



**State Library**  
of Victoria

## **Report to VICLINK December 2000**

### **Library Policy Development**

The Minister for the Arts has endorsed the development of a new libraries policy. A brief is currently being developed for a consultant to work on the development of a draft policy. The policy development will involve extensive consultation with key stakeholders.

A forum to discuss the future of public libraries and the library policy will be held on March 7-9, 2001. The forum will be facilitated by Greg Cook from the Centre for Leadership and Management. A meeting involving representatives from Viclink, CPLG, DOI and SLV to develop the agenda for the forum is being held on 11<sup>th</sup> December. A verbal report will be presented at the Viclink meeting.

### **DX Courier Service**

The DX service for public libraries is funded through network support at the State Library of Victoria managed by the Library Network Unit. In October the Victorian Government Purchasing Board awarded the courier contract to AUSDOC for this financial year and agreed to a 20% increase in fees and the removal of the free parcel sticker. The tender was awarded without consultation with the State Library one of the courier service's major clients. Payment has been made for July- November based on last year's pricing. Ausdoc has been asked to conduct an audit of the service before any further payments are made for this financial year.

## **STATEWIDE PUBLIC LIBRARY PROJECTS**

The Statewide Project Steering Committee met on 17 October and reviewed progress on the projects. Minutes of the steering committee's report are on the Virtual Library Infonet.

### **Progress Reports on the Statewide Projects**

#### **Statewide Marketing Project**

##### **Advertising**

2<sup>nd</sup> and third rounds of Community Service Announcements for public libraries were broadcast on TV, radio and in local newspapers in October and November. Posters based on the Community Service Announcement artwork will be offered to libraries for display in appropriate places. The marketing brand manager is also working with RVIB to develop advertisements promoting the talking newspapers available through public libraries.

##### **Mobile Signage Strategy**

librariesvictoria has conducted a feasibility study on the provision of over 600 mobile library stop signs across Victoria. Positive discussions have been held with the Department of Infrastructure regarding the strategy.

#### Read and Grow Height Wall charts

Height charts promoting public libraries will be included in the Education Department's Back to school showbag for children starting school next year. References to public libraries have been included in the other publications included in the kits. Additional copies of the height chart will be available for libraries to use in giveaways at their local events / festivals. Stanley & Milford, brand managers for librariesvictoria, are also investigating distribution of the chart through the Catholic Education Office, neighbourhood houses, preschool facilities and maternal and child health care centres.

#### Contacts Day

The next marketing seminar for public library staff will be held on 22 March 2001. The last one was very successful and resulted in a series of training courses in how to develop library displays. The marketing committee will finalise the program for the contacts day at its meeting in December.

#### Templates

Standard templates for overprinting local information will be produced by librariesvictoria. At the last CPLG meeting members expressed interest in this concept so we really need to know what type of template would be useful for your service. Please send examples of your standard printed material suitable for templates to Richard Hill, Stanley & Milford, PO Box 1100, South Melbourne, 3205.

#### Royal Melbourne Show

Information Victoria will provide up to \$10,000 for librariesvictoria participation in next year's show. The possibility of producing portable display material that can be lent to libraries for use at their local shows and festivals will be investigated.

#### Website – librariesvictoria.net

Independent web developers will commence work over the next couple of weeks on the redevelopment of the librariesvictoria web site. In addition to promoting public libraries, their location, events and websites it will provide a pointer to the online resources available through the Virtual Library.

#### Survey

An online survey of library staff will be conducted early next year to gauge awareness and use of librariesvictoria material.

Heather Phillips, convenor, Statewide Marketing Project Steering Committee

Judy Peppard, Library Network Unit Manager

### **Statewide Childrens' Services & *Writers on the Road* project**

#### Baby Book Bag feasibility study

As you will be aware, \$15,000 was recommended by the Statewide Project Steering Committee (and approved by the Library Board) to investigate the practical and financial feasibility of a Statewide Baby Book Bag project.

