

community information and cooperation

Vicnet

The Library's Vicnet division engaged the Victorian community in a wide range of information-technology activities in collaboration with industry, government and communities. The importance of the State Library of Victoria's community engagement role was affirmed in 2005 when the Library Board of Victoria endorsed the Vicnet Charter and Statement of Purpose.

Vicnet's purpose is to support government to strengthen Victorian communities using ICT. Vicnet engages in three major activities in pursuit of this purpose:

- providing ICT support services to certain community groups and individuals
- managing projects for government agencies that focus on the relationship between ICT and individuals and groups in the community
- providing ICT support services, particularly connectivity, to certain public sector entities, including public libraries.

The division continued to establish far-reaching networks with the community and public library sectors, and its efforts enabled the Library to achieve its digital-access goals throughout the wider community.

Vicnet's business management and administration capacity supported a wide range of services, activities and projects:

Web design and development

Web-development services were provided for projects such as Victoria's Virtual Library, PictureVictoria, MyLanguage, Skills.net Roadshow, My Connected Community and the Public Internet Access Project. Vicnet Web Development upgraded the Library's intranet, including its staff forum.

Work was undertaken for a range of community groups and community leaders, such as Women in Trades Directory, Learning and Innovation West, Australian Garden History Society, Baking Industry Association of Victoria, Library Books for East Timor, Candy Broad MLC for Melbourne North Province, Bruce Mildenhall MLA for Footscray, Gavin Jennings MLC for Melbourne Province.

Vicnet also worked in close collaboration with the Australian Library and Information Association, developing its online Libraries Bandwidth Survey.

Community internet service provision

Internet services, particularly broadband DSL (Digital Subscriber Line), have provided critical infrastructure for the community and public library sectors. The growing availability of broadband in regional areas has provided opportunities for an increase in broadband DSL provision. In support of library-sector customers, regular user-group meetings were held.

More than 5000 community organisations received free web-hosting services to enable a wide range of sites to be published, many of which were selected for inclusion in PANDORA.

While operating in an increasingly complex technical environment, the Vicnet call centre maintained a high standard of customer service during 2005-06.

Program management

Vicnet's role in delivering project management continued to be successful due in part to significant experience in linking communities - particularly those in isolated rural areas - through internet access provision, and in providing onsite training and helpdesk facilities. Vicnet delivered projects on behalf of a number of government departments, including the Department of Innovation, Industry and Regional Development, Department for Victorian Communities, Department of Human Services and Department of Premier and Cabinet.

The My Connected Community project continued under the Victorian Government's *Connecting Communities: The second wave* policy. The project provides free, online community-building tools to community groups from diverse backgrounds across the state. It supports more than 3000 groups and more than 50,000 users. The program's website can be found at mc2.vicnet.net.au.

Skills.net Roadshow, another *Connecting Communities: the Second Wave* program, continued to raise community awareness and understanding of the benefits of online technologies. To date, the Skills.net Roadshow has provided training to more than 16,000 Victorians statewide. The website can be accessed at roadshow.skills.net.au.

The Skills.net program concluded in 2005.

The IT for Kindergartens project (at kindergarten.vic.gov.au), in partnership with the Department of Human Services, continued to deliver internet connectivity and helpdesk assistance to more than 1000 community-based, not-for-profit kindergartens in Victoria. This project demonstrated a strong combination of technical and project-management skills. A number of staff members received awards from the Department of Human Services in recognition of their services.

The Public Internet Access Program (PIAP) initiated a Victorian Government commitment of more than \$3 million to support free or affordable public internet access for disadvantaged groups across Victoria. Grants have been offered in three competitive funding rounds.

The innovative Multilingual Senior Surfers pilot program was successfully concluded in 2005. The objective of the project was to increase knowledge and understanding of the internet among seniors from culturally and linguistically diverse backgrounds.

Vicnet community information portal

The portal continued to provide a high standard of community information, including 10,000 links covering a wide range of topics of interest to Victorians. Syndicated news and weather information is available via the portal.

More than 150 front-page articles were added to the Vicnet portal, including the feature for the Commonwealth Games Photos Project, 'Victoria at the Games', which was developed as a community engagement activity.

Services to Public Libraries

Public library projects

The *Framework for Collaborative Action*, which defines the way in which the Library Board of Victoria, through the State Library, partners with public libraries to deliver enhanced library services to Victoria's communities, was updated.

