LIBRARIES AUSTRALIA ADVISORY COMMITTEE
MEETING

5 September 2007
Boardroom
State Library of Queensland

DRAFT AGENDA

10:00 am
1. Welcome and introduction, apologies
2. Draft Minutes of the previous meeting and business arising LAAC/2007/3/1
3. Director-General’s remarks (oral)

10:45 am Morning Tea

FOR DISCUSSION

   Meeting with Chair – Lea Giles-Peters
   CEO State Library of Queensland

12.30 pm Lunch

FOR INFORMATION

15. Conclusion & Review of resolutions (if any)

4.00 pm Close of Meeting
DRAFT MINUTES OF THE LIBRARIES AUSTRALIA ADVISORY COMMITTEE MEETING

Wednesday 18 April 2007

National Library of Australia

The meeting commenced at 10:00 a.m.

Present:

Chair
Ms Linda Luther
University Librarian
University of Tasmania

Deputy Chair
Mr Chris Taylor
Executive Manager, Information Access Services
University of Queensland

Members
Dr Warwick Cathro
Assistant Director-General, Innovation
National Library of Australia

Ms Elizabeth Ellis
Mitchell Librarian and Director,
Collection Management
State Library of New South Wales

Ms Pam Gatenby
Assistant Director-General
Collections Management
National Library of Australia

Mr Lindsay Harris
Library Manager
The Queen Elizabeth Hospital, South Australia

Ms Anne Horn
University Librarian
Deakin University

Ms Joan Moncrieff
Manager, Access and Information Resources
Deakin University

Ms Monika Szunejko
Manager, Access
State Library of Western Australia

Dr Naida Tattersall
Manager, Libraries Social & Cultural Branch
Gold Coast City Council
A summary of action items and resolutions is included at Attachment A.

**Agenda Item 1 Welcome, Introductions and Apologies**

Ms Luther welcomed members of the Advisory Committee to the meeting, and extended a special welcome to Ms Anne Horn University Librarian, Deakin University, who was elected as the second CAUL representative in March, to replace Mr John Arfield.

No apologies were received.

**Agenda Item 2 Election of the new chairperson and deputy chairperson**

An election was not required at the meeting as there was only one nomination for each position.

Mr Boston congratulated and welcomed Ms Luther and Mr Taylor to their positions.

**Agenda Item 3 Draft Minutes of the Previous Meeting, Teleconference and Business Arising (LAAC/2007/2/1)**

Mr Boston reported on actions arising from the Previous Meeting on 2 November 2006.
Agenda Item 7 Libraries Australia Business Plan Development

**ACTION:** Mr Taylor’s suggestion that Libraries Australia consider the option to personalise Bookseller lists to be added to the Libraries Australia enhancements list. Completed.

**ACTION:** Libraries Australia to contact Curriculum Corporation to discuss options for acquiring school library holdings for addition to the ANBD.

It was indicated that the SCIS database records do not contain holdings notations. Records are therefore of use for copy cataloguing, but not for resource sharing. A possible option would be to investigate whether a federated search would be of use. Mr Boston reported that he will be meeting Ms Anne Camfield the manager of SCIS next month.

**ACTION:** Libraries Australia to undertake another survey of Australian libraries’ holdings on the ANBD to get a better indication of the currency and coverage of the ANBD and discover important gaps in coverage.

The last survey was in 1999-2000 and reported on material types and specific formed collections. Libraries Australia is investigating the scope of another survey.

**ACTION:** Libraries Australia to ensure that all LAAC members are subscribed to the librariesaustralia-l email list.

Libraries Australia is reviewing current member details, and will add details of new LAAC Members after this meeting.

**ACTION:** Libraries Australia to develop a strategic plan for the period 1 July 2007 to 30 June 2010, encouraging input from and disseminating results to the Australian library community.

Libraries Australia is developing a draft plan which is to be presented for discussion at the next LAAC face to face meeting. It was suggested that the Libraries Australia Directions for 2007 paper (LAAC/2007/2/5) would provide some useful items to include in the draft strategic plan.

Agenda Item 9 Australian National Bibliographic Database: Quality issues

**ACTION:** Libraries Australia Database Services to advise users on ways to keep their ANBD holdings up-to-date and avoid large global refreshes.

Completed. Libraries Australia has commenced a regular bimonthly email to librariesaustralia-l to advise users on ways to keep their holdings up-to-date.

Agenda Item 10 Report on the expert Advisory group on Cataloguing Electronic Resources

**ACTION:** Mr Taylor undertook to forward the URL of a site addressing such standards which vendors are trying to implement. Completed.

**RESOLVED:** That the minutes of the meeting of 2nd November 2006 be accepted.
Mr Boston reported on actions arising from the Previous Meeting on 27 March 2007.

**Agenda Item 3 Libraries Australia Agreement with OCLC**

**ACTION:** Libraries Australia to seek further advice, which is to be brought to the LAAC meeting on September 5th in Brisbane, in relation to the OCLC Consortia and how Libraries Australia will fit within the OCLC governance model.

Mr Boston reported that OCLC had recently appointed a governance advisory committee. OCLC representatives have been informed of the LAAC advice that the Asia/Pacific group was not sufficiently representative of Libraries Australia and Te Puna.

It was suggested that an Australasia or Oceania group would be more appropriate. Further discussion detailed the current OCLC governance model which will allow every member (i.e., one representative of each Libraries Australia subscribing library) to have individual OCLC membership privileges and be entitled to vote.

- It was resolved that National Library of Australia approach the National Library of New Zealand to discuss the options for a more suitable OCLC membership group based on cultural and demographic relationships, rather than a strictly geographic one. It was suggested that it would be preferable for Australia and New Zealand to make this approach together to OCLC.

- Particular points to be investigated for members’ information at the September LAAC meeting would be the proposed OCLC membership model, membership rights and to emphasise to members their voting rights and encourage them all to exercise these rights.

- It was recommended that Libraries Australia create an email list for Libraries Australia subscribers, for contact, and as a means of disseminating OCLC governance and other information. This list could be based on the contact list used for the recent mail out of information to subscribers.

- It was suggested that OCLC representatives be invited to attend the Libraries Australia Forum.

- It was suggested that a discussion of OCLC services and governance issues be included in the Libraries Australia Forum agenda.

- After the OCLC agreement is signed, a media release and FAQ will be distributed to Libraries Australia subscribers and information on the agreement will also be taken to the next CAUL meeting.

**Agenda Item 4 Libraries Australia subscription model for CAUL libraries**

**ACTION:** NLA Executive to meet with CAUL in May to explain the new Libraries Australia subscription model.

Information will be sent to CAUL before this meeting to inform participants of the OCLC governance model, and the Libraries Australia Subscription model detailing its costing and revenue base as well as some emphasis on the significant saving to members passed on in recent times as a result of the Kinetica Redevelopment.
Agenda Item 5  Call for nominations for new LAAC Chairperson and Deputy Chairperson

ACTION Completed.

RESOLVED: That the minutes of the teleconference of 27 March 2007 be accepted.

Agenda Item 4  Director-General’s remarks (oral)

Ms Fullerton provided a summary of the National Library’s activities since the 2nd November meeting, including:

- Progress on the Newspaper Digitisation Project. The supplier contract has been completed for the digitisation of records over the next 4 years. A new project manager, Rose Holley has been appointed and a pilot to test digitisation of a sample of newspaper titles, production of files, and Lucene search functionality is underway. By mid 2008 there should be a significant number of pages in production, and available for searching.
- Metadata from DESTRA Music is available on Music Australia where users can order music downloads from DESTRA. The availability of these resources increases access to contemporary music (including in copyright materials) via Music Australia. DESTRA is looking into making available content retrospective to the 1960’s, as well as unsigned artists, and additional biographical information on people and organisations.
- The National Treasures Exhibition is currently at the Museum & Art Gallery of the Northern Territory 14 April - 11 June 2007.
- The National Licensing Proposal (NLP) project is advancing. Contracts will be finalised soon. The 4th National Licensing Forum will be held on 9th May, when library sector representatives will be informed of electronic resource products selected through the tender process and will be able to meet with vendors.
- The NLA’s IT architecture plan has been completed, the report is presented to this meeting for comment.
- The People Australia project is progressing, and a pilot search service should be available in 2008. This is based on the ANBD Name Authority file and will provide a valuable source of biographical information.
- Libraries Australia and Picture Australia are now compliant with the OpenSearch protocol and are registered as OpenSearch targets at A9.com. Australian collecting organisations such as the Powerhouse Museum and services such as the Collections Australia Network are also providing support and the National Film and Sound Archive have indicated that they will support OpenSearch by mid 2007. The National Library of Australia is encouraging other Australian collecting institutions to support the OpenSearch protocol through its federated search project.

Following Ms Fullerton’s report, there was a discussion of strategies to encourage institutions at state level to contribute to OpenSearch. It was suggested that NSLA could be approached to initiate this process.
Agenda Item 5 Libraries Australia Status Report (LAAC/2007/2/2)

Mr Boston spoke to the report and highlighted the following:

- A new release of Libraries Australia Search was made available in late November 2006, which included relevance ranking of search results, a Libraries Australia search box able to be embedded in any external search page, as well as the availability of OpenSearch to enable federated searches of collections of participating cultural institutions.
- Testing of an upgrade to the CBS software that supports the Libraries Australia Cataloguing service will commence in mid April with production implementation expected mid year. A new release of the Cataloguing Client (WinIBW) is expected later in the year.
- 344 Libraries are registered to use the Record Export Service.
- 80 Libraries now contribute to the ANBD using the Record Import Service.
- Trans Tasman Interloan Service use is growing. 1,928 items have been supplied to NZ libraries, and 1,027 items were supplied to Australian libraries.
- There were 20 new registrations comprising school and public libraries, the only 2 cancellations were due to library closure.
- The Libraries Australia Customer and Stakeholder Satisfaction Survey online survey closed on 28 February. 1,700 emails were sent to subscribing libraries with 600 responses received. This is a high response rate. Draft reports on survey results from Nielsen//Netratings are due in mid April.
- New projects were outlined, including a website refresh for information on Libraries Australia pages. Kinetica discussion lists will be archived, and participants are being encouraged to subscribe to Libraries Australia lists.
- The Customer Services team is also overseeing the integration of The Australian Libraries Gateway (ALG), and the Interlibrary Resource Sharing (ILRS) directories into the Libraries Australia Administration system. This integration could also be enhanced by participation in OCLC’s recent project to commence a WorldCat Registry.
- Libraries Australia users have been invited to explore the Lucene software functionality which is demonstrated in the Library Labs project.

There was some discussion on the Libraries Australia Customer and Stakeholder Satisfaction Survey report methodology, and the possibility of reporting on the levels of satisfaction from libraries by sector. This could be a good means of assessing marketing and promotion needs and strategies for Libraries Australia development.

There was some comment on the need to retain ALG information pertaining to libraries not subscribing to Libraries Australia. It was also emphasised that the ALG integration would involve reviewing less useful information on static web pages, with a view to migrating some pages to another agency such as ALIA.

There was a suggestion that Libraries Australia consider marketing the Libraries Australia search box to all libraries for inclusion in home pages.

ACTION: Collaborative Services Branch to liaise with ALIA regarding possible information transfer.

Report Noted

Mr Boston spoke to the report. Following discussion it was agreed that in future the statistical report will be publicly available.

**ACTION**: Remove the Confidential status from this document, and make it publicly available.

There was interest in the Search Activity statistics, with suggestions to include and indicate Free Search activity. There is also interest in hits resulting from searches originating from Google searches and other search engines. Web site statistics can be found for Libraries Australia Search and other NLA public websites at the following link [http://stats.nla.gov.au/cgi-bin/reports.cgi](http://stats.nla.gov.au/cgi-bin/reports.cgi).

**Report Noted**

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Ms Campbell spoke to the paper, which outlined the proposal to develop separate subscription models for different sectors. An implementation strategy was also outlined.

There was discussion on what value libraries from different sectors place on services and features of Libraries Australia. Libraries need to be able to identify the value added functions offered by Libraries Australia, and their own Libraries Australia needs, so that the financial impact of the subscription model fits well with the perceived full value of services received by each library.

The National Library of Australia needs to make explicit the financial support it gives to Libraries Australia.

Library budgets are not increasing each year, so libraries need to be made aware of how Libraries Australia can save money for libraries. An example could be made of the duplication of the cost of subscribing to services already available through Libraries Australia.

Libraries Australia is unique in the world, and there have been decades of investment in the ANBD which may not be recognised often in the library sector. Ms Horn noted that “costs to support” the service should be included in the model.

Consideration should be given to the difficulty some of the less financial libraries have in meeting their subscription costs. Recognition also needs to be given to sectors that are already major contributors of resources, and of the value they give Libraries Australia. These dimensions add to what value/cost will apply to the new subscription models. Mr Taylor noted that the sector-by-sector basis for the new models is appreciated.

**Report Noted**
Mr Boston spoke to this paper which described and discussed possible strategic directions for Libraries Australia. The paper provides a possible scope for new directions and services to be addressed in a Strategic Plan for the period July 2007 to July 2010. The National Library will make the Directions document available to the library sector for feedback. The resulting plan will be made available towards the end of 2007.

Major points made are listed as follows.

**International business relationships**

The new agreement with OCLC gives unlimited search and cataloguing access to WorldCat for Libraries Australia subscribers. This agreement ensures that Libraries Australia records will have exposure to search engines through WorldCat.

Australian libraries who contribute cataloguing and holdings to the ANBD will become governing members of OCLC.

The results of this agreement will be the increased worldwide visibility of our records, and streamlining of retrospective cataloguing workflows.

Libraries Australia is working with Google. To date about 1.2 million records have been matched to records in Google Scholar, and all ANBD records are exposed to Google Book Search.

Prominent Australian indexing services are being explored as potential database targets.

The National Library is exploring ways to improve access to journal literature including a model for the national pooling of metadata for free search and discovery.

There is a need to add potential new targets, and to develop criteria and guidelines to identify these, e.g. Wikipedia, Open Search etc. This needs to be done with a user’s perspective and with constant consideration as to how useful it is. There will be a need to manage information about these targets.

**Products**

The products service will be enhanced by identifying further datasets for the Australian Electronic Collections Datasets service.

**Marketing**

Libraries Australia will find additional ways to publicise its services e.g. via the discussion lists.

**Libraries Australia Cataloguing**

Ms Luther noted her concern about the accuracy, currency and coverage of the ANBD. For example, are libraries updating their holdings details? Formed collections are not always added and usage will increase, as shown historically, when they are added. It was noted that contributing libraries need to maintain cataloguing quality to keep the database effective.
Libraries Australia now checks to ensure that users of the Record Import Service (RIS) are contributing data regularly. When contributions aren’t received Libraries Australia staff follow-up with the subscriber.

There was general discussion about the need to increase content on the ANBD. Discussion focussed on a review of indexing services undertaken by Mr Cathro and Ms Gatenby.

The National Library intends to allow free access to index metadata. There is a need to have a forum regarding this issue. RMIT and others have been consulted. Duplicated indexing of articles will need to be addressed.

Ms Ellis advised it may be advantageous to start the Directions paper with a value statement for Libraries Australia.

Most records on the ANBD are loaded via RIS, 20% are added online, and the remainder are via copy cataloguing/holdings. Libraries Australia plans to trial loading of new National Library authority records through RIS later in the year.

**Libraries Australia Search**

Mr Taylor suggested that the Million Book Project, Project Gutenberg, and the Open Content Alliance be added as search targets. Discussion continued on journal articles, how searches on them can be increased and how Libraries Australia can provide better access to them. Ms Quinn commented that the indexers who create metadata for journal articles should be part of the dialogue on future directions. Members concluded that the National Library needs to think of how to encourage comments from users on this issue.

Ms Horn stated that tagging is an issue and it will need to be considered for broader discussion in the future. Annotations of Picture Australia image records, Newspaper articles etc will start soon with a trial in the Newspaper Search and Discovery system. Australia Dancing has tried this in the “Take Part” service. There are good Australian examples of this, e.g. in services hosted by the Powerhouse Museum and State Library of Victoria.

Ms Fullerton noted the interest that there has been to discuss and workshop Web 2.0 functionality and the presentations on this topic at the Innovative Ideas Forum.

The National Library of Australia could draft a paper on this issue for the LAAC. Mr Taylor noted that RSS feeds had not been mentioned by Mr Boston. This is because RSS feeds are not possible with Teratext. They may be possible in the Lucene environment.

**ACTION:** The areas which have been identified as work priorities during 2007 (see LAAC/2007/2/5 pages 3 & 4) will be given dates for completion and incorporated in the Libraries Australia strategic plan.

**ACTION:** Make the Directions paper available on the Libraries Australia web site.

**Libraries Australia Administration**

ALG is to be redeveloped and branded as part of Libraries Australia.

The directory integration project will result in amalgamation of customer data in one directory, Libraries Australia Administration.
Libraries Australia Document Delivery
A pilot project for end user access to ILL functionality is currently being scoped.

Agenda Item 9  IT Architecture Project Report (LAAC/2007/2/6)

Mr Boston spoke to the report outlining: the change to adopt a service oriented architecture; the creation of a single business approach to services; and the proposal to move to an open source development model.

The concept of logical data views was elaborated on, indicating that there would be cost savings if infrastructure was rationalised and data repositories were brought together via logical views. Mr Taylor commented that the single business model could be interpreted for multiple businesses being developed with a single business approach, i.e. an integrated business.

With regard to open source developments, Mr Boston indicated that the open source software, Lucene, is currently being tested. It meets most of the National Library’s functional requirements. There is some development needed, however the cost of development is cheaper than the cost of licenced software. A separate development would allow Z39.50 access to the Lucene platform.

National Library projects such as the Register of Australian Archives and Manuscripts, People Australia and the Newspaper Digitisation project will be the first to use the new IT architecture model.

Report Noted.


Ms Campbell presented an evaluation report on the Libraries Australia Forum of 2006 (LAF06) and reported on the progress with planning for the Libraries Australia Forum in Brisbane on 6th September (LAF07).

Key points were that the Libraries Australia website contains information, including the draft agenda, registration form and information to assist potential participants with accommodation and transport options in Brisbane.

There was comment on the feedback given on LAF06 sessions, particularly the End User Session. It was suggested that there be a follow up session at LAF07. Participants also indicated high interest in the Future Directions session.

Mr Boston invited suggestions for forum session topics.

ACTION: Ms Campbell to seek library input into forum sessions.

Report Noted


Mr Walls spoke to the report.
The report covered the terms of reference, membership of the expert advisory group and a summary of the progress of the group.

The draft Electronic Resources Cataloguing Guidelines were made available for comment from Libraries Australia users, and many comments were incorporated in the final version in January 2007. These are available on the Libraries Australia website, and were publicised via email lists in February 2007.

The guidelines revise, combine and consolidate the three previous sets of guidelines. Specific policy changes are currently being reviewed by Libraries Australia. These changes will be noted on the Libraries Australia website, and in the Cataloguing Client Manual.

There were eight recommendations from this report. These recommendations would see Libraries Australia support improvements to library workflows in relation to accessing e-resources.

Report Noted

Agenda Item 12 Australian National Bibliographic Database: Data Quality Report (LAAC/2007/2/9)

Mr. Walls introduced the paper, reporting on current initiatives aimed at improving the data quality on the Australian National Bibliographic Database (ANBD). He noted that the report includes more detail than previously of the work done by the Database Services Branch on behalf of Libraries Australia subscribers to improve database quality.

The ANBD Quality Improvement Plan was revised in October 2006 and made available on the Libraries Australia website. The plan highlights activities including duplicate record removal, maintenance of subject headings, data validation and matching.

The Record Import Service (RIS) has expanded, with a number of libraries now testing or contributing data. Other libraries are refreshing their holdings with large data imports. RIS has been trialled with systems able to provide Unicode output.

The backlog of records awaiting review has been reduced from 60,000 to 28,000. There were a significant number of libraries performing large numbers of holdings deletions. Holdings transfers were also carried out for libraries transferring large numbers of holdings to other libraries.

There were also a significant number of global changes to records, resulting in more reliable bibliographic data and improved search results.

The ability to include Non Roman scripts in bibliographic records is now available for Cyrillic, Greek and Tamil. Testing is underway for Arabic and Hebrew. Ms Ellis said that it is worthwhile following up on acquiring the community language collections for inclusion on Libraries Australia. Mr Walls reported that he has recently contacted a number of Sydney public libraries that have strong community languages collections. Records for these collections are already being contributed to the ANBD however often the vernacular script is not included in the records. This is
because the cataloguing of these resources is outsourced and inclusion of script is not considered to be cost-effective by these libraries.

Ms Rajapatirana advised the committee on the testing and implementation of the CBS automated de-duplication program. It is expected that testing will commence in mid April.

Report Noted

Agenda Item 13  Article: Markey, K, “The Online Library Catalog Paradise Lost and Paradise Regained?” D-Lib Magazine, January/February 2007 Volume 13, No 1 / 2 ISSN 1082-9873

Noted. There were very positive comments on the relevance of this item, and the need to keep up to date with these developments in relation to Libraries Australia.

Agenda Item 14  Conclusion and Review of Resolutions

Conclusion and review of resolutions

It was agreed that the next Libraries Australia Advisory Committee would be held in Brisbane on 5 September 2007. The next Libraries Australia Forum would be held in Brisbane on 6 September 2007. The venue is the new State Library of Queensland.

The meeting closed at 4.00 p.m.
**Attachment A – Summary Table of Recommendations and actions**

Libraries Australia Advisory Committee meeting 18 April 2007

<table>
<thead>
<tr>
<th>Agenda item</th>
<th>Recommendations</th>
<th>ACTION</th>
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<tr>
<td><strong>Agenda item 3</strong>&lt;br&gt;Draft Minutes of the Previous Meeting, Teleconference and Business Arising</td>
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<tr>
<td><strong>Agenda item 5</strong>&lt;br&gt;Libraries Australia Status Report</td>
<td>Collaborative Services Branch to liaise with ALIA regarding possible information transfer.</td>
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<tr>
<td><strong>Agenda item 6</strong>&lt;br&gt;2006/2007 Libraries Australia Statistical Information</td>
<td>Remove the Confidential status of this document and make it publicly available.</td>
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<tr>
<td><strong>Agenda item 8</strong>&lt;br&gt;Libraries Australia Directions for 2007</td>
<td>The areas which have been identified as work priorities during 2007 (see LAAC/2007/2/5 pages 3 &amp; 4) will be given due dates for completion and</td>
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<tr>
<td>Incorporated in the Libraries Australia strategic plan.</td>
<td>Make the Directions paper available on the Libraries Australia web site.</td>
<td>Ms Campbell to seek</td>
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ANNUAL REPORT
2006/2007
OVERVIEW

The **major milestones** of Libraries Australia for the 2006/07 financial year were ongoing enhancements to the search and document delivery services and the completion of negotiations with the Online Computer Library Center (OCLC) to improve access to the WorldCat database for Australian libraries and exchange Australian bibliographic records.

**Significant achievements** for Libraries Australia included

- three new releases of the search service, featuring relevance ranking, enhanced requesting, alerting options for new and updated records, OpenSearch protocol compliance, a free search box for any web page, extended deep linking, and additional online bookshops in modified pages;
- finalisation of the CEO and stakeholder qualitative & quantitative surveys;
- introduction of a new subscription model for the university sector, which marked the commencement of a streamlined administration process;
- a complete refresh of the Libraries Australia information website;
- the release of the Libraries Australian Administration manual and a wiki for the Libraries Australia Document Delivery manual;
- strong growth in the use of the Trans Tasman Interlending Service;
- enhancements to Libraries Australia Document Delivery services such as alerts, and ongoing assistance in migrating to ISO-compliant Document Delivery systems; accompanied by a 6% increase in the membership of the Libraries Australia Document Delivery service.
- increased use of Libraries Australia Search, both the free and subscription versions up by 26% and Document Delivery service up by 21%.

**Communication** with Australian libraries was a key part of the service delivery, and included

- attendance of National Library staff at state user group meetings;
- the annual users’ meeting and visits to many libraries;
- teleconferences with the state user group convenors and training service providers;
- specially convened single theme seminars; and
- three meetings of the Libraries Australia Advisory Committee,

which all provided key channels for advice and opportunities to discuss current and future directions.
KEY STATISTICS FOR 2006/2007

Australian National Bibliographic Database

About 42 million holdings

Over 17.5 million bibliographic records; reflecting growth of 1.2 million

About 17,000 authority records and 1.6 million holdings added

Links to more than 700,000 online resources

Over 12 million searches, of which 1.6 million (or 13%) used the free service

About 700,000 referrals from search engines such as Google

More than 277,700 items requested through the document delivery service; an increase of 47,700 requests on the previous year

Top 10 Searching organisations

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Searches</th>
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<tbody>
<tr>
<td>National Library of Australia</td>
<td>886,616</td>
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<tr>
<td>State Library of New South Wales</td>
<td>410,032</td>
</tr>
<tr>
<td>University of Melbourne Library</td>
<td>196,287</td>
</tr>
<tr>
<td>University of Sydney Library</td>
<td>189,759</td>
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<tr>
<td>University of Western Australia Library</td>
<td>188,062</td>
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<tr>
<td>State Library of Victoria</td>
<td>182,542</td>
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<td>Zenith Management Services</td>
<td>181,251</td>
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<td>Monash University Library</td>
<td>168,986</td>
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<td>RMIT University Library</td>
<td>162,869</td>
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<tr>
<td>University of Newcastle Library</td>
<td>146,362</td>
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### Top 10 Document Delivery requesters

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<tr>
<th>Library Name</th>
<th>Requests</th>
</tr>
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<tbody>
<tr>
<td>University of Sydney Library</td>
<td>10,747</td>
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<tr>
<td>La Trobe University Library</td>
<td>10,104</td>
</tr>
<tr>
<td>Monash University Library</td>
<td>8,142</td>
</tr>
<tr>
<td>Macquarie University Library</td>
<td>7,781</td>
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<tr>
<td>Griffith University Library</td>
<td>7,605</td>
</tr>
<tr>
<td>University of Western Australia Library</td>
<td>7,352</td>
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<tr>
<td>University of New South Wales Library</td>
<td>6,534</td>
</tr>
<tr>
<td>New Zealand Libraries via Trans Tasman Interlending</td>
<td>5,474</td>
</tr>
<tr>
<td>Queensland University of Technology</td>
<td>5,467</td>
</tr>
<tr>
<td>RMIT University Library</td>
<td>5,237</td>
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### Top 10 Document Delivery providers

<table>
<thead>
<tr>
<th>Library Name</th>
<th>Requests</th>
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</thead>
<tbody>
<tr>
<td>National Library of Australia</td>
<td>23,989</td>
</tr>
<tr>
<td>University of Queensland Library</td>
<td>12,809</td>
</tr>
<tr>
<td>University of Sydney Library</td>
<td>12,749</td>
</tr>
<tr>
<td>CISTI</td>
<td>9,847</td>
</tr>
<tr>
<td>University of Adelaide Library</td>
<td>7,304</td>
</tr>
<tr>
<td>La Trobe University Library</td>
<td>7,229</td>
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<tr>
<td>Monash University Library</td>
<td>6,906</td>
</tr>
<tr>
<td>University of Newcastle Library</td>
<td>6,853</td>
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<tr>
<td>University of New South Wales Library</td>
<td>6,420</td>
</tr>
<tr>
<td>Macquarie University Library</td>
<td>6,416</td>
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</tbody>
</table>
MEMBERSHIP

Total membership

Libraries Australia welcomed 50 new members in 2006/07 to a total of 1,258 libraries.

