

NATIONAL LIBRARY OF AUSTRALIA

41ST ANNUAL REPORT 2000-01

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Canberra 2001

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THE HON. PETER MCGAURAN

Minister for the Arts and the Centenary of Federation

4 September 2001

The Honourable Peter McGauran MP
Minister for the Arts and the Centenary of Federation
Parliament House
CANBERRA ACT 2600



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Dear Minister

The Council of the National Library of Australia has pleasure in submitting to you, for presentation to each House of Parliament, its fortieth annual report covering the period 1 July 2000 to 30 June 2001.

The report is submitted to you in accordance with Section 9 of the *Commonwealth Authorities and Companies Act 1997*.

The report has been prepared in conformity with the requirements set out under Clause 1 of Schedule 1 of the *Commonwealth Authorities and Companies Act 1997* and in accordance with the *Requirements for Departmental Annual Reports*, approved by the Joint Committee of Public Accounts and Audit under subsection 63(2) and 70(2) of the *Public Service Act 1999* on 7 June 2001.

We commend the Library's achievements to you.

A handwritten signature in black ink that reads 'Alan Robson'.

A. D. Robson
Deputy Chairman of Council

A handwritten signature in black ink that reads 'J. Fullerton'.

J. Fullerton
Director-General



One of the Library's treasures and thought to be the greatest of Gould's works—JOHN GOULD, *The Birds of Australia* (London: published by the author in 36 parts, 1840–1848)

In 2001, the Library celebrates its centenary year. As part of the Library's celebrations the web site www.nla.gov.au/anniversary was launched. The site features information on treasures including *The Birds of Australia*

CHAIRMAN'S REPORT

A S my term as Chairman of the Council of the National Library of Australia draws to a close, I would like to take this opportunity to reflect on the achievements of the Library over the past three years. Not only has the Library successfully implemented major changes in its financial and performance management in keeping with the Government's reform agenda, it has also made excellent progress towards achieving its ambitious goal of delivering services and information online to all Australians, regardless of their location, as defined in *Directions for 2000-2002*.

The past year, in particular, has seen tremendous progress in the development of diverse partnerships that have facilitated new business models for service delivery at the national level. The PictureAustralia service, which offers a single entry point for Australians seeking images of their history and culture held in libraries, museums and galleries across Australia, is an outstanding example of this.

The Library's commitment to excellence has been recognised this year with three major awards. The PictureAustralia service won the *Australian Financial Review's* Australian Internet Award 2000 for the best arts site, the 1999-2000 Annual Report was a joint winner of the Institute of Public Administration Australia award for the best annual report from an agency operating under the *Commonwealth Authorities and Companies Act 1997*, and the Library was awarded the Whole of Commonwealth Energy and Environmental Award for the Best Energy Management Program. These awards are pleasing recognition of the work of the staff across all areas of the Library.

One hundred years ago the concept of a national library was embodied in the new library established in 1901 to serve the Commonwealth Parliament. In its centenary year, the Library has much to be proud of in the way it is meeting the challenges of continuing to serve the information needs of the Australian people.

The Library's success, of course, is due largely to the commitment of its staff and their ability to develop and implement new pathways for the future. I would like to thank them for their hard work, forward thinking and dedication. I am also delighted with the way in which the Director-General, Jan Fullerton, has successfully taken up this important and challenging role.

Finally, I would also like to acknowledge the work of all those who have served on the Council under my Chairmanship, and thank them most sincerely for their support and their contribution to the governance of the Library.

I believe that, as I complete my term as Chair, the Library is strongly positioned to meet its challenges in the next 100 years. I wish my successor Sir James Gobbo, AC every success during his term as Chairman of Council.

