

# C: REPORT ON OPERATIONS

## OUTPUT 1.1—THE COLLECTION

### OUTPUT DESCRIPTION

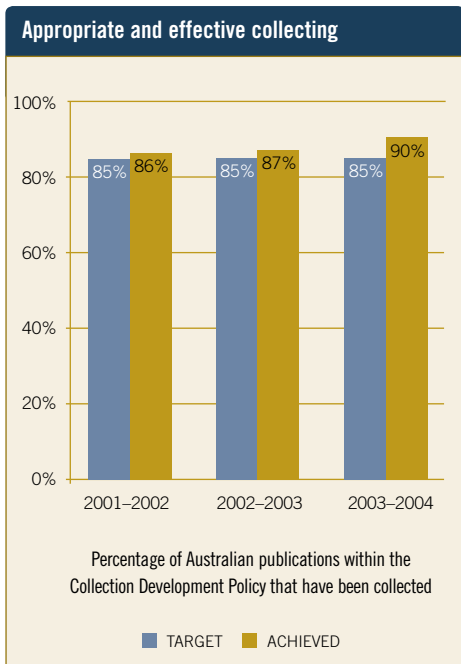
A comprehensive collection of Australian library material, and a selection of non-Australian publications supporting the study of Australia and its place in the world, are collected, organised, preserved and stored by the Library for current and future access.

	Budget (1) 2003–2004 \$'000	Actual 2003–2004 \$'000	Variation to Budget \$'000
Departmental appropriations	18 002	18 002	–
Revenue from other sources	2 473	3 838	1 365

### Performance—Outputs

	Measure	Target	Achieved
<b>Effectiveness</b>	<i>Appropriate and effective collecting</i> Percentage of Australian publications within the Collection Development Policy that have been collected	85%	90%
	<i>Effective access to the collection</i> Percentage of new items catalogued on the National Bibliographic Database	100%	100%
	<i>Effective access to the collection</i> Percentage of targeted older material catalogued on the National Bibliographic Database	100%	100%
<b>Quality</b>	Percentage of the items checked in, catalogued or indexed within standards/timeframes	95%	96%
	Percentage of the collection maintained within set standards	85%	80%
<b>Quantity</b>	Collection items stored and maintained	5 574 000	5 619 587
	Collection items acquired and/or processed or digitised	403 000	429 118
<b>Price</b>	Cost per collection item maintained	\$0.42	\$0.45
	Cost per collection item acquired and/or processed or digitised	\$44.27	\$38.43

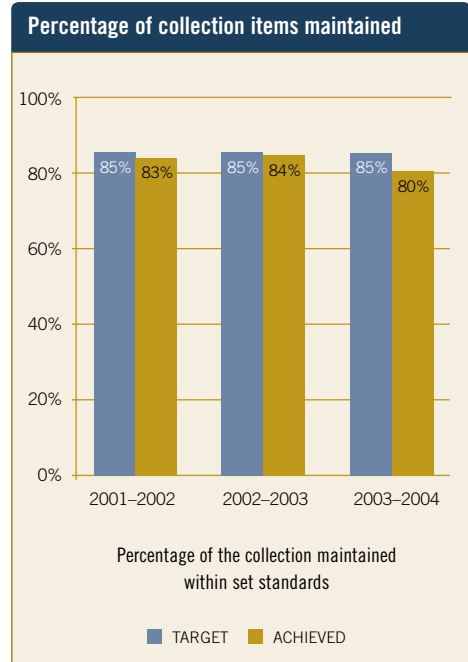
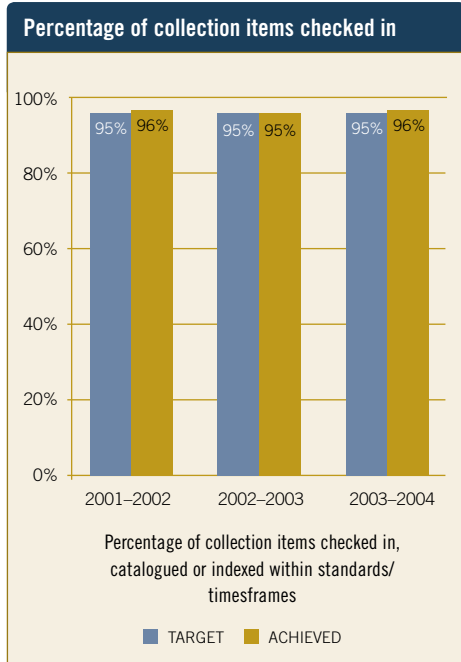
## EFFECTIVENESS



### Comments on Performance— Effectiveness

Collecting Australian publications was ahead of target with 90 per cent of eligible Australian publications acquired. The targets for percentage of items catalogued were met.

QUALITY



**Comments on Performance—Quality**

The target for the percentage of collection items checked in, catalogued or indexed within standards and timeframes was met.

The target for the percentage of the collection maintained within set standards was not met.