- 4 individuals
- Armadale Public Library
- Austrac
- Australian Technical College - Northern Adelaide, North Brisbane, North Queensland, Adelaide South
- Brisbane Grammar School
- Capel Public Library
- Christian Heritage College Library
- City of Gosnells
- City of Marion
- Clarkson Library
- Cunderdin Library Service
- Dalby-Wambo Public Library
- Department of Lands (NSW)
- Digital Education Services
- East Gippsland Institute of TAFE
- E-book Library
- Heraldry & Genealogical Society of Canberra
- Hunter-New England Health Service Library
- Launceston General Hospital
- Law & Justice Foundation of NSW
- Melbourne Theosophical Society
- Moore Theological College Library
- Morley Public Library
- NSW Nurses’ Association
- Office of Public Employment
- Protect-A-Book
- Queensland Studies Authority
- Safety Bay Library
- Saint Ignatius’ College Riverview
- Serials Solutions
- Sound Text Media Pty Ltd
- St Michael’s Grammar School
- St Patrick’s College
- Sunraysia Institute of TAFE
- The Betty Archdale Library, Abbotsleigh
- The Institute of Engineers
- Wanneroo Mobile Public Library
- Wanneroo Public Library
- Warnbro Community Library
- Whyalla Public Library
- Wickepin Public Library
- Williams Public Library
- Workers Compensation Commission
- Yanchep Public Library

Membership for the Libraries Australia Document Delivery service

The number of Libraries Australia Document Delivery (LADD) subscribers increased from 677 in 2005/06 to 716 in 2006/07, with 39 additional agencies choosing to take advantage of the new features of the LADD service.
The four modules which constitute Libraries Australia are:

- Libraries Australia Search, available in subscription and free versions, which allow patrons to find and get about 42 million items from around 800 Australian libraries and obtain records via the Record Export Service (RES) and the Products service. This module is based in part on the TeraText software from SAIC.

- Libraries Australia Cataloguing, a record creation and maintenance service, which enables customer libraries to create and edit bibliographic and holdings data, obtain copy cataloguing, and also enables Libraries Australia managers to harvest, convert and maintain the ANBD; and the Record Input Service (RIS) which enables the batch uploading of records and holdings. A Cataloguing client and Web Input form enables the contribution of original cataloguing. This module is based on the Centraal Bibliotek System (CBS) from OCLC PICA.

- Libraries Australia Document Delivery, an interlending and payment service, which enables customer libraries to manage the process of requesting, shipping and paying for loans and copies. This module is based on the VDX software from OCLC PICA.

- Libraries Australia Administration which enables customers to manage their user account information and register for the RES and the Products service. This module is based on open source LDAP directory software.

Libraries Australia continues to make every best effort to provide access to its services according to the business timeframes required from New Zealand to Western Australia, as expressed in the User Agreement.
LIBRARIES AUSTRALIA SURVEY

Background

A survey of libraries using the Libraries Australia service was conducted in 2006/2007. It was designed to test perceptions of the service following implementation of Libraries Australia. The project was commissioned to assist the Library with the ongoing development and strategic direction of the Libraries Australia service.

The survey of CEOs and library practitioners was conducted by independent analyst Neilsen//Netratings and explored customer satisfaction, attitudes and perceptions of Libraries Australia. The survey was undertaken in two parts: a qualitative survey in August 2006 and a quantitative survey undertaken in February 2007, for which the latter received 629 responses. The following findings come from the Executive Summary of the Neilsen//Netratings survey report.

Survey Findings

The quantitative findings reinforced the findings of the qualitative survey. The feedback was generally positive - there is a high level of satisfaction with Libraries Australia services, as indicated in the percentages provided.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO</td>
<td>46%</td>
<td>75%</td>
<td>89%</td>
</tr>
<tr>
<td>Practitioner</td>
<td>57%</td>
<td>81%</td>
<td>88%</td>
</tr>
</tbody>
</table>

Overall, the findings of the research demonstrate that, at the strategic level, Libraries Australia has smoothly integrated into the operations of many libraries and has established itself as a core service that assists libraries to serve their customers. Amongst CEOs, there exists a generally positive perception of the Libraries Australia service as well as its perceived goals, with a sense that of the numerous reasons for subscribing, the commitment to a national resource sharing network is a high priority.

The level of public access to information resources is perceived to have changed dramatically over the past few years. CEOs identify the Internet as a major information resource that provides easy access, and recognise that libraries may face the prospect of trying to serve customers who are increasingly able to 'self-serve' their information requirements (although the level of information literacy held by the general public is questioned by many CEOs). It is perceived that within this context, the role of libraries is evolving from that of providers to information access (only), to being the custodians of 'quality information', who help their customers by filtering and qualifying relevant sources.

In the survey results, the key benefits cited consistently highlight the ability of Libraries Australia to provide searching capabilities to librarians, Inter Library Loan functionality and Cataloguing functions. It is these three functions that clearly form the make-up of the service benefit derived from Libraries Australia and most CEOs and practitioners genuinely believe that they are getting a valuable service at a value price.

While many small suggestions and observations were put forward as a part of survey responses, no obvious gaps in the current service were widely identified. Most responses indicated that the majority of needs are being met and it is felt that at the overall level, the service helps in serving library customers more efficiently. There was some negative commentary from practitioners regarding Libraries Australia help desk practices and training, so changes are being put in place to address these issues.
The following tables provide a comparison between the reported usage of current and previous services from the survey. Overall usage of Libraries Australia services is generally similar to reported usage of Kinetica and ABN services. A continuing trend in libraries of cataloguing using local systems is reflected in a lower use of the Libraries Australia cataloguing client compared to earlier options and an increased use of the Record Import Service that allows libraries to bulk load their locally catalogued records into the ANBD.

Search & InterLibrary Loan services
Cataloguing & record-sharing services

Services Used

- CEO
- Practitioner

ABN cataloguing
- CEO
- Practitioner

Kinetica cataloguing
- CEO
- Practitioner

LA cataloguing client
- CEO
- Practitioner

Kinetica - BatchLink
- CEO
- Practitioner

LA - Record Import Service
- CEO
- Practitioner

ABN - TPS DLL
- CEO
- Practitioner

Kinetica - MARCLink
- CEO
- Practitioner

LA - Record Export Service
- CEO
- Practitioner
### Usage of Libraries Australia

The Australian National Bibliographic Database remains the most heavily used database with almost 12 million searches. Increasing and decreasing trends reflect where strategic alliances were negotiated, for example, between Libraries Australia and Te Puna (the national catalogue of the National Library of New Zealand). The table below is the last year in which RLG and SCIPIO will be provided as separate targets (from 1 July 2007 they were merged into WorldCat).

<table>
<thead>
<tr>
<th>Database</th>
<th>2003/04</th>
<th>2004/05</th>
<th>2005/06</th>
<th>2006/07</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANBD</td>
<td>6,464,783</td>
<td>6,396,116</td>
<td>8,664,768</td>
<td>10,066,070</td>
</tr>
<tr>
<td>CJK</td>
<td>4,509</td>
<td>8,524</td>
<td>7,253</td>
<td>-</td>
</tr>
<tr>
<td>SILAS (Singapore)</td>
<td>-</td>
<td>11,530</td>
<td>21,877</td>
<td>32,921</td>
</tr>
<tr>
<td>Te Puna (New Zealand)</td>
<td>6,484</td>
<td>19,336</td>
<td>84,825</td>
<td>351,816</td>
</tr>
<tr>
<td>RLG</td>
<td>77,648</td>
<td>70,532</td>
<td>157,419</td>
<td>193,400</td>
</tr>
<tr>
<td>SCIPIO</td>
<td>-</td>
<td>1,708</td>
<td>2,332</td>
<td>2,604</td>
</tr>
<tr>
<td>ARROW</td>
<td>-</td>
<td>-</td>
<td>14,730</td>
<td>17,233</td>
</tr>
<tr>
<td>British Library Catalogue</td>
<td>-</td>
<td>-</td>
<td>70,731</td>
<td>56,232</td>
</tr>
<tr>
<td>Chinese Uni of Hong Kong</td>
<td>-</td>
<td>-</td>
<td>5,959</td>
<td>8,868</td>
</tr>
<tr>
<td>CISTI</td>
<td>-</td>
<td>-</td>
<td>13,783</td>
<td>107,994</td>
</tr>
<tr>
<td>CURL</td>
<td>13,832</td>
<td>13,136</td>
<td>24,999</td>
<td>30,049</td>
</tr>
<tr>
<td>DBD</td>
<td>3,556</td>
<td>1,509</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Hong Kong Uni of Science &amp; Technology</td>
<td>-</td>
<td>-</td>
<td>6,132</td>
<td>8,844</td>
</tr>
<tr>
<td>Library of Congress</td>
<td>-</td>
<td>-</td>
<td>94,428</td>
<td>115,478</td>
</tr>
<tr>
<td>Picture Australia</td>
<td>-</td>
<td>-</td>
<td>13,190</td>
<td>5,771</td>
</tr>
<tr>
<td>University of Hong Kong</td>
<td>-</td>
<td>-</td>
<td>6,873</td>
<td>10,245</td>
</tr>
<tr>
<td>APAIS (Titles Index)</td>
<td>-</td>
<td>72</td>
<td>309</td>
<td>168</td>
</tr>
<tr>
<td>WorldCat</td>
<td>23,550</td>
<td>31,779</td>
<td>42,419</td>
<td>27,135</td>
</tr>
<tr>
<td>APAFT - Full Text-RMIT</td>
<td>-</td>
<td>-</td>
<td>927</td>
<td>207</td>
</tr>
<tr>
<td>Subscription</td>
<td>-</td>
<td>-</td>
<td>500,059</td>
<td>1,605,031</td>
</tr>
<tr>
<td>ANBD Free</td>
<td>-</td>
<td>-</td>
<td>248,613</td>
<td>-</td>
</tr>
<tr>
<td>Picture Australia</td>
<td>-</td>
<td>-</td>
<td>22,507</td>
<td>-</td>
</tr>
<tr>
<td>ANBD Training databases</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>6,594,362</td>
<td>6,554,242</td>
<td>10,004,133</td>
<td>12,639,884</td>
</tr>
</tbody>
</table>

1. Picture Australia searches are counted as a part of ANBD Free.
2. Libraries Australia production system is no longer used for training.
AUSTRALIAN NATIONAL BIBLIOGRAPHIC DATABASE DEVELOPMENT

The Australian National Bibliographic Database (ANBD) records items held in national, state, academic, public and special library collections including books, journals, theses, newspapers and many other types of material. Immediate access is provided to more than 712,000 online resources including pictures, manuscripts and government reports.

<table>
<thead>
<tr>
<th></th>
<th>2002/03</th>
<th>2003/04</th>
<th>2004/05</th>
<th>2005/06</th>
<th>2006/07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bibliographic records</td>
<td>14,015,188</td>
<td>12,822,324</td>
<td>13,937,355</td>
<td>16,227,592</td>
<td>17,444,614</td>
</tr>
<tr>
<td>Authority records</td>
<td>1,594,097</td>
<td>1,593,973</td>
<td>1,592,046</td>
<td>1,761,438</td>
<td>1,776,060</td>
</tr>
<tr>
<td>Holdings</td>
<td>36,364,256</td>
<td>37,481,655</td>
<td>39,099,834</td>
<td>41,534,327</td>
<td>41,846,932</td>
</tr>
</tbody>
</table>
Improving the quality of the Australian National Bibliographic Database

Since 2004 an annual plan has been developed to provide a basis for ongoing ANBD data quality maintenance and enhancement activities. The ANBD Development Plan for 2007/2008 is available on the Libraries Australia web site. The plan includes the continuation of: the implementation of automated duplicate removal; development of support for the batch loading of authority data; the ongoing maintenance and refinement of data validation and matching, and the expansion of the Record Import Service (RIS). Initiatives for 2008 include: the addition of OCLC record and work set identifiers to ANBD records to support FRBR clustering in result set displays; improving links to full-text by adding URLs from mass digitization projects, and a survey to identify gaps in NBD coverage.

In 2006/2007 highlights of the ongoing program of data quality improvement included:

- global holdings updates performed for 42 libraries resulting in the deletion or updating of over 350,000 holdings;
- global bibliographic changes including: the removal of incorrect data; conversion of invalid or obsolete relator and country of publication codes; changes to reflect cancelled Library of Congress subject headings, and routine maintenance to ensure that subject headings are subdivided directly by the state or territory name, as per Australian practice;
- holdings refreshes were performed for a number of libraries which involved the deletion and reloading of large number of holdings;
- 18,000 Wade-Giles subject headings were converted to the Pinyin form;
- Library of Congress approval of ten new subject headings for Aboriginal people and languages; and
- removal of 1350 duplicate records reported by Libraries Australia users.

During the year over 4.8 million bibliographic and/or holdings records were processed through Record Import Service; this included data from the 80 Australian libraries that contribute to the ANBD via RIS and from agencies including: Library of Congress, British Library, Blackwells TOC, OCLC and Serial Solutions. Of these, approximately 200,000 potential duplicate records were reviewed by Database Services Branch.


Libraries Australia commenced a project to improve the currency of Australian Authority records. The ANBD has been updated to reflect authority records created or modified in the National Library’s Voyager system over the past two years. Work will commence later in 2007 to enhance the Record Import Service to support the batch loading of new authority records.

In 2006 testing of the CBS automated offline de-duplication program found a bug in the software. This problem has been rectified in the latest CBS 3.2 offline release. Testing of CBS version 3.2 is currently underway. It is anticipated that configuration and testing of offline de-duplication will resume shortly after the production implementation of CBS 3.2 and will be fully operational early in 2008. Once implemented Libraries Australia staff hope to be able to use the software to remove significant numbers of duplicate records from the ANBD.
Improving the coverage of the Australian National Bibliographic Database

Libraries Australia is continuously working to improve the coverage of the ANBD to ensure that it is as comprehensive as possible. During the year Libraries Australia staff worked with public, university and special libraries to improve the coverage and currency of data from various libraries. Over 1.2 million new bibliographic records and over 1.6 million new holdings were added to the ANBD during the year.

A large retrospective load of bibliographic and holdings data from the Australian Parliamentary Library was completed in March 2007. The load of over 115,000 bibliographic records added 42,000 new bibliographic records and 41,000 new holdings to the ANBD.

We welcomed the following libraries as new contributors to the ANBD via the Record Import Service:

- Australian Competition and Consumer Commission
- Australian Institute of Aboriginal and Torres Strait Islander Studies
- Australian Parliamentary Library
- Box Hill Institute of TAFE
- Brimbank Library and Information Services
- Geoscience Australia Library
- Gold Coast City Council Library Service
- Hobson’s Bay Library
- Leichhardt Library
- Mackay City Library
- Marrickville Council Library Service
- National Film and Sound Archives
- Northern Regional Library
- Rockdale City Library
- Royal North Shore Hospital and Community Services Library
- Royal Victorian Eye and Ear Hospital (Ronald Lowe Library)
- St. Vincents Hospital (Sydney)
- University of Ballarat. Mt Helen Campus Library
- Victorian College of the Arts Library
- Wyndham City Council Library Service.

Libraries Australia staff have been working with OCLC to implement cross-updating between WorldCat and the ANBD. Specifications for the export of ANBD data to WorldCat have been prepared. The sixty Australian libraries that currently have holdings in WorldCat were asked if they wished to have these holdings copied to the ANBD however most indicated that ANBD holdings were more current.

Libraries Australia staff successfully completed testing of the creation, indexing and output of Cyrillic, Greek and Tamil scripts. User documentation was prepared and Libraries Australia users were advised that these scripts may be included in records created in Libraries Australia or supplied to the ANBD via the Record Import Service. These scripts are only supported in Unicode encoded records. Testing of Arabic and Hebrew scripts is underway. As at 31 July, over 830,000 ANBD bibliographic records contained non-Roman scripts.

Support services: record sets

The State Library of South Australia joined with others to receive records regularly from Serials Solutions as part of the existing successful agreement. It seeks to provide bibliographic and holdings data for electronic resources licensed by the National Library and the state libraries of New South Wales, Western Australia and Tasmania, and they opt to have a copy of their data...
supplied to the ANBD. The agreement signed with Serials Solutions by the National Library was updated in 2007 to reflect the current operational conditions.

Support services: collection analysis

Libraries Australia supplied CAVAL Collaborative Solutions with a number of customised abbreviated MARC record files of ANBD records with CARM and/or CAVAL member holdings. The files provided data for a research project undertaken by CAVAL Collaborative Solutions in conjunction with Curtin University into the infrastructure required to ensure long term access to print collections held by Australian research libraries.

LIBRARIES AUSTRALIA DOCUMENT DELIVERY

Despite the declining trend of ILL services in the Library environment generally, Libraries Australia Document Delivery (LADD) usage is increasing significantly. The LADD service exceeded its target of 220,000 requests by almost 58,000 in 2006/07 and attracted 39 additional subscribers, due in part to the additional functionality provided by the service.

An email alerts trial with 40 libraries proved highly successful, and the National Library acquired more server capability to roll out the function to all LADD subscribers. The email alerting function allows an officer to receive notification of new or changed requests. The Trans Tasman Interlending service also grew strongly. From July 2006 to June 2007 inclusive, there were 7318 items supplied to New Zealand libraries from Australian material and 2931 items supplied to Australian libraries from New Zealand collections.

Over the year, Libraries Australia facilitated system interoperability testing with new ISO-compliant software applications for 22 libraries using the VDX Document Delivery software. A pilot with Infotrieve as a supplier supporting direct title searching commenced in May 2007 and will continue for 12 months.
MARKETING AND SPONSORSHIP

A new ordering option for the full range of Libraries Australia brochures was implemented in the information website. This allows any library to pre-order a significant number of brochures for redistribution at special events or to patrons in libraries.


A new promotional product, an environmentally-friendly calico carry bag, was created for Libraries Australia.

![Calico carry bag](image)

Major conferences attended and sponsorship of events included:

- AusLib Learning Futures
- Australian Booksellers and Publishers Association Conference
- Click06 ALIA Biannual conference
- CPLA Libraries Launch Communities
- EduCause Australasia
- Information Online 2007
- Information Seeking in Context
- International Association of Music Libraries Conference
- Innovative Ideas Forum
- Libraries Australia Forum 2006
- Library and Information Week
- MPLA (Metropolitan Public Libraries Association) 2006
- New Librarians Symposium
- RAILS 3: Research Applications in Information and Library Studies.

Libraries Australia staff continued to provide information to subscribing libraries regarding services and news via the Libraries Australia (1,786 subscribers) and Libraries Australia Document Delivery (685 subscribers) mailing lists, as well as the Libraries Australia web site.
CONSULTATION

The Libraries Australia Advisory Committee (LAAC) provided key advice to the National Library on issues of importance to Australian libraries during the year. The membership of the Advisory Committee includes elected and appointed representatives. Mr John Arfield completed a three-year membership/chairmanship of the LAAC at its November 2006 meeting.

Ms Anne Horn was appointed to replace Mr Arfield as a CAUL representative on the Advisory Committee in March 2007. Ms Linda Luther was appointed acting chair at the March 2007 meeting and became the official chair at the April 2007 meeting. The LAAC members are listed in Appendix 1.

The Committee met three times during the year - in November, March and April - including one teleconference. Issues on which the LAAC provided advice included:

- Libraries Australia strategic directions;
- Libraries Australia subscription model for CAUL libraries, and possible models for other library sectors;
- Libraries Australia agreement with OCLC; and
- ANBD Quality Improvement Plan.

State User Groups met several times throughout Australia over the year. Libraries Australia staff attended and presented at State User Group meetings in each capital city in February, May and June 2007 to provide information on the Libraries Australia enhancements seeking feedback and comments. Demonstrations of the Library Labs web site at http://ll01.nla.gov.au/ were also provided, to solicit further comments on potential service directions.

STRATEGIC ISSUES

Improving our services

Libraries Australia deployed a continuous programme of improvements throughout 2006/07, with three releases to the search service, enhancements to the Libraries Australia Document Delivery service, and new directions in data syndication.

The first release implemented additional links to online bookshops and reconfigured the ‘get this item’ option for booksellers. An option to remove MARC 880 (script) fields from records for products was added. The second release introduced new functions in the form of support for relevance ranking, a ‘free search’ box for any external web page, and compliance with the OpenSearch protocol supplied by A9.com. Enhancements included an alert mechanism for new and updated records, extended deep linking and further enhanced requesting. The third release upgraded the Advanced Search form to present three default options: title, subject and ISBN; added a 040 (cataloguing source) tag to records by default; trialled a new OpenSearch target, and increased security for organisational details in all Libraries Australia Administration modules.
Data syndication

Data syndication is an important mechanism which Libraries Australia uses to expand the usefulness of the ANBD by ensuring placement of bibliographic records in public spaces online, including with OpenSearch, and Google. Data syndication underpins the ongoing relevance of library services, by referring patrons from public search engines back to the collections of their own local libraries. The National Library has been working with Google since 2006 to expose the bibliographic records from Libraries Australia to the various Google services. To date, about 1.2 million records have been matched to records in Google Scholar and relevant records have been added to Google Book Search. Google is working on better integration of its main google.com service with Google Book Search so that links to Libraries Australia and book results would be returned at the top of the main Google results list where appropriate.

This provides a new discovery pathway for users of these services who can link directly from Google results to records in Libraries Australia. In 2006/2007 there were about 700,000 ‘click throughs’ from search engines like Google to Libraries Australia as shown below.

![2006/2007 links to Libraries Australia from Search Engines](chart)

INTERNATIONAL COLLABORATION

OCLC WorldCat agreement

In May 2007, an agreement was signed between the National Library of Australia and the US-based Online Computer Library Center (OCLC) which gives all Australian libraries which subscribe to Libraries Australia unlimited cataloguing and search access to WorldCat.
The agreement ensures that bibliographic records between the ANBD and WorldCat will be exchanged on a regular basis, and as a consequence, holdings in Australian library collections will be available internationally through OCLC’s Open WorldCat Program and WorldCat.org service.

WorldCat is the largest bibliographic database in the world with a global scope 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.

This agreement provides Australian libraries with unlimited access to WorldCat for copy cataloguing. This is especially useful for the cataloguing of overseas materials and for retrospective cataloguing projects. Library end users have unlimited search access through Libraries Australia Search. The agreement also enables Australian libraries to benefit from OCLC research and development and service improvements.

The National Library believes that this Agreement is of great benefit to Australian libraries while protecting their interests in maintenance of a viable Australian National Bibliographic Database and Libraries Australia service. It represents a major step forward in the sharing of Australian bibliographic data and exposure of the collections of Australia libraries internationally.

Australian libraries who contribute current holdings to the Australian National Bibliographic Database and WorldCat through this agreement become governing members of OCLC. On 17 April 2007, OCLC announced that the OCLC Board of Trustees has appointed a special Governance Study Committee to conduct a study of OCLC’s governance structure: [http://www.oclc.org/news/releases/200660.htm](http://www.oclc.org/news/releases/200660.htm). The National Library will provide input into OCLC’s review of governance arrangements with the aim of increasing Australian library representation.

WorldCat Registry

Libraries Australia will exchange Australian catalogue records with OCLC on a regular basis. In a supporting activity, descriptive organisational data was supplied from the Australian Libraries Gateway to OCLC’s new WorldCat Registry. The scope of this activity is published in OCLC’s Abstracts at: [http://www5.oclc.org/downloads/design/abstracts/08062007/worldcatregistry.htm](http://www5.oclc.org/downloads/design/abstracts/08062007/worldcatregistry.htm).

RLG site licence

The existing site licence agreement came to an end due to the Research Libraries Group merger with OCLC. RLG records have been loaded into the WorldCat database, and are available to all Libraries Australia subscribers under a new Agreement with OCLC.

Trans Tasman InterLending

The Trans Tasman Interlending the service improves the efficiency of document delivery services to libraries in Australia and New Zealand, facilitating resource sharing between libraries in both countries.

Benefits include:

- access to the resources of over 1,000 libraries in Australia and New Zealand;
- a single search interface to the National Bibliographic databases in both countries;
one system that supports the management of document delivery requests for Australia and New Zealand; and

a centralised billing and reconciliation system.

UNESCO

Libraries Australia supplied a file of 1062 MARC records for translations published in Australia between 1986 and 2006 for inclusion in Index Translationum, UNESCO’s international bibliography of translations.

Shanghai Library

Libraries Australia produced a file of just over 630 MARC records of Chinese genealogies for the Shanghai Library.

STAKEHOLDER SUPPORT

Staffing

The Libraries Australia Customer Support team which provides Help Desk services took on several new staff in the first half of 2007. The Branch was also renamed Collaborative Services, to reflect the addition to the Resource Sharing Division of operational support staff for Music Australia and the ARROW Discovery Service. They joined Libraries Australia, Picture Australia and the People Australia project staff who now manage most of the National Library’s resource discovery services with the essential assistance of the Database Services Branch.

HelpDesk

A new online enquiry form was made available, see below, which is subjected to the same response time targets as other forms of contact. Response times achieved were: 94.60% in the same day, 3.84% within five days, and 1.56% within four weeks. The Help Desk received 11,291 enquiries in 2006/07. The most frequently asked questions related to Libraries Australia Document Delivery, Libraries Australia general and the cataloguing client, as shown by the following bar chart.
Libraries Australia Online Enquiry Form

*** denotes a mandatory field.

Your name: *
Email: *
Library/Organisation: *
NUC: 
Purpose: General Enquiry
Request for Flyers or Pamphlets
Enquiry: *

Attach a file: Browse... Attach


Help Desk Top Libraries Australia Queries

- Administration
- Cataloguing
- Libraries Australia Search
- Libraries Australia Document Delivery
- Libraries Australia General
Libraries Australia Annual Report 2006/07

Training

Libraries Australia Training Service Providers conducted a number of courses in all states and territories. Not as many training courses were required as in 2005/06 because of familiarity with the services compared to the previous year. A directory of Providers’ contact details is available at: http://www.nla.gov.au/librariesaustralia/training/directory.html.

