the shifting technological environment, where user expectations are increasingly for information in digital format, there has been a requirement for ongoing updating of the Library's Collection Development Policy. This has resulted in the Policy's 'migration' from print to online format, and in its availability on the website and in the integration into the Policy of separate Digital Collection Development Guidelines.

With trends in publishing continuing to reflect the durability of traditional print formats, as well as the growth of materials in electronic format, the year saw the continuing acquisition of both types of publication. The acquisition of additional online databases to add to the information available through the Library's major purchased database, **EBSCO Host, potentially offers Victorian users access to more than 22 million articles online across a wide range of subject areas.** The Library will also continue its active participation in collaborative projects, such as the CASL consortium, due to the potential benefits in shared purchasing in the electronic arena. 2003–04 was also a successful year for the acquisition of some highly significant unpublished Victorian material.

Q SEARCH: Ballet Russes

SONO OSATO AND GENEVIEVE MOULIN FROM THE BALLET RUSSES. THE BALLETS RUSSES' AUSTRALIAN SEASON WAS FROM 30 DECEMBER 1939 TO 19 SEPTEMBER 1940.

From Colonel de Basil's 2nd Covent Garden Ballet collection, Pictures Collection, State Library of Victoria. Accession number H91.49/55 Digitised February 2004





JOSEPH M. FORSHAW AND WILLIAM T. COOPER. *KINGFISHERS AND RELATED BIRDS* [VOLUMES FIVE AND SIX]. SYDNEY, 1994. PURCHASED JULY 2003.

Foreground: Indian Grey Hornbill
Ocyerops birostris birostris, Adult male
Deglur, Nander district, Hyderabad, India
Background: Indian Grey Hornbill
Ocyerops birostris birostris, Adult female
Jowala, Kangra, Punjab, India

SEARCH: Kingfishers

CROWNED HORNBILL



MALABAR PIED HORNBILL



Catalogue and Acquisitions Advice

ACQUISITIONS STATISTICS 2003/04
VOLUMES ADDED TO STOCK: JULY 2003–JUNE 2004

Category	Method of Acquisition					Total 2002/03
	Purchase	Donation	Govt donation	Legal deposit	Total 2003/04	
Monographs in series	1,115	28	746	406	2,295	2,336
Monographs: Reference	6,643	281	3,920	0	10,844	11,000
Monographs: AMPA [1]	3,056	587	145	57	3,845	3,239
Monographs: Maps	21	60	3	0	84	48
Monographs: Rare books	50	9	0	0	59	144
Monographs: La Trobe	2,029	229	74	2,553	4,885	5,335
Monographs: Childrens	422	47	4	1,606	2,079	1,736
Monographs: La Trobe rare books	136	13	3	30	182	240
Monographs: Business	7	0	92	0	99	99
Monographs: Genealogy	1,466	15	8	0	1,489	1,051
Total monographs	14,945	1,269	4,995	4,652	25,861	25,228
Newspapers	428	150	0	0	578	833
Other serials	4,838	449	3,096	3,305	11,688	11,033
Total serials	5,266	599	3,096	3,305	12,266	11,866
TOTAL VOLUMES	20,211	1,868	8,091	7,957	38,127	37,094

[1] Arts, Music and Performing Arts

CONSOLIDATED STOCK HOLDINGS 2002–04

Stock holdings (volumes)	30 Jun 2002	30 Jun 2003	30 Jun 2004
Newspapers	93,915	94,748	95,326
Monograph and serials	1,783,449	1,809,957	1,847,506
TOTAL	1,877,364	1,904,705	1,942,832
Maps	106,674	107,924	108,218
Sound recordings	17,479	20,758	22,543
Video recordings	1,737	2,078	2,294
Exhibition catalogues	75,056	76,964	81,271
Theatre programmes (linear metres)	65.13	71.45	74.75
Ephemera (linear metres)	57.4	58.5	60.2
Manuscripts (linear metres)	6,422	6,474	6,629
Pictures	658,689	670,416	676,103

Notes

- Catalogued items are counted as volumes in stock.
- Collections of ephemeral materials include uncatalogued items only and have been estimated.
- Final size of additions to the Manuscripts Collection will vary as new collection items are repackaged to meet the library's standards.

SIGNIFICANT ADDITIONS TO THE COLLECTION

- The Lofty Cannon Collection. Henry ‘Lofty’ Cannon was an Australian soldier who became a prisoner of war in Thailand in 1943. The collection includes a sketchbook of drawings by Ronald Searle, a fellow prisoner of war, and family photographs and letters. Donated October 2003.
- Collection of 200 glass negatives showing the MacRobertson Factory, Fitzroy c. 1920–30. Donated by the Fitzroy Library Service in August 2003.
- Photographs by Ian Hill. Seventeen silver gelatin photographs documenting the demolition of the MCG grandstands, and 16 photographs documenting the Royal Park redevelopment project for the 2006 Commonwealth Games athletes’ village.
- Papers and book collection of the late B.A. Santamaria (1915–98), Catholic activist, writer and founder of the National Civic Council.
- Walking stick and shirt belonging to Henry Lawson. The shirt was inscribed by Mary Gilmore. Gift of the Henry Lawson Memorial and Literary Society. Donated July 2003.
- Notebook, journal and sketchbook of Henry Brinton, kept during a visit to Victoria, 1843–44. Purchased December 2003.
- Christian Ignatius Latrobe. *Journal of a visit to South Africa, in 1815 and 1816. With an account of the missionary settlements of the United Brethren near the Cape of Good Hope*. London, L.B. Seeley & R. Ackermann, 1818. Purchased August 2003.
- Joseph M. Forshaw and William T. Cooper. *Kingfishers and Related Birds* [volumes five and six]. Sydney, 1994. This purchase completes the Library’s acquisition of the massive six-volume set by internationally renowned bird-artist William Cooper. It is believed that no more than 100 copies of these final volumes were produced. Purchased July 2003.
- Edinburgh directories 1773–1975*. Collection of 146 reels of microfilm acquired for the Genealogy Centre, comprising a unique and reliable collection of street, commercial, trades, law, courts, parliamentary and postal information relating to Edinburgh. The directories provide a wealth of detailed information regarding residential names, occupations and addresses, and are therefore an ideal resource for Scottish genealogical study, a major area of interest.

INFORMATION AND ACCESS

Information Services

CATALOGUE ACCESS

Recognising that the catalogue is an important access tool for users to the State’s collection and information resources, the focus of improvements in 2003–04 has been on developing more user-friendly features in the online catalogue and on the continuing digitisation and linking of Victorian resources. A key 2003–04 initiative has been to introduce the new catalogue record feature, ‘More Like This’—a significant enhancement whereby users can target their information searches more intuitively and achieve more focused results.