The Library aims to store all collection materials in suitable environmental conditions. The target of 85 per cent of collection maintained within set standards reflects what can be achieved with the existing airconditioning system. The average performance of 80 per cent fell short of this target due to the unusually dry weather conditions which had a detrimental affect on humidity. During the year the Library developed and began to implement a detailed plan for phased improvements to humidity control that is expected to raise performance once completed

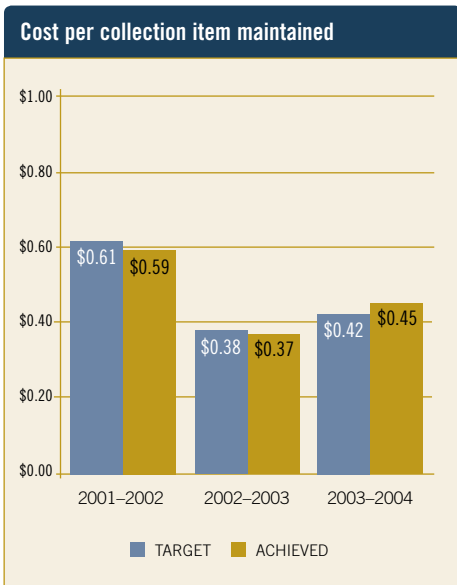
## QUANTITY



### Comments on Performance—Quantity

The targets for storage and maintenance of collection items, and the number of items acquired and/or processed or digitised were exceeded.

## PRICE



## KEY ISSUES AND DEVELOPMENTS

### Developing the Collection

The acquisition of print-based, original and electronic resources was strong throughout the year.

Significant acquisitions of nineteenth and early twentieth century Australian publications included a unique collection documenting the history of boxing from the 1880s to the 1950s; an account of the life and adventures of the Kelly family bushrangers dated 1881, and two early natural history publications including images of Australian animals. These are *Zoological Sketches by Joseph Wolf Made for the Zoological Society of London From Animals in Their Vivarium in the Regent's Park* (London: Henry Graves & Co.), published in 1861 and 1867 in two volumes and including 100 hand-coloured and tinted lithograph plates; and the first edition of *Zonengemalde: Naturgeschichte und Volkerkunde vollständig in Wort und Bild* (Stuttgart: Schmidt & Spring), published in 1846 and including 40 hand-coloured plates.

Notable acquisitions of Australian special format materials included *Teutsch Astronomiei*, a 1545 map which prints the word 'Australia' across the southern land mass 250 years before its use by Flinders; a rare Greek map of the Pacific Ocean published by Lazarides, c.1860; personal papers of composer Richard Meale, archaeologist Rhys Jones, historian Dymphna Clark, folklorist Bill Wannan; the diaries of Sir Ronald Munro-Ferguson, Governor-General 1915–1920; oral history interviews with Nobel Laureate Professor Rolf Zinkernagel, Indigenous historian Jackie Huggins, dancer David McAllister; field recordings made in Torres Strait by Dr Karl Neuenfeldt and Seaman Dan for their 'Saltwater songs' project; a jigsaw puzzle commemorating the opening of the Sydney Harbour Bridge; self-portrait in charcoal by Hugh Ramsay; an oil portrait of Rosemary Dobson by Kerry McInnis; and cartoons by Alan Moir, John Spooner and

Geoff Pryor, donated under the Cultural Gifts Program.

Access to overseas publications was enhanced significantly with the purchase of *Eighteenth Century Collections Online* which contains reproductions of 150 000 works in all disciplines published in the eighteenth century. The online service allows users to search across the full text of all the works included. In addition, a substantial microfilmed collection of Irish newspapers called *Ireland: Politics and Society Through the Press, 1760–1922* was purchased. The Library's collection is the only complete set held in Australia. Two works of note acquired for the Chinese language collection were a donation of four literary classics transcribed by hand by Shen Hongsheng, a well-known master calligrapher from the Fujian province, and a five-volume anthology of literary works by Chinese–Australian authors published in China which reflects the experiences of the Chinese in Australia.

The number of web publications and sites available through PANDORA: Australia's Web Archive reached almost 6500 and the number of different instances of sites gathered reached 12 500. The collaborative basis on which PANDORA is built was strengthened with the Australian War Memorial and the Australian Institute of Aboriginal and Torres Strait Islander Studies joining the state and territory libraries and ScreenSound Australia, the National Screen and Sound Archive to bring the number of partners to 10. In recognition of the importance of PANDORA in providing on-going access to significant Australian documentary information in digital form, the national web archive was nominated for listing in the Australian Memory of the World Register.

### Maintaining the Collection

The Library carries out collection maintenance activities to ensure the collections in its care remain accessible. Significant progress was made during the year with implementing strategies to treat high priority parts of the collection and with assessing future collection maintenance needs. The National Cellulose Acetate Strategy, launched in 2002 with the aim of assisting collecting institutions to ensure continuing access to significant documentary heritage on cellulose acetate film, continued to have an impact. Significant advances were made by some partner libraries in dealing with their cellulose acetate collections and the Library itself also made good progress with appropriate action now taken for nearly all of its identified photographic collections in this form. In addition, the microfilming of important collection material, aimed at preventing irreparable damage through use, continued throughout the year. Major collections microfilmed include the Daisy Bates and Harold S. Williams manuscript collections, and the Ferguson collection of local history pamphlets.

Planning for preservation of the digital collections continued. A major assessment of the risk factors associated with maintaining access to collections in digital form was carried out and will assist with effective management of this data into the future.