<table>
<thead>
<tr>
<th>Course in 2006/07</th>
<th>Number of courses</th>
<th>Trainees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Libraries Australia Search</td>
<td>18</td>
<td>98</td>
</tr>
<tr>
<td>Cataloguing Client</td>
<td>8</td>
<td>58</td>
</tr>
<tr>
<td>Libraries Australia Document Delivery</td>
<td>29</td>
<td>233</td>
</tr>
<tr>
<td>Libraries Australia Document Delivery Online</td>
<td>2</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>57</td>
<td>402</td>
</tr>
</tbody>
</table>

A new Libraries Australia Document Delivery manual was completed in wiki form, to allow trainers and others to update it. A new Libraries Australia Administration manual has also been developed, and will be available from: http://www.nla.gov.au/librariesaustralia/manuals.html.
MEMBERSHIP OF THE LIBRARIES AUSTRALIA ADVISORY COMMITTEE

Chair

Mr John Arfield, University of Western Australia (until November 2006)
Ms Linda Luther, University of Tasmania (acting chair in March 2007 / chair from April 2007)

Members

Dr Warwick Cathro, National Library of Australia
Ms Elizabeth Ellis, State Library of New South Wales
Ms Anne Horn, Deakin University (from March 2007)
Ms Joan Moncrieff, Deakin University
Ms Pam Gatenby, National Library of Australia
Mr Lindsay Harris, The Queen Elizabeth Hospital South Australia
Ms Sherrey Quinn, Libraries Alive! Pty Ltd
Ms Monika Szunejko, State Library of Western Australia
Dr Naida Tattersall, Gold Coast City Council
Mr Chris Taylor, University of Queensland

Observer

Ms Jan Fullerton, National Library of Australia

Resource Sharing Division:

Mr Tony Boston, National Library of Australia
Ms Debbie Campbell, National Library of Australia (from March 2007)
Mr Rob Walls, National Library of Australia
Ms Margaret Kennedy, National Library of Australia (until November 2006)
Ms Fran Wilson, National Library of Australia (until November 2006)
APPENDIX

STATE USER GROUP CONVENORS AND SECRETARIES

ACT
2006 and 2007
Convenor: Ms Julie Philips, National Museum of Australia
Email: j.philips@nma.gov.au

Secretary: Ms Marisa Vearing, Australian Competition and Consumer Commission
Email: Marisa.Vearing@accc.gov.au

New South Wales
2007
Convenor: Ms Cheryl Grant, State Library of New South Wales
Email: cgrant@sl.nsw.gov.au

Secretary: Ms Karen Flynn, State Library of New South Wales
Email: kflynn@sl.nsw.gov.au

2006
Convenor: Ms Susanne Moir, State Library of New South Wales
Email: smoir@sl.nsw.gov.au

Secretary: Ms Cheryl Grant, State Library of New South Wales
Email: cgrant@sl.nsw.gov.au

Northern Territory
2006 and 2007
Convenor: Ms Marilyn Hawthorne, Northern Territory Library
Email: marilyn.hawthorne@nt.gov.au

Queensland
2006 and 2007
Convenor: Ms Karen Feehely, Brisbane City Council Library Service
Email: cen18@brisbane.qld.gov.au

Secretary: Ms Trish D’Arcy, Australian Catholic University, McAuley Campus
Email: p.darcy@mcauley.acu.edu.au

South Australia
2007
Convenor: Ms Helen Butler, State Library South Australia
Email: butler.helen@slsa.sa.gov.au

Secretary: Ms Eleanor Thomas, University of South Australia
Email: Eleanor.thomas@unisa.edu.au

2006
Convenor: Ms Jay Douglas, University of South Australia
Email: jay.douglas@unisa.edu.au

Secretary: Ms Eleanor Thomas, University of South Australia
Email: Eleanor.thomas@unisa.edu.au
Tasmania
2006 and 2007
Convenor: Ms Di Worth, University of Tasmania
Email: Di.Worth@utas.edu.au

Secretary: Ms Mary Laird, State Library of Tasmania
Email: mary.laird@education.tas.gov.au

Victoria
2007 Convenor: Ms Rosa Serratore, National Meteorological Library
Email: r.serratore@bom.gov.au

2006
Convenor: Ms. Gehan Aboud, Victoria University
Email: Gehan.Aboud@vu.edu.au

Secretary: Ms Lamis Sukkar, CAVAL Ltd
Email: lamiss@caval.edu.au

Western Australia
2006 and 2007
Convenor: Jane Jones, State Library of Western Australia
Email: jjones@liswa.wa.gov.au

Secretary: Robyn Hull, Psychiatric Services Library, Graylands Hospital
Email: robyn.hull@health.wa.gov.au
## 2006/2007 Libraries Australia Statistics

Report for Libraries Australia Advisory Committee

### Libraries Australia Revenue and Expenses

<table>
<thead>
<tr>
<th>Result</th>
<th>Target</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$4,029,742</td>
<td>101% excludes depreciation, overheads, IT Staff and hardware maintenance costs</td>
</tr>
<tr>
<td>Expenses</td>
<td>$2,967,756</td>
<td>98%</td>
</tr>
</tbody>
</table>

### Search Activity

- **Result**: 12,639,884
- **Target**: 9,000,000
- **% of Target**: 140%

### Holdings Added

<table>
<thead>
<tr>
<th>Result</th>
<th>Target</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,727,711</td>
<td>2,000,000</td>
<td>86%</td>
</tr>
</tbody>
</table>

### Bibliographic Records Added

- **Result**: 1,432,354
- **Target**: no target set

### Libraries Australia Doc Del Requests

- **Result**: 277,703
- **Target**: 220,000
- **% of Target**: 126%

### Charts

- **Libraries Australia Revenue and Expenses**
- **Holdings Added**
- **Search Activity**
- **Libraries Australia Document Delivery Requests**
LIBRARIES AUSTRALIA CUSTOMER AND STAKEHOLDER SATISFACTION – QUANTITATIVE FINDINGS

Introduction

This report documents the findings of the second part of a two-part survey conducted by Neilsen NetRatings for the Libraries Australia service. The first part, a qualitative survey of CEOs and library practitioners, was conducted in August 20061.

The key findings of the qualitative survey were:

- the three main reasons for taking out a subscription to Libraries Australia services were stated as the searching, cataloguing and interlibrary loan functions;
- the amount paid for each subscription is examined only when it changed significantly;
- a strong perception that there is a return on this investment stated as ‘provision of access to the nation’s library resources is an important benefit’2;
- a contradictory view which sees the Libraries Australia service as primarily for librarians and library staff, not for the general public;
- the ease-of-use, improved response times, stability and general efficiency of Libraries Australia functionality were significantly greater than in the previous Kinetica service;
- the differences between the free and subscription search services were not well understood;
- Libraries Australia is considered not to be the place to discover e-resources for use by Australians.

The full reports provided as attachments contain commentary on both the quantitative and qualitative survey results. A guide to the figures in each report is also provided at the end of this paper.

Methodology

An email was sent to 1,707 selected librarians in February 2007, with a link to an online survey containing 45 questions. CEOs and practitioners were asked to respond only to sections relevant to their activities. Background information regarding the pool of responses is available in the previous LAAC paper on this subject.3

---

2 Unless the benefit is perceived in a narrower light, i.e., of being only a benefit to libraries, to allow them to perform managerial functions better.
3 Libraries Australia Status Report, April 2007, LAAC/2007/2/2
The Libraries Australia Search service experienced a degradation of service between 20th and 28th February 2007. This was caused by a specific problem in the search service software, but it impacted the operation of all Libraries Australia services either directly or indirectly for certain periods of time. It resulted in an 86.79% availability level during February business hours, and an 82.28% availability level during March business hours as the problem was rectified. Since Easter the rectification has resulted in a stable performance for all services, with an average availability of 99.77% per month.

The total number of responses received was 629 (37%), considered by Neilsen NetRatings to be ‘unusually high’ compared to their other research projects. They interpreted this as a reflection of a high level of interest and engagement in Libraries Australia.

<table>
<thead>
<tr>
<th>Quantitative survey findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>The quantitative findings reinforce the findings of the qualitative survey. The feedback was generally positive - there is a high level of satisfaction with Libraries Australia services. The impact of the Service issues on the survey was, on average, up to a 10% increase in service dissatisfaction. However, overall satisfaction levels remain higher than for previous surveys.</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Quantitative</th>
<th>CEOs</th>
<th>Practitioners</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>12th - 19th Feb</td>
<td>-</td>
<td>-</td>
<td>453</td>
</tr>
<tr>
<td>20th - 28th Feb</td>
<td>-</td>
<td>-</td>
<td>176</td>
</tr>
<tr>
<td>Total over timeframe</td>
<td>236</td>
<td>393</td>
<td>629</td>
</tr>
<tr>
<td>Qualitative survey</td>
<td>32</td>
<td>29</td>
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<tbody>
<tr>
<td>CEO</td>
<td>46%</td>
<td>75%</td>
<td>89%</td>
</tr>
<tr>
<td>Practitioner</td>
<td>57%</td>
<td>81%</td>
<td>88%</td>
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C信息安全

Overall, the findings of the research demonstrate that, at the strategic level, Libraries Australia has smoothly integrated into the operations of many libraries and has established itself as a core service that assists libraries to serve their customers. Amongst CEOs, there exists a generally positive perception of the Libraries Australia service as well as its perceived goals, with a sense that of the numerous reasons for subscribing, the commitment to a national resource sharing network is a high priority.

While Libraries Australia has established itself as a core part of the way in which many libraries serve their customers, the clear majority of CEOs are unaware of the pricing structures and mechanisms behind their payment for access. A vague awareness does exist that recent changes were implemented to the pricing model, however most cannot clearly identify the factors determining the amount which a particular library will be charged. Despite the lack of detailed awareness surrounding the pricing model, there is a belief that the associated costs are equitable, especially for the benefits received.
Discussion of future directions for the service revealed a concern with the effect of the proliferation of digital resources needing to be managed, described, and made accessible. The pervasive view is that such resources, particularly electronically accessed audio-visual materials and full text journals, are not expected to be delivered via Libraries Australia.

Practitioners

The three areas of highest levels of dissatisfaction for practitioners were: the cataloguing client: 17%; the Web cataloguing form: 19%, especially with respect to the ease of use of the interfaces; and supply of InterLibrary Loans: 19%. However, there is lower usage of the client due to increased use of local cataloguing systems combined with the Libraries Australia Record Import Service which supports bulk loading of catalogue records to the ANBD.

While many small suggestions and observations were put forward as a part of survey responses, no obvious gaps in the current service were widely identified. Most responses indicated that the majority of needs are being met and it is felt that at the overall level, the service helps in serving library customers more efficiently. There was some negative commentary from practitioners regarding Libraries Australia help desk practices and training. Changes are being put in place to address these issues.

Similarities of opinion between CEOs and Practitioners

The four services considered to be most heavily used are the free and subscription search services, InterLibrary Loan, and the Australian Libraries Gateway. In contrast to the qualitative survey, cataloguing was considered to be a lower priority. There was a general concern that growth in the use of the free search service will compromise the ability of libraries to meet demands on interlibrary loan services.

Differences of opinion between CEOs and Practitioners

Library CEOs identified contribution to the national enterprise as worth continuing investment in, in terms of both funding and addition of bibliographic or holdings data. However, practitioners state that they hesitate over and do not put time into the actual tasks which support this stated value.

Strategies for action

The Resource Sharing Division will examine all of the findings in greater detail to associate an action with each concern raised, where appropriate. In particular, the following actions will be taken:

- a review of Help Desk processes, which commenced in July 2007;
- selective enhancement of the services; and
- further marketing of, and training in, the individual services.

At a strategic level, the National Library will focus on promotion of the value of the free search service to libraries and their patrons, and on increasing links from Libraries Australia to full text content, to counter perceptions that the service will become less relevant as digital resources proliferate.
The satisfaction levels of survey respondents with individual Libraries Australia Services is summarised in Attachment 1. A comparison between usage of current and previous services is summarised in Attachment 2. Both are given as percentages.

The full survey results are attached as separate reports.

**Recommendation**

That the Libraries Australia Advisory Committee notes the report.

Collaborative Services Branch
Contact: Debbie Campbell
dcampbell@nla.gov.au
02 6262 1673
Overall satisfaction with Libraries Australia services
Services Used

ABN cataloguing
CEO
Practitioner

Kinetica cataloguing client
CEO
Practitioner

CBS Cataloguing Client
CEO
Practitioner

Kinetica - Batch link
CEO
Practitioner

Record Import Service
CEO
Practitioner

ABN - TPS DLL
CEO
Practitioner

Kinetica - MARC Link
CEO
Practitioner

Record Export Service
CEO
Practitioner
Guide to the figures in Nielsen//NetRatings reports

A guide to the figures in the CEO and Practitioner reports is provided below.

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Evaluation of Customer Satisfaction with Libraries Australia

CEO Segment

2007

Nielsen//NetRatings
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Executive Summary

This document summarises the outcomes of a research-based consultancy undertaken by Nielsen//NetRatings on behalf of the National Library of Australia (the Library). The project was commissioned to assist the Library with the ongoing development and strategic direction of the Libraries Australia service.

The Libraries Australia service has undergone redevelopments over recent years and given these activities, the Library commissioned the current research to ascertain satisfaction levels among key customer library stakeholders. This document reports the key findings from the sixteen in-depth interviews conducted as well as the results from an online survey conducted amongst 236 library CEOs. This report explores customer satisfaction, attitudes and perceptions among library Chief Executive Officers / Managers (CEOs).

Overall, the findings of the research conducted amongst library CEOs, demonstrate that, at the strategic level, Libraries Australia has smoothly integrated into the operations of many libraries and has established itself as a core service that assists libraries to serve their customers. There exists a generally positive perception of the Libraries Australia service amongst CEOs as well as its perceived goals, with a sense that of the numerous reasons for subscribing, the commitment to a national resource sharing network is a high priority.

The level of public access to information resources is perceived to have changed dramatically in the course of the past few years. CEOs identify the Internet as a major information resource that provides easy access to information and they recognise that libraries may face the prospect of trying to serve customers who are increasingly able to ‘self-serve’ their information requirements (although the level of information literacy held by the general public is questioned by many CEOs). It is perceived that within this context, the role of libraries is evolving from that of providers to information access (only), to being the custodians of ‘quality information’, who help their customers by filtering and qualifying relevant sources.

While Libraries Australia has established itself as a core part of the way in which many libraries serve their customers, it is interesting to note that the clear majority of CEOs are unaware of the pricing structures and mechanisms behind their payment for access. A vague awareness does exist that recent changes were implemented to the pricing model, however most cannot clearly identify the factors determining the amount which a particular library will be charged. Despite the lack of detailed awareness surrounding the pricing model – there exists the prevailing perception that the associated costs are equitable, especially for the benefits received.

The key benefits cited consistently surround the ability of Libraries Australia to provide searching capabilities to librarians, Inter Library Loan functionality and Cataloguing functions. It is these three resources that clearly form the make-up of the service benefit derived from Libraries Australia and most genuinely believe that they are getting a valuable service at a value price.
Libraries Australia is perceived to be playing a crucial role in helping libraries to provide relevant resources for the search and acquisition of information. However, it is widely believed that the actual conduct of these ‘find and get’ activities should be undertaken by librarians rather than directly by the public through the free search interface (primarily due to the low level of confidence placed by CEOs in the general public’s level of information literacy).

While amongst some CEOs there exists confusion surrounding the distinction between the free search and the subscription based search, this component of the service is seen to provide crucial information access to librarians to serve their customers. Overwhelmingly, CEOs report that the free search and subscription search are not actively promoted to library customers, rather, the preferred mechanism is for these customers to approach a librarian for assistance.

The lack of active promotion surrounding the search service primarily relates to two key reasons. Firstly, it is felt by many CEOs that a large proportion of the public lack the information literacy to adequately interpret the search results using the free search facility. Libraries Australia search (free and subscription) is believed to be designed and written for librarians, making it difficult for the public to understand and use. Secondly, some CEOs feel that if the free search service was successful in achieving a significant uptake from the public that this would not necessarily ease the burden upon library staff, rather it is feared that there may be an exponential increase in the demand for other services, particularly Inter Library Loans – for many libraries increases in demand would simply not be able to be met.

No obvious gaps in the current service were widely identified through the research, however CEOs largely lack the hands-on experience to know at a detailed level what potential gaps may exist. Most reports, did however, indicate that the majority of needs are being met and it is felt that at the overall level, the service helps in serving library customers more efficiently.

In terms of future directions, one key area highlighted by the CEOs is the anticipated increase in proliferation of electronic resources over the coming decade, particularly electronically accessed AV materials and full text journals. It is commonly believed that these e-resources will/should be accessible via a simple Google-type search interface and delivered directly via the Internet - but generally Libraries Australia is not expected to be the provider of this service. The electronic delivery of these items (as opposed to the search for them) is seemingly outside of the services’ perceived core function. For many CEOs there is a clear distinction between Libraries Australia facilitating the search/discovery of electronic content and Libraries Australia providing direct full text access to such content. Most believe that it is presently the role of Libraries Australia to enable the search/discovery of content and while the notion of delivering full text is appealing – the Library CEOs are not expecting that this type of service be delivered by Libraries Australia.

Overall most CEOs feel that their libraries are part of a national network helping to provide a positive service to the community, and this feeling is backed by a genuine commitment to the continued development and expansion of the service into the future. Further efforts may be required by the National Library to overcome barriers to the promotion of the search service by libraries, however as its stands, Libraries Australia is seen to be providing a valuable service at reasonable cost and increases the overall effectiveness of libraries’ ability to service customers. This perception is
supported by the high level of reported satisfaction with the Libraries Australia service with almost nine in ten CEOs reporting to be satisfied to some extent (89% Net Satisfied).
Background & Objectives

INTRODUCTION AND BACKGROUND

National Library of Australia and Libraries Australia

The National Library of Australia (the Library) is the country's largest reference Library and aims to provide rapid and easy access to all of the information resources that reside in libraries and elsewhere. The online channel is playing an increasingly important role in facilitating searching, storage and access to these resources – for library practitioners, the community and other relevant personnel.

The National Library has provided a resource sharing service to support Australian libraries since 1981, with the pre-eminent resource sharing service currently named Libraries Australia, an Internet based service which provides the foundation for the sharing of resources. It comprises several interrelated services, a key component being the Australian National Bibliographic Database (ANBD), which libraries use as a source of cataloguing data for inclusion in their own catalogues, and they can also add their holdings to ANBD to facilitate resource sharing and interlibrary loan.

The Libraries Australia service has undergone major transformation in the last two years, being previously known as the Kinetica service. The two-stage redevelopment delivered a new search interface called ‘Libraries Australia Search’, released in December 2004, and the delivery of new cataloguing software, new methods for adding and extracting records from ANBD and a new administration system in November 2005. In February 2006 a free version of the Libraries Australia search service had a public launch, with media releases promoting “the massive Libraries Australia service… [which] aims to find every book available in 800 Australian libraries.”

These functional changes were accompanied by changes to the accessibility of the services and to the pricing models for subscribing organisations. In essence:

→ Anyone with an Internet connection now has access to search the content held on Libraries Australia, via the free search interface – this provides non subscribing libraries as well as the end customers of all libraries with access to the resource

→ Prior to July 2005, the service was paid for on a transaction basis, including accessing of ANBD and Libraries Australia Document Delivery (LADD) service. The new pricing model moves from pay-per-use to an annual subscription for unlimited use of several databases including ANBD and membership of LADD

The service redevelopment and change in accessibility and pricing models has seen a substantial increase in usage of the Libraries Australia service, among both subscribers and non subscribers. The Library recorded about 10 million searches and 32 million page views for the service in 2006.
and there are around 250,000 requests for documents through interlibrary loans per year through the LADD service. Despite the availability of a free search service, there has been an overall increase in the number of subscribers to the service and around 800 of the 1,100 subscribers contribute bibliographic records and / or holdings to the ANBD.

Given the redevelopment activity that has taken place over the past two years, the Library commissioned research, the outcome of which is this report, to ascertain the level of satisfaction with the ‘new’ Libraries Australia service as well as to explore attitudes and perceptions of the service in terms of its quality, effectiveness and value for money. This report details the findings from qualitative research conducted and explores customer satisfaction, attitudes and perceptions among both library practitioners (front-end library staff using the Libraries Australia service) and library CEOs/Managers (CEOs). The current research was commissioned to be conducted as two phases of research, firstly a qualitative research phase exploring experiences and perception across two key groups of Libraries Australia customers – Library CEOs and Library Practitioners. The outcomes of this phase of the research supported the development of the subsequent quantitative phase in early 2007, where a range of Libraries Australia clients (Practitioners, CEOs and other parties) completed an online survey regarding the Libraries Australia service. The quantitative phase explored the observations and findings uncovered in the first, qualitative stage of research and provides actionable measures upon which potential improvements and enhancements to the service’s accessibility, efficiency and contribution to the productivity of libraries, can be associated with hard metrics to guide the future strategic direction of the service.

The Libraries Australia subscription search interface can be seen below:
RESEARCH OBJECTIVES

The main aim of the qualitative research conducted was to investigate the degree to which customer Library Practitioners and CEOs are satisfied with the redeveloped Libraries Australia service and to explore their attitudes and perceptions across a variety of facets of the service including the cataloguing service, search service, the new pricing model and the strategic direction of the service overall.

Many of the research objectives are specific to each of the two target audiences and the findings of this report are specific to the CEO segment:

CEO Research Objectives

→ To ascertain perceptions of the effectiveness and usefulness of the Libraries Australia service and understand intentions to support and use the service now and in the future
→ Specifically understand perceptions of:
  o Accessibility – has the redeveloped Service improved access to information resources and how does it compare with Kinetica
  o Efficiency and productivity – to what degree has the redeveloped Service enhanced the efficiency and productivity of libraries, including comparisons with Kinetica
  o Overall satisfaction as a customer
→ Explore the following areas:
  o Areas of the Service that are valued, those of little interest and those in which CEOs are dissatisfied and drivers of these attitudes
  o Libraries’ current and forthcoming need for and usage of the Service overall and its service components
  o Attitudes toward the new pricing model and its value for money
  o Attitudes toward the Service governance and consultation mechanisms
  o Attitudes toward the effectiveness of Libraries Australia communication methods with the individual libraries
  o Extent to which each library’s end users are encouraged and able to access the Libraries Australia Search service as a result of the changes to accessibility and the pricing model
    ▪ Includes the extent to which end users are able to personalise access to the Service and attitudes toward this function
    ▪ Also whether or not customers provide a link from their library’s website to the free Search Service and intentions, motivations and barriers to facilitating such searching
  o Explore any other issues that stakeholders have with the Service including their views regarding the strategic direction of the Service in the medium and longer term.
Practitioner Research Objectives

→ To measure overall satisfaction with the redeveloped Service
→ Understand the degree to which practitioners believe the redeveloped Service has more extensive content coverage, greater functionality and provides greater access to information resources than did Kinetica
→ Understand the degree to which practitioners believe the redeveloped Service has improved their efficiency and productivity
→ Perceptions and attitudes toward the following specific components of the Service will be explored:
  o Libraries Australia Cataloguing Service – overall satisfaction, functionality of interface and software, range of databases available, coverage, quality and currency of ANBD, degree to which copy cataloguing is supported, ease of use and efficiency of contribution and maintenance methods, intended future contribution methods, quality and currency of Libraries Australia documentation and perceptions of training
  o Libraries Australia Search Service – overall satisfaction, range, coverage, quality and currency of resources, functionality and ease of searching / linking to Australian Libraries Gateway (ALG) and the Interlibrary Resource Sharing (ILRS) directory, quality and currency of documentation and perceptions of training
  o Satisfaction relating to the Libraries Australia Z39.50 Gateway, i.e. the integration of the Libraries Australia databases with customer library’s own library system
  o Libraries Australia Document Delivery (LADD) Services – overall satisfaction, functionality and satisfaction with specific components of LADD
  o Libraries Australia Administration and associated directory services – overall satisfaction, functionality, ease of updating information, currency and accuracy of information, user reports and statistics and the efficiency and accuracy of billing
  o New software releases – appropriateness and timeliness of new releases, usefulness of new releases and satisfaction with communication about new releases
  o Help desk service – overall satisfaction with the helpdesk and with specific components of the service including ease of contact, quality and timeliness and staff attitudes
  o Communication – overall satisfaction with communication with customer libraries, satisfaction with methods of communication and Libraries Australia’s understanding of customer needs and requirements and attitudes toward the quality of information and advice provided.

General Business Objectives

Throughout this report, careful consideration is given to ensure that the overall business objectives driving the research are taken into account. These broader objectives are to:

→ Inform Library management of the reception of the redeveloped Service
→ Provide recommendations of refinements and enhancements that would improve the Service’s effectiveness
→ Provide insight into current and intended usage among libraries
It should be noted that a number of the information objectives listed above were designed with the intent to be covered in the second quantitative phase of the research which was undertaken at the request of the National Library in early 2007. Upon conducting the second phase of the research all objectives listed above for both CEOs and Practitioners should achieve coverage and ensure an in-depth understanding of the degree to which the Service has improved customer libraries' efficiency, productivity and overall accessibility to information resources.
RESEARCH APPROACH

Qualitative
In order to meet the research aims and objectives, a number of in-depth interviews were conducted among customer library CEOs, across a range of library types and two group discussions were conducted amongst customer library practitioners.

Prior to the recruitment of research participants, the National Library designed and issued letter/email communications informing the prospective participants of the impending research and highlighting the importance of participating in the continued development of the Libraries Australia service. Participants were recruited, using a professional market research recruitment agency, from contact lists provided by the National Library and an extremely high proportion of willing participants were encountered.

The sixteen in-depth interviews were conducted from 31 July to 17 August 2006. In-depth interviews in Sydney and some from Melbourne were conducted face-to-face while CEOs located outside of these regions were conducted over the telephone. Each in-depth interview ran for approximately one hour.

The two group discussions included seven participants each (eight participants were recruited for each, however for both groups, one participant withdrew on the day of participation) and the group discussions ran for approximately one hour thirty minutes. Groups were conducted on 9 and 16 August at 6:30pm in specialist group discussion facilities, one in Melbourne and one in Sydney. Each group followed a research structure that was devised by Nielsen//NetRatings in conjunction with the Library as outlined in the appended discussion guides.

Throughout this report individual libraries are not identified to specific comments or opinions to protect the privacy of participants. Amongst the group identified as “CEOs” a range of official titles were reported amongst participants, listed below:

- Chief Information officer
- Library Manager
- Divisional Librarian
- Director of Information Services
- CEO
- State Librarian
- Director of Content Management
- Serials Librarian
- Assistant Director General
- Director of Information Management

Below is a list of the Libraries involved in the CEO research:

- ATO Library
- Box Hill TAFE
- City of Sydney Libraries
- CSIRO Library
- Department of Corrective Services Library
- DFAT Library
- Fairfield Public Library
- Melbourne University Library
- Monash University Library
- National Library of Australia
- Newcastle University Library
- State Library of NSW
- RPA Hospital Library
- Sydney Water
- University of Sydney Library
- State Library of Western Australia
Quantitative
Following the first qualitative phase of research, a subsequent quantitative phase of research was conducted. This second stage utilised an online survey methodology to gain the opinions of library CEOs and Practitioners. An example screenshot of this survey is shown below.

Note regarding rounding:
All figures in the text and charts are rounded up to the nearest whole number. For this reason, some charts may be slightly below or above 100% and some bars within a bar chart may note the same whole number while showing a slight difference in height.

Reporting Metrics used
The 'net satisfaction' scores reported throughout this report are derived in the manner described below:

1. ‘Net Satisfied’: This score is comprised of respondents who answered 5 or 6 or 7 on the 7 point satisfaction scale;
2. ‘Net Dissatisfied’ is composed of respondents who answer 1 or 2 or 3 on the 7 point satisfaction scale and;
3. ‘Neither Satisfied nor Dissatisfied’ are those rating 4 on the 7 point scale.
The survey was designed by Nielsen//NetRatings with input and feedback provided by the National Library of Australia as outlined in the appended questionnaire.

Prospective participants in this stage of the research were invited to participate via email. The list of email addresses of current Libraries Australia customers at the time, used to issue the survey invitations was provided to Nielsen//NetRatings by the Library. The email list included both CEO and Practitioner contacts and of the 1,707 emails sent, 236 CEOs participated (22% response rate) along with 393 Practitioners (37% response rate). It should be noted that this level of response is unusually high compared to the vast majority of research projects conducted by Nielsen//NetRatings. This rate of response potentially demonstrates a high level of active engagement in the topic of research, Libraries Australia, from the research target audiences.

All survey responses were received between 12 February 2007 to 28 February 2007, with the frequency per day outlined in the table below:

*Figure 1 – Survey Response Frequency Per Day, CEO and Practitioner*

Sample: Australian Library CEOs and Practitioners (n=629)

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*Libraries Australia experienced technical difficulties during this time*
CEO Sample

The composition of the CEO survey sample included Library CEOs and Senior Management from a variety of localities and institutions.