Significant statewide initiatives

Work began on the first year of a three-year cycle of Statewide Public Library Development Projects focused on three areas: collections and access issues, public library workforce sustainability and leadership issues, and the community-building role of public libraries. Project achievements included:

- the first ever audit of Victoria's public library collections
- significance assessments of local history collections held in 34 public library services
- development of a blueprint to improve public library collections and access over the next five years
- assessing the issues impacting on recruitment, retention and leadership development of public library staff
- the first ever census of Victorian public library users, and development and implementation of an online survey of public library users.

Supporting innovation

Support was provided to public library services for individual development initiatives:

- The biennial Pierre Gorman Award, valued at \$15,000, was given to Denece Sippo of East Gippsland Library Service. The award is for innovation in service to disabled users and communities.
- The inaugural *Libraries Building Communities* Demonstration Project grants, valued at a total of \$200,000, were awarded to Goulburn Valley Regional Library Corporation, Hume Global Learning Village Library Service, Upper Murray Regional Library Service and Wyndham City Library Service.

Developing the workforce

Significant effort was directed towards the professional development of public library staff:

- Three places were subsidised at the prestigious Aurora Leadership Institute, for Teresa Aquino (Hume Global Learning Village Library Service), Cathy Artidge (Goulburn Valley Regional Library Corporation) and Trevor Mackay (Bayside Library Service).
- The Margery C Ramsay and Barrett Reid Scholarships were awarded to Shirley Prescott (Yarra-Melbourne Regional Library Corporation) and Bernadine Nolen and Lorraine Seeger (Eastern Regional Libraries) respectively.
- Nearly 500 public library staff from across Victoria attended three day-long professional-development seminars, titled 'Around the World in a Day', 'Public Libraries 2020 Summit' and 'Partnering for Success', featuring presentations by global library leaders from the United Kingdom, New Zealand and Finland.
- Victoria's 44 public library service managers were given the opportunity to participate in a special four-part program aimed at developing their skills in advocacy.

The State Library of Victoria has a long tradition of engaging the community, providing skills for life and fostering social cohesion through the provision of equitable access to information and resources.