## OUTPUT 1.2—INFORMATION SERVICES

### OUTPUT DESCRIPTION

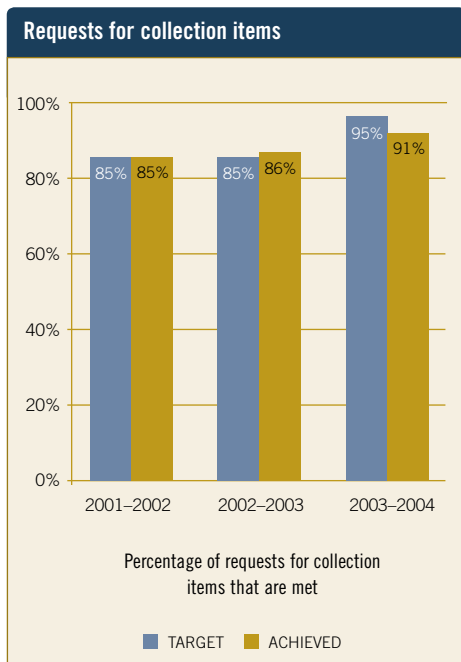
Information services, providing access to the Library's collections and other documentary resources, are delivered nationally and internationally.

	Budget (1) 2003–2004 \$'000	Actual 2003–2004 \$'000	Variation to Budget \$'000
Departmental appropriations	23 536	23 536	–
Revenue from other sources	1 566	1 760	194

### PERFORMANCE—OUTPUTS

	Measure	Target	Achieved
<i>Effectiveness</i>	Percentage of requests for collection items that are met	95%	91%
<i>Quality</i>	Percentage of users satisfied with the information services provided	95%	89%
<i>Quantity</i>	Number of information services transactions	2 413 000	6 235 958
<i>Price</i>	Cost per information services transaction	\$10.20	\$5.05

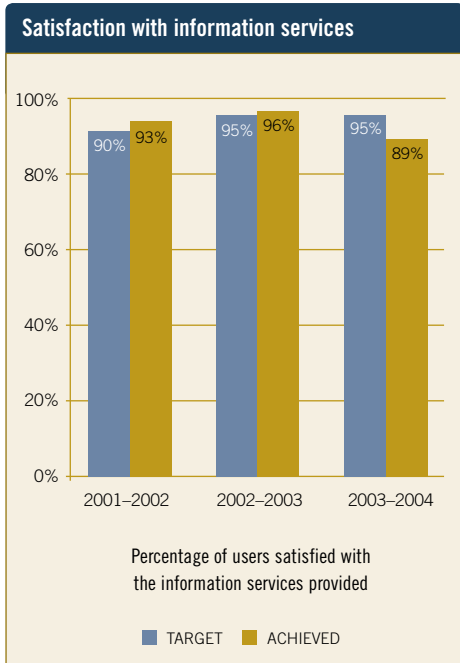
### EFFECTIVENESS



#### Comments on Performance— Effectiveness

The percentage of requests for collection items met was below target but higher than in previous years, due to ongoing collection maintenance activities resulting in improved stock control.

QUALITY



Comments on Performance—Quality

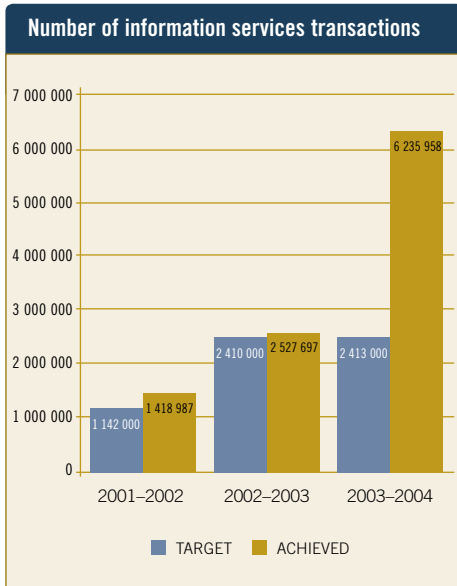
This measure reports on two services: information services provided on-site to users in the reading rooms; and those provided by interlibrary loan and through the Copies Direct service, primarily to individual users off-site.

The Library undertakes regular surveys of user satisfaction with information services provided. The latest survey of users in the reading rooms was undertaken in May last year and showed that overall there are very high levels of user satisfaction, with 96 per cent of users satisfied and 67 per cent very satisfied.

A survey of users of the interlibrary loan and Copies Direct services, which enables individuals to order copies of material from the collection, was undertaken in April this year. Eighty-nine per cent of individuals using the Copies Direct service were either satisfied or very satisfied and valued a speedy service delivering electronic copies to their desktop.

Libraries using the interlibrary loan service had a satisfaction rate of 80 per cent. This represents a decrease in satisfaction from the previous survey, undertaken in 2000, which reported 99 per cent satisfaction. However, it should be noted that there was a change in the methodology, with a new option, neither satisfied nor dissatisfied, provided in the 2004 survey. In addition, survey responses indicated that users now want material delivered to them immediately. This is consistent with user preference for instant access to online information.

QUANTITY



Comments on Performance—Quantity

This measure includes reference questions answered, delivery of collection materials to users and use of electronic collection resources on-site and off-site. The target was exceeded because of the significant increase in access to digital collection materials, including digitised manuscripts, maps, pictures and sheet music, PANDORA: Australia’s Web Archive and electronic journal sets. Apart from increased demand from users, the Library’s website is being indexed by search engines such as Google and Yahoo, making it more difficult to accurately predict usage.

