

STATE LIBRARY OF VICTORIA
LIBRARY NETWORK UNIT

REPORT TO VICLINK MEETING
TUESDAY 13 AUGUST, 2002

Margery C Ramsay and Barrett Reid Scholarships

- Applications for this year's scholarships close on Friday 16 August and should be lodged with Debra Rosenfeldt at the Library Network Unit.
- Reports from last year's scholarship recipients are available on the Infonet:
Bruce Myers, *UK Country Libraries: thinking outside the square*
Natalie Brown, *The Library of the Future: findings from the Richmond Public Library's 'Library of the Future' project*
Natalie Brown, *Serving Diverse Communities: findings from four North American public libraries*

Aurora Leadership Institute

A reminder to all Viclink members that the Statewide Training Project is able to support a number of public library staff to attend the prestigious Aurora Leadership Institute at Thredbo from 7-12 February 2003. The Institute fee is \$3,100 plus GST. The Institute is facilitated by Schreiber Shannon Associates. It is targeted at future leaders in the library industry who have the ability to share with others their vision and enthusiasm. Nominees will generally have been employed for between two and seven years following qualification and will have a record of successful leadership experience and accomplishments. There is strong competition for places, with only 32 nominees accepted from across Australia and New Zealand. Successful nominees will have the opportunity to grow through a combination of experiential learning, group and individual exercises, and by working with a strong team of senior Australian and New Zealand mentors. Please visit the Aurora Foundation website (www.alia.org.au/aurora/aurora.html) for more information about how to nominate. Nominations close on 1 September. We need Viclink members to identify the bright sparks in their library services and urge them to nominate.

@ your library promotional campaign

The highly success American Library Association @ your library promotional campaign was launched in the United States in 2001 and re-launched later in the year by the International Federation of Library Associations (IFLA) as a campaign for the world's libraries. The Council of Australian State Librarians (CASL) is keen to see libraries in all sectors across Australia take-up the campaign. In May 2001 a committee was formed in South Australia, comprising representatives of the State Library, university libraries, school libraries, special libraries and public libraries to run a year-long @ your library campaign in South Australia in 2003. Other States are being urged to follow suit. The Victorian Library Network Committee (a Committee of the Library Board of Victoria) will explore the issues and opportunities around such a campaign being adopted in Victoria at a forum later this year. The Director, State Library of South Australia will be invited to address the forum on the South Australian experience to date. A representative of Viclink will also be invited to address the forum. Clearly, a key factor to consider in relation to Victorian participation in the campaign, especially by public libraries, is how it would fit with the Statewide Marketing Project and the *librariesvictoria* brand in particular.

Library Network Unit

- The successful applicants for the two Project Officer positions recently advertised were Damian Tyquin and Nicole Lowndes. Damian was previously employed in the Library Network Unit as a Project Officer. Nicole Lowndes has been most recently employed in public libraries at Whitehorse Manningham Regional Library Corporation, where she held a number of positions and was particularly involved in marketing. Last year she managed both the Judah Waten Short Story Writing Competition and the Suburban Voices touring exhibition for the library service.
- Stephanie McGlinchey has been seconded to the Library Network Unit from Vicnet for two days per week to work on Statewide Projects and provide executive support to the Victorian Library Network Committee.
- Beata Wacek replaces Rie Law as the Unit's Administrative Support Officer, while a recruitment process takes place.

Statewide Public Library Development Projects 2002/03

At its July 2002 meeting the Library Board of Victoria approved the following projects and funding allocations:

Project	Allocation	Project Officer assigned*
Libraries Building Communities: a research project into public libraries and social capital, including a statewide disadvantaged groups needs analysis	\$200,000	Damian Tyquin
Collaborative Library Management Systems - business case analysis	\$70,000	Stephanie McGlinchey
Statewide Training	\$320,000	Nicole Lowndes
Statewide Marketing	\$200,000	Damian Tyquin
Writers on the Road	\$110,000	Debra Rosenfeldt
Beginning with Books – sponsorship search	\$10,000	Debra Rosenfeldt
Vision Reference Service (and Review)	\$50,000	Debra Rosenfeldt
Total	\$960,000	
Other projects/activities		
DX Courier Service (and Review)	\$90,000	
White Pages Listing (and Review with Marketing Project)	\$15,000	
Scholarships (Margery C Ramsay; Barrett Reid; Peirre Gorman)	\$35,000	
Library Odyssey	\$45,000	
Total	\$185,000	
Grand total	\$1,145,000	

* Project allocations subject to change as staffing situation changes in Library Network Unit

Viclink has called for nominations for Project Advisory Committees, closing Friday 2 August.