Retrospective cataloguing projects undertaken this year have given strong recognition to the increasing demand for access to genealogy resources and to the pressing need for improved access to the Library’s manuscript holdings. Eagerly awaited by family historians were the Gerritsen Collection of women’s history and the microfilm collection, *Archives relating to the transportation of convicts from Ireland to Australia*. Work recommenced on creating more online records for the Manuscripts catalogue, an important project which will continue into the next year.

Through the Library’s program of digitising key collection items, **there is now a total of 200,000 images from the Pictures Collection available through the catalogue.** While this has been the primary area for digitising for a number of years, 2003–04 has seen the Digitising Initiatives Team of staff involved in a number of research and development projects designed to expand the Library’s ability to digitise important items from other heritage collections. A significant milestone has been, in partnership with the National Library, the digitising of 250 sheet-music titles of pre-1930 material unique to the State Library. As well as continuing work on access to digitised images from the Pictures Collection, other projects have included the cataloguing and digitising of 19th-century illustrated newspapers (including *Melbourne Punch*) and rare 19th-century Victorian pamphlets. There has also been exploratory work on the digitising of early Melbourne and Metropolitan Board of Works maps—a series of 4000 maps that provide the most detailed record of Melbourne’s urban development held by the Library.



Adrian Flint, Peter Mappin and Erica Lauthier of the State Library of Victoria’s Imaging Department, digitising the Library’s collection

LINKING CUSTOMERS TO INFORMATION RESOURCES

Reference Inquiries 2003–04

The Library provides immediate assistance to visitors through information desks and the telephone inquiry service. It also provides an extended, deferred inquiry service for remote users and for times when needs cannot be met immediately. Reference inquiries are received via a number of channels: face-to-face, telephone, letter, fax and increasingly via email and online web chat (that is, the AskNow! service, see over). The overall trend in inquiries from all sources—including email and AskNow!—appears to be stable at 227,261 for the financial year. Numbers of emailed inquiries have steadied after several years of rapid increase, and telephone inquiries have decreased slightly, making it possible to reallocate resources to the redeveloped and new reading rooms.

This is the first year of RefSupport, the Library’s extended reference inquiry service for public libraries, which replaced the Vision service in 2003. Inquiries are handled by the Library’s central extended reference inquiry service, and the State Library undertakes to follow up any reference inquiry that a public library’s resources cannot handle satisfactorily to meet the client’s needs. **The most requested subject area is Australian history or questions pertaining to Australia, which comprise around 35 percent of total inquiries.**

Express Information continued to provide valuable, customised fee-based research services to the community. A key client has been RMIT University, which has contracted the service to plan and offer a program for business students.

The Document Supply Service has consistently met its service-delivery targets. Requests for items from the Library’s collections have increased significantly due to the improved accessibility of the collections during the year.

The Schools Periodical Service has begun to be offered as a web-based service, where articles are located, ordered and paid for online.

Digital Initiatives

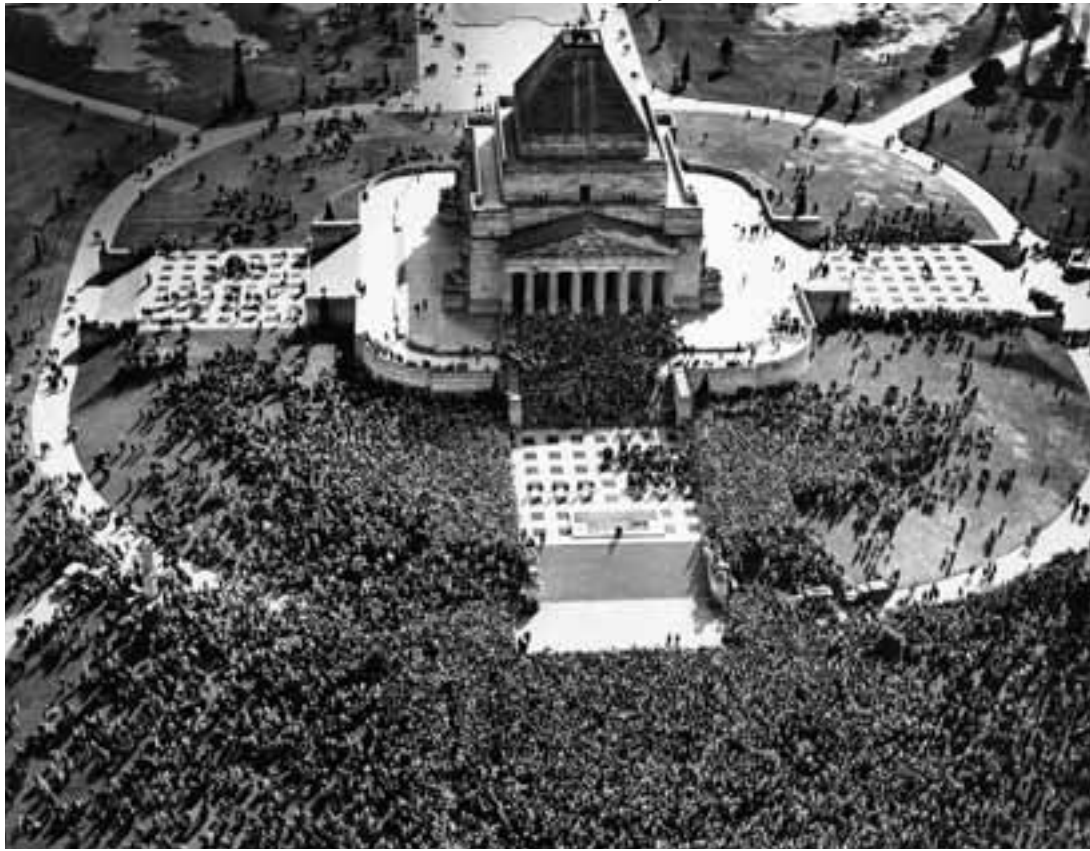
STATE LIBRARY OF VICTORIA WEBSITE

The State Library began redeveloping its website in 2003–04. The new website will effectively and creatively convey to the world the State Library of Victoria as a world-class cultural resource that is at the heart of an excellent statewide library and information network, accessible to all Victorians. Its online identity will embody the values of the Library, showcase Victoria's cultural heritage for the enjoyment and enrichment of local and global audiences and provide a high-quality gateway to information resources and services for the 21st-century library user.