PRICE



## KEY ISSUES AND DEVELOPMENTS

### User Satisfaction Survey

Quantitative research used in past evaluations has revealed very high user satisfaction rates. The most recent evaluation methodology included qualitative research to explore user behaviour, needs and attitudes. The survey revealed that users have welcomed the development of online collections and services which enable them to function more independently. Library clients make frequent use of the Library, with 73 per cent using the Library once a fortnight or more. Seventy-one per cent of users access the Library from off-site locations but, of these respondents, 65 per cent report the frequency of their on-site visits has not changed and 32 per cent say they visit more often. The Library is perceived as having a unique culture where scholarship is supported and users feel welcomed, valued and enriched. The range and depth of the collection, knowledgeable staff and facilities such as pleasant reading rooms are also valued.

Photocopying and microform reader/printer services were the areas most highlighted as in need of improvement. New photocopiers were installed in all reading rooms in March and a procurement process for new microform equipment has begun.

### Virtual Reference Services

AskNow, the online interactive reference service operating in collaboration with the state and territory libraries, received over 31 000 enquiries. An evaluation of this pilot service, which began in August 2002, showed that it is used by all age groups from metropolitan and regional areas throughout Australia. Over 70 per cent of users rated the service excellent or very good. The pilot also provided an opportunity to test the potential for participation by selected public libraries, the National Library of New Zealand and the National Library Board of Singapore. In March,

the Council of Australian State Libraries approved the establishment of AskNow as a permanent service.

The implementation of this new mode of reference service delivery contributed to an increase in off-site enquiries to the Library. In some months AskNow enquiries exceeded the number of enquiries received by email.

### Providing Access to the Collections

The online *South Seas* Companion, an outcome of four years of collaboration with the Centre for Cross Cultural Research at the Australian National University, assisted by a grant from the Australian Research Council, was made available on the Library's website early in the year. *South Seas* is an online scholarly publication relating to Cook's first Pacific voyage of discovery and includes the full text of manuscript journals, published accounts and images from the Library's collections of historical maps and pictures. It is an example of innovative scholarship using web technology to showcase the Library's rich collections in new ways and to establish relationships between historical information sources.

The Australia Dancing web portal is now a fully operational service and in 2003 its authoritative content on dance resources, companies, dancers and choreographers was doubled. The service significantly improves visibility of the Library's outstanding dance heritage collections and is leading to the acquisition of significant additional collections including photographs, oral history interviews, manuscript collections, notated scores and ephemera.

The Copies Direct service, implemented in November 2002, enables individuals to order online, for a fee, copies of material in the Library's collection. With the implementation of the new catalogue in December 2003 users can now order copies directly from their catalogue search.

## OUTPUT 1.3—PUBLIC PROGRAMS

### OUTPUT DESCRIPTION

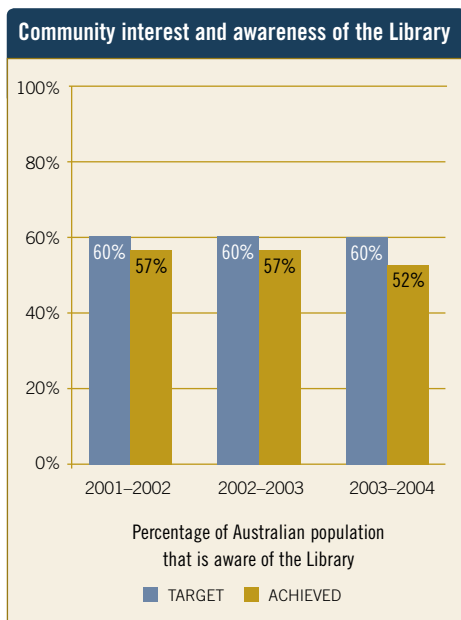
Public programs, promoting the Library and interpreting and making its collections and other documentary resources more widely accessible, are delivered nationally and internationally to targeted audiences and the general public.

	Budget (1) 2003–2004 \$'000	Actual 2003–2004 \$'000	Variation to Budget \$'000
<i>Departmental appropriations</i>	5 449	5 449	–
<i>Revenue from other sources</i>	1 044	2 302	1 258

### PERFORMANCE—OUTPUTS

Measure	Target	Achieved	
<i>Community interest in and awareness of the Library</i>			
<i>Effectiveness</i>	Percentage of Australian population that is aware of the Library	60%	52%
<i>Quality</i>	Percentage of visitors to/participants in Public Programs activities that is satisfied	95%	95%
<i>Quantity</i>	Number of visitors to/participants in Public Programs activities	906 470	1 438 042
<i>Price</i>	Cost per visitor or participant in Public Programs	\$7.06	\$4.54