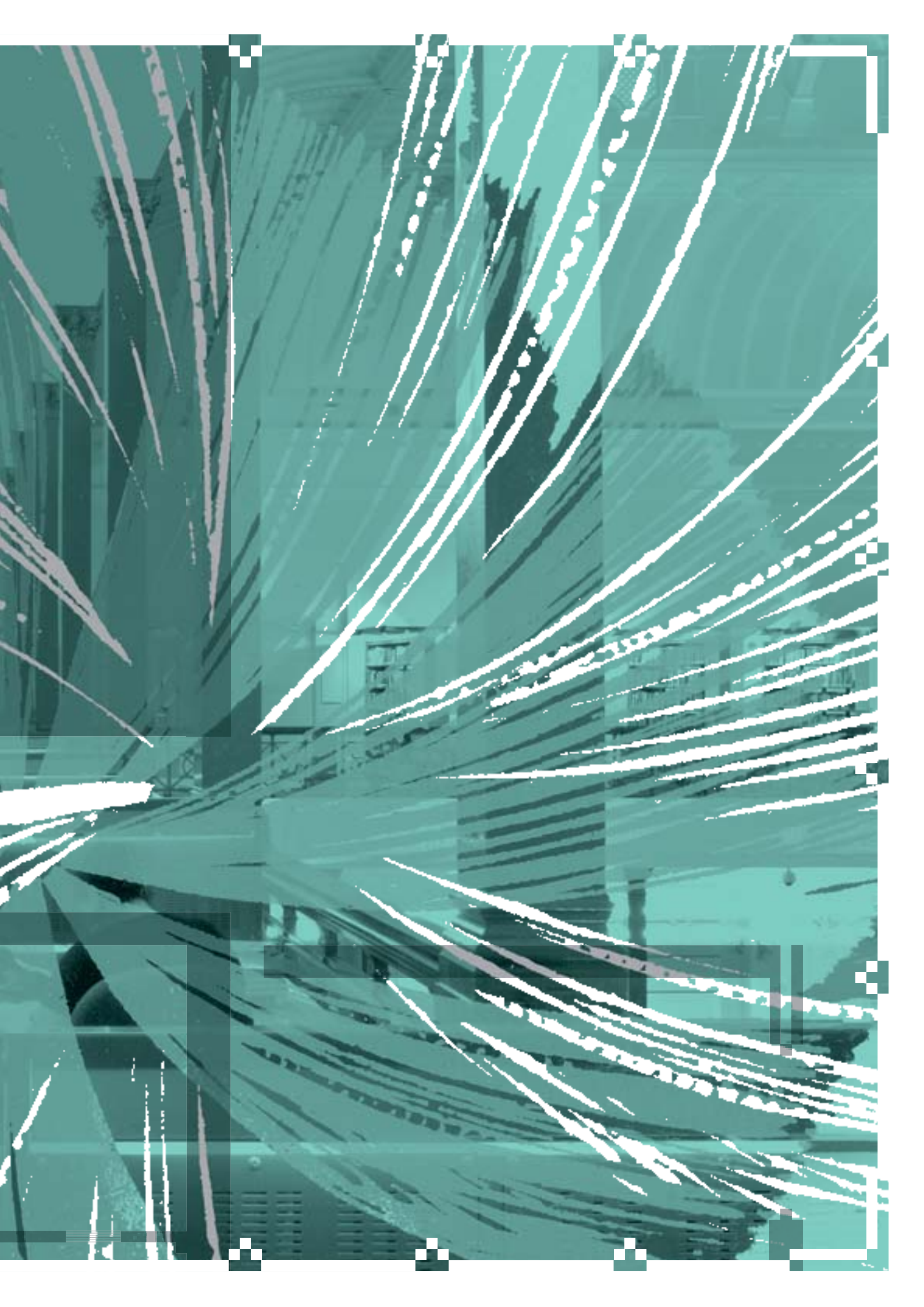




A key priority of the Office of eStrategy and Innovation is to identify, develop and implement new and innovative information technology initiatives to meet the needs of the library of the 21st century.











The principle behind slv21 is the transformation of the Library's service model to one based around digital information and access appropriate to the 21st century.





Financial Management

The implementation of slv21 has resulted in a repositioned and augmented Finance function. The responsibilities now cover all divisions, including Vicnet, which previously maintained a separate Finance function. This restructure was undertaken specifically to support the delivery of slv21 by providing a single resource for financial information, reporting, control and development.

During 2005-06 completed projects included:

- reconfiguration and expansion of the chart of accounts to reflect the new structure
- improving and enhancing internal financial reporting to meet management needs
- development of an Online Incident Reporting module through the Human Resources Information System Employee Self Service facility
- introduction of the Business Objects reporting product to expanded the ability to create, provide and disseminate reports over the State Library intranet
- introduction of expanded options for superannuation salary sacrifice to previously ineligible State Library staff
- restructure of the financial reporting to allow for the introduction of the Arts Agencies Framework
- implementation of new controls and reporting for inventory and cash management for the introduction of retail operations.

Other Financial Information

Material revenues arising from exchange of goods or services

There were no transactions of this nature.

Intangible assets

The Library has no recorded intangible assets.

Bank loans, bills payable, promissory notes, debentures and other loans

There were no transactions of this nature.

Issued capital

The Library has no issued capital.

Ex-gratia payments

There were no transactions of this nature.

Charges against assets

There are no charges against assets recorded by the Library.

Events subsequent to balance date

There were no events subsequent to 30 June 2006 that will have an impact on the 2006-07 reporting period.

Consultancies

There were no consultancies greater than \$100,000. A total of 52 consultancies were engaged during 2005-06 where the total fee payable to the consultant was less than \$100,000. The total combined cost of these consultancies was \$617,279.

Human Resources and Executive

In 2005-06 the Library's implementation of the Human Resources Strategy continued, as a result of which significant improvements in organisational performance have been achieved.

Agreement was reached with employees and the Community & Public Sector Union for a new Enterprise Partnership Agreement, which will apply for a period of three years. The Agreement, certified by the Australian Industrial Relations Commission on 13 December 2005, restored full salary alignment with the Victorian Public Service while achieving agreement on a range of productivity improvements. The Agreement provides a stable base for the continuation of constructive relationships with employees and the union over the life of the Agreement.

The Library's employee Reward and Recognition scheme continued during the year, providing formal recognition of employees for their length of service to the Library and for significant contribution to the improvement of their role, to their work team or division or to the Library.

The corporate training program continued, including courses in Team Leadership, Recruitment and Selection, Winning That Job, Conflict Management, Employee Induction, Employee Performance and Appraisal, and Dealing Personally with Change.

A number of employee development initiatives commenced as part of the Library's commitment to the Organisational Capability initiative contained in slv21. These initiatives include a middle management program, a training needs analysis for workplace skills and a review of professional service competencies. The programs will be offered progressively during 2006-07.

A multi-rater feedback process was conducted for the second year in succession for members of the Senior Management Team. The process was implemented as an adjunct to the established Performance Management System and is expected to be progressively extended to other managers and supervisors throughout the Library.