The brief for the Baby Book Bag feasibility study was finalised and distributed to six consultants on 13 November. Interviews were held on 1 December – the interview panel is comprised of Suzanne Gately, current Convenor of the Children's Services Committee, Jane Weatherill, Business Development Manager at the State Library and Tonya Lewis. Stanley & Milford the successful tenderer is holding a workshop with representatives of key stakeholders on 11 December. Draft findings from the study will be presented to the Statewide Project Steering Committee in February and if possible, to a full meeting of VICKLINK.

#### ***Writers on the Road***

As outlined in the October report, it has been decided that it will be significantly more economical to manage both the \$50,000 children's literary touring program (with the working title Spotlight on Writers)

and the \$50,000 adults touring program as one program with two streams, under the banner *Writers on the Road*. By sharing costs of banners, publicity, vehicle lease etc, this will maximise the remaining budget to fund author touring for both streams. It is expected that the launch of this program will occur in February 2001 and programming will continue through to early November 2001.

Interviews for the second round of applications for the Project Officer – Writers on the Road [advertised in *The Age*] were held on Wednesday 29 November, with an interview panel made up of Julie Smith from Gannawarra Library Service, Debra Rosenfeldt and Andrew Hiskins from Public Programs Division at the State Library. An offer has been made and accepted and the announcement of the successful candidate is expected shortly. The appointed Project Officer will start before Christmas and operate within and report to the Public Programs Division – who will co-ordinate day to day activities of the touring projects, under similar arrangements as *From Page to Stage* co-ordination.

The Library has received Expressions of Interest to host sessions from thirty nine library services around the State.

Unfortunately, the application for supplementary funding of approximately \$30,000 that had been submitted to the Touring Victoria program within Arts Victoria was unsuccessful, as the grant program was greatly over-subscribed. We have been given positive feedback that an application to their next round of funding would have a good chance of success. As this limits our funds to around \$60,000 to run both programs, (after staff costs are deducted), we will need to strictly adhere to our statement that first priority will be given to fulfilling requests from rural, regional and urban fringe library services.

Suzanne Gately, convenor, Statewide Children's Project Steering Committee  
Tonya Lewis, Project Officer, Library Network Unit

## **Statewide LOTE Project**

### Open Road Conference

The Open Road Conference held in conjunction with the Westgate Migrant Resource Centre, was held at Monash University Caulfield 30 – 31 October. A smaller technical workshop was held at VICNET on 1 November 2000.

Over the two days of the conference, 130 people were in attendance, from government and community agencies around Australia. There were also a small number of registrations from private companies engaged in multilingual online services. There were approximately 25 registrations from Victorian public libraries and 6 from interstate. There were 13 people in attendance at the technical workshop on 1 November, at VICNET, from government and university agencies. Feedback about conference organisation and content was overwhelmingly positive.

Update standards for Multicultural Library Service (1982)  
Currently working on a draft brief for updating *Standards for Multicultural public library service (1982)*

### Statewide Minority Language Collections

Punjabi language collection has been shifted from Eastern Regional Libraries to Brimbank Library & Information Service.

Richard Hill from Stanley & Milford is currently looking at promoting the Statewide Minority language collections on SBS radio.

Linda Serafini, convenor, Statewide LOTE Project Steering Committee  
Michael Byrne, Statewide Project Officer, Library Network Unit

## **Statewide Disability Project**

### **Seminar**

The Library Network Unit hosted a seminar on 21 November 2000 organised by The National Information and Library Service (RVIB) about the latest developments being offered through libraries for those with a visual impairment. Rosemary Kavanagh, Executive Director of the Canadian Institute for the Blind, and chair of the IFLA section of Libraries for The Blind, talked about the development of library services for the blind in Canada, developments in digital audio and IFLA's current projects involving the delivery of library services to the blind. Other speakers included Dick Tucker, Secretary of the IFLA Section of Libraries for The Blind, and Elsebeth Tank, Director of the Danish National Library for the Blind.

### **Disability Kit**

The Statewide Project Steering Committee requested that all public libraries in Victoria receive an extra copy of the Disability Awareness Kit to add to their reference collections for public use. The committee indicated that there have been numerous requests from a variety of organizations and members of the public. These extra copies have been sent to libraries this week. VICNET have almost completed the web version of the Disability Awareness Kit.

