

# 3

## Report of Operations





In this chapter, the Library reports on its operations in terms of four outputs:

- Output 1.1: The Collection
- Output 1.2: Information Services
- Output 1.3: Public Programs
- Output 1.4: Australian Library Network Services.

## Output 1.1: The Collection

### Description

To 'ensure a comprehensive record of Australian history and endeavour, and a selected record of the world's knowledge, is collected, cared for and accessible', Australian library materials and a selection of non-Australian publications are collected, catalogued and preserved by the Library for current and future access. The Australian collection includes print publications such as books, serials, maps and music scores, which are collected comprehensively, and online publications and unpublished

material such as manuscripts, pictures and oral histories, which are collected selectively. A considerable collection of general overseas and rare book materials, as well as world-class Asian and Pacific collections augment the Australiana collections. Selected materials from the collections are digitised to provide immediate online access. Preservation programs are in place for the print and digital collections to ensure their long-term access.

Table 3.1 provides details of funds appropriated and spent in support of Output 1.1 in 2006–2007.

**Table 3.1** Output 1.1: funds appropriated and spent, 2006–2007

	Budget 2006–2007 (\$'000)	Actual 2006–2007 (\$'000)	Variation to budget (\$'000)
Departmental appropriations	18 145	18 145	–
Revenue from other sources	3 371	5 834	2 463

## Performance

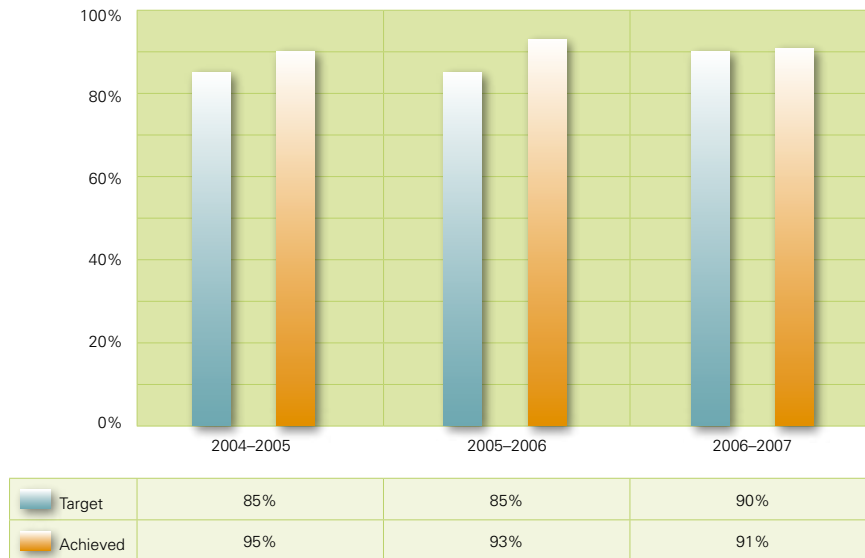
Table 3.2 shows measures, targets and achievements in relation to Output 1.1 in 2006–2007.

**Table 3.2 Output 1.1: measures, targets and achievements, 2006–2007**

	Measure	Target	Achieved
Effectiveness	<i>Appropriate and effective collecting</i> Percentage of Australian publications within the Collection Development Policy that have been collected	90%	91%
	<i>Effective access to the collection</i> Percentage of new items catalogued on the Australian National Bibliographic Database	100%	98%
	<i>Effective access to the collection</i> Percentage of targeted older material catalogued on the Australian National Bibliographic Database	100%	100%
Quality	Percentage of items checked in, catalogued or indexed within standards and timeframes	95%	97%
	Percentage of time environmental storage standards met for the high-priority collections <sup>a</sup>	90%	92%
Quantity	Number of collection items stored and maintained <sup>b</sup>	6 026 700	5 917 469
	Number of collection items acquired and/or processed or digitised	371 000	369 673
Price	Cost per collection item maintained	\$0.45	\$0.50
	Cost per collection item acquired and/or processed or digitised	\$49.33	\$46.96

- a From 2006–2007, a new approach to measuring performance against this target was introduced to focus more on high-priority collection material.
- b The 2006–2007 target includes 100 000 pages digitised as part of the Australian Newspaper Digitisation Project. However, the commencement of digitisation was delayed because setting up the project and preparing workflows and digitisation requirements took longer than expected. Consequently, no pages were actually digitised in 2006–2007.