Of the 236 responses received, the majority (72%) came from those in a senior management position within a library, while a little more a quarter (28%) resulted from library CEOs.

In regard to library location, the largest proportion of CEOs surveyed manage a library in New South Wales (33%), followed by Victoria (21%), Western Australia (13%), Queensland (10%), South Australia (7%), ACT (6%), Tasmania (6%), and Northern Territory (4%) as demonstrated in the chart below:
In regard to data gathered regarding library type, statistical weighting\(^1\) was applied, in order to account for any response bias potentially included within the sample. The application of weighting helps to ensure that the survey sample provides an accurate representation of the population which it has been collected to represent (i.e. CEOs and those in management positions in libraries subscribing to Libraries Australia). In this instance, the foreseeable response bias rested with particular libraries/institutions with higher rates of responses than their counterpart libraries. To correct the potential over-representation of particular libraries and particular library types the data has been weighted to reflect the proportion of library types currently subscribing to Libraries Australia. The proportions used for the application of the statistical weighting were provided to Nielsen//NetRatings by the National Library.

The following graph shows the proportion of responses *unweighted* (exactly as they were received in the survey) and *weighted* (adjusted to better represent the CEO population as a whole). For example, 22 percent of actual survey responses were received from CEOs of Public Libraries, while in actuality, 24 percent of the overall subscribing NLA population are those from Public Libraries.

\(^1\) Weighting is a common statistical technique in which a given measure achieved in a survey sample is adjusted to ensure that the measure is representative of the population from which it derives.
RESEARCH FINDINGS – CEO SEGMENT

This Research Findings section details the findings from the sixteen in-depth interviews and 236 online survey responses from CEOs regarding the Libraries Australia service. It should be noted that while feedback regarding the pricing and pricing model was sought as a part of this research, generally, CEO level participants tended to have limited understanding regarding the specific pricing model in place now and in the past, which in itself is a finding of the research.

As might be expected, the majority of CEOs have limited ‘hands-on’ experience using the Libraries Australia application, however most are familiar with the basic functionality available through the service and the clear majority have been clients of the service at least since Kinetica, and many libraries had been using prior versions since the 1980’s. A minority of CEOs, particularly those of libraries with limited staff numbers, do have first hand experience using the Libraries Australia service and this is reflected in this report where appropriate.

In contrast to the CEO component of the research, Practitioner participants in the group discussions held a greater level of ‘hands-on’ experience with Libraries Australia and the majority had used the service since the update. Despite this difference in actual experience using the service, both CEOs and Practitioners generally held the LA service in high regard and reported to be quite satisfied with the offering (while both noting specific areas of needed improvement).

This corresponds to findings from the quantitative component of the research which show that CEO and Practitioner results are at similarly high levels of overall satisfaction with Libraries Australia. As shown in the chart below, 88 percent of the Practitioner sample are ‘very satisfied’ or ‘somewhat satisfied’ while 89 percent of CEOs share the same level of satisfaction. This combination of ‘very satisfied’ and ‘somewhat satisfied’ responses is used throughout this report and referred to as net satisfaction – signifying all respondents were generally satisfied with a particular Libraries Australia service element. In contrast, the combination of ‘very dissatisfied’ and ‘somewhat dissatisfied’ results is from here on referred to as net dissatisfaction.

Figure 5 – Overall Satisfaction with Libraries Australia, Practitioner and CEO

Sample: Australian Library Practitioners (n=393) and CEOs (n=236)
On other satisfaction related measures both CEOs and Practitioners share the general view that Libraries Australia is easier to use/more effective than its predecessor, Kinetica. Of those Practitioners and CEOs with past experience with Kinetica, just under two-thirds of respondents believe Libraries Australia is either easier to use/more effective than Kinetica (65% CEOs and 64% Practitioners) with approximately a further one-third claiming Libraries Australia is just as easy to use/effective.

**Figure 6 – Comparison between Kinetica and Enhanced Libraries Australia, Practitioner and CEO**

![Comparison chart showing Practitioner and CEO responses](image)

The findings detailed in this report show a consistent pattern between the findings gleaned from the qualitative segment and the analysis and data produced with the quantitative online survey. This consistency between both research segments strengthens the overall results and improves confidence that the results of this research represent the true findings of Libraries Australia users as a whole.
LIBRARIES AUSTRALIA SUBSCRIPTION AND PRICING MODEL

Services Used

With over three quarters of CEOs (within subscribing libraries) reporting free search usage within their library, and slightly over two thirds reporting usage of the subscription service – the Libraries Australia search services remain the most widely used service elements provided amongst this group. In a similar trend to Practitioner results, the document delivery service (65%), Australian Libraries Gateway (63%) and the Inter Library Resource Sharing service (62%) follow. While the record export service (39%), web holdings (34%), Z39.50 Gateway (25%), and Record Import Service (20%) show lower usage levels.

Compared to direct reports from Practitioners, CEO estimates of the services used by their library and staff tend to higher with 77 percent of CEOs asserting free search usage in their library compared with 62 percent of Practitioners. Similarly CEOs report higher incidence of usage for services including Document Delivery, Australian Libraries Gateway and Inter Library Resource Sharing each showing approximately 20 percentage points higher incidence amongst CEO participants. It could be argued that CEOs may be in a better position to understand the overall usage levels amongst all practitioners within a library, regardless, it is clear that CEOs feel that each of the services are more widely taken-up than do Practitioners.

Additionally, CEOs report a 10 percentage point difference between free and subscription search usage (77% free, 67% subscription), while Practitioners note a minimal 1 percentage point difference between the two services.

Figure 7 – Services Used by Library Staff, CEO

Sample: Australian Library CEOs (n=236)
Reason for subscription

Across the various library types, CEOs commonly cite several key reasons for subscribing to Libraries Australia. It is often felt that, as libraries, there exists a duty to provide access to information for their customers and associated with this responsibility is a genuine commitment to actively support resource sharing amongst libraries nationally.

There exists a common perception amongst customer library CEOs that membership to Libraries Australia is more than just being a client to the National Library – it is being a part of a large collaborative environment and community. Many CEO participants perceived this community as assisting participating libraries (to some degree) in more effectively achieving their respective goals (often surrounding the delivery of easily accessible and high quality information to customers).

Some discussion emerged during the course of the research surrounding the proliferation of information resources and accessibility in the community, chiefly via web-based services. CEOs believe that their customers are increasingly faced with diverse and abundant information choices. It is felt to be important that information is available through (Australian) community resources, and concerns exist that increasingly, information is arriving to those who seek it unfiltered and unqualified. This raises questions in the minds of library CEOs regarding the authenticity, validity, and reliability of the information accessed by much of the public over the Internet, outside of library channels.

Coupled with the proliferation of information choices, in the opinion of CEOs interviewed, is an increased expectation of very simple search functionality through which information can be obtained, primarily Google, and a common perception that the community is increasingly expecting their search of resources to be more and more “Googlised” through very simple and straightforward interfaces and results listings.

It is commonly highlighted by CEOs that not only is there now more information freely available to their customers, there are more media by which information can be delivered (audio, video, image-based, and print). It is seen that, for information consumers, special challenges exist in finding, obtaining, evaluating, and understanding information. The uncertain quality and expanding quantity of information, particularly relating to information found via the Internet, is perceived to pose some challenges for society. While it is acknowledged that the quality of information generally available via the internet has increased in recent years and is easily verifiable, many CEOs seem to still believe that the sheer abundance of information combined with technology will not in itself create more informed citizens – rather, services such as Libraries Australia provide libraries with the tools that allow them to become the custodians of information access for their customers.

In addition to the widespread commitment to serving customers, and the principle of assisting the community at large via a commitment to a national network, many CEOs identify with particular elements of the Libraries Australia service. The key elements thought to deliver the greatest community benefit, either directly or indirectly, often surround the Search functionality, Cataloguing functions, Inter Library Loans and Document Delivery. Largely these benefits are realised, from the perspective of CEOs, as improved productivity at the library front line.
Regardless of the specific service component that is perceived to provide greatest assistance to the various libraries (to better serve their customers) - the common theme remains that library uptake of the Service is driven through the ability of Libraries Australia to offer an effective means by which customers can be served by librarians across a number of operational areas at the ‘front-line’. It is important to note that the role of the librarian is seen as an essential element in the effective use of Libraries Australia at this point in time.

While no major trends emerged by library type, relating to the reasons for service uptake, it was noticed that public libraries and libraries with smaller collections possess a greater level of reliance upon the service to help deliver core services to their customers. Selected verbatim comments, regarding the reasons for uptake of the Libraries Australia service, are listed below.

“Libraries Australia is an important element in representing national holdings, and the absolute foundation of that is cataloguing and inter library loans as it is increasingly more important to find things… help serve customers... to track down information.”

“It is important to have a national bibliographic resource, but I think there is some feeling that it is moving away from this as a core activity and [individuals] are becoming the customer, not libraries.”

“The main reason we use it is to know what is held at other libraries.”

“Libraries Australia provides a service for effective searching of records and it also gives us an inter library loan network and document delivery system.”

“Well Libraries Australia is really just access to another database, the National Bibliographic Database, but for us it is mainly about having that search function available if we use it or not.”

“We primarily use it as a cataloguing tool and this frees up a lot of our cataloguers time to produce service to people… public libraries provide more one on one service than other types of library.”

Level of awareness surrounding pricing model in place

Even with most customer libraries reporting significantly long tenures as clients of the ever evolving Service (often since the 1980s), many CEO-level participants are simply unaware of the specific payment agreement in place for Libraries Australia. This lack of awareness regarding the specific payment agreement was widespread and often accompanied by a lack of formal review procedures for such agreements. The exception to this lack of awareness regarding the specific details of payment, are the smaller corporate and (smaller) educational libraries. These smaller libraries, with fewer available staff reported a tendency to closely monitor costs for all services. Not surprisingly, CEOs of ‘small’ corporate and educational libraries displayed the greatest awareness of pricing agreement change from the usage-based model previously utilised, to the current subscription-based one. While it is commonly perceived by CEOs from these libraries that they now either pay only slightly more or less than in the past for access to the Libraries Australia service, the actual amount is generally perceived as relatively insignificant compared to the benefits consistently delivered.
The overall lack of awareness of the current payment model in place, for many CEO respondents, generally relates to the level of understanding surrounding the specific agreement – most are aware that changes to the model had recently occurred, however they tend to not recall exactly what has changed as the payments tended to be briefly inspected as total invoice amounts - which for the majority libraries, presented little change. Few CEOs report to scrutinise the invoices received in relation to Libraries Australia, rather a more informal ‘review’ process occurs where employees notify the CEO regarding significant changes to the cost of Libraries Australia (or any other similar type of ongoing cost) otherwise it is assumed that the costs remain at acceptable levels.

Amongst those that hold a higher level of awareness that the model has changed to a subscription based model from the old usage driven one – it is perceived that the National Library has implemented this change with the (good) intention to stimulate usage of the service by not penalising for high level service usage. And even the minority of CEOs who understand the change and believe that they are now paying more for the service, hold the view that the changes have been implemented with good intentions and are likely to provide a net positive effect across all libraries through a greater stimulation of usage.

Additionally, there also existed some mention that the new system provided a mechanism that made it easier for libraries (and the National Library) to budget as costs are more consistent between billing periods under the newly introduced system. However, a further observation was made by a minority that, in the past, monetary incentives were provided to libraries to contribute records (a particularly important revenue source for corporate libraries). CEOs of these corporate libraries point out that there may be a depressing effect on activities such as catalogue record contribution, with the removal of a monetary incentive to do so – and there is a distinct lack of awareness amongst many that discounts are offered to contributing libraries.

The quantitative research echoed the sentiments of the qualitative segment, and found that of all CEOs surveyed; almost half believe that Libraries Australia is now more appropriately priced. Slightly less than one quarter maintain there has been little to no change in regard to pricing, while only 8 percent assert the pricing structure has worsened since the revision.

As shown on the chart in the following page, the online survey also reinforced perceptions of general CEO unawareness of pricing changes, with slightly more than one fifth of CEOs admitting to being unsure in regard to the changes in Libraries Australia pricing.
Perceptions of price appropriateness were shown to impact CEO perceptions of overall satisfaction with the Libraries Australia service. As illustrated below, of those who believe the service is now more appropriately priced, 94 assert satisfaction to some extent with the revised service. Conversely, of those who believe that price appropriateness has decreased, only 81 percent show satisfaction – while those with a neutral view in regard to pricing remain in the middle, at 89 percent net satisfaction.
With this generally positive yet unaware sentiment surrounding the payment model, many CEOs failed to devise an “ideal” pricing model. Those CEOs with a higher level of awareness of the change in pricing structure believe that under the new system, the National Library is provided with more predictable cash flow. One CEO of a smaller educational library reports receiving smaller disposable budget than university counterparts and believes that a pricing model taking into account available budget of individual libraries would be most beneficial for them. However, it is recognised that overall this is likely to be an unsustainable model for the majority of libraries and not necessarily the most “fair” option.

Generally CEOs are relatively unconcerned with the way in which they are charged and more concerned with comparative movement in price based on past costs. The current anchor is by and large acceptable, especially for the benefits received.

The views and opinions related to the pricing are summarised in the comments below:

“I know that the pricing has changed, I am not fully across the detail but the impact has been minimal for us, we probably pay slightly more now… the cost has always been a cost we have been happy with and doesn’t seem to rise exponentially like some things… the pricing changed last year and I think it was accompanied by more services… we don’t really review the cost because the prices have been so stable over the years.”

“We previously had a site license with Kinetica which was driven by usage but now it is subscription based which I think means we pay slightly less, still I think we pay one of the highest rates in Australia, I think that there might still be some usage charges or levels of payment in there but I really don’t know.”

“I know the price changed but I don’t really know why… overall we achieve efficiencies using Libraries Australia and we save money on staff ‘resourcing’ across a range of activities from cataloguing to things like the time it would take [without Libraries Australia] tracking down and finding books and things from other libraries.”

“We used to receive money for putting our holdings up, now we don’t get that for contributing which has impacted our revenue as a small library… it used to provide an incentive to contribute, which can be time consuming… I must say that overall I can see it is a very reasonable cost…”

“They changed from a transactional method of charging to a subscriptions one… overall our bill has gone down … I think the price is cheap, I mean we have a journal database that costs us $1.2 million, compared to that Libraries Australia is very cheap for what it is. Having said that if the price went up we would definitely review it, I think this is a basic service that the National Library should provide and we are happy to support that but it’s their mission to support the Australian people… not to charge us.”

Pricing and payment review processes

In terms of the payment reviews related to Libraries Australia, the clear majority have no formal procedures or policies guiding the review, and most do not conduct a formal review at all if the price
remains relatively stable over time. Moreover, of all CEOs and upper library management surveyed, less than three quarters are involved in the payment or review of payments for access to LA, as shown in the chart below.

**Figure 10 – Involvement in payment review process, CEO**

Sample: Australian Library CEOs (n=236)

- **Involved in the payment, or review of payments for access to LA**: 68%
- **Not involved in the payment, or review of payments, for access to LA**: 32%

CEOs mentioning budgetary constraints on the types of activities they are able to undertake, believe Libraries Australia to be providing a fair offering for a fair price and do not observe a need to scrutinise the payments made or even conduct a benefit analysis of the pricing model changes. For libraries with a large number of resources, such as university libraries and state libraries, Libraries Australia was perceived to be one service offering access to information amongst a vast range of services at hand, such as electronic journal databases. Furthermore, for these types of libraries, the service is seen to be extremely cheap in comparison to the prices charged for the vast number of other databases such as electronic full text. For other libraries with fewer alternative resources available, Libraries Australia was a crucial tool for a variety of purposes from searching to cataloguing activities to document delivery and is perceived to be a key contributor to library productivity.

“No we don’t have any regular reviews of the Libraries Australia cost, as I said it has been quite stable over the years and I don’t remember any dramatic changes ever [in the] end cost”

“We have no evaluation process for it but I am sure my staff would tell me if something changed… The National Library is doing a good thing and they just aim to cover their costs”

“I don’t think that we have evaluated the cost of Libraries Australia, but we will conduct an in-house formal review of the potential impact Libraries Australia has on some of the similar activities we have done as [a] library”

“… look at the bottom line and think that is a fair price for what we get…”
Libraries Australia Subscription and Pricing Model - Summary

Across the various library types, subscription to Libraries Australia is largely driven by a feeling that there is a duty placed upon libraries to provide access to information for their customers and this is coupled by a genuine perception from CEOs that they hold a responsibility to actively support resource sharing amongst libraries nationally. Libraries Australia is seen as an opportune mechanism through which libraries can deliver their perceived responsibilities and be a part of a collaborative network.

CEOs lack a detailed level of awareness surrounding the current pricing model in place for Libraries Australia and even the previous pricing model, despite many libraries reporting to have used the service and its predecessors often since the 1980s. The lack of awareness around the current model was widespread, although most do understand that some sort of recent change had been implemented, most do not know the charging mechanisms in place.

In addition to the lack of pricing arrangement knowledge, few CEOs report to have formal payment reviews or policies. Rather, most rely upon vague comparisons to past invoices and continue the subscription if no significant change is noticed.

Of those with some knowledge of Libraries Australia pricing, the majority remain satisfied with pricing changes since the service revision, while almost as many remain neutral or unsure of any pricing changes. Furthermore, this perception of pricing appropriateness is shown to impact overall satisfaction with the Libraries Australia service – with improvements in pricing structure shown to significantly increase overall satisfaction with Libraries Australia.

It is interesting that despite CEOs generally reporting high levels of advocacy and trust in the concept of Libraries Australia (and the actual service as well), the level of active engagement from these individuals is minimal from a pricing awareness and review perspective. CEOs are willing to throw their support behind the system but display a minimal level of interaction with it even related to reviewing procedures and understanding the way in which they are charged for its use. This presents Libraries Australia with an interesting conundrum, in that the service enjoys the support of key decision makers from client libraries, but these individuals lack a practical-level of engagement with the service.
SERVICE BENEFITS

This section details the perceived cost benefit-trade off from the CEO perspective. It should be noted that many CEOs were unaware of the exact cost incurred, however most were still able to discuss the benefits they receive for the payment made and the extent to which they feel they are obtaining value for their expenditure.

Perceived Benefits Delivered by Libraries Australia

The key perceived benefits delivered by Libraries Australia differ among the range of library types depending on the total number of resources available to respective libraries. However there does exist an overall perception that the provision of access to “the nation’s” library resources is one extremely important benefit provided.

The contribution of Libraries Australia to the day-to-day productivity of libraries is frequently considered to be significant. The contribution to productivity is closely associated with (assumed) reductions in the cost of conducting activities and increasing the speed with which processes can be undertaken, as the system delivers many automated services. The contribution is seen to encompass three particular areas:

- Searching
- Inter Library Loans and Document Delivery
- Cataloguing

The three key benefits of Libraries Australia consistently cited by CEOs involve searching, cataloguing functions and Inter Library Loans (ILL) functions. The benefits identified generally relate to library staff productivity and the ability for front line Practitioners to better serve library customers, rather than direct customer benefits. It is mostly perceived as an indispensable resource and many CEOs find it difficult to comprehend what could replace the service if it did not exist – most believe that they are getting a very valuable service at a “value” price and for this reason small cost increases would be tolerated by most.

In terms of the reliability of the services, the majority are happy with the extent to which Libraries Australia is dependable for access with few exceptions. Customer service provides good levels of satisfaction, with the Help Desk being perceived as an effective and efficient channel of contact if required. Some CEOs mentioned that in some respects the Libraries Australia Customer service could be more proactive, with isolated reports of slow email notifications of the rare system down-times and one CEO reporting to have received an email notification of a system outage after it already was back up and running. It should be pointed out that within the context of this research it is difficult to isolate if such downtimes and delayed responses/notifications are directly attributable to Libraries Australia systems or if they have been due to outside factors such as Internet Service Provider problems or library server downtimes.
Libraries Australia is seen by many CEOs as somewhat of a “one stop shop” for information search and acquisition, and is seen as a powerful tool in the hands of a trained librarian that contributes to an increased ability for library customers and the general community to access information resources. There is a high level of support for the service and its perceived goal to facilitate the sharing and access to resources. This support is coupled with many CEO participants reporting a high level of commitment to participating in the National network now and in the foreseeable future.

As previously noted, the quantitative segment supported positive CEO views toward Libraries Australia – with 89 percent of those surveyed satisfied to some extent. In addition, when comparing Libraries Australia to the previous Kinetica version, 97 percent believe that the new Libraries Australia is more effective or just as effective as the previous version.

With regard to perceived benefit and satisfaction with individual Libraries Australia service elements, net satisfaction scores vary by 44 percentage points – with the record export service receiving a score consistent with Libraries Australia’s overall satisfaction (89%) and the bibliographic products receiving a score of only 45 percent net satisfaction.

In comparison to satisfaction scores provided by Practitioners (with direct service element experience), net satisfaction scores are relatively similar – with the exception of the cataloguing client – receiving 74 percent net satisfaction by CEOs and only 56 percent net satisfaction with Practitioners.

**Figure 11 – Satisfaction with Various Libraries Australia Services, CEO**

<table>
<thead>
<tr>
<th>Service</th>
<th>Net Satisfied</th>
<th>Neither dissatisfied or satisfied</th>
<th>Net Dissatisfied</th>
<th>Sample: Australian Library CEOs (n=236)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Record Export Service n=92</td>
<td>89</td>
<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Web holdings n=81</td>
<td>87</td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Search Service (Subscription access) n=159</td>
<td>86</td>
<td></td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Australian Libraries Gateway (ALG) n=149</td>
<td>83</td>
<td></td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Web cataloguing n=33</td>
<td>83</td>
<td></td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Document Delivery n=152</td>
<td>83</td>
<td></td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Search Service (Free access) n=181</td>
<td>82</td>
<td></td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Inter Library Resource Sharing (ILRS) n=146</td>
<td>81</td>
<td></td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Administration / reports n=38</td>
<td>79</td>
<td></td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Cataloguing Client n=44</td>
<td>74</td>
<td></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Z39.50 Gateway n=59</td>
<td>72</td>
<td></td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Record Import Service n=48</td>
<td>70</td>
<td></td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Bibliographic Products n=20</td>
<td>45</td>
<td></td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>
PREVIOUS VERSION USAGE AND IMPACT

Of all CEOs surveyed, only 8 percent had not subscribed to some previous version of the Libraries Australia service. And not surprisingly, the most popular previous version is Kinetica, with the ABN and Kinetica Document Delivery following. On average, CEOs subscribed to just over three previous versions – again, this is a slightly inflated figure compared to Practitioner reports.

**Figure 12 – Previous Libraries Australia Versions Used, CEO**

<table>
<thead>
<tr>
<th>Version</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kinetica Web</td>
<td>72%</td>
</tr>
<tr>
<td>Australian Bibliographic Network (ABN) Search</td>
<td>66%</td>
</tr>
<tr>
<td>Kinetica Document Delivery</td>
<td>46%</td>
</tr>
<tr>
<td>Australian Bibliographic Network (ABN)</td>
<td>39%</td>
</tr>
<tr>
<td>Cataloguing Client</td>
<td>31%</td>
</tr>
<tr>
<td>Australian Bibliographic Network (ABN)</td>
<td>31%</td>
</tr>
<tr>
<td>Interlibrary Loan</td>
<td>23%</td>
</tr>
<tr>
<td>MARCLink</td>
<td>19%</td>
</tr>
<tr>
<td>Kinetica Z39.50</td>
<td>14%</td>
</tr>
<tr>
<td>BatchLink</td>
<td>7%</td>
</tr>
<tr>
<td>TPS DLL</td>
<td>2%</td>
</tr>
<tr>
<td>Unsure</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Figure 13 – Use of Previous Version of LA Service by Price Perception**

- Yes - Subscribed to previous versions of LA:
  - LA is now more appropriately priced: 50%
  - LA is now less appropriately priced: 8%
  - Insignificant or no impact of pricing change: 23%
  - Unsure: 19%

- No - Not subscribed to previous versions of LA:
  - LA is now more appropriately priced: 30%
  - LA is now less appropriately priced: 6%
  - Insignificant or no impact of pricing change: 23%
  - Unsure: 40%
SEARCHING

The Libraries Australia search interface is believed to provide easier access to information for librarians helping customers than previously available. While the CEOs have limited hands-on experience using the interface, many reported positive feedback from their staff regarding the search functionality and the level of search options available compared to Kinetica.

The subscription search service received slightly higher satisfaction ratings compared to the free service (86% vs. 82%) – and this finding is consistent with perceptions of subscription search superiority voiced by Practitioners.

In regards to the search service, it should be noted that a common perception exists that the information is written and formatted for a trained librarian audience rather than for the general public. Library CEOs commonly believe the information literacy of the general public to be of an extremely variable standard (with the exception of university students, who are believed to possess adequate information literacy).

Despite the common observation that the Libraries Australia subscription search interface (and free search interface) was following a positive trend of “Googlisation” in making information searching more simple while providing various levels of advanced “searchability”, it was maintained that without the support of an adequate education program/librarian at hand, interpretation of the search results would be too difficult for typical library customers and home users. Particular elements of concern related to the interpretation of free search results from outside of a library include a presumed lack of ability to understand the item’s location, the searcher’s lack of ability to acquire items found if held at an inconvenient location (needs to be accompanied by Inter Library Loan functionality), and the general lack of ability to input the correct search terms required to obtain the most relevant search results.

The clear majority of libraries do not actively promote the search or free search to end customers, rather, most rely on customers to approach a librarian for search assistance and the librarian uses Libraries Australia to conduct the search for the customer (if the item is not contained within the in-house catalogue). Within any given library, it is clearly the preferred option for customers to use the in-house catalogue search as the first port of call, and this is thought to help avoid confusion regarding item locations and availability – the lack of promotion is widely a conscious decision.

While some libraries provide (largely unused) links on PCs within the library to the Libraries Australia free search, most libraries do not provide access to the subscription based search (often called “advanced search”) directly to its customers for the same reasons that the free search is not promoted. The exception to this restriction of access was amongst university libraries that provide access to their academic staff and post-graduate students. It was consistently noted by university library CEOs that uptake of this subscription search was extremely low amongst those customers who have been granted subscription access as they tend to still approach librarians for assistance anyhow.
The notion of public access itself is not perceived to be a negative facet of the service; rather the issue seems to rest with a low level of confidence in the ability of the public to effectively use the tool.

Even if used effectively by library customers, another perception associated with the promotion of the Libraries Australia search service to customers is that it would increase the demand for Inter Library Loan services which, for many libraries, is an already stretched resource under current demand. It is believed that an increased uptake in the free search may interfere with the productivity gains otherwise experienced through the use of Libraries Australia. It should also be noted that some saw the search of information as the role of a librarians rather than that of members of the public and there exists some sense that the free based search is an attempt to take this role away from libraries and assign it directly to consumers.

While access to the public is not perceived as a major benefit of the new service, the search functionality from a librarian perspective was seen as highly useful by all CEOs interviewed. It is believed that librarians now have a more powerful tool available than ever before, to help their customers search for relevant items in an easy to use ‘Google-type’ interface that provides several levels of “advanced” search as a part of the subscription service.