The Library has been recognised by the State Services Authority (SSA) for its participation and use of the People Matter Survey, the SSA's annual review of organisational performance. The Library was invited by the SSA to be one of three public sector organisations profiled as best practice case studies in an SSA campaign supporting the use of the survey across the public sector.

The general indicators of organisational health - employee turnover and absenteeism - continue to suggest that the Library's performance is acceptable. Employee turnover for the year averaged approximately eight per cent (greater than 15 per cent warrants investigation); employee absenteeism (unplanned) averaged approximately four per cent (greater than five per cent warrants investigation).

Marketing and Communications

Building community awareness of the Library's collections, services, exhibitions and events is a vital activity for the Library. The effective promotion of the Library draws on a range of skills including writing, editing, graphic design, public relations and marketing. In March 2006, as part of the organisational restructure aligned to slv21 strategic objectives, two separate divisions were created, focusing relevant skills in Marketing and Public Affairs and in Publications and Communications. While maintaining their increased individual focus, the two divisions continue to work closely towards the achievement of those objectives.

Publications and Communications Division

Throughout the year, the Library's writers, editors and graphic designers produced an impressive array of information, display and promotional material in support of a variety of Library services, exhibitions and activities. Such material ranged from information fliers, press advertisements and event invitations to banners, symposium kits, education and public programming brochures and substantial corporate publications including the Library's annual report and *State Library of Victoria News*. Work supporting five major exhibitions in the Murdoch and Dome Galleries was particularly extensive this year, including visual concepts for *Lost & Found* and *Naked Democracy*, and room brochures for these two exhibitions and for the permanent exhibition *Mirror of the World: books and ideas*.

The completion of the Dome Galleries and the opening of *Mirror of the World: books and ideas* signalled the opportunity for the Library to make new inroads into the tourist market. Targeted advertising campaigns, together with the development of strategic relationships with tourism groups, were initiated to raise awareness of the Library as a tourist destination. A selection of postcards and souvenirs was made available for sale at the foyer desk, while the external branding of the Library's heritage building was addressed with the installation of several eye-catching banners on the building's Russell Street façade, highlighting the magnificent spaces and collection treasures within.

The Publications and Communications Division also has a brief to increase access to the Library's rich collections by expanding the collection-based publishing program through collaborative partnerships with authors and publishers.



The Library's publishing program in 2005-06 saw development work on a range of publishing projects. A suite of publications based on the Paintings Collection is being undertaken with financial support from the Agnes Robertson Trust and in collaboration with Melbourne University Publishing and its Miegunyah imprint. The first material to be produced was a Cowen Gallery calendar and set of cards. A catalogue of the gallery will be published in August 2006 and a larger format book exploring the historical themes of the collection is scheduled for publication in 2007.

Late in 2006 a lavishly illustrated history of botanical exploration, *Botanical Riches*, by Richard Aitken, is scheduled for publication. Another co-publication between the Library and the Miegunyah Press, the book draws heavily on the Library's collections and the author's research undertaken while on a State Library Creative Fellowship in 2004.

Also appearing later in 2006 and based on the Library's collection is *Bert & Ned: The correspondence of Albert Tucker and Sidney Nolan*. Edited by Patrick McCaughey, the book is a co-publication between the Library, Melbourne University Publishing and the Heide Museum of Modern Art.

Marketing and Public Affairs Division

The Library has continued to enjoy the support of Network Ten as program partners in 2006. With the generous creative support of Whybin TBWA & Partners, a highly original television advertisement was produced focusing on Ned Kelly's armour - a major attraction for tourists. The advertisement went to air in June and will run through to the end of 2006.

Public relations campaigns promoting the Library's activities and exhibitions generated media coverage valued in excess of \$3.3 million in 2005-06. Through strengthening relationships with national broadcasters and publishers, national media coverage increased this year, with particularly strong print and broadcast media coverage achieved for the Premier's Literary Awards, the Commonwealth Writers' Prize program, *Lost & Found*, *Mirror of the World: books and ideas* and *National Treasures from Australia's Great Libraries*. Successful media launches for the two latter exhibitions were assured with the participation of internationally renowned guests - art critic Patrick McCaughey and iconic Australian performer Paul Kelly respectively.

International speakers at the Library of the 21st Century Symposium, Joel Kotkin and Charles Leadbeater, were well received by national and local media. Increased Victorian provincial coverage was achieved for the Library's exhibitions and capital projects. The Library's provincial outreach programs, such as *Travelling Treasures*, once again attracted significant attention.