Statewide Public Library Development Project - Updates

The Statewide Projects Steering Committee receives comprehensive updates on the progress of and expenditure against each project. The following is a summary of project activity undertaken over the last two months.

Training Project

- All scheduled courses for June/July completed
- Mobile Library Drivers Training Grants distributed
- First Local History Digitisation workshops have been successfully run, with large waiting lists for repeat workshops
- New Project Officer has worked with Advisory Committee on establishing training priorities for 2002/03

- In line with the recommendation of the Training Review the 'theme' for the year is promoting and Positioning Libraries for the Future
- An advertisement has been placed calling for Expressions of Interest from prospective trainers, with over forty requests received for the Brief
- Four metropolitan training sessions on use of the Bruce databases have been organised

Marketing Project

- Updated *librariesvictoria* Style Guide will be delivered to public library services at the beginning of August. The new guide is in electronic format, produced on a CD as a 'pdf' file for ease of use and distribution
- Planning is well under way for the *librariesvictoria* stand in the Government Expo pavillion at the 2002 Royal Melbourne show (19-29 September). Approximately 45 volunteers from public libraries will be needed to help staff the stand and coordinate activities
- The advertisement calling for Expressions of Interest to undertake the review of the Statewide Marketing Project has generated almost 50 requests for the brief. The closing date for Expressions of Interest is 1 August. It is expected that interviews with candidates and selection of a suitable provider will be complete by mid-August

LOTE Project

- Project completed
- LOTE cataloguing funding has been fully expended and a letter sent to CAVAL indicating that no additional Statewide Project funding has been allocated specifically to LOTE for 2002/03

Writers on the Road Project

- In June/July the program toured to the Casey-Cardinia, La Trobe, West Gippsland, Port Phillip and Kingston library services with participating writers Anna Haebich, Arnold Zable, Archie Fusillo, Peter Murray and Joanna Murray-Smith

Vision Reference Service Project

- Nothing new to report

Disability Project

- Project completed
- The communication strategy, 'Libraries for Access', has been delivered. The consultant's findings and recommendations will be compiled into a report for distribution to Viclink, project participants and other collaborators (eg: Libraries Online; RVIB)

Local History Digitisation Project

- Project completed
- The image collections of Vision Australia and Maribyrnong Library Service are accessible on the web via the PictureAustralia data base. An online manual developed by Swinburne Library and Information Services on Digitising Local History Resources is now available via the Virtual Library Infonet, and two days of training for public library staff on digitisation projects have been conducted. Due to overwhelming interest in the training, further sessions will be offered

Teenage Marketing and Professional Development Project

- Project completed
- Participating libraries (Mildura; Wyndham; Moreland) have established new relationships with youth and youth organisations in their areas; upgraded collections and designated teenage areas within their libraries; and, the majority of staff have participated in professional development sessions. Booklists have been produced and distributed to all Victorian public library services. A comprehensive report on this project is available on the Virtual Library Infonet.

Baby Book Bag Sponsorship Project

- The consultant employed for this project has not met the minimum requirements, for a variety of reasons. He has asked for an extension of time, to the end of 2002, to complete approaches to the nominated prospective sponsors.

We will then further discuss whether or not it is worthwhile continuing the sponsorship search with the funding allocated for 2002/03

Building the Capacity of the Public Library Network Project

- Project completed
- A full Report from the Centre for Community Networking and Research is available on the Virtual Library Infonet at <http://libraries.vic.gov.au/infonet/>. It includes five business plans developed for consideration by Viclink: shared book purchasing; shared goods and services purchasing; the libraries shop; a grants office; the Viclink secretariat

PC Management Project

- This project has been on hold, but has now been taken up by Project Officer Nicole Lowndes and will be progressed with the Reference Co-op at its meeting on 12 August.

Debra Rosenfeldt
Library Network Unit, Acting manager
31 August 2002