Further, the Library recognises that the Internet will increasingly become the key delivery platform for information and information services of the future. The Library will continue to strive to deliver greater access via the Internet to relevant and timely information for Library users, whenever and wherever they need it.

A key component of the new website will be 'SiteSearch'—an application that provides a comprehensive solution for managing distributed library information resources in an Internet environment. It offers tools that integrate digital resources under one web interface. The new site is scheduled for completion late in 2004.

Argus Newspaper Collection of Photographs, State Library of Victoria

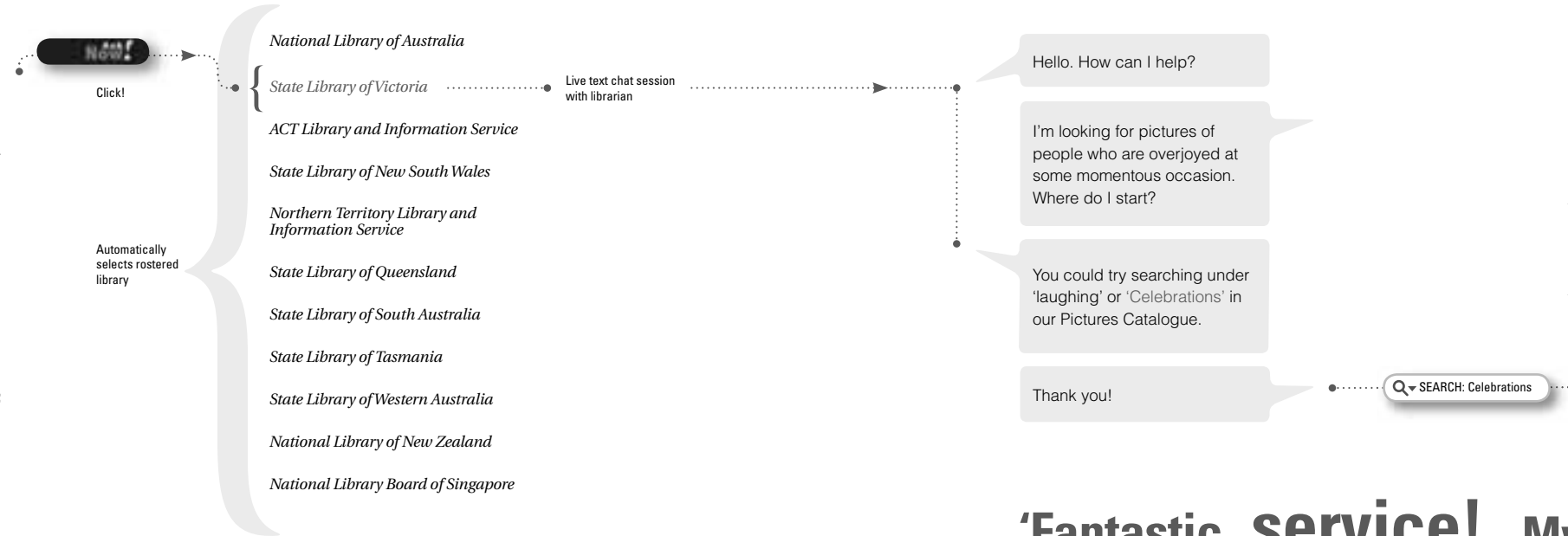


DIGITAL PARTNERSHIPS

AskNow!

A key feature of the Library's website and a key service provided to Library customers is AskNow!—a national collaborative reference service that operates over the Internet, providing immediate online reference services via chat software. Initially developed at the State Library of Victoria, it is now a Council of Australian State Libraries service, involving three Victorian public libraries, as well as all the national, state and territory libraries. The service won an Arts Victoria Leadership award in December 2003.

The State Library of Victoria handled approximately 6,000 AskNow! enquiries for 2003–04. The total number of AskNow! inquiries Australia-wide was 35,875.



VICTORY CELEBRATIONS IN VICTORIA

Date(s) of creation: [c. 1945]
14 photographs : gelatin silver
22.0 x 26.0 cm. or smaller
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State Library of Victoria
Accession Number: H98.101/322

Cultural Broadband Network

In 2003–04, Arts Victoria, in conjunction with the State Library and other cultural institutions, established the Cultural Broadband Network. This network is a high-speed data link connecting Arts agencies, key non-Arts agencies and, in future years, selected regional cultural institutions. The CBN will enable those linked to work more effectively and efficiently with each other in the delivery of cultural programs by providing a mechanism to access the digital collections in combination, enabling fast and economical transmission of digital assets and ultimately increasing public accessibility to the collections.

eCommunity Network

VICNET Trading has established and now maintains a Victorian-wide eCommunity network, which links a growing number of public libraries, community groups, government agencies and non-government organisations. The eCommunity network not only connects these organisations to the State Library, it allows for free data transfers between connected organisations.

PictureAustralia

The State Library of Victoria was a founding contributor to PictureAustralia, which provides a visual record of Australia's cultural heritage. Through a single access point, users are able to search the distributed image collections of many significant cultural institutions, without having to know where the images are held.

PANDORA

The PANDORA Archive is a project initiated by the National Library of Australia and participating state libraries. PANDORA develops policy and procedures for the preservation of, and provision of access to, Australian online publications deemed to be of social, political, cultural or economic significance in the future. The archive comprises publications such as electronic journals, organisational websites, government publications and ephemera.

'Fantastic service! My first use of a virtual reference service. First class. Well done.' —AskNow! customer feedback

EXPERIMEDIA

The Hon. John Brumby, MP, Treasurer and Minister for Innovation, officially launched *Experimedia* on 14 April. It features separate Games, Creative, Learning and Studio Pods, which cater for a cross-section of visitors and activities. Generous support from key sponsors Panasonic and Sun Microsystems has ensured that *Experimedia* contains the latest technology.

Experimedia hosted an installation by RMIT postgraduate students at the Spatial Interactive Architectural Laboratory, and, as part of the 2004 Next Wave Festival, hosted *ScreenTest*—an installation of randomly created conversations.

The Panasonic Big Screen was used for talks, forums and launches. These included a forum on Melbourne architects working in China, Library Futures Forums (for library professionals), a series of forums by Next Wave about the meaning of ‘cool’, and two well-attended talks on the Internet for seniors.

Due to strong support from Multimedia Victoria and the Game Developers Association, *Experimedia* was the focal point for events in the computer-game industry. The Xbox Game Developers Kit was launched at *Experimedia* on 13 October by The Hon. Steve Bracks, MP, Premier of Victoria, and Microsoft Australia’s Steve Vamos. Open Source Victoria was launched at *Experimedia* on 17 November by The Hon. Marsha Thomson, MLC, Minister for Information and Communication Technology.

