

# Trove Strategy: Components

**Trove's role is broader than the Library alone, and requires additional and diverse funding sources to deliver on its ambition. Clarity around strategy, services and functions, customer groups and funding arrangements will inform Trove's capability requirements and strategic priorities required to achieve these.**

Vision and Strategy	Vison	Purpose	Mission		
	All Australians engage with cultural collections without barriers and over generations for a strong connection with Australia's cultural history.	Trove's purpose is to enable cultural content to be managed, explored, and engaged with digitally.	Making high quality cultural content freely accessible to power a sense of Australian identity, foster an inclusive society, grow the economy through education and innovation and positively impact societal wellbeing.		
Outcomes					
There is a single and secure access point to Australia's cultural and intellectual heritage.	Australians have our culture at their fingertips – now and decades into the future.	Services are delivered digitally to reach the national population and complement our iconic cultural buildings.	The community collaborates to share practices, tackle challenges, and adapt to maintain relevance.	A central, national infrastructure is bespoke to the needs of Australia's digital collections.	End-to-end management of cultural collections occurs in a secure digital environment, controlled by our diverse collecting institutions.

## Services and Functions

Trove is a secure, modern digital platform for Content Stewards to amplify their capabilities in managing and providing access to digital collections. Trove offers them a digital presence alongside their physical footprint.

Trove's components offer specific functionality across the digital content management lifecycle and enable services to be developed and delivered to user groups based on their needs. As these needs are different, user groups have choice and control around how they use them based on their unique circumstances.



Digitise	Collect	Manage	Store	Access	Support and Govern
Support the digitisation of cultural collections of any format, size, and location and is connected to the workflows of these programs.	Support collection and preservation of current and emerging content formats to build Australia's cultural collection over time horizons. It offers multiple pathways for collecting items based on organisation and content needs.	Enable Content Stewards to manage and maintain records to create a national database. Trove then structures and links this data for Content Consumers and Content Creators to explore and engage with in different ways.	Trove's shared digital infrastructure will securely and centrally store and preserve digital items for the long-term.	Provide access to Australia's cultural collections - trusted source of data to engage with and explore for multiple uses in ways that cannot be done today. A single, stable, user-access platform accessed from anywhere, anytime.	Trove's functionality is supported through dedicated delivery teams for service and technical support, governance, and innovation programs. This enables collaboration among all participants.

## User Groups

### Consumers



- Anyone wanting to explore, reflect, share
- Value the content (rich, diverse, commodity use).
- They "take" parts of content to fulfill their unique needs.
- How they use Trove ongoing development of Trove, their effort around text correction/description enhances discoverability.
- E.g. citizens, students, educators, commercial entity, GLAM vendors.

### Creators



- Anyone wanting to engage, create and extract collection data to give it rich meaning.
- They value education or entertainment experiences in and around Trove.
- They create appealing, new and engaging content that attract others.
- E.g. broadcasters, publishers, researchers, innovators, creatives, developers, curated exhibitors.

### Stewards



- Anyone who collects items related to Australia's culture.
- They value their collection being preserved and accessed over time.
- They provide their digital collections to build a combined national collection and use shared digital services for efficiencies and relevance.
- e.g. galleries, archives, library, museum, historical societies.

# Trove Strategy: Narrative

An overview of the narrative and structure of the strategy is outlined below. Sections are being developed to these messages and supported with evidence from market analysis, sector trends, current performance and the experience and needs of current and potential partners and Trove end-users.

- Strategy (external)
- Implementation Plan (internal)
- Separate effort

## Strategic Context "what is happening around us?"

### Our Vision

1. There is a single and secure access point to Australia's cultural and intellectual heritage.
2. Australians have our culture at their fingertips – now and decades into the future.
3. Services are delivered digitally to reach the national population and complement our iconic cultural buildings.
4. The community collaborates to share practices, tackle challenges, and adapt to maintain relevance
5. A central, national infrastructure is bespoke to the needs of Australia's digital collections.
6. End-to-end management of cultural collections occurs in a secure digital environment, controlled by our diverse collecting institutions.