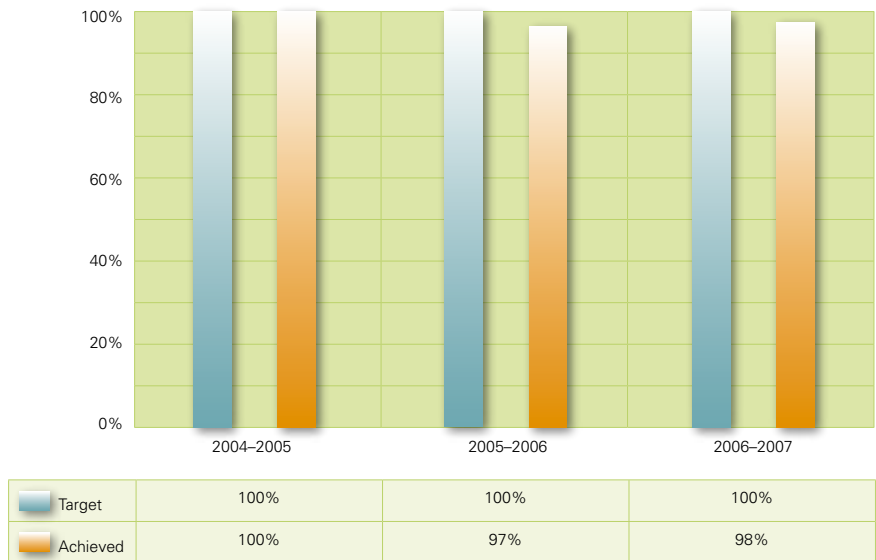
## Effectiveness



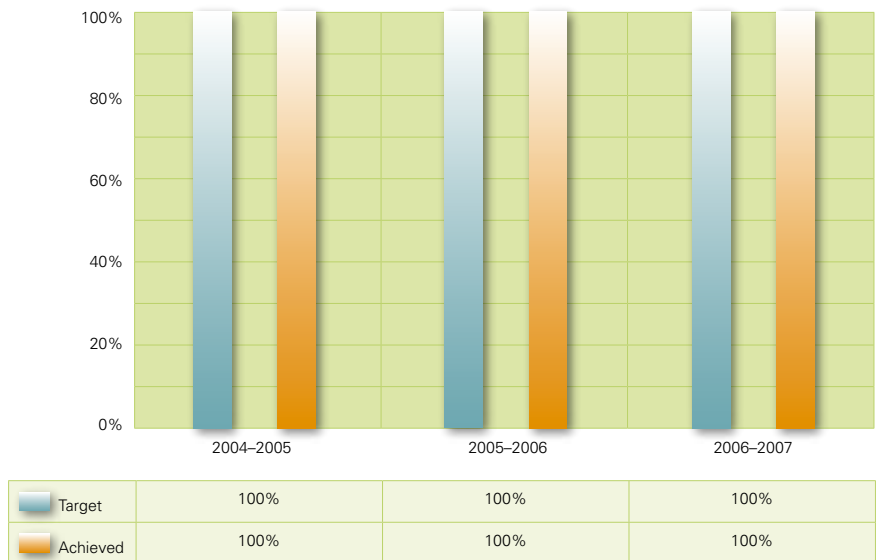
**Figure 3.1** Percentage of Australian publications within the Collection Development Policy that have been collected, 2004–2005 to 2006–2007

Collecting new Australian publications via legal deposit was slightly ahead of target—91 per cent of publications were collected compared with a target of 90 per cent. This outcome continues

the above-target performance of the previous two years and is the result of ongoing awareness-raising of legal deposit obligations among publishers.



**Figure 3.2** Percentage of new items catalogued on the Australian National Bibliographic Database, 2004-2005 to 2006-2007

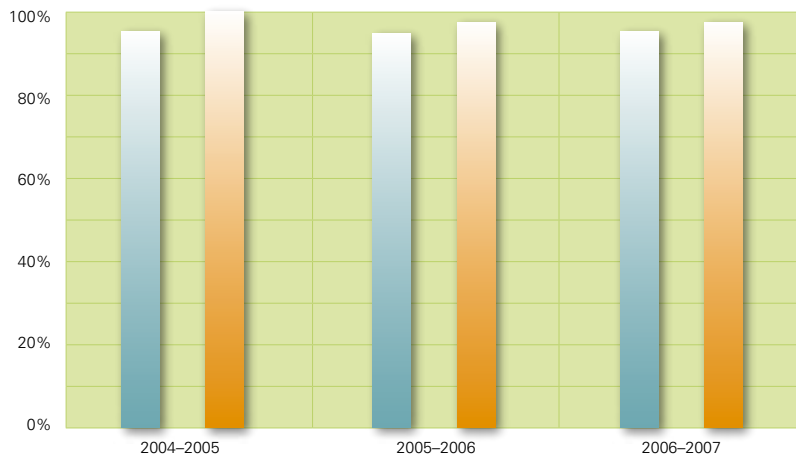


**Figure 3.3** Percentage of targeted older material catalogued on the Australian National Bibliographic Database, 2004-2005 to 2006-2007

Performance against the target for the percentage of new items catalogued was slightly below target at 98 per cent. This is due largely to difficulties in recruiting and retaining suitably trained staff throughout

the year. The target for the percentage of older material catalogued on the Australian National Bibliographic Database was met, improving awareness of the Library's holdings through online catalogues.

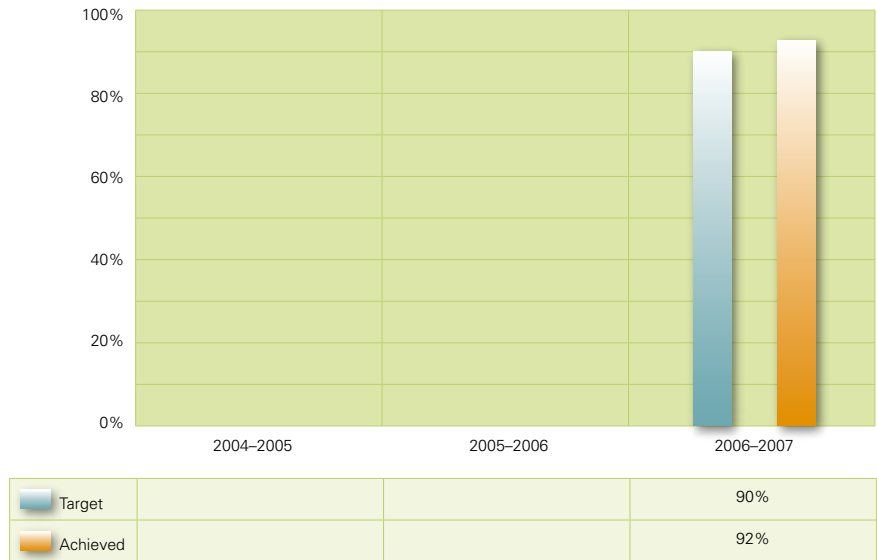
## Quality



Target	95%	95%	95%
Achieved	100%	98%	97%

**Figure 3.4** Percentage of items checked in, catalogued or indexed within standards and timeframes, 2004–2005 to 2006–2007

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



**Figure 3.5 Percentage of time environmental storage standards met for the high-priority collections, 2006–2007**

Note: From 2006–2007, a new approach to measuring performance against this target was introduced to focus more on high-priority collection material. There are no comparable data for 2004–2005 and 2005–2006.

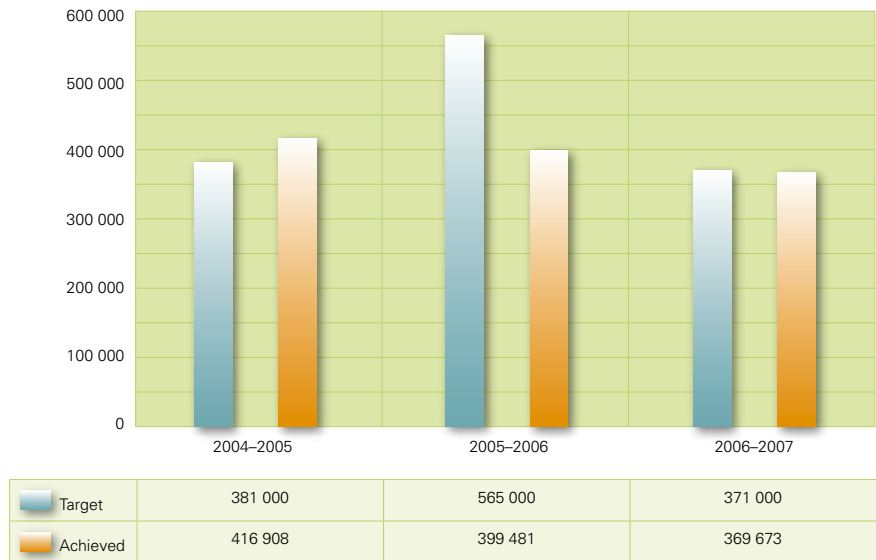
The Library aims to store high-priority collections in environmental conditions that assist in the preservation of this important material. During the reporting period, the high-priority collections, which consist of approximately 60 per cent of the Library’s collections, were stored within acceptable conditions for 92 per cent of the time. This figure exceeded the target of 90 per cent.