Experimedia celebrated the Library’s 150th Anniversary by initiating *digiTALL Stories*: a schools’ creative writing competition in conjunction with the *Herald Sun*. One hundred and twenty classes around the State wrote the tallest tale they could, using images from the Pictures Collection as a starting point and from there creating digital presentations using sound, image and text.

In addition to public programs, *Experimedia* has been used for exhibition openings, corporate functions and internal staff events. Visits to *Experimedia* have been steady, with the venue predominantly attracting people aged between 16 and 25; the majority of visitors were attending the Library for the first time. Approximately 31,125 people have visited *Experimedia* over 2003–04, with approximately 2000 of those attending *Experimedia*-specific events.



DigiTall Stories winners, The Peninsula School (top), from Mt Eliza, and Heywood Consolidated (below), from Heywood, Victoria



The Panasonic Big Screen was used for talks, forums and launches in 2003–04



The Hon. Steve Bracks, MP, Premier of Victoria, with students from Keilor Downs Secondary College, at the launch of Xbox at *Experimedia*, State Library of Victoria, 13 October 2003

Q SEARCH: *Experimedia*

RODEO HELD BY AIR CORPS COWBOYS ASSOCIATION
Date(s) of creation: [c. 1944]
5 photographs: gelatin silver
10.0 x 12.0 cm or smaller
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State Library of Victoria
Accession Number: an007381



Argus Newspaper Collection of Photographs, State Library of Victoria

Public Programs

EVENTS

Highlights of the 2003–04 program included a number of official openings:

- The Domed Reading Room, by The Hon. Steve Bracks, MP, Premier of Victoria, on Thursday 8 July 2003.
- The Ian Potter Seminar Room, by Professor Geoffrey Blainey, in the presence of Lady Potter, on 24 July 2003.
- The Helen Macpherson Smith Genealogy Courtyard, by Lady Southey, AM, Lieutenant Governor of Victoria, on 30 October 2003.
- Launch of *Keith Murdoch: Founder of a Media Empire*, on Monday 24 November 2003.
- The Cowen Gallery, by Mary Delahunty, MP, Minister for the Arts, on 28 November 2003.

The Library’s 150th Anniversary Program has been a major focus. There were a number of special events:

- The 150th program and the *Treasures of the State Library* book were officially launched by The Hon. Steve Bracks, MP, Premier of Victoria, on 26 February 2004 in the Redmond Barry Reading Room.
- The first public event of the 150th program was a public reading of Norman Lindsay’s *The Magic Pudding* on the Library forecourt on 10 March. A succession of 31 readers took part, including Mary Delahunty, MP, Minister for the Arts; sports personalities Dermott Brereton and Ron Barassi; entertainers Jane Clifton and Shaun Micallef; Network Ten weather presenter Mike Larkan; and 774 ABC Radio presenters Virginia Trioli and Lynne Haultain.
- On 26 April, the Library launched its *Travelling Treasures* program. Library collection experts took selected Library treasures to public libraries in regional Victorian centres including Shepparton, Wangaratta, Wodonga, Ballarat, Maryborough, Sale and Morwell.
- As part of its *Wordfest* celebrations, the Library hosted the 2004 Commonwealth Writers Prize from 9–15 May 2004, during which it delivered a successful, week-long program of events and activities at the Library, in outer-suburban Melbourne and across regional Victoria. The Prize is awarded annually to a writer from the Commonwealth for Best Book and Best First Book. Judges, Commonwealth Foundation administrators and six of the eight regional-prize winning authors from across the Commonwealth came to Melbourne to take part in the program. The week culminated in a presentation dinner on 15 May, held in the Cowen Gallery and Redmond Barry Reading Room at which The Hon. Steve



Caryl Phillips (left), winner of the 2004 Commonwealth Writers Prize for Best Book, receives his award from Premier Steve Bracks

Bracks, MP, Premier of Victoria, announced the winners. The prize for Best Book was won by British author Caryl Phillips, for his book, *A Distant Shore*. Other regional-prize winning authors in the Best Book category were Melbourne author Michelle de Kretser, Canada’s Frances Itani and Damon Galgut from South Africa. New York-based Phillips was in Melbourne to receive his award from The Hon. Steve Bracks, MP, Premier of Victoria. The Best First Book prize was awarded to Mark Haddon for his work *The Curious Incident of the Dog in the Night-Time*. Other regional winning authors in the Best First Book category were Lebanese-based Australian Nada Awar Jarrar, Kate Taylor from Canada, and South African Diane Awerbuck.

- The Library also collaborated with the Centre for Post-colonial Writing at Monash University to present a series of three forums on *Globalisation and Identity: World Writing in English*. International and local speakers included writers such as Janette Turner-Hospital, Robert Drewe and Homi Bhabha. Booker and Nobel Prize-winning writer V.S. Naipaul was scheduled to deliver the keynote address, but cancelled due to illness.
- The 150th Anniversary Program will continue in the second half of 2004.

The successful *Writers in Focus* program continued in 2003–04. Authors featured included John Scott, Martin Flanagan, Andrea Goldsmith, State Library Fellow Robyn Annear, Sonya Hartnett, Ursula Dubosarsky, Alan Attwood and Alex Miller, as well as international authors participating in the 2004 Commonwealth Writers Prize.

Through *Writers on the Road*, a partnership project between the Victorian public library network and the Victorian Premier’s Literary Awards, the State Library ran



Dame Elisabeth Murdoch, AC, DBE, at the 2003 launch of *Keith Murdoch: Founder of a Media Empire* at the State Library of Victoria, with author Ronald Younger (left) and Professor Geoffrey Blainey. Picture courtesy of The Herald & Weekly Times Pty Ltd

29 author tours throughout metropolitan and regional Victoria. Thirty-eight authors participated in the program during 2003–04, including Premier’s Literary Award short-listed writers Michelle de Kretser and Sonya Hartnett, and popular writers Isobelle Carmody, Maureen McCarthy, Elliot Perlman, Graham Blundell, Martin Flanagan and Marion Halligan. A total of 46 days were spent on the road, and 130 literary events presented for adults and children. The program reached a total audience of more than 4000 people, and achieved significant local and metropolitan media coverage.