JIM BAIN





The exhibition *Cook and Omai: The Cult of the South Seas* drew extensively on the Library's magnificent Rex Nan Kivell Collection and included significant loans from the Australian Museum, the National Gallery of Australia, the National Portrait Gallery and the State Library of New South Wales. The exhibition is online at www.nla.gov.au/exhibitions/omai

WILLIAM HODGES (1744–1797)

View from Point Venus, Island of Otaheite c.1774

oil on canvas; 29.2 x 39.4 cm

Pictorial Collection

THE NATIONAL LIBRARY OF AUSTRALIA IN 2000-2001

DIRECTOR-GENERAL'S REVIEW

ACHIEVING STRATEGIC DIRECTIONS

THE Library has continued to work successfully towards its goal as stated in its *Directions for 2000-2002* that:

All Australians, at their place of choice, have direct, seamless access to print and electronic sources of information.

This has been achieved through a wide range of services, and increasingly through services based on the Internet. The Report on Operations, included in this annual report, focuses on the achievement of the performance measures set in the Portfolio Budget Statement and provides information on issues or points of interest in relation to the achievement of strategic directions. Progress on more general developments, trends and achievements is outlined below.

IMPROVING PERFORMANCE

The Library continues to strive for outstanding performance in providing services to the public and in its internal planning and management. Some major advances have been achieved this year.

- The implementation of the Balanced Scorecard performance management methodology focuses on ensuring a close alignment of strategic directions, operational planning and budgeting. The Balanced Scorecard has led to a wide range of initiatives to assist the Library to meet its stated strategic directions and complements reporting against the outcomes and outputs framework.
- The Library is keen to benchmark its performance against other organisations where this can be achieved. The necessary planning is complete for a major benchmarking program to occur next year. The benchmarking results will feed into future output pricing reviews undertaken by the Government.

- Performance improvements in costing were made through the development of revised costing models and corporate overhead cost attribution models.

DELIVERING SERVICES VIA THE INTERNET

The Library was one of the first government organisations in Australia to take advantage of access to the Internet in 1991. Since that time the Library has monitored and assessed the potential of the Internet as a means of providing an increasing range of its services to the Australian people. The Library has implemented a succession of web-based services to immediately reach Australians with access to the Internet at their home, school, place of work, or local library.

These web-based services include:

- access to the online public access catalogue, enabling users of the Library to check the availability of collection items and to request items for future use at the Library
- online receipt of and reply to reference enquiries
- downloading of digitised collection items to a local computer
- information about the Library's programs and public events
- views of exhibitions via the web site
- comprehensive information about the Library's policies and services.

Demonstrating the importance of the Internet to the Library's activities, this annual report is the first to be issued simultaneously in print and electronic form. The Internet version includes links to over 100 products, services or policies on the Library's web site—www.nla.gov.au/policy/annrep01

Some of the links that will appear in the Internet version of this annual report are listed in Appendix 8.

As an organisation that is largely concerned with the collection, maintenance and provision of access to information, the Library will continue to take advantage of the discovery, information distribution and navigation potential of the Internet. Importantly, the Internet provides new audiences for the

Library's services, not previously able to visit the Library in Canberra. This does not detract from the traditional products and services that the Library offers, but rather creates new possibilities for the Library to meet its statutory functions and to meet the Government's broad objectives of providing services electronically to the Australian people.

During the year the Library commissioned a review of the usability of its web site in order to test whether a broad range of people were able to navigate successfully through the site and to locate the information they required. As a result, the Library has made a number of changes to improve the user's experience of the web site.

DIGITAL INITIATIVES

Some of the Library's major digital initiatives this year include:

- Development and dissemination of the Library's action plan *Electronic Information Resources: Strategies and Actions 2001–2002* to ensure the widest possible knowledge of its policies and practices in the area of collecting, maintaining, and providing national access to information in digital form.
- Completion of planning for an expanded program to convert rare or unique Australian collection items into digital form. The digitisation of these items ensures that as many Australians as possible can access their documentary heritage and learn about Australia's history and culture online. Some examples of digitised collection items are included as illustrations in this report.
- Development of strategic partnerships with other Australian libraries to enhance access at a national level to commercially available information in electronic form. This involves leading a consortium of State and public libraries to obtain licences for electronic information products for use in those libraries.
- Development of new business models that recognise the convergence of digital collections held in a range of cultural and information organisations. PictureAustralia

is a pioneering example of a web-based entry-point or portal to Australian documentary information in pictorial form. Developed in collaboration with six organisations (Australian War Memorial, National Archives of Australia, University of Queensland, State Library of New South Wales, State Library of Victoria, and State Library of Tasmania) and hosted and maintained by the National Library, PictureAustralia was launched in September as a single entry-point to the 500 000 digital images held by these participating organisations. By June 2001, 11 organisations were participating in PictureAustralia and use of the service has increased rapidly.