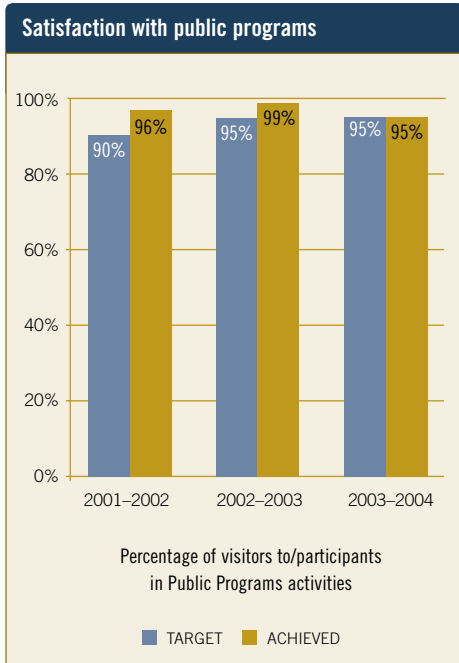
### EFFECTIVENESS



#### Comments on Performance— Effectiveness

A recent independently conducted national telephone survey showed that 52 per cent of the Australian population is aware of the Library. The result is a decrease from the previous survey carried out in 2002. Of respondents who reported that they knew a little or knew a lot about the Library 82 per cent thought that the Library was fulfilling its role well. This was five per cent higher than in the 2002 survey.

## QUALITY

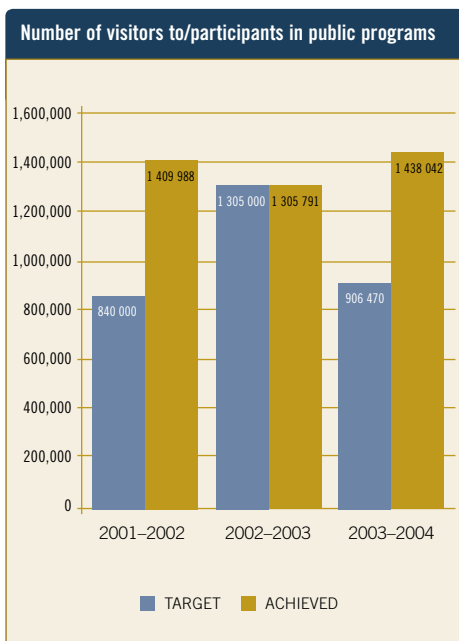


### Comments on Performance—Quality

All quality targets for public programs were met.

Reviews of Library publications, satisfaction of host venues with travelling exhibitions, and media representation were all 100 per cent favourable or balanced. A major external study of the Library’s school education and school holiday programs achieved positive results with an overall satisfaction rate of 88 per cent.

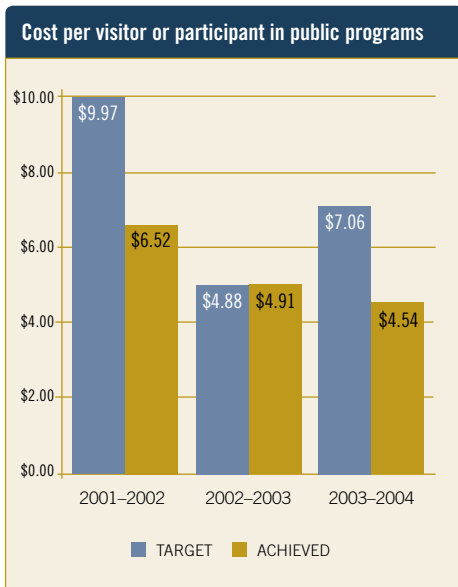
## QUANTITY



### Comments on Performance—Quantity

Overall visitor participation in the Library’s public programs was significantly above this year’s target but consistent with the previous two years. The overall target was reduced this year, primarily to reflect the fact that the Library’s travelling exhibitions for 2003–2004 would be touring to less populated areas than in previous years. However during the latter part of the year the Library experienced strong visitation to both its on-site and travelling exhibitions. During this period there was also an increase in the number of visits to public program websites, a trend consistent with the overall increase in usage of the Library’s online services and resources.

## PRICE



## KEY ISSUES AND DEVELOPMENTS

**Access and Outreach**

There have been four major exhibitions staged in the Library Gallery during the year and four travelling exhibitions have visited many parts of Australia. *Future Memory: National Library Recent Acquisitions*, presented with the assistance of the Paspaley Pearling Company, is the first major exhibition showcasing the wealth and diversity of materials which the Library has acquired over the past four years. In cooperation with the Canadian High Commission, the Library presented *Oscar Peterson: A Jazz Sensation*, a display from the National Library and Archives of Canada featuring audio and visual material, correspondence, photographs and clippings honouring Peterson in his 75th year for his work as an educator, musician, writer and humanitarian.

Three travelling exhibitions, *The Flower Hunter: Ellis Rowan*, *Between the Sheets: A*

*Century of Australian Music*, and *Bunyips* toured to 10 venues in seven states and territories during the year where they were seen by 109 725 visitors. The Western Australian Museum has adopted *Bunyips* into its Museum Link program and will take the exhibition to many more regional and remote venues in Western Australia over the next two years.

A special project this year was the Library's involvement in the Canberra Bushfire Recovery Centre's *Bushfires and Beyond* essay competition for primary and secondary students. During the awards ceremony held at the Library, children read their personal stories of the bushfires to parents, politicians, firefighters and other community members. The work of all finalists has been added to the Library's Manuscript Collection.