The Library's strategic marketing and overall business planning is informed by annual customer and public awareness surveys. In 2005, an additional survey was carried out online to improve understanding of the Library's online customers. Permanent surveys were implemented in the Dome Galleries and Murdoch Gallery, to be analysed on a quarterly basis.

Business Initiatives

The Library's venue-hire business continued to grow, with a total end of year revenue of \$200,000. This result has been achieved with 91 per cent of customers rating the service as very good to excellent. The conference centre performed extremely well, achieving targeted growth of 25 per cent to take annual revenue to \$150,000. This growth was underpinned by the development of the corporate customer base.

A retail pilot was conducted at the Library's foyer desk from September to November 2005. Following the trial, an ongoing retail operation was incorporated into a new reception service model operated from Library's main foyer desk. The retail presence showcases selected Library publications, gift cards, postcards and books and is complemented by merchandise associated with touring exhibitions.

The Library's café, Mr Tulk, opened in May 2006. Located on the corner of La Trobe and Swanston streets, the café provides seating for up to 140 diners. It offers internal and external dining on the north-facing terrace and is open to Library customers and the general public. Operated by restaurateur Frank Van Haandel, the opening of Mr Tulk brings a new and often-requested dimension to the Library.

A review of self-service fee-based copying conducted in 2005 recommended a managed service approach for fee-based copying. Tenders were sought from organisations to provide all print/copy/scan and point of sale equipment, consumables, service and support. The Library was pleased to form a strategic partnership with Bear Solutions (Australasia) Pty Ltd to provide a revenue share service solution. The new service commenced on 24 April 2006, and has introduced a smart-card process to the Library which has become the Library's registration card. The card is provided free of charge to customers who can add value using cash or EFTPOS to pay for copying and printing. It also provides a platform for future innovation.

Building Redevelopment Program

At the commencement of 2005, Hansen Yuncken Builders were awarded the Construction Management Contract for Stage 6 of the Building Redevelopment Program. Works commenced onsite in April with an expected end date of September 2006 for the construction works and December 2006 for the final staff moves. The total project value for Stage 6 is \$30.3 million.

Stage 6 works involve refurbishment of the following buildings: Bindon Hall L1, L2 (photographic studio, bin storage and dirty works areas), Thorpe Hall L4 (storage), Swinburne L2, L4, L5 (offices and laboratories for Collection Management Division), Tulk (cafe, offices for the CEO and Directorate), Palmer Hall North (lockers, public lounge, public toilets), Baldwin Spencer L2 (storage, decontamination laboratories), Kershaw L5 (offices and laboratories for Collection Management Division), McCallum L2 (cool/cold rooms, collection storage, exhibition preparation workspace), Pendulum Stairs, North West Mezzanine (Foundation Lounge).

Additional projects funded under the redevelopment and managed by the Library include: upgrade of security system from Schlage to Smartcard, signage upgrade, Dome Level Four exhibition space and the conversion of the current pre-action 'Dry Pipe' sprinkler system to 'Wet Pipe'.

Projects funded under Arts Victoria's Cultural Facilities Maintenance Fund and managed by the Library include: refurbishment of lift safety systems to South-East Wing, North-East Wing and Armstrong Buildings lifts, computer-monitored emergency lighting upgrades and hazardous materials removal.

In addition to the above projects, the Library received \$11.5 million for the development of the 9600-square-metre offsite storage facility, in partnership with the University of Ballarat. The building houses a total of 40,000 linear metres of collection, drawn from the Library's four current offsite stores, which were decommissioned in mid-2006. The building works on the Mt Helen Campus of the University of Ballarat commenced in November 2004 and were completed in mid-December 2005. The Hon. John Brumby MP, Minister for State and Regional Development, officially opened the facility in November. The collection move was completed at the end of June 2006, and collection retrievals commenced on 9 May 2006.

Compliance with *Building Act 1993*

The State Library of Victoria 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 essential services.

Major contracts

There were no major contracts in excess of \$10 million.

Victorian Industry Participation Policy

None of the State Library of Victoria's contracts valued at more than \$3 million in metropolitan areas and \$1 million in regional areas triggered the VIPP. The VIPP does not apply to the offsite storage contract with the University of Ballarat.

National Competitive Neutrality

The annual review of Library fees and charges was completed during the year. A key aim of this review is to ensure that all fees and charges comply with the National Competition Policy.



The Library's offsite storage facility at the University of Ballarat