- The launch of the Library's first animated and interactive multimedia web site in January, in conjunction with the touring exhibition, *Bunyips*. This web site engages students and teachers in exploring the Library's Collection interactively.

BUILDING THE COLLECTION

Two of the Library's significant manuscript collections were selected as the first Australian entries for UNESCO's Memory of the World register. The *Endeavour* journal of Captain James Cook, the personal papers of Edward Koiki Mabo and a related manuscript collection, the legal papers relating to the litigation by Mabo and other Torres Strait Islander plaintiffs, were added to the register which lists documentary materials considered to have had a major influence on the history of the world.

The Library's Collection was enhanced by the addition of materials in all the information formats collected by the Library. Some significant collecting areas include:

- The Olympic and Paralympic Games held in Sydney in 2000. As well as publications, posters, and ephemera the Library acquired an extensive collection of photographs documenting Games events, venues, cultural activities and visitors to the Olympic city. Games-related web sites were preserved in the PANDORA Archive, including the

official SOCOG site, which was captured daily throughout the Games. Many of these sites have now disappeared from the live Internet.

- The acquisition and management of selected Australian online publications in the PANDORA Archive has now become a routine part of the Library's collecting activities. The Archive is growing rapidly, and has more than doubled in size during the year. Two new PANDORA partner organisations, the State Library of South Australia and ScreenSound Australia, began adding online publications to the Archive.
- Distinguished Australians who placed their papers in the Library's Manuscript Collection, or who were interviewed for the Oral History program, include Arlene Chai, Sir William Keys, Phillip Adams, Sir Arthur Tange, Clare Burton, Reverend Sir Alan Walker, Professor Peter Singer, Noel Ferrier, Galarrwuy Yunipingu, the Hon. Jim Bacon, Richard Wherrett, Shirley Hazzard, Bishop Owen Dowling, Hugh Morgan and Professor David Penington.
- A large collection of unpublished music scores and orchestral sets was donated by Symphony Australia. These musical works, performed by ABC orchestras up to the 1960s, include unique musical manuscripts with many annotations by composers, conductors and performers. They will be an important resource for performance history.

CENTENARY OF FEDERATION

The Library is celebrating both the Centenary of Federation and its own centenary. The Library of the Commonwealth Parliament was established in 1901 to serve the new government, and from the beginning was charged with developing a national collection. The Library has celebrated both centenaries by:

- The publication of *Remarkable Occurrences: The National Library of Australia's First 100 Years 1901-2001*, the story of the development of the national collection and the eventual establishment of a separate national library.

- Developing an anniversary web site that invites all Australians to join in the centenary celebrations of the nation's largest library. An exciting program of exhibitions, events, publications and programs has also been organised.
- A display at Parliament House, in cooperation with the Commonwealth Parliamentary Library, titled *For the People and Parliament: Commonwealth Parliamentary Library—National Library of Australia 1901–2001*.
- An exhibition *Belonging: A Century Celebrated*, a joint exhibition with the State libraries of New South Wales and Victoria and the National Archives of Australia, supported by the National Council for the Centenary of Federation and presented by AAMI. *Belonging* explores some of the ways people experienced 'belonging' in Australia in the twentieth century.
- Developing a Federation Gateway web site to encourage Australians to find out more about the Federation story.

SUPPORTING AUSTRALIAN LIBRARIES

The Library plays a key role in providing services that enhance national access to resources in Australian libraries. The National Resource Sharing Working Group, following consultation with user groups, has developed the Interlibrary Loan Resource Sharing Code. The code has defined new service standards for resource sharing. The Interlibrary Loan Resource Sharing Directory has been redeveloped and significantly enhanced as a web-based directory. These tools support the system of interlibrary lending in Australia.