Publishing highlights during the year have included the second volume of *The Diaries of Donald Friend*, produced with the assistance of the Morris West Trust Fund, and *A Different View: The National Library of Australia and its Building Art*, showcasing the building and the art associated with it, such as works by Leonard French, Henry Moore and Alice Kettle. Both publications won silver medals at the National Print Awards. Library publications have been uniformly highly regarded in reviews in the trade literature and in major daily newspapers. The Library is also continuing to develop electronic publishing through special publishing projects and online exhibitions such as *Dance People Dance* and *In a New Light: Australian Photography 1850s – 1930s*.

As part of the Library's website redevelopment, a new online shop was established enabling customers from Australia and overseas to purchase Library products and merchandise through a secure site.

## OUTPUT 1.4—AUSTRALIAN LIBRARY NETWORK SERVICES

### OUTPUT DESCRIPTION

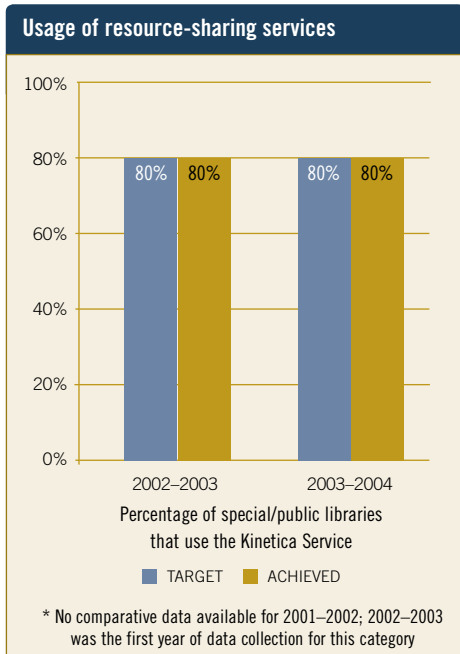
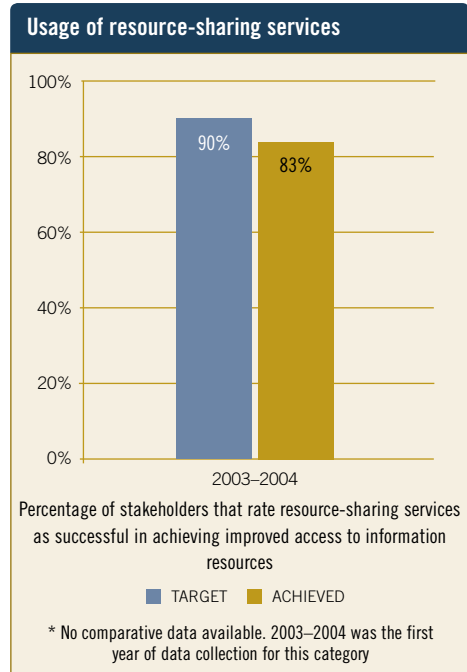
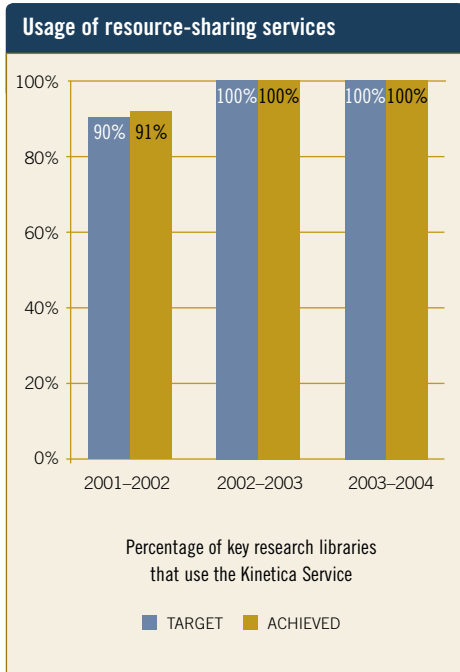
Collaborative projects and services, leading to improved national access to documentary resources, are delivered to the Australian library community.

	Budget (1) 2003–2004 \$'000	Actual 2003–2004 \$'000	Variation to Budget \$'000
<i>Departmental appropriations</i>	2 935	2 935	–
<i>Revenue from other sources</i>	4 873	4 684	-189

### PERFORMANCE—OUTPUTS

	Measure	Target	Achieved
	<i>Usage of resource-sharing services</i>		
<i>Effectiveness</i>	Percentage of key research libraries that use the Kinetica Service	100%	100%
	Percentage of special/public libraries that use the Kinetica Service	80%	80%
	Percentage of stakeholders that rate resource-sharing services as successful in achieving improved access to information resources	90%	83%
<i>Quality</i>	Percentage of resource-sharing services that are delivered within set standards and specified timeframes	98%	98%
<i>Quantity</i>	Number of searches on resource-sharing databases	7 366 000	8 604 969
<i>Price</i>	Cost per search on resource-sharing databases	\$1.05	\$0.87