In 2003–04, the Library hosted a series of public forums and lectures on diverse topics:

- Don Watson delivered the 12th annual Stephen Murray-Smith Lecture on 28 October 2003, entitled *Death Sentence: The Decay of Public Language*.
- Internationally renowned broadcaster and writer William Shawcross delivered a lecture at the Library on *Allies: The US, Britain and Australia in the aftermath of the war in Iraq* on 29 April.
- In March 2004, the Library in association with OzProspect, a non-partisan, Melbourne-based think tank, launched a series of lectures called *Advance Australia Where*. Speakers included Pru Goward, Shadow Attorney-General Nicola Roxon, and Federal Member for Indi, Sophie Panopolous.

Other activities included:

- Opening functions and a range of events in support of the following exhibitions: *Hothouse: the Flower in Contemporary Art*; *Lewis Morley: Myself and Eye*; and *Australian Modern: The Architecture of Stephenson & Turner*.



Mary Delahunty, MP, Minister for the Arts, and Anne-Marie Schwirtlich at the 2003 Premier’s Literary Awards at Sofitel Melbourne, 10 November 2003

- The annual Christmas party for donors, held to coincide with the opening of the *Leunig Animated* exhibition on 4 December 2003.
- A concert by composer and musician George Dreyfus on 12 July 2003.
- The Victorian Writers’ Festival opening reception on 21 August.
- The Australian Society of Authors 40th Anniversary Cocktail Function on 30 August.
- An event in the Cowen Gallery on 10 February to celebrate the transfer of the Jewish Historical Society Archive to the State Library of Victoria.

2003 Premier’s Literary Awards

A total of 576 entries were received for the ten awards offered in 2003—the highest number of entries received in the history of the Awards. **There was a substantial increase in prize monies and breadth of awards offered, with \$180,000 total prize money.** New prizes—Science Writing and an Unpublished Manuscript by an Emerging Victorian Writer—were successfully introduced. The Awards were presented by The Hon. Steve Bracks, MP, Premier of Victoria, at an Awards Presentation held at The Terrace Room, Sofitel Melbourne. Strengthened links with the writing community were established through the in-kind support of the Victorian Writers Centre for the prize for an Unpublished Manuscript by an Emerging Victorian Writer, and the Library’s development and administration of the R.E. Ross Trust Playwrights’ Script Development Award. The Awards attracted significant positive media coverage.

EXHIBITIONS

Four exhibitions were held in the Keith Murdoch Gallery in 2003–04, attracting a total of 99,950 visitors. This compares well with the 147,750 visitors in 2002–03, when attendance was substantially boosted by the success of the *Kelly Culture* exhibition (96,052). These exhibitions were:

Hothouse: The Flower in Contemporary Art
6 JUNE–24 AUGUST 2003

This unique collaboration between the State Library of Victoria and Monash University Museum of Art brought together works by some of Australia’s best contemporary artists with works from the Library’s collection.

Lewis Morley: Myself and Eye
5 SEPTEMBER–23 NOVEMBER 2003

A retrospective of works by Lewis Morley, featuring ‘swinging sixties’ London and 1970s Australia. A highlight of the show was an illustrated lecture by the artist. A National Portrait Gallery touring exhibition.

Leunig Animated
5 DECEMBER 2003–29 FEBRUARY 2004

A Museum of Sydney touring exhibition exploring the processes involved in animating the cartoons of Michael Leunig.

Australian Modern: The Architecture of Stephenson & Turner
12 MARCH–6 JUNE 2004

An exhibition exploring the works of architectural firm Stephenson & Turner from 1919–95, based on the Library’s collection. The exhibition catalogue was produced in collaboration with Melbourne University Publishing.

The Cowen Gallery opened in November 2003, showcasing 150 items from the Library’s Pictures Collection including portraits, marble busts of individuals and topographical paintings of Victoria, many of which had never been exhibited before. Among the highlights are significant works on the exploration and settlement of Australia, including the Burke and Wills expedition. On permanent display is one of the most important colonial paintings in Australia: William Strutt’s *Black Thursday 1851*, which shows the devastation of the disastrous 1851 bushfire, as well as Thomas Robertston’s painting of the *Marco Polo*, a famous immigrant ship of the 1850s.

Curatorial and design work for the first of the Dome Galleries, *The Changing Face of Victoria*, neared completion, with budget approval formally confirmed in November 2003 and concept design signed off in May 2004. The first section of the exhibition is scheduled to open on 28 November 2004, with the second section opening in February 2005.

Q SEARCH: Stephenson & Turner

AUSTRALIAN MODERN:
THE ARCHITECTURE OF
STEPHENSON & TURNER

King George V Memorial
Hospital for Mothers
& Babies, Camperdown,
Sydney. Porte-cochère at
Main Entrance, 1941.
Stephenson & Turner.
Gelatin silver photograph
by Milton Kent



AUSTRALIAN CENTRE FOR YOUTH LITERATURE, TRAINING PROGRAMS

In 2003–04, the Australian Centre for Youth Literature continued to push the boundaries of reading promotion for teenagers and young people, attracting 4158 young people and 592 adults over 37 sessions. As well as events for young people, ACYL offered topical and relevant professional development for book professionals, including public and school librarians, teacher-librarians and writers.

ACYL's events are a unique combination of writers and performers. Teenagers heard outstanding authors including Nick Earls, Steven Herrick, Adam Ford, Maria Pallotta-Chiarolli, Terry Denton, Garth Nix, Paul Collins, Kate Forsyth, Peter Mares, Leigh Hobbs and Elizabeth Honey. A broad range of writing and reading was covered, including war, humour, fantasy, realism, non-fiction and genre fiction.

ACYL events were held at the State Library of Victoria, as well as at Kooyong, Frankston, Clayton, Broadmeadows, Bendigo, Healesville, Mooroolbark, Montrose and Yarra Junction. The events at Broadmeadows marked a new partnership with *The Age* Library at the Hume Global Learning Centre. Three hundred local students were enthusiastic in support of *What's Your Style?* Funding from the Gandel Trust supported the event, plus a similar day at Bendigo, where the community group Lead On assisted ACYL in the delivery to another 500 teenagers.

Professionals benefited from seminars on fantasy literature, libraries and the community, and working with specific books. One successful new program was a training day on public speaking and school visits for authors, attended by 30 new and emerging writers. **The ACYL also launched a statewide project to celebrate the 150th Anniversary of the State Library of Victoria and *The Age*.** *150 Years—150 Books—150 Words* created a list of 150 Victorian books for people aged ten to 18 and asked them to write 150 words in a *Save this Book!* campaign. This project will conclude in September 2004 with a display of all 150 books and a public event for winners.