The National Bibliographic Database, offered through the Kinetica service, describes the books, journals and other items that are held in Australian libraries and remains the key bibliographic support service within the Australian library sector. The Library is considering strategies to improve the utility of the National Bibliographic Database, including extending the coverage of the database, to contain a wider range of electronic information resources.

PUBLIC OUTREACH

Involving the broader community in the Library's activities and reaching beyond Canberra has been a focus over the past year. Particular public outreach highlights this year include:

- The annual Kenneth Myer Lecture, hosted by the Friends of the National Library in Melbourne in August. A capacity audience listened to world-renowned scientist and Australian of the Year 2000, Sir Gustav Nossal, AC, CBE, speak on a variety of issues including public health and Indigenous reconciliation.
- Assisting community organisations around Australia to preserve documentary heritage material in their care through the Community Heritage Grants program. Funding and training in preservation techniques were given to 32 organisations throughout Australia. This year the National Archives of Australia agreed to become a partner with the Library and the Department of Communications, Information Technology and the Arts.
- Launching a sponsorship and fundraising program. During its first year, the program has focused on seeking support for exhibitions, developing a Treasures Gallery within the Library where visitors can have year-round access to many of the icons of Australia's history held in the Collection. A 100th Birthday BookSearch was also established at the Library and aims to discover items that will fill gaps in the Library's Collection.
- Four major exhibitions held in the Library building—*Olive Cotton, Nora Heysen, Cook & Omai: The Cult of the South Seas and Banksias—Watercolours by Celia Rosser from the Monash University Collection*. Four exhibitions also toured to eight locations throughout Australia.
- The publication this year of *Remarkable Occurrences: The National Library of Australia's First 100 Years 1901–2001* and *The Genius of Donald Friend: Drawings from the Diaries 1942–1989*.

OUTLOOK FOR FUTURE YEARS

The Library's activities for the year enable it to meet its stated performance objectives and position it to achieve its medium-term strategic objectives in future years. Some important groundwork occurred this year to position the Library in key strategic areas:

- The substantial research work undertaken in the areas of testing and evaluating digitisation techniques and processes enables the Library to proceed to large-scale digitisation of selected collections in future years. It is expected that collection digitisation will operate more efficiently in future, resulting in a critical mass of digitised collection materials available for general access through the Internet.
- To support the future collection, and preservation of, and provision of access to, information resources in digital form the Library has:
 - Developed and implemented an automated system that supports the collaborative archiving of web resources into the PANDORA Archive by partner institutions.
 - Completed planning for the development of systems to deliver to the public an increasing range of digitised manuscripts, maps, pictures, music and sound recordings from the Library's Collection.
 - Developed and promulgated standards and guidelines to provide assistance to other collecting institutions, publishers and creators of digital material to preserve this material for future access.
- The Library has repositioned its public program activities, developing a major program of exhibitions, publications and events. In addition a range of new education programs for students from pre-school to tertiary level has been established. The development of interactive and animated online products, such as *Bunyips*, provides enhanced access for many Australians, irrespective of location, to the Library's



The National Library of Australia's photographers record events of significance taking place in the nation. Imaging Services is part of the Library's digitisation program and tests new digital technologies

LOUI SESELJA (b.1948)

The Olympic Rings on the Sydney Harbour Bridge were lit at 7 pm each night during the Sydney Olympic Games, 19 September 2000
digital photograph
National Library of Australia

Collection. Further work is also in progress for the production of simultaneous online and print publishing from next year. This year the Library undertook the planning for a major international exhibition—*Treasures from the World's Great Libraries*—to be held from December 2001 to February 2002.



This poster for the State Recruiting Committee of Victoria is one of the many images in the exhibition *Belonging: A Century Celebrated*. The exhibition explores some of the ways people experienced 'belonging' in Australia in the twentieth century. Drawing on the extensive collections of the State Library of New South Wales, State Library of Victoria, National Archives of Australia and the National Library of Australia for the Centenary of Federation, the exhibition is online at www.belonging.org

HACKETT AND NORTHFIELD
Come On Boys, Follow the Flag! c.1916
colour poster
Published by Troedel and Cooper
Pictorial Collection