

# VICLINK ORDINARY MEETING & Lunch

February 13 2001  
Lunch 1pm  
Meeting 2 pm  
Boardroom Lounge  
3, Pitt Building  
(entry via Door 4 Latrobe St)

## AGENDA

1. APOLOGIES
2. MINUTES OF DECEMBER MEETING
3. MATTERS ARISING FROM PREVIOUS MEETINGS
4. CORRESPONDENCE
5. TREASURER'S UPDATE
6. LOCAL GOVERNMENT BRANCH
7. STATE LIBRARY VICTORIA
  - SLV News
  - Library Networking Unit (see attached)
  - Libraries Online
8. CPLG News
9. COMMITTEE REPORTS

**VICLINK Executive**

- Meetings attended
- VICLINK Induction Kits
- Funding Campaign Update
- Cinemedia
- Libraries Odyssey
- GULLIVER

**Reference Co operative**

**Collection Development**

**Technology 2005**

**Children's Services**

10. TODAY'S SPEAKER

Presentation by **Alasdair Wardle** on his recent Study Tour

11. OTHER BUSINESS

12. NEXT MEETINGS

2001-

*[March 7-9 Libraries Forum]*

April 10

June 19

August 14

October 9

December 11

**State Library of Victoria  
Report to VICLINK  
February 2001**

**Library Policy Development**

It is anticipated that the consultant appointed to work on the development of a draft policy will attend the library odyssey on March 7-9, 2001.

**Progress Reports on the Statewide Projects**

**Statewide Marketing Project**

**Advertising**

Print advertisements developed in conjunction with RVIB promoting the talking newspapers available through public libraries will be distributed to over 30 different newspapers across the state this month, for them to place at their own discretion. The State Government has finalised their suppliers for media buying, librariesvictoria will soon proceed with negotiating the coming year's allocation of Community Service Announcements on television, radio, print and transit media.

**Read and Grow Height Wall charts**

librariesvictoria has produced a colourful new wall height chart, aimed at reminding parents and children about the great range of services that libraries have to offer. The chart was recently included in the Education Department's Back to school showbag for children starting school this year (which reached 55,000 children). librariesvictoria is also currently investigating with the Department of Human Services to distribute the charts to all preschoolers in Victoria (around 64,000 children). Bulk copies of the height chart will be distributed to libraries in the next couple of weeks.

***Contacts Day***

*The next marketing seminar for public library staff will be held on 22 March 2001 at the Museum. The program for the contacts day will be distributed by mid February.*

**Website – librariesvictoria.net**

The redeveloped web site will be launched to library staff at the contacts day on March the 22<sup>nd</sup>, and go live to the public soon after.

Judy Peppard, Library Network Unit Manager

**Baby Book Bag feasibility study**

Richard Hill from Stanley & Milford, the successful tenderer for this feasibility study, held a workshop with representatives of key stakeholders on 11 December to 'get the ball rolling' and provide an opportunity to raise issues at the early stages of the process. Attendees included representatives from the Department of Education, Department of Human Services (Maternal and Child Health) area, members of the Statewide Children's Services Project Committee, ACYL, children's librarians, library managers, and other interested parties.

Jill McCallum, Suzanne Gately and Tonya met with Richard on January 17 and 1 February to discuss progress to date. Considerable progress has been made with a range of potential project partners and sponsors and investigation of potential distribution channels. Richard will be discussing his findings to date with the Statewide Children's Project Committee at their meeting on February 8<sup>th</sup> and presenting his draft report to the Statewide Project Steering Committee on February 20.

**VICLINK members may like to consider a presentation by Richard Hill regarding this study at the April 10 meeting.**

Writers on the Road

**[Children's & Adults' Authors' Touring streams]**

Before Christmas, Library Network Unit and Public Programs Division held a consultation session with all internal stakeholders to inform and engage them with the *Writers on the Road* project and to introduce Michelle Wallace, who started officially on the project in early January.

It has been calculated that grant funds will be sufficient to cover touring of children's authors to the sixteen library services who indicated that a children's program was their priority (rather than an adults' program) on their completed Expression of Interest form. Michelle is now heavily involved in organising these tours, and the first is scheduled in early March.

In total, thirty-five Services expressed an interest in hosting an adults program, with nineteen of these indicating that it was a higher priority than hosting a children's program. Twelve of these nineteen services were libraries in our targeted areas of rural, regional or urban fringe localities.