Interesting to note is that for some the distinction between the subscription based search and the free search offered to the public remains unclear. A minority of CEOs were totally unaware that the free search existed (in the interviews conducted two CEOs did not realise until told after the interview that a free search was now available for public access). While the majority did understand that two search services are provided by Libraries Australia, it seems that cut-through of this message has not been universal and may require further clarification through communication efforts from Libraries Australia.
EXTENT TO WHICH ACCESS IS GRANTED TO END-USERS - USE OF BOTH FREE AND SUBSCRIPTION SEARCH SERVICE IN LIBRARY

As reported by those surveyed, 32 percent claim that Libraries Australia is actively promoted within their library, while the remaining 68 percent admit the service is not actively promoted. This is consistent with findings from the qualitative phase of research, which indicated that the majority of libraries are not actively promoting the service to their library customers.

In regard to general availability of the Libraries Australia service to library customers, 87 percent of those interviewed claim some form of Libraries Australia is offered to library customers (although most likely not actively promoted). Among the most common form of service offered – 71 percent offer access to the free search via a special link with 30 percent offering access to the free search if found independently by the customer. Other less popular access options include access to a special login for more advanced search functionality (10%), access to personal accounts for users enabling additional functionality (5%) and access to Inter Library Loan functionally through enhanced requesting (4%).

Figure 14 – Availability of Libraries Australia to Library Customers, CEO
Sample: Australian Library CEOs (n=236)
Again – the frequency of availability of Libraries Australia services to customers found in the quantitative stage stands in contrast to information gathered in the qualitative stage, when only a handful of libraries were found to provide links to the Libraries Australia free search on their library homepages/in-house systems, And even then, these links are generally not located in prominent website real estate and no genuine effort is made to ensure ‘click-through’.

Generally, CEOs assert that the Libraries Australia service is “more of a Librarian’s tool and not something available to others” and that the service is usually used by the libraries “on the customer’s behalf.” And overall, customer use of anything other than the Libraries Australia search service is generally seen as something not relevant, appropriate, necessary or needed by library customers.

In fact, within the in-depth interviews, no other promotion of the free search facility is conducted by any of the libraries of participating CEOs and as mentioned earlier in this report, it is felt that such promotion would increase library customer demand on practitioners, primarily through an increased demand for Inter Library Loans. The following quotes speak to this effect and raise concern that uncontrolled or unauthorised interlibrary loans may occur if the public would have access to this service – and this cost may be incurred by the library, without prior approval.

“(We don’t offer access) because we don’t want them (the customers) to contact other libraries for loans directly and it would be tempting for them to do so”

“We have our own web catalogue for this library…we need to keep ILLs to a minimum to reduce costs”

“Many (customers) think they can use the document delivery service without going through us first”

While the concept of providing the public with greater accessibility to information resources is viewed positively, the expected increase in demand on library resources and funds, if uptake in free search was significant, is perceived as a retarding factor in promoting the services (i.e. under increasingly stretched budgets and human resources, Libraries Australia currently provides a mechanism for many libraries to cope, however once the service starts increasing the current level of demand for services such as Inter Library Loans, the benefits initially provided by the services are likely to no longer be realised and library resources will once again become strained).

“(I’m) concerned that costs will rise and service will need to be withdrawn in the future”

“Unable to support increased demand for the service due to limited staffing resources available”

“The customers request information from us, usually by email, and there are too many of them to train on yet another database”

“We do not offer free ILLs, expect fellow TAFESA sites and students can search this material via existing online catalogues. We are considering promoting but will need to be clear about passing on the costs”
An additional consideration in the lack of promotion around the free search facility is the perception of many library CEOs that the general public has differing levels of information literacy and it is believed that some potential library customers will lack the ability to effectively use the free search tool and interpret the search results delivered. Some believe that despite the slick and simple looking interface (not too dissimilar to the popular Google search interface), that the system is inherently designed for trained librarians and a wide public promotion may result in misinterpreted search results and the use of poor search terminology. It is currently preferred for such searches to be conducted by librarians on the behalf of customers and these searches are conducted via the subscription based search.

“The library staff are careful when promoting the use of Libraries Australia to patrons, and choose ones that have a higher level knowledge and understanding”

The only libraries openly offering access to the subscription search service are university libraries. University libraries consistently cite providing subscription search access (and associated logins) to academic staff and post graduate students. The information landscape of university libraries appears to differ to other types of library in that their bank of available resources is reportedly much larger with as many as several hundred electronic full text electronic databases provided for their customers and millions of dollars invested in such resources. This landscape provides a situation where Libraries Australia is just one resource amongst many others that can be used in the process of acquiring information and facilities such as Libraries Australia Search are less heavily relied upon to track down (and obtain) information. CEOs of university libraries report that amongst the group of customers granted access to the subscription search, uptake is relatively low in terms of both the number of “accounts” required and the extent of “account” usage.

There also appears to be a slight tension between individual library services and Libraries Australia as a whole – as several CEOs commented that Libraries Australia is in essence, a competitor to their own library’s services:

“We mainly promote out services. Other services are promoted as an adjunct”

“Library promotion focuses on our own services, tools and resources so as not to confuse clients”

It is interesting to note that while many CEOs report that the Inter Library Loan functionality of Libraries Australia is largely an efficient and effective mechanism for initiating such requests, this does not seem to be considered when faced with the prospect of a substantial increase in demand for the service (through the use of free search). It may be that customer demand for Inter Library Loans based on free search will be well within the available resources of libraries due to the efficiency of the Inter Library Loans functionality. This may need to be reviewed by the National Library before embarking on any efforts to increase the active promotion at the library and library website level.
**IMPACT OF THE PRICING MODEL ON THE LEVEL OF SEARCH ACCESS GRANTED TO CUSTOMERS**

The qualitative phase of research revealed minimal impact of the Libraries Australia pricing on policies on the level of access granted to customers; however, the quantitative research clearly demonstrates that a greater proportion of those who claim active promotion within their library believe that Libraries Australia is more appropriately priced compared to those which do not promote the service (60% compared to 42%).

Despite this difference, there exists a distinct lack of awareness (from CEOs) surrounding the specifics of this price change and the manner in which libraries are currently charged for use of Libraries Australia. It should be noted that this lack of awareness was most likely greater during the qualitative phase, which was conducted prior to the quantitative phase – thereby explaining the observed difference in impact.

**Figure 15 – Availability of Libraries Australia to Library Customers, CEO**

Sample: Australian Library CEOs (n=236)

<table>
<thead>
<tr>
<th>LA actively promoted to customers</th>
<th>LA not actively promoted to customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>60%</td>
<td>43%</td>
</tr>
<tr>
<td>17%</td>
<td>23%</td>
</tr>
<tr>
<td>20%</td>
<td>24%</td>
</tr>
<tr>
<td>4%</td>
<td>10%</td>
</tr>
</tbody>
</table>

■ Unsure
■ There has been an insignificant impact (or no impact) of the pricing change to my library
■ No, Libraries Australia is now less appropriately priced for the way we use it
■ Yes, Libraries Australia is now more appropriately priced for the way we use it

Within Libraries Australia, the free search access is the service most actively promoted to customers. Specific CEO comments related to the extent of search access provided to library visitors are shown below:

*I think the idea of the free search is fantastic, it opens up freedom of information to the public and it is less technical [to use] than in the past, this gives more control to the public… but a good librarian will help someone refine their thinking about what they are after and that is what is missing from a publicly available search.*
“The search is used only by library staff… I think referring people to [a service] that might just tell them where an item is, is not sufficient. If they are in the library, they want the item now and they won’t understand why it might not be accessible immediately.”

“The more information you provide to [customers] the more they want and this impacts what we can offer to them. We just don’t have enough staff to handle the demand that would result from promoting the search for them to use… I think it works well as we have it now, where people just ask the librarian if there is something they need.”

“A slight search mistake [from a member of the public] will result in irrelevant results, it could be improved with a Google type ‘did you mean’ option… that would be a great feature for non-librarians I think.”

“The information on Libraries Australia [search results] is written for librarians but now can be accessed by users. I think they are trying to revise this for more layman’s terms in the new version but our job is to maintain information that is relevant for the people in [this State]…”

“I think that undergraduates would have no trouble using the search, but for us it is about deciding what to promote and what not to. We have hundreds of electronic databases and our own catalogue which probably fulfils the majority of needs, if not they can ask the staff.”

“The search is amazing for information retrieval, you know what’s held amongst other libraries and can put in a request to get it if needed… I didn’t know there was a free search, for us I think just the librarian conducting the search is fine - we only have a few researchers who would probably still ask us if they needed anything anyway.”

“Ten years ago you could only identify that an item existed, now we know who has it and have the means to get it, we are such a vast State – identifying and knowing where items are held is extremely useful especially when coupled with a document delivery system.”

“The National Library is to be commended for improving access to Libraries Australia and its services. If these can be made more affordable through assistance from the Federal Government that would be a great boost for usage of Libraries Australia
CATALOGUING

One of the key perceived advantages of the Libraries Australia service, from the CEO perspective, is the contribution to efficiency in cataloguing activities across two specific areas; the ability to search and find item records for acquired or held items and use of the copy cataloguing function to add to local systems.

All libraries involved in this research download cataloguing records for items to some extent and many use it as a primary source of cataloguing records - obtaining these records via Libraries Australia was seen to provide a substantial productivity advantage for staff, as the alternative was often perceived to be the in-house creation of these records “from scratch”. A minority of libraries currently obtain cataloguing records from other sources, for example, some had arrangements with suppliers for cataloguing records to be provided at item acquisition.

Many CEOs are unsure if a viable alternative exists for obtaining these catalogue records, and when posed the question “where would you get your records if Libraries Australia didn’t exist?” many believed they would revert to creating their own, which is considered to be laborious on cataloguing staff. Alternatively, some would opt to purchase these records as there is generally perceived to be no other similar resource that is as extensive as that offered by Libraries Australia and certainly not providing the same level of monetary value. The ability of Libraries Australia cataloguing functions for foreign language titles is another key benefit amongst some libraries with this type of holding (CJK).

Most libraries of the CEOs interviewed are involved in both the sharing (either batch or online contribution) and acquisition of records through Libraries Australia, although the majority mainly acquire cataloguing records and some libraries’ level of contribution is reportedly very small relative to record acquisition. The sharing of records is understood by most to be a key element of the services’ ability to function and most cite this as a key reason for uploading their library’s cataloguing records, i.e. to help the system work.

Compared to the Kinetica system it is widely perceived that the Libraries Australia cataloguing functions are much easier. Specifically, the downloading of cataloguing records is perceived to be easier and quicker than in the past, based on CEO perception, and feedback received internally from cataloguers. Some cataloguing records are deliberately excluded from being “shared”; not surprisingly, corporate libraries withhold proprietary reports and sensitive material and other specialist libraries could not keep up with demand for Inter Library Loans so subsequently withhold some items and do not add new items to the Libraries Australia database.

As mentioned earlier, satisfaction ratings with the cataloguing clients in particular are much higher for library CEOs than Practitioners – with the web cataloguing client receiving 83 percent net satisfaction and the cataloguing client 74 percent net satisfaction. Again, these high ratings (especially for the web cataloguing client, which received only 44 percent net satisfaction by Practitioners), may be a direct result of a lack of CEO hands on experience with the actual cataloguing service.

Discussions with CEOs confirmed that many libraries are under budgetary pressure to reduce or maintain costs while providing an increasing number of services to their customers. Libraries
Australia, particularly from a cataloguing perspective, is viewed to provide an automated process that enables the more efficient use of staff for other activities.

Below are verbatim comments collected through the research related to the impact of cataloguing functions provided by Libraries Australia:

“It has such a positive impact on productivity, we don’t have a trained cataloguer at this library, but Libraries Australia allows us to obtain MARC records which you just couldn't do as a non-cataloguer without Libraries Australia.”

“Libraries Australia is our primary method of obtaining cataloguing records and there would be significant impact if there was no Libraries Australia… how would we find records? At a strategic level it would be dreadful trying to integrate resources across so many libraries, Libraries Australia is about co-operation, it is a national asset and we have the responsibility to contribute.”

“…a nation of libraries… you catalogue a book once, not 5,000 times and that has to have a significant productivity effect.”

“The cataloguing client was awkward in Kinetica, it was line by line with radio buttons, still with the new one you really have to know your MARC tags but it is much better and not as clumsy.”

“Libraries Australia provides back-end users with a quicker service than before and it is accurate, it provides quality records that are better than manual entry ones.”

“It’s now easier to search when you are wanting to download cataloguing information and according to my staff the frequency of downloading records has improved since Kinetica.”

“More libraries need to be encouraged to get Z39.50 access to their catalogues so availability of the desired item is readily apparent. This could help the biggest problem for public libraries – lack of accuracy of holdings on the database.”

“The vast majority of our cataloguing is outsourced to Peter Pal so we don’t download those records often but we still contribute, I think we have a responsibility to contribute.”

“When vendors ship books they provide records for about 65% of all new acquisitions so with regards to new acquisitions we rely on Libraries Australia for the rest of our records for new acquisitions.”

“We get a large number of our catalogue information from Libraries Australia, we use it for everything we can find and the types of items you don’t find are usually highly specialised and are difficult to obtain from anywhere.”
INTER LIBRARY LOANS / DOCUMENT DELIVERY

The Inter Library Loans (ILL) and document delivery (DD/LADD) functionality provided through Libraries Australia is generally perceived by CEOs to be extremely useful – with ILRS receiving 81% net satisfaction ratings. The key benefit of the service seen by CEOs is the availability of an expanded collection of items than those immediately available within the library. Many libraries, even those with large collections, rely upon the Libraries Australia ILL functionality to support the total collection of resources made available for library customers, especially for libraries with highly specialised content. This is seen as a particularly useful tool when coupled with the search functionality provided through Libraries Australia.

As mentioned, the consistently noted key benefit of this system is its ability to allow libraries to provide their customers with superior service through expanded collections that are accessible. The level of uptake and engagement with the service seemed to vary somewhat from library to library with no notable patterns across library “type”. For some libraries, Inter Library Loans is a crucial Libraries Australia resource while for others it was a key resource for the community at large but posed strains on internal resources.

While overall the perceived contribution of the ILL / LADD components of the Libraries Australia service was positive, some libraries perceived this component to be a secondary benefit. Many libraries rely on ILL as an extension of their collection whether large or small, however a select few libraries just did not engage very heavily in the service, receiving and issuing very few ILL / LADD requests and some used alternative systems specifically for ILL.

The value of ILL and document delivery is difficult to isolate as an individual component of Libraries Australia, however, the benefit of this service as a part of the range of services offered through Libraries Australia is apparent amongst all CEOs interviewed. ILL brings to the Libraries Australia service a means for obtaining items that are found through the search function across the network of participating libraries, and it is in this coupled ability to not only find but obtain the items where the value is realised.

The associated payment options for document delivery, based on the urgency of access are currently perceived to be fair and adequate - the associated costs do not attract criticism from CEOs. Some libraries, involved in a reciprocal borrowing network, offer their customers the ability to borrow items from other libraries at no extra cost and the Libraries Australia service is in some cases used to facilitate these networks while bypassing payment systems.

Below are CEO comments relating to the ILL and DD functionality:

“For Inter Library Loans, it is definitely worth the payment… our library has gotten smaller in the last 10 years and we got rid of a lot of material but we know it is available elsewhere if needed and we now rely on that service to supplement our collection.”

“[Libraries Australia] does save us a lot of time sourcing Inter Library Loans and that is an important service for us to offer our internal customers.”
“The presence of an Inter Library Loans function is increasingly important for finding things... to not only track down the information but to get a hold of it.”

“For Inter Library Loans, Libraries Australia is indispensable, it helps to facilitate cooperation between libraries that might otherwise never do so.”

“KDD [LADD] is pretty complicated and if you have ever gone through the process, there are too many steps... you have to acknowledge and reply, streamlining that would be great... the idea is fantastic and we probably request a lot more than we deliver, maybe 90% request 10% deliver – but especially in medicine, it is crucial for the doctors to gain access to information and if we don’t have it we can usually get it because of Libraries Australia.”

“Our collection is so big that we lend more than we borrow, but since we have 9 libraries we look after, this provides us with a system to track orders here centrally, not that I have done that personally, but that makes the process much more transparent and useful for us.”

“Although we have a person that looks after inter library loans, we don’t really get involved in that much, we don’t actually get many requests [from other libraries.]”

“The benefits are worth the cost of the service and we have a commitment to resource sharing and that involves LADD. If [this library] didn’t share I think it would impact Libraries Australia to a great extent because Document Delivery is so important to libraries - not only can we find where books are, but we can request them too.”

“... pretty happy that document delivery is rolled into one fee, now we can use it openly and it is more efficient with the single invoice.”

“(I) would like to get an e-mail when document delivery is requested as it is not a daily or even weekly occurrence it is easy to forget to check to see if any requests are pending.”
PERCEIVED GAPS IN THE CURRENT SERVICE PROVIDED AND COMPARISONS TO THE KINETICA SERVICE

Overwhelmingly, at the CEO level, the Libraries Australia service is seen to deliver what is desired with no obvious ‘gaps’ in the offering. A minority mention that the search results in the free service could include an indication of item availability, but at the strategic level, Libraries Australia is perceived to be delivering the appropriate services effectively.

Identification of gaps from the CEO level was a difficult task for many given the limited hands-on experience among the group of participants; however most CEOs remain confident that there are no major missing areas of service that should be provided by Libraries Australia.

One CEO suggested that the function connecting searchers directly to online book stores should only do so to stores actually stocking the desired item(s). The logistics and practicality of such a suggestion aside, this was a point of mild frustration for only one CEO involved in the research. Another suggestion related to the facilitation of item acquisitions through the National Library via Libraries Australia – it should be noted that both suggestions emerged only after several prompts from the research moderator.

When asked to compare the offering to Kinetica, Libraries Australia received positive comments, particularly related to the simplified search and general functionality – it is perceived to provide a superior functionality and a more aesthetic interface. Additionally, the quantitative findings reveal that 65% of those surveyed find the revised Libraries Australia service more effective than Kinetica, while 32 percent find the service as the same level of efficiency.

“I don’t think it has any gaps in what is offered, it gives the services it is supposed to and I don’t think it can be faulted on that front.”

“Overall Libraries Australia helps us serve customers quicker… I don’t really think there are any gaps in what we get… the only thing would be that adding entries [to the cataloguing client] is now harder, you have to do a search beforehand and this can’t be done mid session so it would be good if they changed that but in terms of gaps , no not really.”

“I think that it is much better now [than Kinetica], it is easier to use, the only real thing I can think of is that you are unable to identify if items are on shelf or on loan, knowing that would be great!”

“It might help if Libraries Australia provided acquisitions, if they know who the good book sellers are in the US and UK we could just get our acquisitions from Canberra.”

“Maybe if there was some indication of [item/book] availability, but that is about it, I think it does a fantastic job and there aren’t really any obvious gaps in what we get.”
FUTURE DIRECTIONS

Anticipated future direction of libraries and the role of Libraries Australia in the future

Consistently, when asked about the future needs of libraries, electronic resources were identified as the key area of expected growth over the next decade. These electronic services include access to full text journals and periodicals, audio and video files (and accompanying cataloguing records) and to a lesser extent, e-books. It is commonly believed that these resources will/should be accessible via a simple Google-type search interface and delivered directly via the Internet. In the shorter term, over the next year or two, no major changes were anticipated by most (with some exceptions from the university library sector who are increasingly moving into the store and access or electronic AV content). The key benefit of electronic resources, at the full text level, is the integration of the ‘find and get’ functions, currently delivered separately for the acquisition of most resources via Libraries Australia (i.e. hard copy resources and electronic resources not in Libraries Australia).

While almost all CEOs interviewed believe that these electronic services would increasingly become available into the future, many do not expect that the Libraries Australia service will be a provider of this information. When prompted, most CEOs believed it to be a positive move if Libraries Australia were to address their anticipated future needs around electronic information access, however few expected the service to be a primary provider of this information. Many cited copyright restrictions as a prohibitive force in the provision of full text electronic information (if delivered via Libraries Australia) and could not envisage Libraries Australia overcoming the obstacles to deliver on this anticipated future need.

University libraries, particularly, desire to acquire more audio and video items for cataloguing and electronic delivery, especially for content such as lectures and key note speeches. There was mention of university libraries already dedicating website space to the provision of such content (mainly audio at present, but conceivably video in the near future) to its customers who can access it remotely via special logins from home, university computer rooms or from within the library itself. Other library types are also interested in this form of content and content delivery moving into the future and some library types currently held some audio/video files electronically, however to a much lesser extent and with lower levels of delivery sophistication than reported amongst university libraries (it should be noted that many libraries currently hold significant numbers of CDs, DVDs and VHS cassettes).

One issue in holding and delivering electronic content was the manner in which it would be catalogued. There is much recognition that these types of files are more complicated from a cataloguing perspective and may therefore be more difficult to search. It is in this area that CEOs see Libraries Australia playing a significant role in the near future – as the search mechanism through which this type of electronic content can be found, even if not directly delivered through that interface (i.e. linking through to external databases).

While it is unanimously agreed amongst those interviewed that various types of electronic information resources would increasingly become important within the library sector, there remains the perception that books and other physical items will remain “safe” as library resources into the medium term future and anticipate that the services currently provided by Libraries Australia will continue to be required indefinitely. It is perceived that new formats of information resources are unlikely to significantly
“replace” the presence of printed materials, but rather complement these items in new ways and, to some extent, assist in archiving older items with infrequent usage, such as older editions of periodicals.

One CEO mentioned interest, moving forward, in acquiring full text database access directly from the National Library potentially, but not necessarily, via Libraries Australia. The CEO believed that this could be achieved through a national syndicate of purchasers all represented by the National Library who would on-sell access to these resources at a lower price than can currently be negotiated through small networks of cooperating libraries.

With regard to e-book electronic content, generally this was not seen as a key future area. While perceived to have advantages in their ease of distribution over their printed counterparts, it is maintained that in the medium to long term, people will still demand and prefer the physical versions. The one area in which e-books were seen to be relevant was for topics and areas in which the useful information changes rapidly, such as IT and Computing – an area where texts written as recently as 2 or 3 years ago become almost completely obsolete.

“We will buy more and more e-resources, some might duplicate print resources and then we will get rid of the print version... I think our sector is becoming more and more about creating repositories of e-materials and I would like to see that searchable through Libraries Australia... I don’t think Libraries Australia could provide this type of e-access to the content, I think it would be outside of their remit.”

“We will need more full text databases [in the future], especially journals, and when you think of it like that, Google is a great threat [to libraries] in the long-run, right now there is Google Scholar which is far too technical for the public but in ten years time who knows...”

“I think that generally we will see increasing demand for what we have... collection and heritage listings and general information or reference queries... we anticipate it to increase as more people become aware that they can use services such as Libraries Australia to find such information.”

“We have items that we digitise ourselves and that is searchable in Libraries Australia, which is good... things like podcasts and audio, we can digitise them and for that to be searchable on Libraries Australia would be great, but I think to gain direct access through Libraries Australia would be too much, you wouldn’t want to do that for a regular lecture, maybe for a Nelson Mandela keynote speech... yes but for the other stuff I think it will remain sufficient to just search for it.”

“I think that we will become increasingly electronic in what we offer the public [as a library] but there are many things that just can’t be digitised... people use newspapers to stay in touch with home and in online versions you don’t get those little things, those ads, the small stories - things that can reconnect you with your home country.”

“I think things like e-journals will proliferate in the coming years, but I imagine there would be copyright issues involved that would need to be overcome [by Libraries Australia]... we haven’t even tried to catalogue any electronic materials before.”
“Users will expect full text, electronically delivered to their desktop, I mean many are expecting this now, I mean you can then have things like PDA versions of library catalogues or portal personalisation for things like Libraries Australia… it is hard to prepare for the next generation.”

“I think eventually [many items] will be electronic and since document delivery is a print based necessity it might eventually disappear too, but I suspect not for a very very long time but when it does happen it will be about the directories available to provide access.”

“I think in the next couple of years we will be looking at things like digitised chapters and the sorts of things that find their way onto student reading lists but at the moment we already have over 850 databases of electronic material many of which contain full text and we have 100,000 e-books in our catalogue… in PDF format… I think we will just continue to grow those things.”

“I think it will all be about databases, but many other libraries might be there right now with journals down to the article, full text, for us it will be at least 10 years before this becomes a mainstay… but if Libraries Australia were to ever go into the delivery of e-journals and the such we would be interested as they would likely charge us a fair price.”

“I think in the future it will more and more also include video… it’s about disseminating information to the public in whatever form we can package it.”

“I think as a library in the next few years we will be buying in more records… shelf ready material… and we will likely provide more services through our website but we are in an area with low computer and internet access and our library is a place of Internet access so the more things we provide online the more pressure it puts on our resources.”

“I think students would love to have e-books but overall it hasn’t really taken off yet and I think it will take some time for people to change their minds.”

“We are moving into acquiring electronic items but there are problems producing metadata for digital archive… over the next 5 years I think we will be purchasing less print which I suppose will mean that we need fewer MARC records… What I would like to see is end-user mediated document delivery but that is probably not a reality for some time to come.”

“… would like Libraries Australia to provide electronic journals… full text as long as there is a simultaneous user model… we are experimenting with mp3 files and recently added some to our library catalogue… in the future I think it is just expanding access to these types of materials so that access to seminar audio can be from anywhere but I don’t think we are quite ready for streaming video in the next couple of years.”

“Our [customers] want to go straight to electronic resources, especially for urgent requests from the doctors, if they could get immediate access to medical journals electronically it could save lives… it is the same for books, but currently books are the slowest thing to get [delivered] so more e-books and access to e-books over the internet would be very useful for [hospital libraries]… and just thinking about the next decade or so, imagine if doctors could be given access to the video of surgeries - we
would pay for that, we would pay a lot for that… even though I think audio will come around more quickly, for us I think video content is a higher priority.”

“[I think the direction is] unmediated, simple ‘finding and getting' mechanisms.”

Overwhelmingly, the future direction of the sector is seen to be moving more toward the provision of access to electronic resources not only full text print but also electronic video and audio. While Libraries Australia may largely not be expected to provide such services, the extent to which Libraries Australia wishes to move into the search and direct acquisition of electronic full text and audio video, may in the next five to ten years be driven by a need to remain relevant.

While most CEOs believe that the acquisition of physical items will remain a key component of library activity for some time yet – as users can increasingly attain a wide variety of information, delivered directly to personal computers, services offering search and indirect access may become less appealing than alternative offerings. It may be possible for Libraries Australia to hold a niche in the future information market based largely on the vast network of information materials searchable and obtainable, but the direction is likely to require specific investigation in order to continue providing the beneficial and positive service for Australia society.
INTERACTIONS WITH LIBRARIES AUSTRALIA STAFF

TYPES OF INTERACTIONS (AND WHO)

Typically, the interactions between customer libraries and the National Library regarding Libraries Australia are relatively infrequent for CEOs, with the majority of contact reportedly at the practitioner level regarding day-to-day operational matters. Practitioner interactions with Libraries Australia, as perceived by CEOs, is generally conducted via telephone or email to the ‘help desk’, in person through user groups, and electronic subscriptions to various e-newsletters.

NATIONAL LIBRARY INITIATED INTERACTIONS

There is a high level of positive perception regarding the level of opportunity for library staff to participate in a number of forums organised by the National Library regarding the Libraries Australia service. Many CEOs reported some level of participation (either personally or by their staff) in State based user group meetings, interactions with the Libraries Australia Advisory Committee, participation in the Libraries Australia annual users’ meetings, and some CEOs mention interactions with other related “expert” advisory committees and some direct communication with individual National Library staff members.