### **Mainstreaming project**

RVIB consultancy has recently sent out letters to the Mainstreaming libraries to let them know what's going on, offer assistance etc.

The stage two libraries have been sent their equipment follow up letter, statement of understanding, equipment checklist and JAWS cheat sheets.

The stage one libraries have been sent the follow up letter, statement of understanding and JAWS cheat sheets.

The stage three libraries and final stage of the Mainstreaming project have had their library visit reports completed and equipment is currently on order.

These libraries are:

High Country Library Corporation, North Central Goldfields Regional Library Corporation, Campaspe Regional Library, Darebin Libraries, Maribyrnong Library Service, Yarra-Melbourne Regional Library Service, and Whitehorse Manningham Regional Library Corporation.

The technology element of the Mainstreaming Project is currently being rolled out across the State by Libraries Online, and combined with another Workstations Project from Libraries Online. Training will also be provided by LOL.

Currently working on a draft brief to employ a consultant to evaluate all three phases of the Mainstreaming Project.

Gail White, convenor, Statewide Disability Project Steering Committee

Michael Byrne, Statewide Project Officer, Library Network Unit

## **Statewide Training Project**

### **Courses**

With the last course on 8 December, training has finished for this very busy calendar year. A record number of staff (864) have been trained. Between 70 and 100 staff on waiting lists missed out due to lack of funds. All planned training has been delivered with several additional training programs to meet the demand.

As many as 150 staff have been trained at thirteen courses since 1 October, in areas such as reference skills – online searching, train the Internet trainer, library display, middle management, customer service planning and ensuring delivery of quality services. All have been very successful and, from the feedback received, most enjoyable.

Total number of training programs in 2000: 55  
 Number of programs delivered regionally: 31  
 Number of full training days: 63  
 Total staff attendance: 863  
 Regional attendance: 488  
 Metropolitan attendance: 375

### Marketing Planning in-house workshops

Results Training and AIMA have been selected as preferred providers of Marketing Planning workshops which will commence soon. Participating libraries will have an opportunity to have their preferred consultant deliver a customised workshop on-site. The main objectives of these workshops are to provide an overview of marketing fundamentals and enable libraries to draft or review their marketing plans. The two preferred companies will proofread and comment on the final version as part of post-workshop assistance. This is an opportunity to train staff in marketing fundamentals and design or review individual library's marketing plans at the very low cost of \$500 per library service. However, this fee is negotiable, as the SW Training Project will attempt to provide maximum assistance wherever libraries experience financial difficulties.

### IT Training Grants

Judging from feedback and reports received to date, the IT grants have been very well received as they enabled libraries to address their immediate needs. Reporting has been extended until the end of December, as some libraries have had delays in dealing with external trainers. A full report on the project and its benefits will be available by the end of February 2001.

### Calendar 2001

Some training courses already appear on the Calendar for 2001. However, the full program will be available on the Web by mid-January.

Peta Humphreys, convenor, Statewide Training Project  
 Ana Djordjevic, Statewide Training Coordinator

### VISioN

Reporting on Vision's Service Agreement occurs within the State Library on a quarterly basis. The main indicators for the July-September 2000 quarter were as follows, with the same period of the previous year included for comparison.

2000 – 2001 July-Sept		1999-2000 July-Sept		Turnaround time July-Sept 2000-2001
<i>No.inquiries (actual)</i>	<i>Quarterly Target</i>	<i>No inquiries (actual)</i>	<i>Quarterly target</i>	
529	512	610	625	100% within 48 hrs

The annual number of inquiries set for the year July 2000 to June 2001 is 2,100 which is 400 less than for last year. This is due to an observed downward trend in inquiries, possibly due to increased use of electronic resources. This trend will be monitored.

Below is a set of statistics showing usage of Vision by public libraries. It is of interest that the May sample analysis clearly shows that almost 90% of inquiries referred to the Vision service could not have been answered using local resources, including electronic resources.