## Quantity



**Figure 3.6** Number of collection items stored and maintained, 2004–2005 to 2006–2007

The target for the number of collection items stored and maintained included 100 000 pages digitised as part of the Australian Newspaper Digitisation Project, which was not achieved due to the delayed commencement of the project. Taking this into account, the number of collection items stored and maintained was slightly under target as fewer than estimated maps and journal issues were received.



**Figure 3.7** Number of collection items acquired and/or processed or digitised, 2004-2005 to 2006-2007

The combined target for the number of collection items acquired and/or processed or digitised was not reached because fewer than expected maps and Australian journal issues were added to the collections. Individual targets for the number of catalogue records added to the national online catalogue, the number of items digitised and the number of journal index entries created were met.

Price

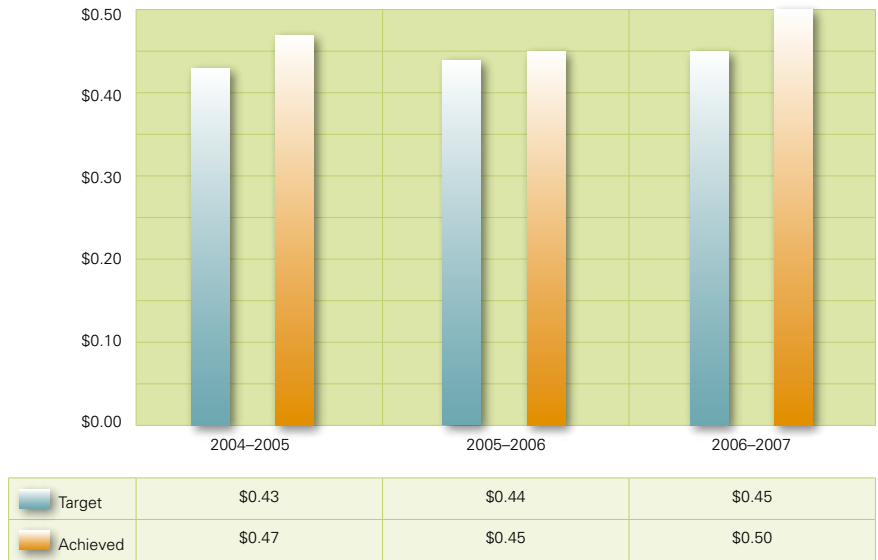


Figure 3.8 Cost per collection item maintained, 2004–2005 to 2006–2007

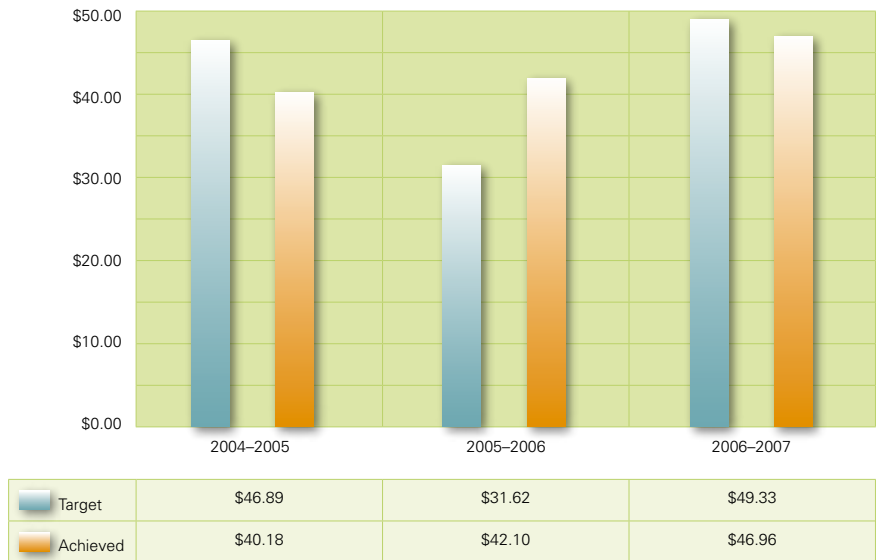


Figure 3.9 Cost per collection item acquired and/or processed or digitised, 2004–2005 to 2006–2007

## Key Issues and Developments

Significant achievements for the year included the completion of the conversion of the holdings and catalogue records for Australian and overseas serials from manual files to online records, and the completion of a project to add over 85 000 holdings records for second copies of Australian books. Both projects have greatly improved discovery and retrieval of collection material through online catalogues.

Purchase of catalogue records from external sources where available has enabled the Library to provide much improved access to materials in a cost-effective way. In addition, the Library has implemented automated processes to generate catalogue records for some categories of collection material, resulting in better exposure and access through the online catalogue. Thousands of records were generated during the year using this approach.

The Library's regional office in Jakarta instituted a number of new procedures to improve turnaround time and quality of cataloguing for all new Indonesian books acquired by the Jakarta office. Consignments are shipped to participant libraries more often and full-level catalogue records are now prepared in Jakarta and added directly to the Library catalogue.

The collection of overseas full-text online resources was expanded with the acquisition of some significant collections including the JSTOR Arts and Sciences collection, which provides access to the archived backfiles of over 500 journals; Project Muse, which hosts more than 290 humanities, arts and social sciences electronic journals; and EIU.com, which contains extensive country analyses and forecasts prepared by the Economic Intelligence Unit.

In building its collections, the Library maintains a specific interest in Asia and

the Pacific. Staff made acquisition visits to French Polynesia, the Cook Islands and West Papua, and completed a project to improve mechanisms for the ongoing supply of library materials from Papua New Guinea.

The second harvest of the free component of the Australian web domain was completed and added 596 million unique files to the Library's collection of Australian web resources, which is nearly three times as many files collected in the first harvest in 2005–2006. The domain harvest provides a valuable benchmark and foundation for the Library to develop future web-archiving strategies. In addition, the Library commenced a project to trial the archiving of Asian websites of research interest, using the services of the Internet Archive.

The Australian Newspaper Digitisation Project commenced during 2006–2007. Over the next four years the Library will digitise and deliver online one major newspaper from each Australian state and territory, amounting to approximately 3.5 million newspaper pages. The project is a key component of the Library's ongoing digitisation activities to make our Australian collections more visible and accessible, and will provide an important online resource to support historical research. The Library will develop the online search and delivery function inhouse, which will allow integration with the Library's other search and delivery services.