The availability of such a wide variety of communication forums, specifically for the Libraries Australia service, is perceived in an extremely positive light - even amongst individual libraries that participate infrequently and in relatively few of the available meetings and communication opportunities. Libraries Australia is perceived to be proactively providing opportunities for interaction amongst the network of Libraries Australia users – and it is this open opportunity for participation in these consultative communication mechanisms that is appreciated by many.

The aforementioned interactions initiated by the National Library are viewed to help ensure that Libraries Australia staff remain aware of the evolving landscape experienced by customer libraries, and subtly indicates an appropriate level of commitment from the National Library to meeting the needs of its customer libraries (and providing positive social forums).

While the bulk of communication is conducted from an operational perspective, CEOs appreciate the interactions available for uptake, especially concerning future directions for the service, although one University Library desired more input into the strategic direction of Libraries Australia but was unsure of the appropriate forum for such input.

CUSTOMER LIBRARY INITIATED INTERACTIONS

While the level of active engagement initiated from the National Library through the various forums made available was positively received, a minority of CEOs mentioned receiving feedback from their staff regarding slow responsiveness from the National Library regarding customer library initiated communications. Most customer library initiated interactions are reportedly directed to the help desk
either via telephone or email and are generally conducted from the practitioner level. It is important to note that most CEOs reported that the help desk was responsive; however, the minority providing negative feedback consistently cited slow email responses to fairly straightforward enquiries. One example of poor responsiveness, highlighted by a government department library, involved that library’s initial set-up of its Libraries Australia Document Delivery systems – “several” emails were sent to the “National Library” and a response was received approximately two weeks later (after a subsequent telephone call). In this instance, two weeks is considered to be an unacceptable time frame in which to receive a response to a seemingly standard set-up query.

Other negative feedback regarding interactions was again highlighted by only a minority of CEOs and related to the formal training provided for use of the Libraries Australia service. This type of interaction is perceived by those who mentioned it, as one that should be included as a standard part of subscription rather than as an optional extra with an attached cost.

Overall, most CEOs report infrequently initiating interactions with Libraries Australia staff, and generally feel that adequate opportunity exists to initiate contact if required, although overall it is perceived that it is unlikely to be required.

“We send records and we send payment and that is about it as far as I am concerned… I have no desire to increase the amount of contact we have with the National Library… they are good people doing a good job.”

“We basically have no formal interactions, they have those user groups but I can’t go to those… the emails are good and it would be nice if they requested some feedback even just through email… every 6 months or so would be fine… I would go to the meetings if I didn’t have other commitments, it would be nice to put faces to names…”

“[The National Library] needs to continue talking to its clients to stay in touch, not because they have not done so, but because everything is changing so fast… particularly electronic resources.”

“I have adequate interactions… I am a part of the Digital Issues Work Group and the Reference Issue one too… I think the forums are a good way to interact with everyone.”

“I get the e-newsletter for cataloguing and go to [monthly] meetings in the city twice a year… I think twice a year is enough… I was asked to be a part of a reviewing panel for one of the papers written on information management but that is about it… that level of contact suits me fine and as I said I think that is enough.”

“A lot of us [working in various libraries] all know each other and we talk on the phone about renewals, invoicing and there are other interactions at the systems level for things like resolving minor issues with record imports… we have [staff] that go to user group meetings and the Annual User Meeting… plus there are just those personal relationships you have with people at the National Library… the feedback channels are fine at the moment and I wouldn’t change them.”

“It is all [practitioner] interaction at the moment and while I don’t think I need a lot of contact, something like a presentation on a vision for Libraries Australia would be very interesting… I can’t
recall being invited to any forum but I may have been… I like the idea of the forums I think it makes everyone feel a part of the system.”

“I have very little interaction personally with the National Library regarding Libraries Australia… they have done a good job with it and I have no problems with the amount of contact… I have colleagues in other States that are on the Advisory Committee and I receive minutes from the meetings… if I needed to contact the National Library I would just ring.”

“We do get asked about the general strategic direction which is canvassed in the State librarians’ forum… I do go to the Libraries Australia Annual General Meeting… in my role I frequently meet with people from the National Library and if I were to have an issue with Libraries Australia I could bring it up in those meetings but I have never had the need to.”

“Mainly it is the cataloguers that have contact with the National Library… there are some dealings with the help desk and I think so far it seems to provide an adequate opportunity for communication … there are the State user groups but I have never attended.”

**CONTRIBUTION AND SENSE OF OWNERSHIP**

While not often explicitly stated, it was noticed throughout the research that libraries with limited staff numbers and smaller collections, contribute holdings records to a lesser extent than their larger counterparts and feel a greater sense of reliance upon Libraries Australia for their activities. Conversely, libraries reporting less strain on their resources and with larger collections tended to feel that they hold a moral obligation to assist the nation through their contribution of holdings and efforts to the Libraries Australia Service. Those libraries experiencing less strain on their resources appear to enforce greater emphasis on the creation of high standard and quality records than their smaller counterparts.

While there may be more subtle effects on operations within Libraries than can be identified under the current research, it appears that either for reasons of reliance or moral obligation, library CEOs genuinely feel a sense of ownership and belonging to the ‘network’ of libraries providing a beneficial service to the nation. The extent of this ownership did differ from library to library (and it should be noted that a clear minority felt no ownership at all), but consistently it was reported by CEOs that they felt a sense of membership to the idea of Libraries Australia, and that they are contributing to the provision of something positive to society.

Comments related to CEOs’ sense of ownership and belonging to Libraries Australia are outlined below:

“We use it so much and really we rely on it in many ways… I think ‘ownership’ is too strong a word but we definitely feel like a part of the system and that we are positively contributing to that system.”

“This library only contributes a small portion of [records]… but from the uniqueness of what is added by us it is significant… so yes I do feel a sense of ownership and I think it relies on everyone participating to feel the same way.”
“Well I am not sure if our level of contribution is high compared to other libraries but the National Library has our support and we are behind Libraries Australia.”

Public Library

“I think it is both our role and the role of the National Library to ensure the quality of records… so in a way we need to work together… really [Libraries Australia] is a public asset and it is up to us and other libraries to make sure it works.”

“Yes, we do have a role to play and I think we have a sense of pride in what we contribute… [when talking about] ownership I think it comes back to that sense of pride.”

“Historically [this] university had a lot to do with the Libraries Australia start-up and from that point of view I do feel that we in some way share ownership of the system.”

“We used to contribute more than we do now… used to get credits for contribution but I don’t think I would say we have any sense of ‘ownership’, no”

“[Libraries Australia] is a collaborative initiative and I have always seen it as a national asset so yes we definitely feel a part of that initiative and some level of [ownership].”

“No… [we are just] users of the service.”

“We contribute books, journals and technical reports and yes we have a sense of pride in what we contribute and the accuracy of entries we make… I think that the quality of system does rely on everyone and from that point of view I think we do feel a part of the system.”

“Well for what we do contribute I think that we do help the system grow and yes I think at that level we are in a way part owners of the initiative… but I must admit I have never thought of it in that way.”

Overall, CEOs seem to possess a genuine sense of belonging to the ‘network’ of Libraries Australia, libraries and participation in this network is closely associated with the concept of providing a beneficial service to the nation. This provides a clear indication that, for the majority of CEOs, a high level of commitment is extended towards the service and contribution to the continued development of a National Bibliographic Database and associated services can be expected within budgetary and human resource limitations.
SUMMARY AND RECOMMENDATIONS

Overall, the research findings of the sixteen in depth interviews and quantitative online survey conducted amongst library CEOs, demonstrate that, at the strategic level, Libraries Australia is integrating into the operations of many client libraries and has established itself as a core service for libraries to assist in servicing their customers. The research also uncovered a generally positive predisposition toward the service and the perceived aims of Library Australia, with a sense that of the numerous reasons for subscribing, the commitment to resource sharing, at a national level, is a high priority for many. Moving forward it may be important to undertake targeted communication activities aimed at CEOs in order to expand the reach of specific components of the service, such as free search, in order to grow the Libraries Australia offering in the future.

The competitive landscape of libraries and information resources is perceived to have changed dramatically in the course of the past few years. CEOs report that primarily through the Internet, information resources are now more widely available and easily accessible than ever before. Libraries especially, under this changed landscape, face the prospect of servicing and providing relevant services to their customers who are increasingly able to easily access information for themselves. The role of libraries may be evolving somewhat from the mere providers of information access, to now the custodians of quality information – essentially, helping customers by filtering and qualifying relevant information and information sources.

Most libraries involved in the research have been using various forms of the Libraries Australia service and its many predecessors for some time over the past 25 years. Over the course of this time the service has become an integral part of the way in which many libraries service their customers. However, despite the significant length of service usage, the clear majority of CEOs simply do not know the mechanisms behind the pricing model for the Libraries Australia system. A vague awareness of recent changes to the model is apparent; however, most CEOs cannot identify the factors determining and impacting the dollar amount which a particular library will be charged for subscribing to Libraries Australia.

The impact of the recent pricing changes (for most) is perceived to be minimal with the majority of CEOs claiming that they now pay slightly more or slightly less. Of those CEOs that do hold some level of awareness regarding the current subscription model compared to the previous usage based one, the prevailing thought is that the current model is fair and equitable in providing both the National Library with a more predictable cash flow and client libraries with more predictable and consistent invoices.

It is suggested that Libraries Australia hold several information sessions regarding the changed pricing system and the ways in which the increased costs will be ‘given back’ to the CEOs and their respective libraries in the form of added value and increased quality of the Libraries Australia service as a whole.

Associated with the general lack of awareness of pricing associated with Libraries Australia was an accompanying lack of formal pricing review processes. The most common, and informal, review
process included quick comparisons to past amounts charged for the service (if no major discrepancies existed between the two amounts then the pricing was considered to be acceptable).

This benchmarking of costs against past records is a key way in which CEOs understand if they are receiving value for money. Coupled with perceptions surrounding the services received and the associated benefits of each service, this forms the cost benefit “analysis” which determines, in the minds of CEOs, the extent to which they are obtaining value for their expenditure.

The key benefits of the Libraries Australia service consistently surround the ability of Libraries Australia to provide searching, Inter Library Loans, and Cataloguing functions to librarians. It is these three resources that overridingly form the make-up of the service benefit derived from Libraries Australia.

Libraries Australia is seen by many CEOs as playing a crucial role in helping libraries to provide relevant resources for the search and acquisition of information; however it is widely believed that the actual conduct of these activities should be undertaken by librarians rather than directly by the public through the free search interface. Overwhelmingly, CEOs report that the free search is not actively promoted to library visitors; rather the preferred mechanism is for these visitors to approach a librarian for assistance.

The free service (and/or in-library subscription service if available for public use) is not promoted for two key reasons. Firstly it is felt by many CEOs that a large proportion of the public lack the information literacy to adequately search and understand results using the free search facility. The service is believed to be designed and written for librarians, making it difficult for the public to understand and use. However, amongst those CEOs clearly aware of the distinction between the free and subscription based searches, it was noted that the free search was very simple and similar in nature to popular search engine Google. These contradictory perceptions indicate that if the National Library wishes to drive uptake of the free search service, an education program may be required amongst senior members across key libraries.

A second reason for the non-promotion of the free search is that some CEOs feel that even if the free search service was successful in achieving a significant uptake from the public, that this uptake would not necessarily ease the burden upon a libraries staff. Rather it is feared that there may be an exponential increase in the demand for Inter library Loans (due to customer access through the Libraries Australia service), and that amongst libraries with limited available resources, this demand would simply not be able to be met.

Despite the positive overall perception held by CEOs regarding Libraries Australia, it is clear that CEO perceptions are a key barrier to the promotion of the search service in libraries and this barrier will need to be overcome to successfully inform the public of the resource which is available for use. The National Library may be required to undertake an education program aimed at such CEOs to clarify the benefits the service could deliver without impacting the current resources available.

The Inter Library Loans functionality offered through the Libraries Australia service is key for many smaller libraries looking to expand the available collection for their customers and important for larger libraries to feel a sense of participation in the national network of co-operating libraries. This valuable
tool for libraries and their customers is seen by some libraries with limited resources as additional strain. However, in most cases the benefits of expanded collections and contributing to the system largely outweigh the strain on resources, and many are aware that Libraries Australia provides a mechanism for large scale sharing arrangements that would otherwise be significantly more difficult or even impossible.

The cataloguing activities available through Libraries Australia are another key benefit, particularly the ability to eliminate the need for original cataloguing or the purchase of cataloguing records. While some libraries do report to be currently outsourcing these activities, for most Libraries Australia customers it is the core method through which cataloguing records are obtained and many are unsure what alternative they could turn to if this function was not available through Libraries Australia. The benefit on productivity is most pronounced through the cataloguing function and this is possibly the biggest selling point of Libraries Australia for many.

No obvious service gaps were widely identified through the research. However, CEOs may lack the hands-on experience to know at a detailed level about instability and functionality issues, but are well placed to identify gaps at a higher level. However, most reports were that internal feedback suggests that the majority of needs are being delivered and it is felt that the service especially helps in serving library visitors more efficiently.

One key area highlighted by the CEOs is the anticipated increase in proliferation of electronic resources over the coming decade. Particularly electronic full text journals and periodicals, audio and video files (and accompanying cataloguing records) and to a lesser extent, e-books. It is commonly believed that these resources will/should be accessible via a simple Google-type search interface and delivered directly via the Internet, but generally, Libraries Australia is not expected to be a provider of this service – the electronic delivery of these items (as opposed to the search for them) is seemingly outside of the services’ core function in the opinion of most CEOs.

Interactions with Libraries Australia staff are generally seen as adequate, especially from the perspective of forums, meetings and other communications initiated by the National Library. However, some mention slow responsiveness to questions and queries initiated by customer libraries to the help desk, although others reported a positive experience with the same service.

Overall, most CEOs feel that their libraries are part of a national network helping to provide a positive service to the community, and this feeling is backed by a genuine commitment to the continued development and expansion of the service into the future. For the National Library to capitalise on that overwhelming sentiment, it may need to undertake communication programs aimed at increasing CEO awareness of the services offered through Libraries Australia, and to provide solutions to specific concerns, particularly amongst those believing their Inter Library Loan resources would be severely strained if public acceptance of the free search grew. Providing CEOs with solutions to these perceived problems may be key in growing the service’s reach while maintaining the overall positive attitude of CEOs regarding Libraries Australia.
APPENDIX A

SURVEY INSTRUMENT
APPENDIX B

ADDITIONAL ANALYSIS
Evaluation of Customer Satisfaction with Libraries Australia

PRACTITIONER Segment

2007
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EXECUTIVE SUMMARY

This document summarises the outcomes of a research-based consultancy undertaken by Nielsen//NetRatings on behalf of the National Library of Australia (the Library). The project was commissioned to assist the Library with the ongoing development and strategic direction of the Libraries Australia service.

The Libraries Australia service has undergone redevelopments over recent years and given these activities, the Library commissioned the current research to ascertain satisfaction levels among key customer library stakeholders. This document reports the key findings from the two focus groups conducted amongst library Practitioners as well as the results from an online survey conducted amongst 393 library Practitioners. This report explores customer satisfaction, attitudes and perceptions among library Practitioner.

Overall, the findings of the research conducted amongst the identified group, demonstrate that, at the strategic and tactical level, Libraries Australia has smoothly integrated into the operations of many libraries and has established itself as a core service that assists libraries to serve their customers – as demonstrated by a consistent 88 percent net satisfaction level amongst Practitioners and a 89 net satisfaction level with CEOs. There exists a generally positive perception of the Libraries Australia service amongst practitioners as well as its perceived goals, with a sense that of the numerous reasons for subscribing, the commitment to a national resource sharing network is a high priority.

Practitioners are forthright in their suggestions for improvement, however the number of suggestions put forward is not an indication of dissatisfaction, on the contrary, there exists a generally high level of satisfaction and an associated sense of enthusiasm regarding the service and the ways in which it can be improved. Among those areas citing needed improvements, both the cataloguing client and web cataloguing form received the lowest levels of net satisfaction with 56 and 44 percent net satisfaction, respectively.

The level of public access to information resources is perceived to have changed dramatically in the course of the past few years. Both library CEOs and Practitioners identify the Internet as a major information resource that provides easy access to information and they recognise that libraries may face the prospect of trying to serve customers who are increasingly able to ‘self-serve’ their information requirements (although the level of information literacy held by the general public is questioned by some). It is perceived that within this context, the role of libraries is evolving from that of providers to information access (only), to being the custodians of ‘quality information’, who help their customers by filtering and qualifying relevant sources.

While Libraries Australia has established itself as a core part of the way in which many libraries serve their customers, it is interesting to note that the key benefits cited consistently surround the ability of Libraries Australia to provide searching capabilities to librarians, Inter Library Loan functionality and Cataloguing functions. It is these three resources that clearly form the make-up of the service benefit derived from Libraries Australia and most genuinely believe that they are getting a valuable service at a value price.
Libraries Australia is perceived to be playing a crucial role in helping libraries to provide relevant resources for the search and acquisition of information. However, it is widely believed that the actual conduct of these ‘find and get’ activities should be undertaken by librarians rather than directly by the public through the free search interface.

While many small suggestions and observations are put forward as a part of this research, no detrimental gaps in the current service were widely identified, however some areas of desired improvement have been identified. Overall most Practitioners report a sense of satisfaction with the service and in a similar vein to comments received from CEOs, many feel that they are part of a national network helping to provide a positive service to the community.

Overall most practitioner observations and comments tend to rest much more tactical level rather than at the strategic level (while CEO findings tend to be more strategic). By and large, Practitioners are actively engaged with elements of service functionality or process and largely remain focussed on potential (small) changes to refine current inefficiencies. It should be reiterated that while many suggestions for improvement have been put forward by Practitioners as a part of this research, most remain happy to a significant degree with the service they are currently using and most rate it as at least equivalent or superior to previous versions used.
Background & Objectives

INTRODUCTION AND BACKGROUND

National Library of Australia and Libraries Australia

The National Library of Australia (the Library) is the country's largest reference Library and aims to provide rapid and easy access to all of the information resources that reside in libraries and elsewhere. The online channel is playing an increasingly important role in facilitating searching, storage and access to these resources – for library practitioners, the community and other relevant personnel.

The National Library has provided a resource sharing service to support Australian libraries since 1981, with the pre-eminent resource sharing service currently named Libraries Australia, an Internet based service which provides the foundation for the sharing of resources. It comprises several interrelated services, a key component being the Australian National Bibliographic Database (ANBD), which libraries use as a source of cataloguing data for inclusion in their own catalogues, and they can also add their holdings to ANBD to facilitate resource sharing and interlibrary loan.

The Libraries Australia service has undergone major transformation in the last two years, being previously known as the Kinetica service. The two-stage redevelopment delivered a new search interface called ‘Libraries Australia Search’, released in December 2004, and the delivery of new cataloguing software, new methods for adding and extracting records from ANBD and a new administration system in November 2005. In February 2006 a free version of the Libraries Australia search service had a public launch, with media releases promoting “the massive Libraries Australia service… [which] aims to find every book available in 800 Australian libraries.”

These functional changes were accompanied by changes to the accessibility of the services and to the pricing models for subscribing organisations. In essence:

→ Anyone with an Internet connection now has access to search the content held on Libraries Australia, via the free search interface – this provides non subscribing libraries as well as the end customers of all libraries with access to the resource

→ Prior to July 2005, the service was paid for on a transaction basis, including accessing of ANBD and Libraries Australia Document Delivery (LADD) service. The new pricing model moves from pay-per-use to an annual subscription for unlimited use of several databases including ANBD and membership of LADD

The service redevelopment and change in accessibility and pricing models has seen a substantial increase in usage of the Libraries Australia service, among both subscribers and non subscribers. The Library recorded about 10 million searches and 32 million page views for the service in 2006 and there are around 250,000 requests for documents through interlibrary loans per year through
the LADD service. Despite the availability of a free search service, there has been an overall increase in the number of subscribers to the service and around 800 of the 1,100 subscribers contribute bibliographic records and / or holdings to the ANBD.

Given the redevelopment activity that has taken place over the past two years, the Library commissioned research, the outcome of which is this report, to ascertain the level of satisfaction with the ‘new’ Libraries Australia service as well as to explore attitudes and perceptions of the service in terms of its quality, effectiveness and value for money. This report details the findings from qualitative research conducted and explores customer satisfaction, attitudes and perceptions among both library practitioners (front-end library staff using the Libraries Australia service) and library CEOs/Managers (CEOs). The current research was commissioned to be conducted as two phases of research, firstly a qualitative research phase exploring experiences and perception across two key groups of Libraries Australia customers – Library CEOs and Library Practitioners. The outcomes of this phase of the research supported the development of the subsequent quantitative phase in early 2007, where a range of Libraries Australia clients (Practitioners, CEOs and other parties) completed an online survey regarding the Libraries Australia service. The quantitative phase explored the observations and findings uncovered in the first, qualitative stage of research and provides actionable measures upon which potential improvements and enhancements to the service’s accessibility, efficiency and contribution to the productivity of libraries, can be associated with hard metrics to guide the future strategic direction of the service.

The Libraries Australia subscription search interface can be seen below:
**RESEARCH OBJECTIVES**

The main aim of the qualitative research conducted was to investigate the degree to which customer Library Practitioners and CEOs are satisfied with the redeveloped Libraries Australia service and to explore their attitudes and perceptions across a variety of facets of the service including the cataloguing service, search service, the new pricing model and the strategic direction of the service overall.

Many of the research objectives are specific to each of the two target audiences and the findings of this report are specific to the Practitioner segment:

**CEO Research Objectives**

→ To ascertain perceptions of the effectiveness and usefulness of the Libraries Australia service and understand intentions to support and use the service now and in the future

→ Specifically understand perceptions of:

  o **Accessibility** – has the redeveloped Service improved access to information resources and how does it compare with Kinetica
  o **Efficiency and productivity** – to what degree has the redeveloped Service enhanced the efficiency and productivity of libraries, including comparisons with Kinetica
  o **Overall satisfaction** as a customer

→ Explore the following areas:

  o Areas of the Service that are valued, those of little interest and those in which CEOs are dissatisfied and drivers of these attitudes
  o Libraries’ current and forthcoming need for and usage of the Service overall and its service components
  o Attitudes toward the new pricing model and its value for money
  o Attitudes toward the Service governance and consultation mechanisms
  o Attitudes toward the effectiveness of Libraries Australia communication methods with the individual libraries
  o Extent to which each library’s end users are encouraged and able to access the Libraries Australia Search service as a result of the changes to accessibility and the pricing model
    - Includes the extent to which end users are able to personalise access to the Service and attitudes toward this function
    - Also whether or not customers provide a link from their library’s website to the free Search Service and intentions, motivations and barriers to facilitating such searching
  o Explore any other issues that stakeholders have with the Service including their views regarding the strategic direction of the Service in the medium and longer term.
Practitioner Research Objectives

→ To measure overall satisfaction with the redeveloped Service
→ Understand the degree to which practitioners believe the redeveloped Service has more extensive content coverage, greater functionality and provides greater access to information resources than did Kinetica
→ Understand the degree to which practitioners believe the redeveloped Service has improved their efficiency and productivity
→ Perceptions and attitudes toward the following specific components of the Service will be explored:
  o Libraries Australia Cataloguing Service – overall satisfaction, functionality of interface and software, range of databases available, coverage, quality and currency of ANBD, degree to which copy cataloguing is supported, ease of use and efficiency of contribution and maintenance methods, intended future contribution methods, quality and currency of Libraries Australia documentation and perceptions of training
  o Libraries Australia Search Service – overall satisfaction, range, coverage, quality and currency of resources, functionality and ease of searching / linking to Australian Libraries Gateway (ALG) and the Interlibrary Resource Sharing (ILRS) directory, quality and currency of documentation and perceptions of training
  o Satisfaction relating to the Libraries Australia Z39.50 Gateway, i.e. the integration of the Libraries Australia databases with customer library’s own library system
  o Libraries Australia Document Delivery (LADD) Services – overall satisfaction, functionality and satisfaction with specific components of LADD
  o Libraries Australia Administration and associated directory services – overall satisfaction, functionality, ease of updating information, currency and accuracy of information, user reports and statistics and the efficiency and accuracy of billing
  o New software releases – appropriateness and timeliness of new releases, usefulness of new releases and satisfaction with communication about new releases
  o Help desk service – overall satisfaction with the helpdesk and with specific components of the service including ease of contact, quality and timeliness and staff attitudes
  o Communication – overall satisfaction with communication with customer libraries, satisfaction with methods of communication and Libraries Australia’s understanding of customer needs and requirements and attitudes toward the quality of information and advice provided.

General Business Objectives

Throughout this report, careful consideration is given to ensure that the overall business objectives driving the research are taken into account. These broader objectives are to:

→ Inform Library management of the reception of the redeveloped Service
→ Provide recommendations of refinements and enhancements that would improve the Service’s effectiveness
→ Provide insight into current and intended usage among libraries

It should be noted that a number of the information objectives listed above were designed with the intent to be covered in the second quantitative phase of the research which was undertaken at the
request of the National Library in early 2007. Upon conducting the second phase of the research all objectives listed above for both CEOs and Practitioners should achieve coverage and ensure an in-depth understanding of the degree to which the Service has improved customer libraries’ efficiency, productivity and overall accessibility to information resources.
Research Approach

Qualitative
In order to meet the research aims and objectives, a number of in-depth interviews were conducted among customer library CEOs, across a range of library types and two group discussions were conducted amongst customer library practitioners.

Sixteen in-depth CEO interviews were conducted from 31 July to 17 August 2006. In-depth interviews in Sydney and some from Melbourne were conducted face-to-face while interviews for CEOs located outside of these regions were conducted over the telephone. Each in-depth interview ran for approximately one hour.

The two Practitioner group discussions included seven participants each (eight participants were recruited for each, however for both groups one participant withdrew on the day of participation) and the group discussions ran for approximately one hour thirty minutes. Groups were conducted on 9 and 16 August at 6:30pm in specialist group discussion facilities, one in Melbourne and one in Sydney. Each group followed a research structure that was devised by Nielsen//NetRatings in conjunction with the Library as outlined in the appended discussion guides.

Prior to the recruitment of research participants, the National Library designed and issued letter/email communications informing the prospective participants of the impending research and highlighting the importance of partaking on the continued development of the Libraries Australia service. Participants were recruited from contact lists provided by the National Library and an extremely high proportion of willing participants encountered.
Quantitative
Following the first qualitative phase of research, a subsequent quantitative phase of research was conducted. This second stage utilised an online survey methodology to gain the opinions of library Practitioners and CEOs. An example screenshot of this survey is shown below:

![Survey Screenshot]

The survey was designed by Nielsen//NetRatings with input and feedback provided by the National Library of Australia as outlined in the appended questionnaire.

Prospective participants in this stage of the research were invited to participate via email. The list of email addresses of current Libraries Australia customers at the time, used to issue the survey invitations was provided to Nielsen//NetRatings by the Library. The email list included both CEO and Practitioner contacts. Of the 1,707 emails sent, 236 CEOs participated (22% response rate) along with 393 Practitioners (37% response rate).

It should be noted that this level of response is unusually high compared to the vast majority of research projects conducted by Nielsen//NetRatings. This rate of response potentially demonstrates a high level of active engagement in the topic of research, Libraries Australia, from the research target audiences.