### Vision Enquiries 1999

#### Metropolitan Regional Libraries

	Vision Enquiries	Total Enquiries	Vision as % of total
Eastern Regional Libraries Corporation.	380	176123	0.22
Casey-Cardinia Library Corporation	83	74560	0.11
Yarra Melbourne Regional Library Corp.	37	70950	0.05
Hume-Moonee Valley Regional Library Corp.	67	182000	0.04
Yarra Plenty Regional Library Corporation.	29	130387	0.02
Whitehorse-Manningham Reg. Library Corp.	20	163264	0.01

#### Metropolitan Single Municipal

	Vision Enquiries	Total Enquiries	Vision as % of total
Kingston Library and Information Service	79	37929	0.21
Bayside Library Service	85	52470	0.16
Stonnington Library and Information Service	115	79677	0.14
Maribyrnong Library Service	37	48430	0.08
Monash Public Library	56	88470	0.06
Brimbank Library and Information Service	54	92863	0.06
City of Greater Dandenong Library	33	75764	0.04
Glen Eira Library and Information Service	27	64199	0.04
Frankston Library Service	18	43631	0.04
City of Boroondara Library Service	40	109966	0.04
Port Phillip Library Service	28	106374	0.03
Hobson's Bay Libraries	9	35763	0.03
Wyndham City Library Service	12	50746	0.02
Darebin Libraries	16	67821	0.02
Moreland City Libraries	12	65637	0.02
Melton Library and Information Service	1	20225	0.00

## Country Libraries

	Vision Enquiries	Total Enquiries	Vision as % of total
Gannawarra Library Service	47	4640	1.01
Murrindindi Library Service	52	15012	0.35
Glenelg Regional Library Corporation	92	33050	0.28
Mildura Rural City Council Library Service	106	40250	0.26
Campaspe Regional Library	66	29067	0.23
Swan Hill Regional Library	29	13152	0.22
Wellington Library Service	31	13988	0.22
East Gippsland Shire Library	32	16784	0.19
High Country Regional Library Corporation	58	32435	0.18
Goulburn Valley Regional Library Corporation	75	42014	0.18
Upper Murray Regional Library	74	50874	0.15
Corangamite Region Library Corporation	28	22971	0.12
Mornington Peninsula Libraries	67	57136	0.12
Central Highlands Regional Library	32	58000	0.06
Wimmera Regional Library Corporation	8	22754	0.04
LaTrobe Shire Community Library Service	8	18668	0.04
Mitchell Library Service	10	24154	0.04
Geelong Regional Library Corporation	11	76311	0.01
North Central Goldfields Reg. Library Corp.	18	152700	0.01
West Gippsland Regional Library Corporation	4	103011	0.00

## Top 20

	Vision Enquiries	Total Enquiries	Vision as % of total
Gannawarra Library Service	47	4640	1.01
Vision Australia	1	283	0.35
Murrindindi Library Service	52	15012	0.35
Glenelg Regional Library Corporation	92	33050	0.28
Mildura Rural City Council Library Service	106	40250	0.26
Campaspe Regional Library	66	29067	0.23
Wellington Library Service	31	13988	0.22
Swan Hill Regional Library	29	13152	0.22
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Casey-Cardinia Library Corporation	83	74560	0.11
Maribyrnong Library Service	37	48430	0.08

Alison Katona, convenor, Statewide Vision project steering committee  
 Leneve Jamieson, Customer Services Manager, State Library of Victoria

### **Local History Digitisation**

Applications closed for the tender for this study on December 1, 2000. The brief was developed following a meeting of public library and State Library representatives. The successful tenderer will: audit the local history collections and digitising practice of public libraries; conduct a survey of current local history collections; investigate what is being done elsewhere; develop digitising strategies and develop possible funding strategies. The study should be completed by late February.

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### **Other news from the State Library of Victoria**

The Victorian Library Network Committee hosted a successful cross-sectoral forum to discuss Remote User Authentication on Thursday November 9, which was attended by a number of public library managers and systems staff.

The Business Information Service ran two half-day seminars on International Statistics, with the remains of funding from the Business Information project. Most libraries who had participated in the project over the past three years should have received their grants of \$1782, for use on local priorities for their business collection.

Judy Peppard  
Library Network Unit Manager

December, 7, 2000