LIFELONG LEARNING

Lifelong learning and educational programs at the State Library of Victoria contribute to the Library's key objective of creating a knowledgeable society. These programs introduce people to the collections and services of the Library, build information literacy, teach participants how to become independent learners, and foster relationships with individuals and groups throughout the community.

The Library's Lifelong Learning Program includes structured learning sessions, tours, hands-on workshops and talks. Many of these are offered regularly and others are customised or developed for particular audiences. Programs are provided by staff across the divisions of the State Library, under a coordinated approach, and cater for students, independent or adult learners, and library professionals. Some programs are undertaken to assist with study, retraining or employment objectives and others for private study or recreation. In 2003–04, more than 22,000 participants attended over 1,500 lifelong learning sessions at the State Library of Victoria, while in 2002–03 there were 13,000 participants. This increase was due to the expansion in the number and range of programs and workshops offered by VICNET, Public Libraries Unit, Information Services and School Services, as well as additional tours provided by staff and volunteers as public spaces reopened throughout the Library. There were also improvements in statistical collection methods.



Winnie the Pooh (Liam Amor) on trial to highlight the *Save This Book!* Competition, at the launch of *150 Years—150 Books—150 Words* at the State Library of Victoria



Actors onstage at the Terry Denton Bookgig, as part of the Australian Centre for Youth Literature's *150 Years—150 Books—150 Words* program



The Hon. Jacinta Allan, MP, Minister for Employment and Youth Affairs, launching *150 Years—150 Books—150 Words*

Programs for Adults

With the opening of new and refurbished public spaces in the State Library during 2003–04, including the Redmond Barry Reading Room, the La Trobe Reading Room, the Arts and Genealogy Courtyards, and the Cowen Gallery, there has been particular demand for tours that explore the Library buildings and explain new and changing services. New training spaces have also opened during the year, allowing more flexibility to suit different groups and learning styles. Adult learning programs included:

- Sessions for adult learners focusing on specific collections such as genealogy, company information and statistics, developing information literacy, using the Internet and library catalogues.
- A new series of regular, hands-on programs on how to use online databases available at the State Library of Victoria. These programs are provided several times per month and allow users to select either introductory or more advanced sessions.
- Practical, hands-on sessions called 'Getting Started: New users guide to the State Library' began in May 2004.
- More than 1000 library professionals attended sessions at the State Library in 2003–04. These included introductory sessions for library technicians, reference skills sessions for public librarians, and professional development seminars for teacher-librarians. The Public Libraries Unit, as part of VICNET, provided programs onsite and offsite for public librarians, ranging from supervision to business planning to web design.
- VICNET was a major provider of Internet, email and web-design training in 2003–04, with more than 12,000 participants. These programs were part of the Skills.net, My Connected Community, Roadshow, and Go Vic projects.

More than 22,000 participants attended over 1,500 lifelong learning sessions

Programs for Students



- The State Library of Victoria provided lifelong learning programs for 6182 primary, secondary and tertiary students during 2003–04. In 2002–03, the figure was 6389 students: the slight fall is the result of the enormous appeal of that year's *Kelly Culture* and *Burke and Wills* exhibitions. The vast majority of these attendees were secondary students undertaking programs provided by the School Services team. As part of the Library's 150th anniversary celebrations, almost 2500 students experienced *Travelling Treasures* during 2003–04 in a range of regional and rural areas.
- Orientation programs continued to introduce students to the Library's services, collections and facilities, as well as improving their library research skills and information literacy. New programs introduced included VCE Preparation Workshops, Cowen Gallery Tours, Experimedia programs and Library History Tours. Genealogy sessions for students have also been developed.
- With the assistance of Trust Australia, student fees for programs were abolished for all introductory programs. Trust has continued its generous support of the State Library by extending its annual funding pledge of \$50,000 per year for a further three years.
- The development of the La Trobe Reading Room has enabled School Services to begin leading tours using the Dome Education Studio. The additional provision of lifelong learning training spaces has enabled School Services to re-establish computer-catalogue training for student groups.
- Teacher professional development continued throughout 2003–04 with over 200 teachers and teacher-librarians attending 19 sessions with School Services staff. The 2002–03 figure of 370 teachers and teacher-librarians is the result of a restructured professional development plan, focusing on small group participation rather than larger forums.



BATMAN'S DEED
BATMAN, JOHN, 1801-1839
Australian Manuscripts Collection
Publisher/Date: Melbourne:
The Age, 1968.
Description: 1l. ; 31x59 cm
Accession number: MS 10652
No. of copies/vols: 1

STATE LIBRARY OF VICTORIA CREATIVE FELLOWSHIPS

In 2003, the State Library of Victoria announced its inaugural program of Creative Fellowships. The program allows researchers and writers to work at the Library on projects relating to its collections for periods of up to 12 months. The three-year program is funded through a State Government grant of \$300,000, which is matched in kind by the State Library and its philanthropic supporters. Recipients receive \$12,500 for three months or \$25,000 for six months. In announcing the Fellowships, The Hon. Steve Bracks, MP, Premier of Victoria, stated that ‘the diverse range of Fellowship projects to be undertaken in 2003 demonstrates the Library’s place as a hub of intellectual inquiry and discourse’. Outcomes from the first year of the Fellowships include theatrical plays, novels, biographies, musical performances and art exhibitions.

Creative Fellow Peter Lyssiotis at the State Library of Victoria, researching his artist’s book, *The Garden at Midnight: Journey to the Holy Land*



In this first year, 394 applications were received for Fellowships. The successful recipients of six-month funded Fellowships for 2003–04 were:

- Robyn Annear—researching ‘Whelan the Wrecker’
- Paul de Serville—editing the diaries of Captain Frederick Charles Standish
- Delia Falconer—novel, *The Soft Republic*
- Peter Lyssiotis—artist’s book, *The Garden at Midnight: Journey to the Holy Land*
- John Romeril—series of theatrical plays
- John Wolseley—engravings, ‘Imagining Nature: Old Books, New Images’

John Wolseley at work on engravings, ‘Imagining Nature: Old Books, New Images’



Network Services

VICNET

In 2003–04, the Library’s VICNET division, which facilitates community development through information and communications technology, worked to increase community involvement with online information resources and programs. Projects aimed at providing Internet access to remote communities and culturally and linguistically diverse groups continued to be a priority. VICNET also continued to manage its successful community publishing program through the VICNET portal.

My Connected Community project (mc2)

The My Connected Community project, funded by the Victorian Government through Multimedia Victoria, has brought more than 700 communities online in the past year. Most of these communities have been established with no funding assistance from the project. However, 16 project partners, such as the Royal Historical Society of Victoria, were funded via a funding round to help them establish online communities.