All survey responses were received between 12 February 2007 to 28 February 2007, with the frequency per day outlined in the following table:
**Figure 1 – Survey Response Frequency Per Day, CEO and Practitioner**

Sample: Australian Library CEOs and Practitioners (n=629)

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<td>4</td>
</tr>
<tr>
<td>Total</td>
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</tr>
</tbody>
</table>

*Libraries Australia experienced technical difficulties during this time*

**Note regarding rounding:**

All figures in the text and charts are rounded up to the nearest whole number. For this reason, some charts may be slightly below or above 100% and some bars within a bar chart may note the same whole number while showing a slight difference in height.

**Reporting Metrics used**

The ‘net satisfaction’ scores reported throughout this report are derived in the manner described below:

1. ‘Net Satisfied’: This score is comprised of respondents who answered 5 or 6 or 7 on the 7 point satisfaction scale;
2. ‘Net Dissatisfied’ is composed of respondents who answer 1 or 2 or 3 on the 7 point satisfaction scale and;
3. ‘Neither Satisfied nor Dissatisfied’ are those rating 4 on the 7 point scale.

**Practitioner Sample**

The composition of the Practitioner survey sample, included Practitioner librarians from a variety of localities, institutions and job roles. Participants qualified as Practitioners if their responsibilities as librarians included cataloguing, technical services, reader services, ILL/DD, or other library tasks.

When asked to select which role best describes the types of task currently undertaken in their role, just under one-third of Practitioners report being responsible for ‘Inter Library Loans/Document Delivery’ (32%) followed by ‘technical services’ (16%), ‘cataloguing’ (15%) and ‘reader services’ (13%). Almost one quarter (24%) of respondents selected either ‘other’ or ‘other library tasks’, with the
The majority of these reporting to be “sole practitioners” who completed all (or most) of the listed tasks. Many of these sole practitioners noted the unique and special nature of their library and other common responses for those in the ‘other’ categories included “researcher” or “systems”.

With regard to library location, the largest proportion of Practitioners work in a library located in New South Wales (28%), closely followed by Victoria (27%), Queensland (15%), Western Australia (11%), South Australia (7%), Northern Territory (4%) and Tasmania (2%), as demonstrated in the chart overleaf:
Statistical weighting\(^1\) was applied to the data captured in the survey, in order to account for any response bias potentially included within the sample. The application of weighting helps to ensure that the survey sample provides an accurate representation of the population which it has been collected to represent (i.e. Library Practitioners in libraries subscribing to Libraries Australia). In this instance, the foreseeable response bias rested with particular libraries/institutions with higher rates of responses than their counterpart libraries. To correct the potential over-representation of particular libraries and particular library types the data has been weighted to reflect the proportion of library types currently subscribing to Libraries Australia. The proportions used for the application of the statistical weighting were provided to Nielsen//NetRatings by the National Library.

The following graph shows the proportion of responses unweighted (exactly as they were received in the survey) and weighted (adjusted to better represent the practitioner population as a whole). For example, nine percent of Practitioners surveyed work in a ‘Federal Government Library’; however, this type of library actually comprises seven percent of all libraries subscribing to LA and has been weighted to reflect this in the data used for analysis.

Almost one quarter of the weighted sample were Practitioners at ‘public libraries’ (24%), with ‘health libraries’ (16%), ‘local or state government libraries’ (14%) and ‘TAFE or other higher education libraries (12%) representing the largest sample proportions.

![Figure 4 – Library Type, Practitioner](image)

Sample: Australian Library Practitioners (n=393)

\(^1\) Weighting is a common statistical technique in which a given measure achieved in a survey sample is adjusted to ensure that the measure is representative of the population from which it derives.
Research Findings – Practitioner Segment

This Research Findings section details the findings from the two group discussions and the online survey conducted amongst Libraries Australia front-line Practitioners regarding the Libraries Australia service.

With regard to the qualitative group discussions, it should be noted that the Melbourne group comprised librarians chiefly involved with the conduct of Inter Library Loans while the Sydney Group was recruited to comprise cataloguing librarians – however, both groups included users of the Libraries Australia search facility and some members of the Melbourne group were involved in cataloguing functions. While great care was taken to ensure that the correct profile of participant was enlisted for the research, some members of the cataloguers group (in Sydney) reported limited personal use of the cataloguing functions – where possible these findings have been supplemented with findings extracted from CEOs of smaller libraries who have had first hand experience using such functions.

In contrast to the CEO component of the research, Practitioner participants in the group discussions held a greater level of ‘hands-on’ experience with Libraries Australia and the majority had used the service since the update. Despite this difference in actual experience using the service, both CEOs and Practitioners generally held the Libraries Australia service in high regard and reported to be quite satisfied with the offering (while both noting specific areas of improvement were needed).

This corresponds to findings from the quantitative component of the research which shows that CEO and Practitioner results are at similarly high levels of overall satisfaction with Libraries Australia. As shown in the chart below, 88 percent of the Practitioner sample are either ‘very’ or ‘somewhat’ satisfied, while 89 percent of CEOs share the same level of satisfaction. This combination of ‘very satisfied’ and ‘somewhat satisfied’ responses is used throughout this report and referred to as net satisfaction – signifying all respondents generally satisfied with a particular Libraries Australia service element. Similarly, the combination of ‘very dissatisfied’ and ‘somewhat dissatisfied’ results is referred to as net dissatisfaction.
On other metrics related to satisfaction, both CEOs and Practitioners share the general view that Libraries Australia is easier to use/more effective than its predecessor, Kinetica. Of those Practitioners and CEOs reporting past experience with Kinetica, around two-thirds of respondents believe Libraries Australia is either easier to use/more effective than Kinetica (65% CEOs and Practitioners) with approximately a further one-third claiming Libraries Australia is just as easy to use/effective (32% CEOs and 28% Practitioners).

The findings detailed in this report show a consistent pattern between the findings gleaned from the qualitative segment and the analysis and data produced with the quantitative online survey. This consistency between both research segments strengthens the observations reported in the first phase of research but also allows for the incidence of opinion and sentiment to be extrapolated to the Libraries Australia Practitioner user population.
Libraries Australia’s role as a resource in libraries

In addition to the reportedly high levels of overall satisfaction with Libraries Australia, both the qualitative and quantitative research revealed that Libraries Australia is generally viewed as a core component of many activities undertaken at the practitioner level, regardless of library size or type. While the range of resources available / required for practitioners (or library customers) differed from library to library and varied depending on the role of the individual librarian (i.e. cataloguing librarian or inter library loan librarian) - Libraries Australia is generally perceived to provide a necessary service across several ‘divisions’ within any given subscribing library.

Libraries Australia Services Used

The Libraries Australia service is used mainly used for search with over three-fifths of Practitioners using the Free Search (62%) and Subscription Search (61%). Document delivery (48%), ALG (48%) and ILRS (46%) follow with close to half of Practitioners using the services. Web holdings (32%) and the record export service (26%) represent almost a third of overall usage, while administration / reports (15%), Z39.50 gateway (13%), cataloguing client (13%), web cataloguing client (8%) and the record import service (7%) make up smaller proportions of overall service usage.

While one of the most commonly used services amongst Practitioners themselves, the qualitative research revealed that the free search service is not actively promoted and/or provided to end users by the majority of Libraries Australia subscribing libraries. In fact, only three out of a total of 14 group participants noted that the free search was promoted to library customers.

While this finding remains from the qualitative research stage, it should be noted that the majority of practitioners roles are not customer facing, and thus, perceptions regarding the promotion of the Libraries Australia free search service may be inaccurate or uninformed. And while promotion of the service amongst Practitioners was not captured quantitatively, in future research, it may be interesting to determine if perceptions of customer promotion differ based on Practitioner role.
Figure 7 – Libraries Australia Services Currently Used, Practitioner
Sample: Australian Library Practitioners (n=393)

- Search Service (Free access) 62%
- Search Service (Subscription access) 61%
- Document Delivery (Inter Library Loans) 48%
- Australian Libraries Gateway (ALG) 48%
- Inter Library Resource Sharing (ILRS) 46%
- Web holdings 32%
- Record Export Service (Downloading of cataloguing records from Libraries Australia to local systems) 26%
- Administration / reports 15%
- Z39.50 Gateway 13%
- Cataloguing Client 13%
- Web cataloguing form 8%
- Record Import Service (Uploading of cataloguing records to Libraries Australia) 7%
- Unsure 2%
Service Usage across Library Roles
As expected, Practitioners in different roles make use of differing Libraries Australia services. Use of both the free and subscription service is fairly constant across roles – with Cataloguing Practitioners tending to use the subscription search service more so than the free service (16 percentage points more). The record export service and web holdings are employed most frequently by Technical Services and Cataloguing Practitioners, while the majority of document delivery and ILRS usage derives from Inter-Library Loan Practitioners. Additionally, Cataloguing librarians make use of the Z39.50 Gateway, administration/reports, web cataloguing form and the record import service to a greater extent than other Practitioner roles.

The following figure lists the Libraries Australia services used in the greatest frequency split by the four main practitioner roles, demonstrating that for all roles except Inter-Library Loans, the subscription or free search service remain that most utilised Libraries Australia tools.

Figure 8 – Top Three Libraries Australia Services Used by Library Role, Practitioner

<table>
<thead>
<tr>
<th></th>
<th>Cataloguing</th>
<th>Inter-Library Loans</th>
<th>Reader Services</th>
<th>Technical Services</th>
</tr>
</thead>
</table>

The graph on the following page shows the percentage of resource usage split by library role for each specific service. As demonstrated by this chart, the use of ILRS and Document Delivery are used disproportionately by Document Delivery Practitioners, while the subscription search service is used more by more Cataloguing Practitioners than any other role. Additionally, Technical Services Practitioners and Cataloguing Librarians share relatively similar usage levels of the record export service, Z39.50 Gateway and web holdings.
Usage Perceptions
As mentioned previously, few practitioners reported the provision of open access of Libraries Australia directly to library customers. Instead, Libraries Australia is seen as an effective tool for assisting Practitioners to serve customers in various ways, including assisting in the search of information outside of the library, facilitating delivery of information items across libraries and providing a mechanism for helping to more easily catalogue and organise the resources available within a given library. It should be noted that one City Library librarian involved in the qualitative phase, reported often directing customers to the Libraries Australia free search link to allow them to conduct their own search; however this is the exception to the prevailing use amongst librarians – who generally do not promote the search service to their library customers.

While Practitioners understand that the free Libraries Australia version provides adequate search functionality, open for use by any member of the public with access to the Internet – the prevailing thought about Libraries Australia search from the Practitioner perspective, is that while the public would probably have no trouble using the free service, the subscription service is generally intended for librarian use rather than use by library customers.
Similar to the sentiment of some CEOs interviewed, a minority of Practitioners also voiced concerns that the National Library's focus on supporting Practitioners was being diluted by a shift toward end-user services such as the new Libraries Australia free search.

Another issue brought forward by several practitioners in both research stages was a general resistance on behalf of some libraries (and Practitioners) to engage with the LA service. This includes reluctance to post library holdings and other information on the service. It was also noted that this conflict may diminish the Libraries Australia service as a whole by reducing the quality of holdings and other relevant information. Essentially, many feel that for Libraries Australia to work effectively there must be a unified participation across all Australian libraries.

“(Some libraries are) not putting things up on Libraries Australia at all, which has diminished the value, the richness…it’s supposed to be the national bibliographic record but now it’s like, ‘well it might be on there but I better check other sources too’….:

“The ability for library users to request their own inter-library loans remotely as well as in the library is brilliant. It would be even better if ALL libraries had their holdings on Libraries Australia.”

A possible reason for this aforementioned reluctance may be a perceived lack of marketing, promotion and education regarding the new service – if Practitioners are unaware of the new service and/or the benefits of involvement, the overall service quality may suffer.

“I would like to use LADD as our main ILL system. However, not enough marketing and promotion has occurred for this to be viable (i.e. not enough NSW Public Libraries have their holdings on Libraries Australia and ILL Officers have not been encouraged to even accept requests via LADD!) – which makes it very difficult for the rest of us who would like to support the efforts of Libraries Australia.”

**Service Satisfaction**

While unprompted praise for the service was not the norm amongst Practitioners in the qualitative segment, many reported general satisfaction with the service when prompted, while most were enthusiastic about the overall concept and potential for service improvements.

“Libraries Australia is an excellent service. It’s great to see NLA providing such a new and innovative way of making collections accessible to all Australians.”

This sentiment of overall satisfaction is also supported by the quantitative findings – with almost nine in ten (88%) Practitioners reporting to be satisfied with the Libraries Australia service, while only five percent maintain neutral views and seven percent remain dissatisfied to some extent. For exact figures, see chart overleaf:
Parallel with differences in service usage based on library role, overall satisfaction with the Libraries Australia service as a whole varied based on the services used. Those using the record export service (mostly Cataloguing and Technical Services Librarians) show the highest levels of overall satisfaction with the Libraries Australia service, while those using the Cataloguing Client and Web Cataloguing Form (again mostly Cataloguing and Technical Services Libraries) show the lowest levels of overall satisfaction. It should be mentioned that many other factors may contribute to differences in overall satisfaction ratings; however, it is important to note the relationship between specific service use and this impact on overall Libraries Australia satisfaction.

It should be noted, however, that despite relatively high levels of dissatisfaction for elements such as the cataloguing client, the actual number of Practitioners who noted low levels of dissatisfaction was for the most part, minimal. For example, no more than 2 Practitioners gave a 1 or 2 rating (on a 7 point scale).
As can be expected, satisfaction levels with specific Libraries Australia services also varied. When asked to rate their specific satisfaction with individual Libraries Australia service elements, Practitioners were generally more critical and less satisfied with specific elements than with the overall service as a whole – providing satisfaction ratings ranging from 90 to 44 percent net satisfaction (compared with an 88% net satisfaction rating for the overall service). Please reference the chart below for exact figures.
Those specific elements which received the lowest levels of individual satisfaction (cataloguing client and the web cataloguing form) also produced the lowest levels of overall satisfaction; however, the dissatisfaction with the services greatly increased with individual element satisfaction ratings. Of all service elements, web holdings maintains consistent service and overall satisfaction (90%) while search and inter library loans received significantly lower individual satisfaction scores.
Libraries Australia Evolution

The majority of Practitioner participants (89%) had used earlier versions of the Libraries Australia service prior to using the new and revised service – with one in ten Practitioners experiencing an NLA service for the first time with the revised Libraries Australia offering.

**Figure 13 – Previous Libraries Australia Versions Usage, Practitioner**

Sample: Australian Library Practitioners (n=393)

Among those with previous Libraries Australia experience, on average, 3 previous versions of Libraries Australia were used, with Kinetica Web, ABN, and Kinetica Document Delivery amongst the most popular – see graph overleaf for exact figures:

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While previous version experience varies amongst a myriad of older LA versions, a comparison of overall satisfaction with the current Libraries Australia service between those with past experience with Libraries Australia and those without shows that net satisfaction between the two groups remains nearly identical (89% for those without previous experience and 88% for those with past experience). Similarly, levels of indifference and net dissatisfaction are equitable between the two groups.
When asked to compare the ease of use of the revised version compared with Kinetica, on average, 64 percent of all previous Kinetica users find the new Libraries Australia easier to use, while 35 percent maintain the service remains the same and slightly more that 7 percent feel the service has worsened.

Specifically comparing users of different Kinetica versions (Z39.50, Document Delivery, Cataloguing Client and Web), the Libraries Australia service was rated 70 percent ‘easier to use’ compared to the Kinetica Web program and 60 percent ‘easier to use’ compared with the Kinetica Document Delivery Service. These differences are likely due to discrepancies in service and quality offerings of previous versions compared with the revised Libraries Australia. Please reference the chart on the following page for exact figures.
Of those that previously used Kinetica, ‘ease of use’ perceptions of the new service varied dependent on the services used. As shown in the chart below, those utilising the administration / reports area of NLA are most likely to find the new Libraries Australia easier to use than Kinetica, while those using the document delivery function and cataloguing client are the least. Not surprisingly, both the document delivery and cataloguing client services also received the lowest satisfaction ratings for specific service elements. Interestingly, 8 percent of users of the free search service found Libraries Australia more difficult to use than Kinetica.
Despite service perception variations for previous services used, the new Libraries Australia offering is generally seen to provide an overall improved mechanism for the conduct of specific activities – as just under two-thirds of Kinetica users find the new version easier to use and views gathered from the qualitative research reveal a general consensus that the new Libraries Australia version is a truly genuine effort by the NLA to provide improved usefulness and functionality.

“I have used [Libraries Australia] through several incarnations, ABN, even before that… it is much better now than then…”

“I think the web interface is much more up-to-date, much newer technology, much nicer and much more user friendly… it is really a very good interface.”

“Overall, Libraries Australia services are an improvement on previous services offered. This library is able to offer its clients an efficient, timely service due to the use of Libraries Australia.”

It should be noted; however, that despite an overall improvement, particular beneficial offerings of previous versions are still desired in the new Libraries Australia version and both stages of research revealed specific service elements and shortcomings of the newer version. This could be improved by integrating previous version characteristics into the new service. Specifically, the variations in ‘ease of
use’ ratings by services used (shown in the chart on the previous page) may be influenced by particular service shortcomings and a noticed decrease in service functionality and offerings compared to pre-existing versions.

The following section highlights specific areas of Libraries Australia noted by Practitioners as improvements compared to previous versions and/or areas of needed re-evaluation and enhancement. Explicit references to previous versions are noted in as much detail as provided by research participants.

**Catalogue coverage maintained across versions – but can be improved overall**

Amongst those utilising Libraries Australia’s cataloguing functions, the general coverage of databases is largely seen as similar to that offered via Kinetica (with the addition of improved access to international databases) as is the depth of coverage of the Australian National Bibliographic Database.

“The range of records available is the same (as previous versions) because they are sourcing them from the same place…”

“The range of databases is fine, there could be others but it is pretty broad at the moment.”

Amongst cataloguing librarians the key benefit perceived of the Libraries Australia service is the ability to contribute and “collaborate” around the Australian National Bibliographic Database. This key benefit is reported to have been improved through Libraries Australia when compared to the functionality offered through older versions of the service. Of the particular group of cataloguers included within the qualitative research, several did not contribute to the Australian National Bibliographic Database through Libraries Australia despite perceiving this activity as a fundamental benefit of the service to libraries and their customers (it should be noted that this contrasts with the majority of reports received from CEO level participants in that component of the research). This qualitative finding corresponds with the low proportion of Practitioners who used the record import service (only 7%).
**Data Quality**
While database coverage is satisfactory, the quality of cataloguing entries reportedly requires improvement. Several Practitioners noted that under the old Australian National Bibliographic Database service, quality control was of an excellent standard, with the standard decreasing with Kinetica and continuing to be maintained at this low level with Libraries Australia, as clearly demonstrated with the following quotes:

“When I’m looking for a record for a rare book particularly, I want a really good record… The quality control issue is a big one and that bothers me a lot about Libraries Australia… back in ABN quality control was good and then Kinetica came along and quality control was lost.”

“There were problems with matching and merging records in Kinetica and it still hasn’t been resolved.”

The issue of poor catalogue record quality is highlighted as a key issue for many Practitioners and is described in detail in following sections of this report.

**Inter library loans services**
With regards to Inter Library Loan functionality, and associated search functionality, Libraries Australia is seen to provide a more sophisticated interface that allows for more effective searching and easier advanced searching compared to previous versions. The change is seen to be chiefly at the “technological level” as Libraries Australia is seen to provide a stronger base technological platform on which such activities can be conducted. However, ease of use ratings for those using the inter library loans service remain low (at 57% easier to use) compared to other services.

**Search lacks some desired features found in Kinetica**
Views on search service improvement are mixed with around two thirds of Practitioners noticing an improved ease of use over previous versions and others noting specific disadvantages to the new service as highlighted in the following quotes:

“[I] find it far more difficult to conduct searches than Kinetica. Frequently the response hit list is irrelevant and cumbersome.”

“It would be good to be able to search more materials at one time as the older Kinetica version allowed.”

“[With the new version you're] unable to bring record up by searching under exact title option, or our client’s name option. We used to be able to do this in previous version.

Similar to issues with cataloguing record quality, the search service will be detailed in following sections.

**Service speed and reliability questioned**
Due to recent updates and upgrades, the speed and resulting reliability of the new Libraries Australia version was questioned by several Practitioners. As expected, the slow processing times and potential down times can act as a deterrent to engagement with the service, especially in regard to updating catalogue records, which is already viewed as a time consuming process. The following general
comments were not specifically related to a Libraries Australia service, but are intended to demonstrate an identified problem regarding service speed and reliability of the revised service.

“Sometimes the search facility is extremely slow. Sometimes it will decide that it doesn't want to search for a particular title or ISBN and the search will 'hang' indefinitely. The search is repeated and the same will occur.”

“Frustrating delays in getting a result when searching. Just hangs there ad infinitum.”

“We are concerned about the high levels of downtime in the past…”

“Sometimes the response times can be frustratingly slow…”

**Interface tweaks can improve overall service**

Compared to previous versions, when multiple log-ins were not required the necessity of logging in multiple times is viewed as cumbersome, unnecessary and other element of increasing system response time. Many question, “Why it is necessary to log in twice when adding holdings?” and assert that “the need to log-on twice to the program is unnecessary and time-consuming.” Generally, the need to log-in after each program time-out is frustrating and an issue which once resolved, may greatly increase service usability.

“*If the typeface were larger, that would be an improvement*”

“*Have submit buttons on the top & bottom screens*”

“*Free search screen should have tick box for Picture Australia so you can select/unselect*”

“*Could make it so you can print a request on one page – a lot of paper is wasted by printing more than one page per request*”
Cataloguing

For the approximately 15% of Practitioners that claim cataloguing as their primary library role, the performance and ease of use of the Libraries Australia cataloguing client is of utmost importance. And for the majority of Practitioners not actively involved with cataloguing functions (especially those sole practitioners), Libraries Australia must provide a quick, easy and understandable mechanism with which to persuade these Practitioners to improve the overall service depth by cataloguing their library’s holdings on Libraries Australia.

Service Usage and General Perceptions

Of those active cataloguers, most report a general involvement in both the upload and download of cataloguing records. However, it should be noted that some smaller libraries (and a few larger libraries, such as university libraries) appear to upload original records only onto their own local systems and therefore, not share their records through the broader Libraries Australia network – limiting the quality and breadth of the overall service.

The revised Libraries Australia offers catalogue uploading, compared to the previous Kinetica version – where the lack of uploading may have caused some Practitioners to turn to in-house systems. Now, it remains important to communicate the uploading service offered with the new system in an effort to change in-house uploading behaviour potentially sparked by a lack of uploading service within previous Kinetica versions.

The following sections outline current service satisfaction with both the overall cataloguing service and specific service elements. Following, anecdotal evidence is used to provide detailed explanations of service flaws and areas of opportunity and improvement.

Service Satisfaction

In regard to satisfaction measures gained through the quantitative phase of research – both the cataloguing client and web cataloguing form received the lowest net satisfaction scores compared to other service elements (only 56% and 44% net satisfaction, respectively). Nonetheless, other catalogue related elements, such as the ability to download and upload a catalogue record, received relatively higher scores at (89% and 68% net satisfaction, respectively).

This higher rating of the download catalogue record service element may be a result of the fact that noted areas of greatest weakness for the cataloguing client involved poor record quality, slow process time (especially in regard to the input of catalogue records), and general interface inefficiencies and difficulties – and therefore, service inadequacies were generally related to the addition of records.

In regard to satisfaction with specific elements within this broader service, satisfaction results ranged from 83 percent net satisfaction for the ‘ease of downloading cataloguing records’ (with the record export service) to 41 percent net satisfaction for the ‘ease of creating a bibliographic record’ (with the web cataloguing service).
Specifically, satisfaction with web catalogue elements showed the greatest variance amongst service attributes (24 percentage point range) – with overall ‘look and feel’ and ‘general ease of use’ receiving 40 and 28 percent net dissatisfied ratings, respectively.

As shown in the chart below, around 4 in 10 practitioners using the cataloguing service are dissatisfied to some extent with the general ‘ease of use’ and ‘look and feel’ of the web catalogue. Additionally, 37 percent of Practitioners sampled are dissatisfied to some extent with the overall ease of creating a bibliographic record.

While the log-in process received the highest level of net satisfaction (65%), over 3 in 10 Practitioners are dissatisfied to some extent with the log in process, potentially an offset of multiple log-in requirements and short service time-outs.
Satisfaction ratings with the Libraries Australia cataloguing interface are shown below. As pictured, around 6 in 10 of the surveyed Practitioners are satisfied to some extent with the ‘look and feel’ and general ease of use of the interface. Practitioners are generally most satisfied with the ease of adding or changing a holding and the speed of conducting a search. Additionally, in a similar trend to previous findings, satisfaction with the bibliographic record service (both the ease of creating a record and the response time once the record has been created) received relatively low levels of satisfaction.

Specifically in regard to satisfaction with logging in to the cataloguing client system, Practitioners noted the generally short log-out timing and the unneeded requirement to log-in multiple times while using the same Libraries Australia system. Simply put, Practitioners appear to prefer a single log-in which does not need to be renewed multiple times within a single session.
Overall satisfaction with the record import service rates at 66 percent net satisfaction, while individual elements also received similar levels of satisfaction results. Ratings across ease, speed and range categories remain fairly consistent with only a four point spread amongst the three attributes.
Satisfaction across ease, speed and range categories with the record export service follow a similar rank to the record import service, with ease slightly above speed and range falling 10 percentage points below ease of downloading. Compared to the cataloguing client and the web catalogue tool, the ‘look and feel’ of this specific interface appears to be an improvement with 79 percent of catalogue users satisfied to some extent.

Figure 22 – Satisfaction with Record Export Service Elements, Practitioner
Sample: Australian Library Practitioners (n=106)

The preceding figures and charts illustrate areas within the cataloguing system with which some users have expressed dissatisfaction. In future research, it will be essential to review these areas when identifying and ranking service improvement priorities. To add depth to these quantitative figures, the following section provides verbatim comments and views gathered in both stages of research to further highlight areas of needed improvement. After a thorough evaluation and tweaking of the Libraries Australia service, it will be interesting to return to these detailed satisfaction benchmarks and gauge service improvements across specific cataloguing elements to determine if implemented changes have had the desired impact.

It is important to note, however, that a few positive responses were gathered in regard to the cataloguing service. Despite low satisfaction with some areas of the service, several practitioners noted improvements and key benefits of the revised service – as overall the service was generally reported to be faster and easier than the functionality available through Kinetica.

While Practitioners mentioned several (perceived) new services such as the ability to input authority records directly to the Australian National Bibliographic Database and the amendment of records already contained on the database, the only new function actually added to the revised Libraries
Australia service was a simple copy and paste functionality. Perhaps, upon closer review of such comments, it might be suggested that Practitioners are identifying relatively recent additions even if not actually within the latest version.

*We rely on Libraries Australia 100% [for downloading holdings and uploading holdings], except for non-English materials…its faster, easier to search…"

“So we’ve got the best of the old Kinetica and the ease of the new system.”

“So on the whole, I just love adding our records, and think it’s a great service.”

**Areas of Weakness and Needed Improvement**

While several Practitioner comments are positive about the revised cataloguing service and feel it is largely an improvement to Kinetica, others maintain that many issues with the previous version have not been rectified with the new Libraries Australia cataloguing service. This is finding is further supported by quantitative findings which show only 56 and 44 percent net satisfaction with the cataloguing client and web cataloguing form.

“There are a number of bugs in the Libraries Australia Cataloguing Client most of which where there before it was released but still haven’t been fixed.”

These key areas of needed improvement include:

- Time consuming record contribution
- Duplicate records
- General interface inefficiencies
  - Inconsistent heading order
  - Link functionality

As perceived by many of the Practitioners, contribution to the Australian National Bibliographic Database can be very time consuming – and several librarians have even reverted to the creation of original cataloguing records through their own local system.