The National Plan for Australian Newspapers, a collaboration involving the state and national libraries, was renamed the Australian Newspaper Plan and the website was redesigned. Significant progress was made in preserving Australian newspapers and making them available for use, and in formulating an action plan to address issues associated with preservation digitisation of newspapers.

## Output 1.2: Information Services

### Description

Information services—‘meeting the needs of our users for rapid and easy access to our collections and other resources’—are delivered nationally and internationally. These services may be delivered onsite through the Library’s reading rooms or offsite via services including AskNow—a collaborative national online reference service—and

Copies Direct, which provides access to library collections through loans and the supply of copies. Access to the Library’s collections is also provided through a range of electronic services including the collaborative websites Australia Dancing and MusicAustralia.

Table 3.3 provides details of funds appropriated and spent in support of Output 1.2 in 2006–2007.

**Table 3.3** Output 1.2: funds appropriated and spent, 2006–2007

	Budget 2006–2007 (\$'000)	Actual 2006–2007 (\$'000)	Variation to budget (\$'000)
Departmental appropriations	31 703	31 703	–
Revenue from other sources	2 767	3 729	962

### Performance

Table 3.4 shows measures, targets and achievements in relation to Output 1.2 in 2006–2007.

**Table 3.4** Output 1.2: measures, targets and achievements, 2006–2007

	Measure	Target	Achieved
Effectiveness	Percentage of requests for collection items met	90%	93%
Quality	Percentage of users satisfied with the information services provided	90%	86%
	Percentage of Service Charter standards met	100%	100%
Quantity	Number of information services transactions	7 330 000	7 536 072
Price	Cost per information services transaction	\$4.83	\$4.49

Effectiveness

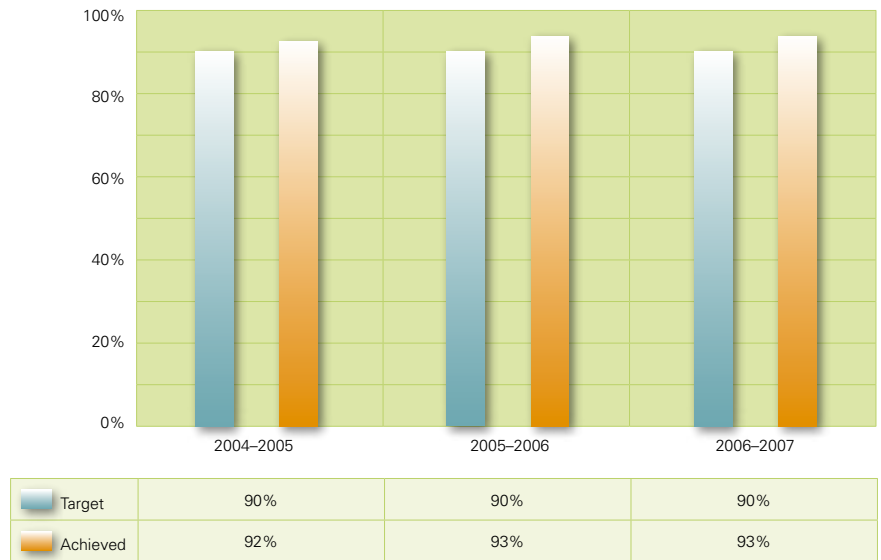


Figure 3.10 Percentage of requests for collection items met, 2004-2005 to 2006-2007

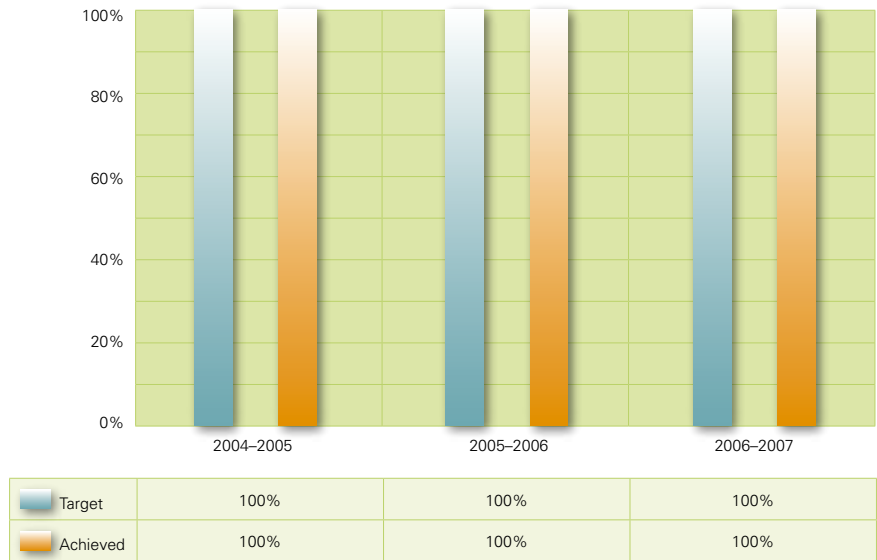
The effectiveness target was exceeded.

## Quality



**Figure 3.11** Percentage of users satisfied with the information services provided, 2004–2005 to 2006–2007

The quality target is derived from a weighted average of customer satisfaction surveys for onsite and offsite information services, collection delivery transactions and web services. No user satisfaction surveys were undertaken in 2006–2007. The last survey took place in May 2006. The percentage target for user satisfaction was reduced to 90 per cent, reflecting lower satisfaction with web services than services provided directly to users by Library staff.



**Figure 3.12** Percentage of Service Charter standards met, 2004–2005 to 2006–2007

The Library’s Service Charter specifies delivery times for collection items, response times for reference enquiries and the availability of the Library’s website. All Service Charter achievements were met. For further details of the standards, see the Service Charter section on pages 28–30.