The main objective of mc2 is to encourage community groups located in Victoria to create their own online communities. To achieve this, mc2 offers participating groups a variety of free, web-based services which they can use to communicate with existing members and like-minded communities across the world. The program now has more than 2,318 online communities and a total of more than 27,000 registered users, and the application has received more than 13 million hits in the last 12 months. The website is located at <http://mc2.vicnet.net.au>.

ISP Trading

Despite working in a fast moving and highly competitive marketplace, VICNET Trading continued to grow its broadband business throughout the 2003–04 financial year with customers requiring more data, and with the introduction of SOHO DSL products and services. VICNET’s broadband services now account for 57 percent of the trading business, compared with 43 percent in 2002–03. These changes are the result of VICNET developing new products and services that offer demonstrated value and savings to libraries, community groups, not-for-profit organisations and government agencies.

VICNET Community Web Publishing Program

VICNET provides a free web-hosting service to more than 4000 individuals and community organisations. The service includes a wide range of support systems, including a volunteer web-design service, a telephone and email support system, documentation, and a professional in-house website design and maintenance service. Representative websites from this program make up a significant proportion of the Victorian websites archived by PANDORA at the National Library of Australia, and are accessible at www.pandora.nla.gov.au.

VICNET Community Database Development Program

VICNET provides a fee-for-service, database-development service for community projects. This service enables community organisations to publish their databases online, and also to initiate new online projects.

Skills development

In 2003–04, the State Library continued to increase community involvement in online, library and information services and programs, with the Library’s VICNET division offering a suite of community-based Internet training and familiarisation courses.

The Skills.net program, funded by the State Government through Multimedia Victoria, makes grants to community organisations to provide the Internet to its members. Skills.net project members visit and provide ongoing support to projects across Victoria, and this support is a significant factor in the success of the program.

The Seniors’ Skills.net Roadshow travels the state, helping reach Victorians who live in regional and rural areas to learn about and access the Internet. This program, funded by the Department of Human Services, has provided training and awareness-raising to over 284 seniors in 21 locations.

The Intergenerational IT Program, funded by the Networking the Nation program, is aimed at encouraging residents of aged-care facilities to interact with the outside world using the Internet. It will provide funds to four aged-care facilities to enable them to provide equipment for residents in order to access the Internet along with necessary training in how to use the Internet and email. A central focus of the program is that school students take an active role in supporting this Internet use and create ongoing links between the aged-care facilities and local schools. The funded projects operate in Horsham/Dimboola, Robinvale, Maryborough and Bairnsdale.

The GO Vic program, funded by the State Government through Multimedia Victoria, aims to raise awareness of resources available on the Internet, particularly among targeted community sectors.

Other Skills.net highlights include:

- The Hon. Marsha Thomson, MLC, Minister for Information and Communication Technology, announced Skills.net ethnic communities achievement, September 2003.
- The Hon. Marsha Thomson, MLC, Minister for Information and Communication Technology, announced 100,000th Skills.net member, October 2003.
- Skills.net Program trained 106,083 members by June 2004. This is 26,000 ahead of the public target of 80,000.
- The Skills.net Program provided 204,456 training hours by June 2004—more than 26,000 training hours above target.
- The Skills.net program provided 263,213 access hours by June 2004—more than 105,000 access hours above target.
- The Skills.net in Schools project operates from schools in 131 locations across regional and rural Victoria and has provided 8702 Victorians with 43,577 hours of Internet and email training and 54,450 hours of Internet access.

The Skills.net program
by June 2004, more than

provided 263,213 access hours
105,000 access hours above target

SERVICES TO PUBLIC LIBRARIES

Public Library Projects

NATIONAL AND INTERNATIONAL ACTIVITIES

2003–04 was an important year in the strengthening of the collaborative relationship between the State Library of Victoria and the public library network. The key activities were as follows:

- Formation of the Library Board of Victoria Advisory Committee on Public Libraries
- Development of the *Framework for Collaborative Action*

Projects significantly advanced or completed were:

- Statewide Network Infrastructure Project (SNIP)—Public Library branch data links and network support for third year of four-year project
- Rural Libraries Online (RLOL)—Rural libraries data networks project completed
- Statewide Public Library Development Projects (SPLDP):
 - Libraries Building Communities
 - Swift Communication
 - Statewide Training
 - Statewide Marketing—Implementation of *@your library* campaign
 - Middle Years Information Literacy Partnership
 - *Writers on the Road*
 - PictureVictoria

Other activities:

- CASL Working Group on electronic multicultural library services. Report and draft MyLanguage Portal completed for June 2004
- Victoria's Virtual Library (www.libraries.vic.gov.au)—databased and relaunched
- Margery C Ramsay and Barrett Reid Scholarships presented on 14 October respectively to Patti Manolis (Maribyrnong Library Service) and Helen Zibell (Mildura). Patti Manolis will undertake a tour of libraries in East Timor, while Helen Zibell will study library consortia in the USA
- Library Books for East Timor Trivia Night at Hawthorn Town Hall in April raised \$28,000 for literacy materials for the Xanana Gusmao Reading Room in Dili

CONFERENCES AND FORUMS

The Public Libraries Unit organized the following forums and conferences:

- *Content Infrastructure: The Next Big Thing* (12 SEPTEMBER 2003)
- *Staffing: Our futures forum* (25 NOVEMBER 2003)
- *How far down the Open Road? E-Diversity & Libraries* (6 FEBRUARY 2004)
- *The 4C-able Future: Challenges of community, consumer and career* (23 APRIL 2004)

VICNET also showcased projects such as GoVic, Skills.net, and Victoria's Virtual Library to the Australian Library IT community at the 12th Biennial VALA conference exhibition in Melbourne in February 2004.



Patti Manolis



Helen Zibell

Patti Manolis will undertake a tour of libraries in East Timor, while Helen Zibell will study library consortia in the USA

Planning and Resources

FINANCIAL MANAGEMENT

The Library operates a balanced fiscal management environment enabling strategic project requirements to be satisfied within budget parameters. During 2003–04, a number of projects were completed to improve financial management and performance.

- Financial capacity provided to complete a number of key projects.
- Human Resources Information System (HRIS) upgrade completed and module assessments undertaken to provide enhanced functionality to employees through the employee self-service module and improved management of training and Occupational Health and Safety.
- Expanded reporting from the Human Resources System to facilitate more effective leave management.
- Expanded the use of the Financial Management System with the introduction of commitment accounting.
- Developed and implemented an accounting policy for the depreciation of non-heritage collection material.
- Streamlined budget and financial forecast preparation processes.
- Extensively revised the financial management report for the benefit of all stakeholders.
- Managed conversion of the State Library of Victoria Foundation investment manager.
- Participated in the Department of Treasury and Finance pilot assessment of the Financial Management Compliance Framework.