### Trove; Australia's National Treasure

1. Trove offers collecting institutions a digital presence alongside their physical footprint.
2. Trove attracts a strong and loyal user base who visit frequently and spend a long time viewing the items related to their diverse needs.
3. Trove is a source of trusted data and information for interest, education, research, or profit. Humanities education and research plays a fundamental role in understanding how our society and economy can adapt to complex challenges.

### A Future For Trove

1. The future of Trove beyond July 2023 will be dependent upon available funds. To achieve the full strategic vision will require substantial investment.
2. The cultural sector continues to embrace digital mediums and technology and expand into new digital services such as full-text retrieval, all of which increases online resources and records. Institutions that have not embraced digital capabilities are predicted to become obsolete over time and their collections at risk of loss.
3. However, competing pressures – needs for digital advancement and need to lower service cost – present a paradox that cannot be resolved without additional investment. Trove's capacity to do so is now exhausted.

## Strategic Vision for Trove "where are we going?"

### Trove's Purpose

1. Providing access without barriers.

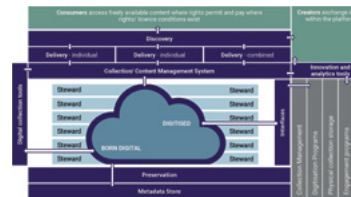
Issue	Future	Measure
All Australian digital and analogue collections are linked and are accessible for a single search interface, metadata, and user experience for a single search interface, metadata, and user experience.	Users can search for content across content in the internet, Trove, and other digital content to be managed, shared, and integrated.	Users can search for content across content in the internet, Trove, and other digital content to be managed, shared, and integrated.
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### Trove's User Groups

1. Content Stewards collect items related to Australia's culture on behalf of Australians of all generations.
2. Content Consumers are individuals or organisations who view and interact with the content in Trove and may obtain copies of content where rights and permissions exist.
3. Content Creators are individuals or organisations that create appealing, new, and engaging content based on their rigorous interrogation of data on different topics.

### Trove's Digital Infrastructure

1. A secure, modern, digital platform with distinct components.



### Trove's Functions

1. Trove enables functionality for all user groups across the collection management lifecycle. It is a platform to exchange ideas, innovate and develop better outcomes on cultural topics over time.



### Priorities, Objectives and Measures

1. Grow the collections in Trove over multiple formats, topics, and time periods to establish it as Australia's sovereign cultural resource.
2. Establish, maintain, and develop robust digital infrastructure for the storage, preservation, management of, and access to cultural collections.
3. Leverage high quality data management practices that enhance access to the collection in ways that are informative and entertaining.
4. Services delivered are connected to Trove and are relevant, optimised and innovated through a dedicated continuous improvement program.

## Capabilities and Initiatives "how will we get there and when will we know?"

### Capabilities

1. People – partnerships, skills and reference tools, end-user analysis, governance.
2. Process – workflow, service management, performance reporting, tiered support.
3. Platform – patterns and data fields, customer resource management, linked data/big data, innovation and product development.

### Indicators of Success

1. Collaboration among Content Stewards to Trove digital infrastructure functions.
2. Shared digital infrastructure and its impact.

### Delivery Model

1. Design-led build, hybrid agile delivery model.
2. Performance metrics to guide effort / track progress.
3. Timeline of outcomes linked to investment.

## Resourcing "how will we achieve it?"

### Funding

1. Fulfilment of the vision for Trove and time to achieve it is dependent on funding.
2. Funding amount and source is not secure.
3. Options:
  1. Do nothing – low cost, no effort (no Trove).
  2. Downsize – today's cost, medium time (NLA only, smaller offering and no national service).
  3. Transition – medium cost, medium time (new money – NPP alternate option).
  4. Transformation - high cost, low time (new money – NPP preferred option).