### Quantity

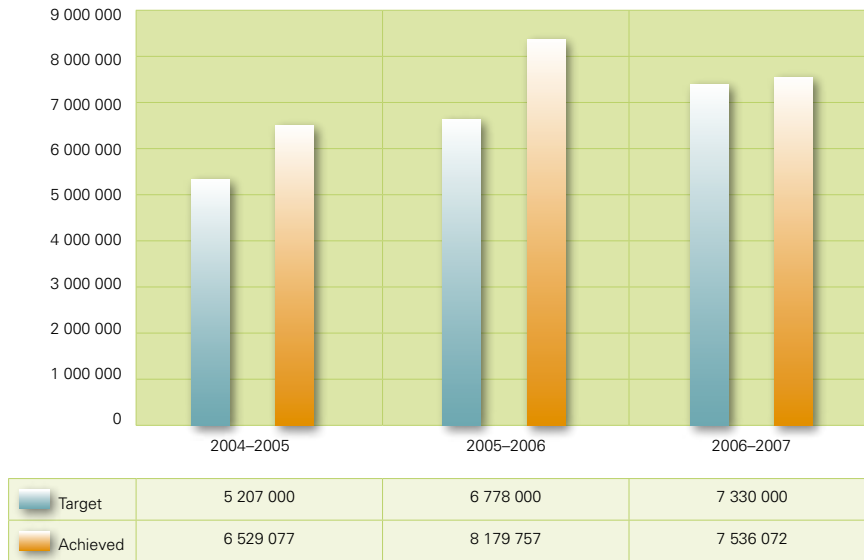


Figure 3.13 Number of information services transactions, 2004–2005 to 2006–2007

Information services transactions comprise all reference enquiries and use of collections onsite, offsite and online. This year, the target was raised and exceeded.

### Price



Figure 3.14 Cost per information services transaction, 2004–2005 to 2006–2007

## Key Issues and Developments

From January 2007 the Library ceased its evening opening hours for the Newspapers and Microforms Reading Room. Readers wishing to use newspaper and microform materials in the evenings and on Sundays are now able to do so in the Main Reading Room by prior arrangement. Low patronage and the high costs of operating the reading room were the principal reasons for the reduction in hours. In addition, many newspaper resources are now available online and can be accessed from any reading room. Requests for after-hours access have averaged 4.5 readers per day. In July 2007, the Library will implement eCallslips for newspapers, making it easier for users to request material at any time and from offsite.

In a further improvement to workflows, the Library integrated management of reference enquiries responded to by staff in all reading rooms into one central enquiry management system. As well as enabling better monitoring of turnaround time and response quality, selected responses are also edited for publication on Frequently Asked Questions—a searchable

database on the Library's website. This has proved popular, with up to 17 000 page views recorded in some months.

During 2006–2007 improvements were made to the Library's Document Delivery Service, which commenced inter-operating with the Libraries Australia Document Delivery Service via an international standard protocol. This allows inter-library loan and document delivery requests from participating libraries to be transferred to the Library for processing through a single system, with improvements to response times, payment processing and workflows, and more efficient delivery of copies to users.

A new digital collections website was created to improve user access to the Library's digitised collections. Through this website, the Library is able to showcase the breadth and depth of its digitised collections. It allows users to explore the Australian story through exciting pictures, rare historical maps, early Australian sheet music, manuscripts and personal papers created by notable Australians, selected printed works from the Library's Australian and overseas collections, and selected audio recordings from our oral history and folklore collections.

## Output 1.3: Public Programs

### 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. Public programs—including events, exhibitions, education and publishing activities, communications and marketing, development

activities, volunteer and Friends of the National Library programs, and a bookshop promoting Australian publishing—contribute to the Library’s desired outcome of ‘demonstrating our prominence in Australia’s cultural, intellectual and social life and fostering understanding and enjoyment of the National Library and its collections’.

Table 3.5 provides details of funds appropriated and spent in support of Output 1.3 in 2006–2007.

**Table 3.5** Output 1.3: funds appropriated and spent, 2006–2007

	Budget 2006–2007 (\$'000)	Actual 2006–2007 (\$'000)	Variation to budget (\$'000)
Departmental appropriations	6 042	6 042	–
Revenue from other sources	2 022	2 093	71

### Performance

Table 3.6 shows measures, targets and achievements in relation to Output 1.3 in 2006–2007.

**Table 3.6** Output 1.3: measures, targets and achievements, 2006–2007

	Measure	Target	Achieved
Effectiveness	<i>Community interest in and awareness of the Library</i> Percentage of the Australian population who are aware of the Library	60%	52% (May 2004) <sup>a</sup>
Quality	Percentage of visitors to, and/or participants in, public programs activities who are satisfied	95%	97%
Quantity	Number of visitors to, and/or participants in, public programs activities	1 503 000	1 998 652
Price	Cost per visitor or participant in public programs	\$5.24	\$4.00

a Date of last survey

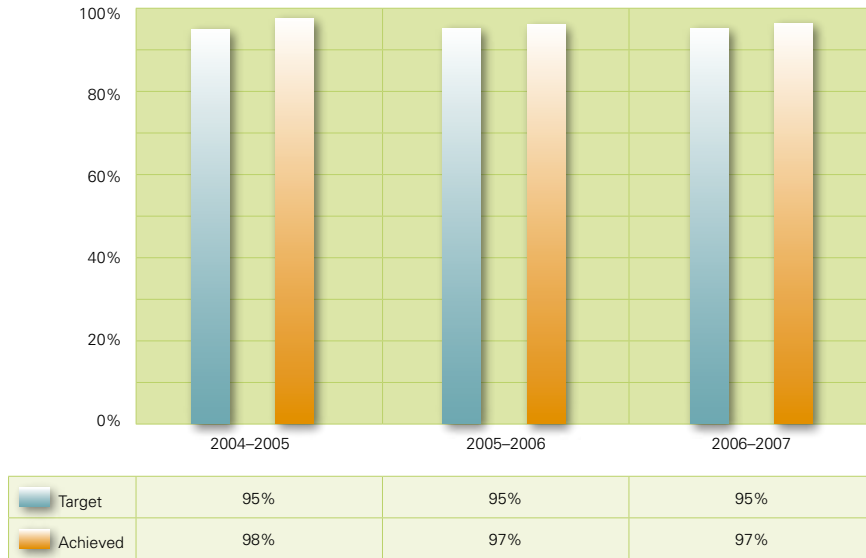
Effectiveness



**Figure 3.15 Percentage of the Australian population who are aware of the Library, 2004-2005 to 2006-2007**

The Library undertook an omnibus survey in 2004 to assess the level of public awareness and perception of the Library nationally. The survey has not been repeated and the measure is under review.

## Quality



**Figure 3.16** Percentage of visitors to, and/or participants in, public programs activities who are satisfied, 2004–2005 to 2006–2007

The assessment of the quality of public programs has in recent years been arrived at through a combination of surveys of visitor satisfaction with onsite exhibitions and outreach activities, and reports of host venue satisfaction with the Library's travelling exhibitions.

In 2006–2007, public programs achieved an overall 97 per cent satisfaction rating, once again exceeding the target. The satisfaction rating is derived from monitoring satisfaction of stakeholders across a range of measures associated with public programs.