LIBRARY ORGANISATION

Human Resources and Executive

2003–04 advanced a number of employee-relations issues, some repositioning of human resources strategic initiatives and consolidation of executive movements.

The Library's Enterprise Partnership Agreement was certified for a two-year period through June 2005. The Agreement provided salary increases for employees as part of a realignment of salaries and classification structure to the Victorian Public Service over the life of the Agreement.

A new career structure for employees in the Victorian Public Service was adopted by the Library as an extension of the Library's Enterprise Partnership Agreement. The structure provides greater focus on skills and knowledge improvement for employees while maintaining a strong

link to performance-based outcomes. The structure was implemented as of 1 November 2003 and requires work-value review of library-specific occupations as part of the implementation.

The Human Resources Division implemented a change to its service-delivery model to the organisation by providing greater linkage of HR personnel to line management in direct support and guidance. This change, supported by 'client' response via internal audit report, was initiated as part of an overall review of HR strategy, the results of which will be implemented in the coming year.

A service-recognition scheme was introduced during the year, whereby employees with multiples of ten years' service received Certificates of Recognition plus a gift. The scheme was introduced as part of the Library's 150th Anniversary launch, with particular recognition being afforded by the CEO and Premier to 11 employees with service greater than 30 years.

The Corporate training program continued during the year, which included Team Leadership, Recruitment and Selection, Winning That Job, Conflict Management and Employee Induction courses.

Fewer WorkCover claims were received during the year. Over the last two financial years the cost of WorkCover claims has reduced by over 60 percent. It is possible that this level of reduction will not be sustained in the short term. However, it is expected that claims costs will not return to their previous high levels and that WorkCover premiums will be significantly reduced over time.

The Library has participated in successive annual reviews of organisational performance against the Employment Principles administered by the Commissioner for Public Employment. The reviews suggest that the Library needs to improve its performance in respect of management/staff trust. Actions to improve this performance will be contained in the HR Strategic Plan for the next year.

Employment-related indicators of organisational health, employee turnover and absenteeism suggest that the Library's performance is acceptable. Employee turnover for the year averaged approximately 5 percent (greater than 15 percent warrants investigation). Employee absenteeism (unplanned) averaged approximately 4 percent (greater than 5 percent warrants investigation).

Only one executive movement occurred during the year. Ms Repa Patel resigned as Corporate Secretary/Senior Legal Officer and has not been replaced.

MARKETING AND COMMUNICATIONS

Throughout the year, the focus of the Marketing and Communications Division was the prioritised implementation of marketing strategies set out in the newly created organisation-wide Marketing Plan.

During the first half of 2004, the Library’s 150th Anniversary celebrations offered valuable opportunities to raise the profile of the Library, clearly establish its newly defined market positioning, increase community engagement and build valuable relationships with new audiences and strategic partners.

Key activities included:

- the roll-out of a consistent corporate visual identity through a suite of materials for the Library and its Foundation, including banners, brochures and user information incorporating the Library’s tagline and key design elements. The Library’s Corporate Plan, produced to support the organisation’s strategic planning process, was also aligned with the Library’s visual branding.
- the creation and implementation of a marketing plan specific to the 150th Anniversary Program. Strategies included a print advertising campaign, the production of a range of promotional collateral, and the negotiation of media sponsorship with Network Ten and 774 ABC Melbourne, yielding promotion to a projected value in excess of \$500,000 in the 2004 calendar year.
- an extensive public-relations campaign, aimed at maximising favourable media coverage for the Library, its exhibitions, the newly opened Cowen Gallery and the first half of the 150th Anniversary’s year-long program, including the Library’s hosting of the prestigious Commonwealth Writers Prize. Professional media monitoring valued coverage on the basis of commercial rates in excess of \$4 million. Reflecting the successful *Travelling Treasures* and *Wordfest* (Commonwealth Writers Prize) events in regional Victoria, this figure included an increased proportion of regional media coverage.
- customer satisfaction and general awareness market-research surveys to create benchmarks for evaluation of services and effectiveness of media coverage.



Redmond Barry Reading Room

BUILDING REDEVELOPMENT PROGRAM

The end of the 2003–04 financial year has seen the completion of the largest components of the Redevelopment program with the completion of the Stage 4 and Extended Stage 4 works.

The completed works include the Dome Reading Room, South East Courtyard (Arts Library), South West Courtyard (Experimedia), Bindon L3 (Heritage Collections Reading Room), Cowen Gallery (including the South and North Rotundas), Redmond Barry Reading Room L3 and L4, La Trobe Gallery (Manuscripts), McAllan Gallery (Maps, Rare Books and Children’s Literature), Swinburne L3 (Pictures), Kershaw L3 (Journals and Magazines) and Bride Building refurbishment. The completion of these spaces sees the completion of all public reading rooms.

Other achievements associated with the Stage 4 and extended Stage 4 program have included the relocation of 24 kilometres of books into their refurbished spaces, completion of the first stage of the Security strategy, the completion of all public library spaces associated with the Redevelopment, the completion of the Keith Murdoch Gallery and completion of the new signage strategy to the public spaces.

Compliance with Building Code

The State Library redevelopment works comply with the Building Act 1993. The State Library of Victoria is compliant with the Building Code of Australia and with the relevant Australian standards for all buildings and building works. Essential services are maintained in accordance with the Building Code and the relevant Australian Standards specific to the maintenance of the essential services.

BUSINESS INITIATIVES

Existing Business

Conference centre revenue increased by 13 percent to \$100,000, with a customer-satisfaction rating of 93 percent.

Use of the Library as a venue for filming locations saw a television commercial filmed on the forecourt and the use of collection material for a television documentary.

Initiatives

The completion of Stage 4 of the Library Redevelopment has enabled the launch of four new function spaces in late 2003, which are being marketed to the corporate and government sectors for functions and events. Revenue from this initiative is estimated to reach \$20,000 by June 2004.

Preferred catering alliances have been established with Sodexho Prestige and Food&Desire to broaden the Library’s market reach and improve risk management associated with the delivery of functions and events.

An Expression of Interest has been advertised to test the level of interest in establishing a café/restaurant business within the Library.

Continuous Improvement

An Enterprise Document Analysis review was completed in June 2004 and is expected to deliver print-device rationalisation and associated cost efficiencies in the management of the Library’s document printing.