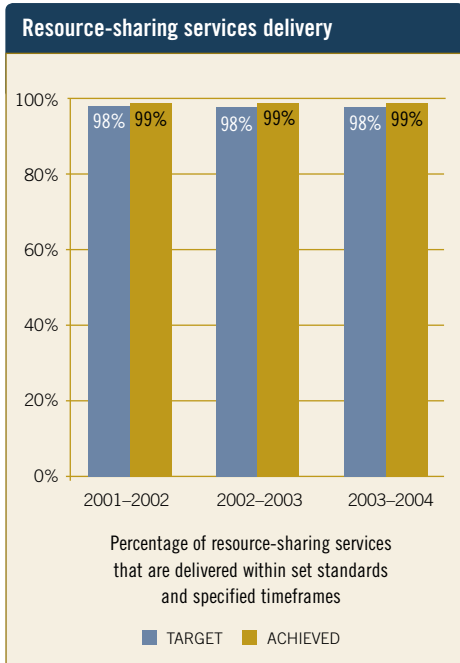
EFFECTIVENESS



**Comments on Performance—  
Effectiveness**

The target for use of resource-sharing services by research libraries and special and public libraries continues to be met.

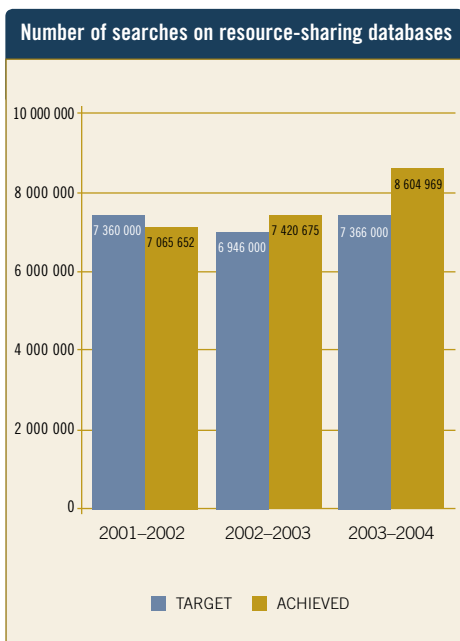
QUALITY



**Comments on Performance—Quality**

Resource-sharing services met the performance quality measure with 98 per cent of services being delivered within set standards and specified timeframes.

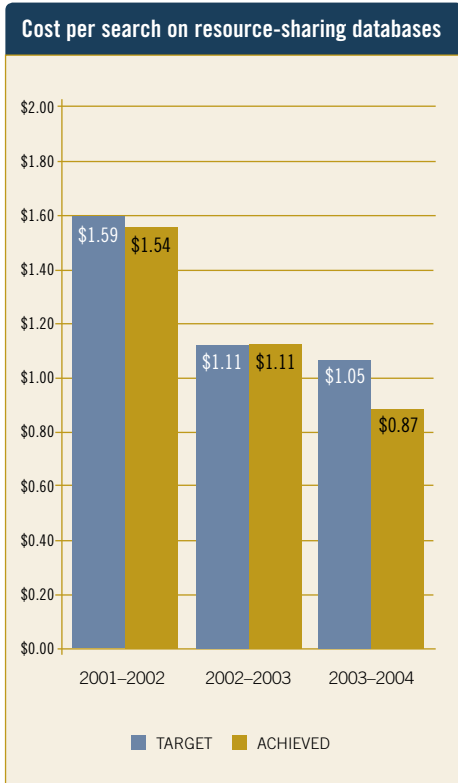
QUANTITY



**Comments on Performance—Quantity**

The number of searches and/or user sessions this year was 8 604 969. This figure is 1 184 294 searches (16 per cent) above that achieved in 2002-2003. This reflected an increase in use by public libraries, encouraged by more cost-effective usage through consortia licences offered by the Library and a pilot project (InformationAustralia) which offered users of five public libraries free access to the National Bibliographic Database. Other areas of significantly increased usage were PictureAustralia, for which usage increased by 64 per cent, and Australia Dancing, which became a fully functioning service and was measured using a new methodology (pageviews).

## PRICE



## KEY ISSUES AND DEVELOPMENTS

### Commitment to Support National Resource Sharing

In December 2003 the Library announced the commencement of a two-year project to redevelop the Kinetica service.

Investigation by the Library during 2003, including consultation with Australian libraries and expert advice from specialists, resulted in a

decision to redevelop the Kinetica system using a modular, two-phase approach. The redevelopment of the service is based on replacing the search system in 2004–2005 and the cataloguing system in 2005–2006. This approach will lead to enhanced services and provide a robust basis for future development.



*Courtship and Marriage, a Fascinating Game for 2, 3, or 4 Players*

[Melbourne: National Game Co., c.1905]

col. cardboard and paper; 36.8 x 36.8 cm

Pictures Collection nla.pic-an21318296

The National Game Company was the first large-scale manufacturer of locally designed board games in Australia. This game illustrates attitudes toward courtship and marriage in the early 20th century.

### International Cooperation

The Kinetica service enables Australian libraries to participate cost-effectively in international resource-sharing services. A new partnership with the National Library Board of Singapore, commenced in December 2003, has resulted in Singapore libraries having access to the Australian National Bibliographic Database. Under the agreement Australian libraries also have access to the Singapore Integrated Library Automation Services which offers access to more than 8 million records for books, serials, music, visual materials, maps, computer files, archives and manuscripts held by Singapore libraries.