## Quantity

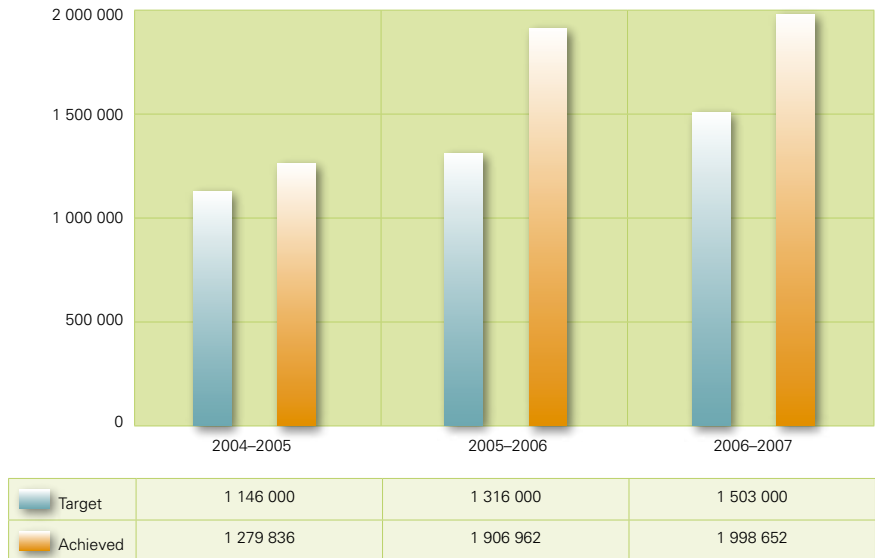


Figure 3.17 Number of visitors to, and/or participants in, public programs activities, 2004-2005 to 2006-2007

Participation in public programs, both in person and via the website, has continued to exceed projections. Visits to public programs websites exceeded projections by more than 34 per cent, reflecting a growing interest in both new and traditional ways of engaging with interpretative programs offered by the Library.

Since it began its national tour in March 2006, the *National Treasures from Australia's Great Libraries* exhibition has travelled to venues in six capital cities, including the Tasmanian Museum and Art Gallery, the State Library of New South Wales, the State Library of Queensland, the Flinders University Art Museum (located in the State Library of South Australia), the Museum and Art Gallery of the Northern Territory, and the Western Australian Museum. This popular

exhibition exceeded its overall visitation target for this year by 66 per cent, with the Tasmanian Museum and Art Gallery and State Library of South Australia significantly exceeding their targets by 26 331 and 29 514, respectively.

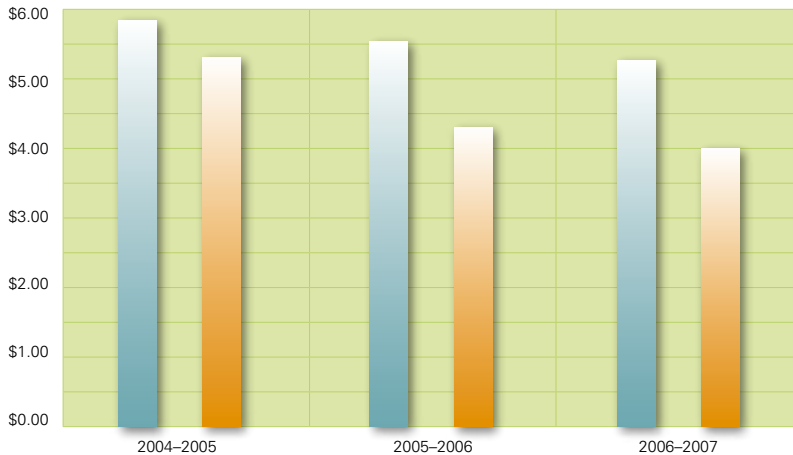
Other exhibitions contributing to the visitation numbers include:

- *Facing Percy Grainger*, presented by the Library in association with the University of Melbourne's Grainger Museum
- *Donald Friend: A Charmed Life*, an exhibition containing 155 works from private collections and national institutions, and coinciding with the release of the fourth and final volume of the edited diaries of the artist Donald Friend

- *Joseph Lycett: Convict Artist*, an exhibition initiated by the Historic Houses Trust of New South Wales and developed in partnership with the Library and the State Library of New South Wales
- *Cooee: Australia in the 19th Century*, a survey of life in nineteenth-century Australia, featuring watercolours and photographs held in the Library’s collections.

Public outreach activities exceeded expectations by 23 per cent with many programs well attended, including the 2006 Kenneth Myer Lecture presented by Geoffrey Robertson QC, the annual Friends of the National Library’s event celebrating Thomas Keneally, and a major conference, *Love and Desire: Literature and the Intimate*.

Price



Target	\$5.85	\$5.52	\$5.24
Achieved	\$5.36	\$4.38	\$4.00

Figure 3.18 Cost per visitor or participant in public programs, 2004–2005 to 2006–2007

## Key Issues and Developments

During 2006–2007, there were 68 new loans to 12 exhibitions, curated by major institutions in New Zealand, France and five Australian states and territories.

Publications and merchandise are distributed nationally through 515 retail outlets and online through the Library's website. The number of distribution outlets increased by 65 from 2005–2006, with a highlight being ABC bookstores. Attendance at gift fairs and events throughout Australia, including Floriade, continued to promote Library products nationally.

The Friends of the National Library continued to play a central role in the cultural life of the organisation, hosting a number of public events that showcased the collections and aspects of the Library's work. This year, membership of the Friends of the National Library increased by 11 per cent to 1706, reflecting continued increasing community engagement with the Library.

The final showing for the *National Treasures from Australia's Great Libraries* exhibition was launched on 29 June at the Western Australian Museum. This exhibition will conclude in 2007–2008, drawing to a close a six-year project held in collaboration with all of Australia's state and territory libraries and generously supported by eight sponsors and the Australian Government through Visions of Australia and Art Indemnity Australia.

The *Bunyips* travelling exhibition toured to 11 venues in Western Australia while managed by the State Library of Western Australia, and is now with Country Arts South Australia where it will continue to travel to a further 13 venues next year. This small exhibition commenced in 2001 and continues to be popular throughout Australia.

The Library's fundraising efforts for a Treasures Gallery continue to achieve excellent results, with over \$2.3 million raised against the initial \$3 million target. Work has commenced on a detailed gallery design brief and significant work on this project will continue in 2007–2008.

## Output 1.4: Australian Library Network Services

### Description

Collaborative projects and services, leading to improved national access to documentary resources, are delivered to the Australian library community. These services include the free and subscription Libraries Australia search service—based on the Australian National Bibliographic Database—and PictureAustralia, which provides access to the online picture collections of nearly 50 cultural agencies.

These resource-sharing services contribute to the Library's desired outcome of 'ensuring that Australians have access to vibrant and relevant information services', in particular by 'working collaboratively with libraries and other institutions to implement a national plan of action'.