Without an injection of further funds from Arts Victoria, or sponsors, only twelve adults' author [two-day] tours will be able to be funded. The first six of these are now in the process of being organised and will include tours to Ballarat, Geelong, Murrindindi, Upper Murray, Wimmera, and Frankston. These services were chosen mainly on the basis of being in our high-priority rural, regional or urban fringe areas, geographic spread across the state and venue facilities. Given the current limits on funds, the Statewide Project Steering Committee will be discussing options regarding the most effective use of funds for the next six programs.

Negotiations are also underway with the State Library's Finance and HR divisions and our legally trained Corporate Secretary to ensure that all payment arrangements with contractors are GST compliant and legally satisfactory. The Communications Team has been briefed and is at the early stages of coming up with a graphic design for the project. Discussions are also underway with potential sponsors and the ABC to potentially broadcast the sessions through their regional radio stations.

A submission for extra funding will be entered in the second round of Touring Victoria applications in March.

Pending Library Board approval, Dr Jan Penney will join the PLA Committee as the public libraries' representative.

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

### **Statewide LOTE Project**

The quota per month for the subsidised cataloguing for LOTE collections has been lower than expected although this may be due to collection development purchasing patterns of public libraries.

Advertising of the minority collections will be placed on SBS radio. Brochures and a display kit will be distributed to all public libraries. A questionnaire on the minority language collections will be distributed to all participating libraries to evaluate the development and use of these collections. Posters promoting LOTE in public libraries have been distributed to relevant libraries in December 2000.

The consultant's brief for the update of the Standards for Multicultural Library Services was sent to 5 companies in February 2001. Applications close on March 16, 2001.

The survey on staff language skills was not distributed as it was felt that libraries would not be able to provide their staff expertise at short notice to other public libraries.

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

### **Statewide Disability Project**

Libraries Online have completed the roll out of the adaptive technology to libraries who are currently part of phase 2 & 3 of the Mainstreaming project. Training has commenced and will be completed by mid April. RVIB have received responses from all libraries participating in the final phase of the Mainstreaming project. Orders have now been placed. A recommendation has been made to the Statewide Projects Steering Committee to defer evaluation of the project until next year and to use those funds for promotion of the project.

An additional copy of the *Disability Awareness Kit*: a training manual for public library customer service staff have been sent to all library managers for their reference collections. The web version of the Kit will be made available in June 2001.

Gail White, convenor, Statewide Disability Project Steering Committee  
Michael Byrne, Statewide Project Officer, Library Network Unit

### **Statewide Training Project**

#### **Courses in 2000**

Last year was another successful and very busy calendar year. A record number of staff (863) were trained. There are 70 - 100 staff on waiting lists indicating the popularity of some courses. All planned training was delivered and several additional training programs were run to meet the demand.

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. Workshops with Results Training will start in late February. AIMA training has been delayed, as Ann Ritchie, the proposed trainer, is no longer with the company. 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**

A few libraries have yet to submit their reports and documentation. A full report on the project and its benefits will be available by the end of February 2001.

## **Calendar 2001**

The 2001 Calendar is now online. However, like last year, changes may occur throughout the year, as new courses or repeats are offered if there is demand.

## ***Staff visits and exchange pilot program 2000***

Last year a pilot visit and exchange program commenced, under the auspices of the Statewide Training Project, which provided travel and accommodation subsidies. Four staff from Glenelg spent two days visiting Eastern Regional and Whitehorse Manningham libraries hosted by children's librarians. Two Goulburn Valley staff were seconded with Eastern Regional Libraries for a week each. The program will continue in 2001. Libraries interested in participating can contact the Statewide Training Project Coordinator.

## ***Statewide Training Committee***

The Committee's convenor, Peta Humphries, has resigned following her appointment to a position at the University of Melbourne Library.

Ana Djordjevic, Statewide Training Project Coordinator

## **VISioN**

During December - January, there was the anticipated decline in demand for the Vision service with 230 inquiries compared to 336 for October-November. Targets relating to turnaround times have been exceeded for the period.

Leneve Jamieson attended a meeting of the Statewide Training Committee to discuss the transfer of responsibility for reference training previously provided by Vision staff, in accordance with the Service Agreement. A commitment has been made by State Library Services to offer training in two training areas of need outlined by the Training Committee. From July 2001, the Training committee will take full responsibility for investigating reference training needs.

The liaison aspects of the previous Coordinator's role continue to be managed by the Vision staff and Leneve Jamieson. This includes attendance at Reference Cooperative meetings, visits to individual libraries on request and invitations to staff from public libraries to visit Vision. A report on the progress of the Vision integration is currently with the Vision Steering Committee

Leneve Jamieson, Customer Services Manager, State Library of Victoria

## ***Local History Digitisation Project***

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.

Judy Peppard  
Library Network Unit Manager  
February 6, 2001