### PictureAustralia

PictureAustralia, a collaborative Internet-based service hosted by the National Library, allows users to search the online pictorial collections of many cultural agencies from one website. The service commenced in 2000 with seven participating organisations and 470 000 images; it has grown to 36 organisations and over 1 million images. The increase in coverage of the service was complemented by an increase of over 64 per cent in usage. In April 2004, the millionth PictureAustralia image record, which comes from the Australian War Memorial, was added to the service.

New partners who joined the service this year are the Australian National University, City of Sydney Archives, Gold Coast City Council Library Service, Maroochy Libraries, National Portrait Gallery, Redcliffe City Library, State Library of South Australia, Swinburne University of Technology and Wollongong City Library.

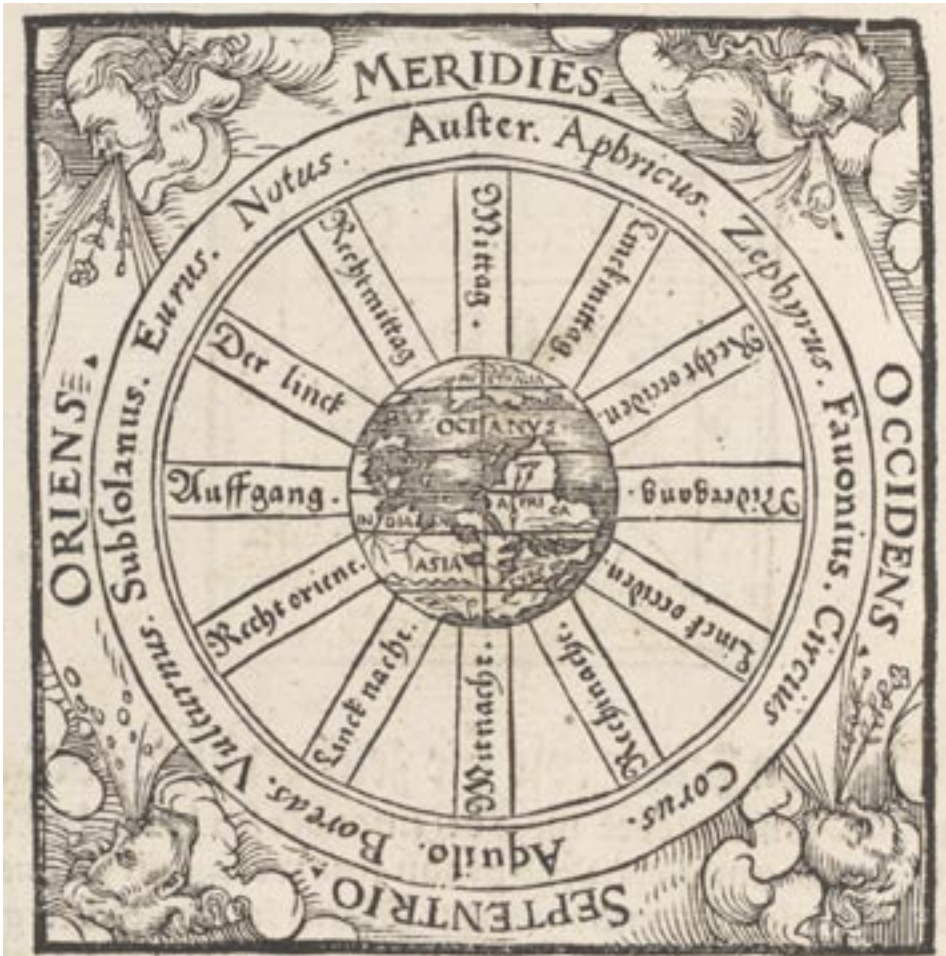
### Collaboration with Public Libraries

In October 2003 a pilot project commenced with five public libraries to offer increased access to the Library's collection and electronic resources. The pilot, known as InformationAustralia, runs for 12 months and the partners are Brisbane City Council, Yarra

Plenty Regional Library Service (Moree, New South Wales), Thuringowa Library Service (Queensland) and the Southern Tablelands Regional Library Service (Goulburn, New South Wales). A Google-style interface offers public library users the ability to search current full-text Australian journals, PictureAustralia and the National Bibliographic Database and to receive documents which they request free-of-charge.

### Increasing Access to Australian Government Information

Australian government publications are increasingly being published online. While there are standards for descriptions of these resources, many have descriptions which are inadequate to enable the resources to be found through search engines and library-based catalogues. A pilot project to develop and share metadata for Australian government publications was undertaken in 2003 with seven government agencies. The project uses a new data standard developed by the Library of Congress, Metadata Object Description Schema (MODS), to automatically enhance metadata for inclusion in the National Bibliographic Database and other Library resource-discovery services. In March over 100 participants attended a seminar reporting on the outcome of the project and suggesting improvements to make it easier to identify and locate Australian government online publications. It is intended that this activity will increase the coverage of government agencies supplying records describing electronic resources and to integrate the supply of records with automated deposit of government publications in PANDORA: Australia's Web Archive.



*Astronomia: Teutsch astronomiei*  
 Gedrückt zu Franckfort am Meyn: be Cyriaco Jacob zum Barth, 1545  
 atlas ; 27.7 cm  
 Map Collection MAP Ra 290

The rare atlas *Astronomia: Teutsch astronomiei* was acquired for its earliest known use of the word 'Australia' in any context.