Table 3.7 provides details of funds appropriated and spent in support of Output 1.4 in 2006–2007.

**Table 3.7** Output 1.4: funds appropriated and spent, 2006–2007

	Budget 2006–2007 (\$'000)	Actual 2006–2007 (\$'000)	Variation to budget (\$'000)
Departmental appropriations	2 428	2 428	–
Revenue from other sources	3 924	4 426	502

## Performance

Table 3.8 shows measures, targets and achievements in relation to Output 1.4 in 2006–2007.

**Table 3.8** Output 1.4: measures, targets and achievements, 2006–2007

	Measure	Target	Achieved
Effectiveness	<i>Use of resource-sharing services</i> Percentage of key research libraries that subscribe to the Libraries Australia service	100%	100%
	Net retention of Libraries Australia customer libraries	95%	100%
	Percentage of stakeholders that rate resource-sharing services as successful in achieving improved access to information resources	90%	89%
Quality	Percentage of resource-sharing services that are delivered within set standards and specified timeframes	98%	100%
	Percentage of Libraries Australia customer libraries satisfied with the quality of resource-sharing services	90%	88%
Quantity	Number of searches on resource-sharing databases	11 049 000	15 598 219
Price	Cost per search on resource-sharing databases	\$0.54	\$0.38

Effectiveness

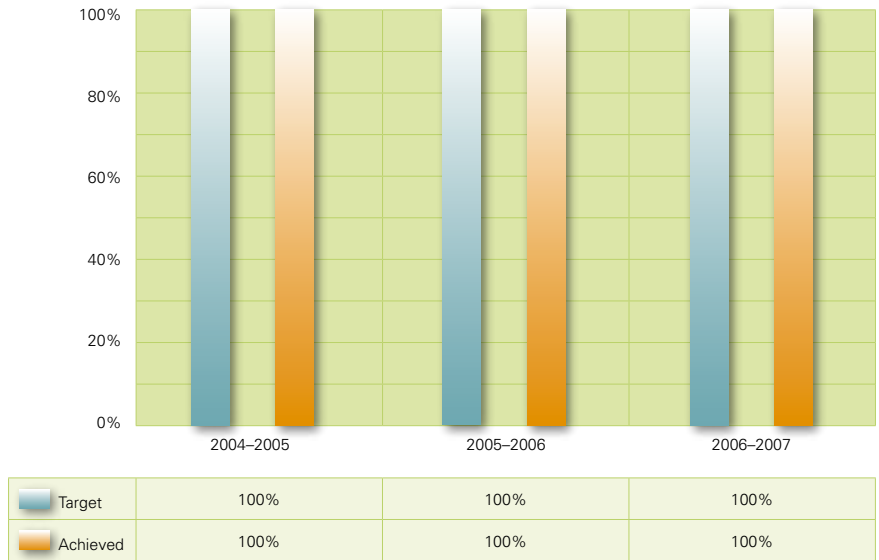


Figure 3.19 Percentage of key research libraries that subscribe to the Libraries Australia service, 2004–2005 to 2006–2007

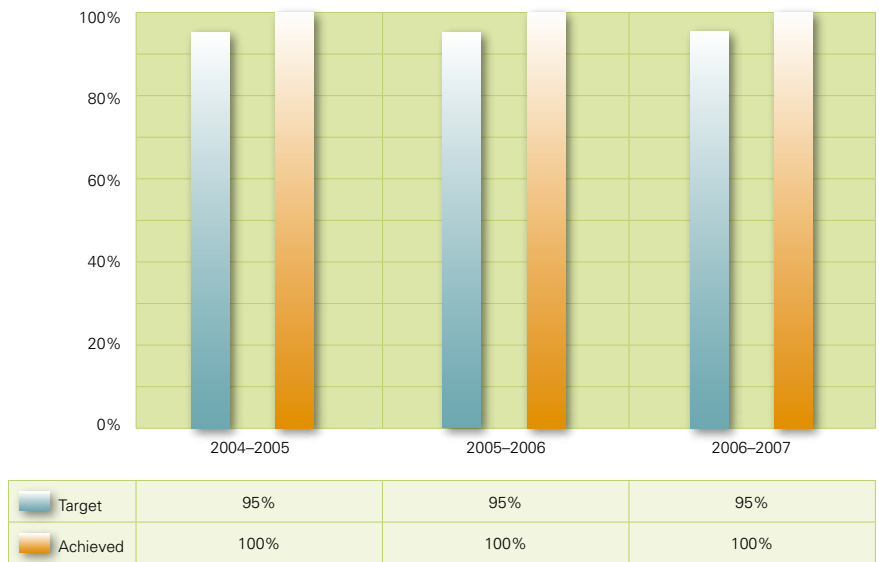


Figure 3.20 Net retention of Libraries Australia customer libraries, 2004–2005 to 2006–2007



**Figure 3.21 Percentage of stakeholders that rate resource-sharing services as successful in achieving improved access to information resources, 2004-2005 to 2006-2007**

The percentage of key research libraries that subscribe to Libraries Australia has remained at 100 per cent during the reporting period, while the percentage of Libraries Australia customers retained was 100 per cent.

In 2007, a Libraries Australia Stakeholder and Customer Satisfaction

Survey was undertaken. The percentage of stakeholders that rate resource-sharing services as successful in achieving improved access to information resources was 89 per cent, which was a significant improvement over the result of 83 per cent from the last survey conducted in 2002.

## Quality

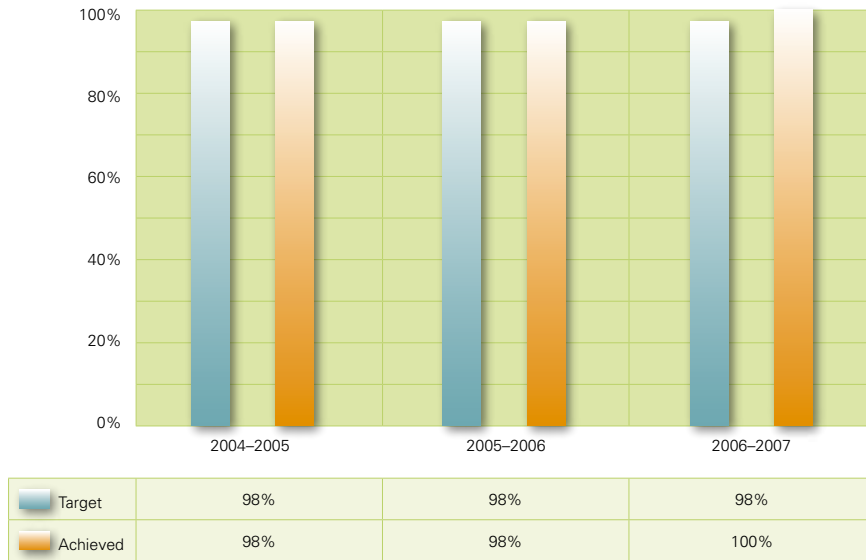


Figure 3.22 Percentage of resource-sharing services that are delivered within set standards and specified timeframes, 2004–2005 to 2006–2007

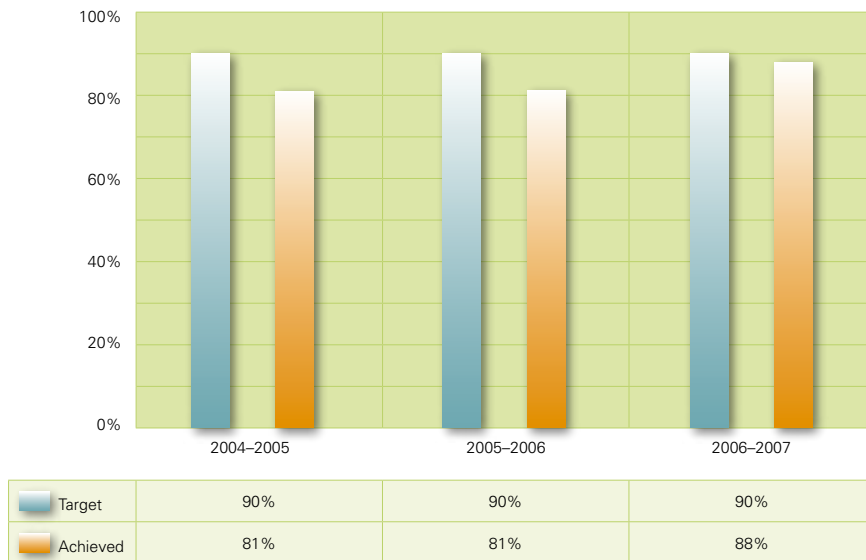


Figure 3.23 Percentage of Libraries Australia customer libraries satisfied with the quality of resource-sharing services, 2004–2005 to 2006–2007

One hundred per cent of resource-sharing services were delivered within set standards and specified timeframes. In 2007, a Libraries Australia Stakeholder and Customer Satisfaction Survey was undertaken. The percentage of Libraries Australia customers satisfied with the quality of resource-sharing services was 88 per cent, which was a significant improvement over the result of 81 per cent from the last survey conducted in 2002.

Quantity

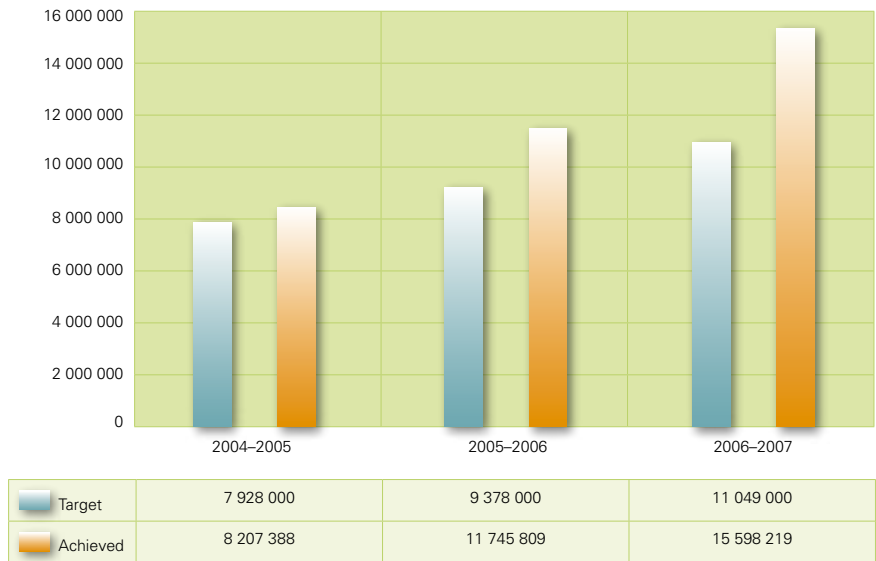


Figure 3.24 Number of searches on resource-sharing databases, 2004-2005 to 2006-2007

There were 15 598 219 searches on resource-sharing databases during the reporting period. This figure is 4 549 219 (41 per cent) above the target and 3 852 410 (33 per cent) above that achieved in 2005-2006. Of the 41 per

cent increase, 67 per cent occurred within Libraries Australia subscription searches, 13 per cent within the Libraries Australia free search service, and there was a 13 per cent increase in PictureAustralia searching.

## Price



Figure 3.25 Cost per search on resource-sharing databases, 2004–2005 to 2006–2007

## Key Issues and Developments

The key achievement of 2006–2007 was increasing access to the Australian National Bibliographic Database through a variety of technologies. It is now possible to search Libraries Australia from any browser page, independently of the Libraries Australia search interface. Similarly, both Libraries Australia and PictureAustralia now support web searching using a protocol known as OpenSearch. Enhancements to improve search response times and the relevance ranking of results were also made.

During the reporting period, the Library sought to make it easier to catalogue digital and digitised resources through the release of guidelines on cataloguing remote access electronic resources, and on microform cataloguing. The release of a new version of the desktop software for cataloguing makes it easier to add records in Chinese auto-transliteration scripts.

Use of Libraries Australia continued to grow, including through an exchange of materials between Australian and New Zealand libraries. A total of 5474 items were supplied to New Zealand libraries and 2054 items were supplied to Australian libraries from New Zealand.

PictureAustralia added three new participants in 2006–2007: The Australian

National University School of Art, the Curtin University Library and the Historic Houses Trust of New South Wales. A new photographic theme—our town—allowed Australians to contribute photographs of their hometowns and other local spaces to PictureAustralia via the Flickr photograph-sharing service.

The ARROW Discovery Service, which integrates access to 70 000 scholarly research outputs from across the university library sector, demonstrates the growth in institutional repositories holding digital content.

A new development project to bring together access to rich historical information about individuals commenced in 2006–2007. Known as PeopleAustralia, the proposed service will make it easier to locate biographical information about significant Australians from a single web access point.

In May 2007, an agreement was signed between the Library and the US-based OCLC (Online Computer Library Center) that gives all Australian libraries which subscribe to Libraries Australia unlimited cataloguing and search access to WorldCat. WorldCat is the largest bibliographic database in the world containing information on over 1 billion items held by almost 60 000 libraries in 110 countries. The agreement came into effect on 1 July 2007.