While this practice is viewed by many as a “shame”, as it depletes the overall value of the Libraries Australia service, it is generally perceived to be a great effort to create and insert cataloguing records into the Libraries Australia system. This was found to be particularly true with small libraries with constant pressure on resources and staffing.

Other comments relating to the time consuming process focussed on the slow speed of record upload – definitely noted as an improvement over Kinetica but still with some lag time and slow system response.

“If I look at time and what’s quickest, our own system is going to be a lot quicker.”

“If you’re adding a record in the client its supposed to appear on the web search immediately…there’s a little program called ‘the pusher’ and it goes to sleep…I expect a record there straight away.”

“We would like to add our holdings to LA but the process is too time consuming to be practical.”
"I’m satisfied with the cataloguing client apart from the length of time to link to authorities. It often takes 4-5 minutes (and sometimes 7 minutes) to link to corporate authorities."

"Switching on the special characters bar slows the system to a crawl."

Another growing problem perceived by Libraries Australia users is the number of duplicate records – seen as an offset of software inadequacies and information growth. Duplication was also commonly seen as a specific ramification of the increasing number of Libraries Australia clients using batch-loading, potentially decreasing the consistency of record formatting and information provided, and generally decreasing overall record quality.

This trend toward batch loading can be seen as shift toward an attempted increase in efficiency and productivity at the expense of record quality – as the general lack of cataloguing staff and deficiency of high quality training and courses (including tertiary qualifications) for cataloguers increase the need for a “fast and simple” means of adding record holdings to the system.

"…given that more people have moved to batch loading of holdings, I wonder if this has effected the accuracy and ‘up-to-dateness’ of Libraries Australia in terms of Inter Library Loans… there is still a lot of ‘dead wood’."

"Because so much batch loading occurs, we can’t get rid this terrible problem of duplicate records which has plagued us for two version back … there are algorithms for this but they don’t work and this hasn’t been revised [in Libraries Australia]."

"To some extent, for libraries that are batch loading in their own system, the quality of their records is not great…they may have ‘house notes’ which doesn’t apply to your copy…then other libraries can’t add holding."

Several practitioners also noted interface limitations which fail to alert users when a duplicate record is entered and which do not provide an easy and assessable means for notifying Libraries Australia when duplicate records are found.

“A very frustrating feature of the Libraries Australia database is the number of duplicate records - this must drive ordinary readers mad! Maybe the software can be altered to alert anybody adding a new record that this ISBN is already in use.”

“I am using the simple web cataloguing form to add records, and this is quite unsatisfactory as it doesn't even have the author or series fields! Recently I mistakenly created three records for the same book (I still don't know how I did it!), but there was no way I could amend my mistake, so I had to alert Help Desk. It would be good to know how to amend or delete such mistakes oneself.”

“They have a process where you can report duplicate records but it is too labour intensive for us… and that is one thing that is not getting better.”

Some participants made note of particular interface difficulties – many of which, once fixed, may increase user efficiency and productivity. Of particular issue is record heading order, which was found
to be inconsistent and confusing – and ultimately too time consuming as Practitioners are forced to search for a record amongst unordered headings.

“I once brought up a list of 4000 headings (in no particular order) when linking to a subject authority. The heading I wanted was two thirds of the way through - although it should really have been first if the headings were listed in order.”

“Authority headings are shown in the order they were created, instead of alphabetical order. This makes it very hard to find the authority record for ‘Health’ for example.”

“[Scan search] results are in a dreadful mess, I’m not sure what order they are in… they should be in LC filing order.”

“Adding a holding is simple; it’s finding the right record [that is more difficult].”

In relation to Authorities, many practitioners noted that the “link” functionality does not work, and therefore, “scan search” results and Copy Clone features can prove to be problematic.

“You are supposed to be able to paste a link [in an Authority record] into your bibliographic record, but that doesn’t always work.”

“It’s not easy to clone…the Copy Clone feature in the client is abysmal because it strips out data that would be useful…we find it easier to copy and paste into a new record.”
Inter Library Loans / Document Delivery

The greatest number of survey respondents identified their role as an Inter Library Loans / Document Delivery librarian (32%), while an even higher 48% of overall respondents claim to engage with this specific service.

Among those using the service, the vast majority of Practitioner usage of the inter library loans / document delivery service is in the ‘request’ of items from other libraries (94%), while two thirds also participate in the ‘supply’ of items to other libraries (67%). This discrepancy between request and supply means that while more than 9 in 10 practitioners request loans, less than 7 in 10 Practitioners supply loans. It should be noted however, that while this difference may signify a burden on the 67 percent of Practitioners supplying items, in smaller organisations the same person(s) often both request and supply items, while in larger organisations, different people may complete the two tasks.

When asked to further clarify and identify which activity was undertaken most often, 56 percent claim to request items to a greater extent, 16 percent claim to supply items more often, while the remaining 28 percent assert they undertake both activities with a similar frequency.

**Figure 23 – Inter Library Loans / Document Delivery Service Behaviour – Activities Undertaken, Practitioner**

Sample: Australian Library Practitioners (n=171)
“LADD penalises small libraries, we often have to supply many more items than we request. It is a burden having to check for new requests, please speed the start-up of email notices for new requests.

In fact, during the focus groups, one of the smaller libraries commented on resourcing issues which limited the extent to which they could fulfil on ILL requests. While they are happy to loan items unique to their library’s holdings, they would prefer to have other larger libraries fulfil on other items. At present, the loan system was noted to list holdings in alphabetical order by library (placing this specific library near the top of the list) and it was recommended that the system have more flexibility in such elements as the order of listings.

Despite this imbalance between request and supply and several other issues with the Libraries Australia Document Delivery (LADD) service as a whole (detailed in later sections), the general range of benefits and capabilities of the service seemingly appears to fulfil most broad level requirements relating to inter library loans / document delivery – resulting in satisfaction ratings superior to other Libraries Australia elements (i.e. cataloguing), as shown in the chart on the following page:

Figure 24 – Overall Satisfaction Inter Library Loans / Document Delivery Request and Supply, Practitioner

Sample: Australian Library Practitioners (n=161, 114)

<table>
<thead>
<tr>
<th>Rating</th>
<th>Request Inter Library Loan</th>
<th>Supply Inter Library Loans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net dissatisfied</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>Neither dissatisfied or satisfied</td>
<td>12%</td>
<td>18%</td>
</tr>
<tr>
<td>Net satisfied</td>
<td>72%</td>
<td>64%</td>
</tr>
</tbody>
</table>

Ratings for individual service elements of the ILL request range from 71 percent net satisfaction for the ‘ease of location items’ to only 57 and 56 percent net satisfaction for the ‘efficiency of the billing process’ and the ‘cost of document delivery,’ respectively.
Another service element receiving relatively lower net satisfaction ratings – ‘ease of identifying item availability’ – was also highlighted amongst Inter Library Loans Practitioners during the qualitative focus groups:

“In LADD, we can search for a book, find it and we can send off a request to one or several libraries and they tell us if they can supply it or not… we track it from the request number… our holdings will come up and if we have the book then we wouldn’t get it from somewhere else… but we can’t see if the item is available from the library from which we might request it… it would be handy to know that… that would be a very nice little feature”

Another point of minor frustration noted during qualitative research related to insufficient contact/delivery details received with loan requests. Contact/delivery details are of high importance to Practitioners when fulfilling a request, and while physical address information is currently required when submitting a request within the Libraries Australia system, the provision of other (oftentimes necessary) contact/delivery details are oftentimes absent. To ease this frustration, Libraries Australia may consider making this additional information, such as desired modes of delivery (e.g. post, DX, fax), deadline/timeframes for delivery and/or phone/email for queries, etc. compulsory fields or even automatic and associated with log in details.

“Very often there is no phone number, fax number or email address in document delivery request forms… it can be very time consuming to find those details if you need to get in contact with [the requester].”
While almost two thirds of LADD users show satisfaction with the responsiveness of other libraries to fulfil requests, the qualitative research highlighted a general sense of overall contentment with request response times, with the majority of participants reportedly experiencing very fast turn-around times, often within a day or two. It should be noted that a minority – those involved with public libraries – admitted that it could take up to five days to process a request due to internal strains on resources.

"The responsiveness of other libraries using LADD is pretty good, I think most libraries do a daily printout or check so usually within 24 hours you will know if they are fulfilling the request or not… for public libraries this might be a little longer."

Compared to the request of loans, the supply of inter library loans received relatively lower satisfaction scores overall and across specific service elements. The ‘ease of identifying requester information’ received one of the lowest levels of net satisfaction, most likely a result of an issue raised previously – the need for Libraries Australia to require more detailed information (i.e. delivery preferences, additional contact details) when requesting a loan.

Interestingly, satisfaction across the ‘efficiency of the billing process’ and the ‘cost of document delivery’ elements remains constant across both request and supply ratings (at 57 and 56% net satisfaction, respectively). Views gathered from the qualitative research describe the billing process as somewhat efficient and accurate and the payments service as ‘behind the scenes’ managing the financial aspect of the potentially large list of LADD transactions between supplying and requesting libraries. It is seen that these processes save practitioners a large amount of paperwork and calculation that might otherwise be required to manage the invoicing aspect of document delivery and
receipt – however, relatively low satisfaction ratings (especially with the request of loans) highlight the need for improvement within the billing service.

“The electronic payment system is the attractive bit for us, otherwise we end up having to do the invoicing and other bureaucratic stuff that is why we use [LADD] for our inter library loans whenever possible.”

“You get a bill and a cheque every two months and they arrive around the same time, it’s not an area that I really worry about it”

“We receive the request and will supply it and when we do send it off or fax it or whatever, we mark it as shipped… it is all electronic with payments…”

Across the range of issues identified, there was also some mention of a frustrating built in time-out feature within the LADD system. Practitioners may be logged out of the system at the end of the time-out period (10 or 20 minutes), even if some activities are in mid process – resulting in lost data from activities commenced but not completed.

“…LADD seems to time out after about 20 minutes, you can sort of be distracted and do something else and then you come back and what you were in the middle of is gone… I don’t think it should time out at all… that’s a very short time.”

“as far as document delivery is concerned, it does go down, we are on VDX so we go through the gateway… but when it happens it is just for short periods and they provide adequate notice so its not really a problem…”

When asked about the ease of updating library and user information in the Australian Libraries Gateway (ALG) and Inter Library Resource Sharing directory (ILRS), these services offer an acceptable level of interaction. The ALG particularly, offers a solution to the aforementioned issue of Inter Library Loan requester libraries omitting contact details as a part of document delivery requests – and from the research conducted it seems that this is the primary driver of usage for the ALG amongst Inter Library Loan practitioners. However, it should be noted that relatively low levels of detailed interaction with either ALG or ILRS were uncovered (among both ILL practitioners and cataloguers) and specific issues relating to these systems may need to be identified amongst users more frequently accessing these systems as no suggested improvements were uncovered from participants:

“For the ALG each library has a special password to update their own details and the idea is that libraries keep their own details up-to-date, it is a pretty good idea but you shouldn’t have to go there to look up other libraries, they should just put all of their details in the LADD request and often they don’t”

“You can update your records in ILRS… I think you have a special password in LADD to change your library details… for things like changing your address and Aerial number and housekeeping things like fax, phone or email address…I think it is pretty straight forward.”

“[Australia Libraries Gateway], we use that occasionally… you go into a search and it brings up all of the holdings of the various libraries and you can search from there which is fabulous… I think it was available in Kinetica and I don’t know if this has changed.”
Uptake of “usage statistics” was low amongst participants in the research and this feature is perceived to be tailored for administrative staff to review. These features are not seen to be a part of the core benefits of the LADD system for practitioners, but are acknowledged to play an important role in the way the system works:

“As far as I know [the usage statistics] go to administrative staff… it tells you how many searches you have done and that is used for the charging model but I don’t use them… even with the new charging model, now that they have swapped it over, how much you use it has a bearing on [the cost] for Inter Library Loans.”
Web Holdings

Satisfaction with web holdings elements range from 87 percent net satisfaction for the ‘ease of changing a holding’ to 66 percent satisfaction with the ‘ease of logging in.’ However, overall satisfaction with web holdings is higher at an impressive 90 percent net satisfaction, and only 1 percent net dissatisfaction.

Figure 27 – Overall Satisfaction with Web Holdings, Practitioner
Sample: Australian Library Practitioners (n=121)

Figure 28 – Satisfaction with Web Holdings Elements, Practitioner
Sample: Australian Library Practitioners (n=121)
As shown in the chart above, Practitioners note the highest level of dissatisfaction and the lowest level of satisfaction with the ease of logging in to the web holdings service – again, most likely due to the perceived ‘unnecessary’ multiple log-ins and short service time-outs.

In regard to maintaining current loan and request holdings, several Practitioners noted the need for some sort of incentive or system to ensure that individual libraries are held accountable for maintaining up-to-date holdings – and that the interface itself should provide an easy means for deleting and/or reminding users of expired holdings.

“There NEEDS to be some sort of incentive for libraries to update/delete their holdings as they change. The database holdings are not current due to lack of reason to devote time and energy to making changes.”

“I would like to be able to perform some sort of bulk deletion of holdings. It is very tedious to enter the holdings area of each record to delete them.”
Search

As can be expected, of all Libraries Australia services, both the free and subscription services are used by the highest percentage of Practitioners (62 and 61%, respectively). With this in perspective, it should be noted that improvements to search elements would most likely result in the largest improvement in overall service satisfaction – and therefore, search improvements should potentially be prioritised over improvements in other areas of the service.

Service Usage and Perceptions

There exists a high level of awareness amongst Practitioners that the search functionality has changed since Kinetica, around both forms of the search service – free and subscription-based. Additionally, both services are generally seen to provide relatively effective ways in which to find items from other libraries, although the subscription-based search is clearly perceived as the superior search function. It should also be noted that no mention was made, from practitioners, regarding the service’s new ability to link the searcher to booksellers online.

Overall, the free search functionality is generally not actively promoted to customers; rather, the accepted system relies upon customers approaching Practitioners for search assistance. Consistent with the processes outlined by CEOs in the qualitative research, Practitioners report that the preferred option is for library customers to use the in-house catalogue search or electronic databases as the first port of call, and subsequently approach a librarian if the item sought cannot be found.

Several Practitioners mentioned that their library provides links to the free search service on library computers; however, many do not promote either the free or subscription service to library users. Contrary to popular opinion amongst CEOs, Practitioners do not feel that library visitors lack the information literacy to adequately conduct a search using the service, rather the service is simply viewed as one that should be conducted by Practitioners themselves.

“We search but not the users, only the librarians… we find it for them.”

“Our visitors can use it freely through an Internet connection but they are not directed to it… I don’t really know why.”

While this practice is currently in place, Practitioners do not appear to shun the notion of promoting and offering the free search to library customers. In fact, most Practitioners believe that, while the free search is not as powerful as the subscription search, its simple Google-like interface would be effective with individual users.

“I think that end-users would probably understand the search and what is delivered to them, it is author and title… I don’t think they would have a problem with it… it would be good if it recognised where you are conducting a search from, which library you are at and organise the results by order of relevant location”

“Kinetica was hardly an improvement from its predecessor… but this one is really good and it has a very Google-like search method… they really capitalised on new technology, searching on the web is
like searching Google and you don't need Boolean operators you can just do word searches and that is good”

Another common perception amongst Practitioners is that the subscription service is notably more powerful than the free service:

“The advanced search is more simplified because of the new choice of fields which is generally good…”

“The advanced search is improved… search by phrase, there are more limits and you can search multiple databases simultaneously, on the left hand side you can go to other databases… on the web interface.”

“I found it difficult to respond to some of the questions relating to the 'search' function - if you use the free one as opposed to the subscription one there are huge differences in functionality. The free one is extraordinarily limiting. I use it first because it's quick to get to, but generally end up taking the time to sign in to the other in order to be able to manipulate/refine my searching.”

“Please consider providing advanced search options to users of the free search. This would make Libraries Australia a fantastic service.”

Additionally, among a minority, there was confusion between the free search versus advanced search, largely based around the perception that all search functions should have an 'advanced' option, rather than differentiate between the two (i.e. one being free and one incurring a charge).

“I just wonder what the free interface is all about because it's not very good. You can't do good searching, complicated advanced searching…”

**Service Satisfaction**

Overall satisfaction with the new search service remains relatively consistent to other offered services (at 85% net satisfaction), while satisfaction with various search elements ranges from 86 percent net satisfaction for the general ‘ease of use’ to only 52 percent net satisfaction for the ‘extent to which the search history is useful.’ Please view charts overleaf for exact figures.
Figure 29 – Overall Satisfaction with Search, Practitioner
Sample: Australian Library Practitioners (n=393)

8% | 7% | 85%

Figure 30 – Satisfaction with Search Elements, Practitioner
Sample: Australian Library Practitioners (n=393)

<table>
<thead>
<tr>
<th>Category</th>
<th>Net Dissatisfied</th>
<th>Neither dissatisfied or satisfied</th>
<th>Net satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>General ease of use</td>
<td>10%</td>
<td>4%</td>
<td>86%</td>
</tr>
<tr>
<td>Relevance of search results</td>
<td>11%</td>
<td>6%</td>
<td>83%</td>
</tr>
<tr>
<td>'Look and feel'</td>
<td>9%</td>
<td>11%</td>
<td>80%</td>
</tr>
<tr>
<td>Speed of conducting a search</td>
<td>12%</td>
<td>9%</td>
<td>80%</td>
</tr>
<tr>
<td>Ease of logging in</td>
<td>8%</td>
<td>14%</td>
<td>79%</td>
</tr>
<tr>
<td>Effectiveness of search filters available</td>
<td>15%</td>
<td>20%</td>
<td>65%</td>
</tr>
<tr>
<td>Ease of linking through to ALG</td>
<td>10%</td>
<td>30%</td>
<td>60%</td>
</tr>
<tr>
<td>Extent to which the search summary is useful</td>
<td>9%</td>
<td>32%</td>
<td>59%</td>
</tr>
<tr>
<td>Extent to which the presentation of search results can be customised</td>
<td>14%</td>
<td>29%</td>
<td>56%</td>
</tr>
</tbody>
</table>
### Areas of Perceived Weakness

- Improve search feature awareness
- Rectify inaccurate search results
- Fix general interface limitations

### Stress search feature improvement in communications and training

Improve overall awareness of free and subscription search interfaces – and to increase Libraries Australia profitably, promote the superior results and nature of the subscription service compared to the free search

### Perceived problems in search results

“I find the Search facility in Libraries Australia always brings up lots of irrelevant results. I don't know how the list is ranked but it certainly doesn't seem to be by relevance. If I ever use the Simple Search I have to wade through lots of results to find the [one I want].”

“Results of searching are not accurate and up to date.”

“Inclusion of abstracts would be useful”

“My main concern is that the search can be very flaky. I have found that the only way I can be assured of getting results is using the 'starts with' option - I have done the same search using 'all of these', 'exact match' and 'starts with' and not had the same results.”

### Suggested enhancements

It would be great to be able to filter/narrow search by date in the free search interface.

“I think that the actual database has a lot of merit. I do feel that the searching is very limited in the way that it doesn't allow for spelling mistakes or alternative spellings. (I was under the assumption that this was now available from the last upgrade). Also, if I am searching for a particular title that I know is exact, I have to choose the 'as a phrase' option because it doesn't seem to match up under the 'exact' option. This is very frustrating.”

From a functional perspective, there existed some mention of the dual login problem highlighted by the National Library prior to the commencement of the research. As expected, this issue proves to be a minor annoyance:

“When you get in and go to do a separate search, the login is not in an intuitive spot… you get used to it but there are two entry points on the one screen and the login is not in a good place... they should say 'libraries log in here' and 'members of the public go here.'”

### Database Usage and Satisfaction

Above and beyond other available databases, 63 percent of those using the Libraries Australia search capability used the Australian National Bibliographic Database, while 48 percent used both the Library of Congress Catalogue and the British Library Catalogue. Of lower usage – Te Puna (30%), Australian
Journal Articles (27%) and Libraries Australia Authority (25%) were also used by more than a quarter of search users.

Figure 31 – Databases Searched in the Past Year, Practitioner
Sample: Australian Library Practitioners (n=393)

In general, satisfaction with the databases searched is relatively low compared to other Libraries Australia elements at 58 percent net satisfied – with almost 40 percent neutral (neither dissatisfied nor satisfied).

Another issue related to search involved the use of Libraries Australia to search the OCLC database and the associated cost for conducting such searches. Practitioners reported that the costs are a prohibitive factor in the uptake of searching OCLC:

“… we have problems searching OCLC and they way they charge for that has changed and it is a separate charging system for those searches and so now we have to cut back on searching OCLC because it costs more now…”

Figure 32 – Overall Satisfaction with Databases Searched in the Past Year, Practitioner
Sample: Australian Library Practitioners (n=393)
Training and Help Desk

Libraries Australia offers training to inform Practitioners of program features and services and to assist with uptake and implementation of the new service. To supplement this training, a help desk is available to all Libraries Australia users.

Service Satisfaction
Overall, the Libraries Australia training service and help desk received relatively low satisfaction ratings at 60 percent net satisfaction with the help desk and only 45 percent net satisfaction for the training – as shown in the chart below.

While the quantitative research did not question the usage of the training service or help desk, it may be possible that the large number of neutral responses signifies a lack of experience with these two services, and thus, Practitioners are unable to maintain strong positive or negative valuations of the service.

Additionally, while these low ratings may also be on offset of the recent upgrade – with Practitioners required to learn and adapt to new service features and changes – improving satisfaction with both the help desk and training will have a large impact on overall satisfaction with the service, especially in regard to awareness of feature capabilities and functions.

Figure 33 – Overall Satisfaction with Libraries Australia Help Desk & Training, Practitioner
Sample: Australian Library Practitioners (n=393)
As shown in the chart on the following page, satisfaction with Libraries Australia training varies greatly based on the specific services used within the Libraries Australia service – signifying that there is a discrepancy between training coverage and quality of services.

Figure 34 – Satisfaction with Libraries Australia Training by Services Used, Practitioner

Sample: Australian Library Practitioners

- Web cataloguing form (n=27): Net dissatisfied 4, Neither dissatisfied or satisfied 62, Net satisfied 34
- Record Import Service (n=33): Net dissatisfied 12, Neither dissatisfied or satisfied 44, Net satisfied 44
- Document Delivery (Inter Library Loans) (n=171): Net dissatisfied 14, Neither dissatisfied or satisfied 42, Net satisfied 44
- Free Search Service (n=236): Net dissatisfied 10, Neither dissatisfied or satisfied 45, Net satisfied 45
- Inter Library Resource Sharing (n=157): Net dissatisfied 10, Neither dissatisfied or satisfied 43, Net satisfied 46
- Australian Libraries Gateway (n=173): Net dissatisfied 8, Neither dissatisfied or satisfied 45, Net satisfied 47
- Web Holdings (n=121): Net dissatisfied 11, Neither dissatisfied or satisfied 41, Net satisfied 48
- Subscription Search Service (n=242): Net dissatisfied 8, Neither dissatisfied or satisfied 13, Net satisfied 49
- Record Export Service (n=106): Net dissatisfied 10, Neither dissatisfied or satisfied 40, Net satisfied 50
- Z39.50 Gateway (n=61): Net dissatisfied 8, Neither dissatisfied or satisfied 42, Net satisfied 51
- Cataloguing Client (n=57): Net dissatisfied 3, Neither dissatisfied or satisfied 45, Net satisfied 52
- Administration / reports (n=61): Net dissatisfied 7, Neither dissatisfied or satisfied 33, Net satisfied 60

It should be noted that the previously mentioned findings should be interpreted cautiously, as surveyed Practitioners were generally involved with a variety of Libraries Australia services, and thus, satisfaction ratings with the training across services are not mutually exclusive.

“Training has been slanted to those who upload records or use the system differently to our use. At training sessions, our queries have not been addressed as they are not appropriate to the majority of attendees.”

Areas of Weakness and Needed Improvement

In regard to specific areas of weakness and needed improvement with Libraries Australia training, both the focus groups and comments received in the quantitative survey revealed:

- A need for recognition of the difficulty in keeping up to date with multiple changes (especially for infrequent users)
- Limited locations and available content are provided in training sessions
Occasional users find constant changes hard to understand

While Libraries Australia is generally perceived to be easy to learn, occasional and infrequent users (who have not undergone formal training) are likely to be unaware of new features and services. This was found to be especially true for Cataloguing Libraries and in fact, one cataloguer in the focus group research reported to be unaware of the “add record” function with the new service.

“Most of the 'improvements' have just made it harder to use. Keeping up with the changes is also very hard for occasional users such as myself.”

“As we do not use LADD that frequently we find it difficult remembering every small detail to go to the next step or finding out why items have not been filled - very frustrating! If the system can be simplified with maybe not so many steps I think we would find it a lot easier to use.”

“We do not use LADD frequently so find it difficult at times to remember every small detail that needs to be done.”

Training locations / content need expansion

While training is available to many Practitioners, the qualitative research revealed that on the whole, most Practitioners had not received any formal training on Libraries Australia, but rather, simply ‘muddled through’ the new interface. Other comments focused on the limited availability and high prices of the training sessions – which smaller and under-funded libraries did not have the resources to attend.

“Training usually appears to be in the southern in areas which are very close geographically. When it does come UP NORTH it seems to be in only 1 or 2 places very far apart where council budgets are loath to let library staff travel to distant training.”

“It would be great if a representative could come to the country areas.”

It was noted that courses should be offered for those experienced with the Libraries Australia system, so more advanced concepts and functions can be covered without the need for arduous review.

“I would like to see Advanced training made available for those of us who have been using this database for some time when major upgrades occur. When the latest upgrade came through I found that when I did attend training the course had more beginners than experienced users”

With these findings in mind, Libraries Australia may want to consider an expansion of training locations and content – not only to provide training to a greater number of Practitioners, but to ensure that new features are understood and utilised to the fullest extent.

Perceived areas of weakness and needed improvement within the help desk service include:

- Help desk staff slow and sometimes incapable
- Problems are circumvented and not addressed directly – root cause remains
Practitioners not provided with self-help mechanism – reliance on help desk too great

Staff competency issues

One of the most important aspects of the help desk performance is as expected, the help desk staff. While it is rare that help desk staff receive rave reviews (as queries are often difficult and callers irritable) – the number of negative comments regarding Libraries Australia help desk competency leads to the conclusion that staff may need additional training or assistance in providing superior service to Practitioners. Additionally, by leading Practitioners away from the help desk – by providing the means to troubleshoot and solve problems on their own or within the library community (with a group forum, for example) – the resource pressure on the help desk may be reduced so only the most qualified staff would need to attend to the small number of Practitioner queries.

“There have been times when I could not understand the person I was speaking to, which made an already difficult topic impossible to resolve and I gave up.”

“Sometimes when I have called, they have had fill-in staffs on duty that haven’t been able to help me. So it's been a waste of a call.”

“Not everyone on the service desk has the necessary skills to help you with a problem.”

“It can be difficult to contact people/get appropriate responses. This is not always the case, and I do understand that there has been a certain amount of turnover in LA staff in the last 12 months, but when people on the helpdesk just don’t know things.”

“I don't bother even ringing because after the first few times when no help was offered I gave up even trying.”

Problems are not addressed directly

Several Practitioners noted that when calling the help desk, tedious methods or ‘re-dos’ were requested to circumvent the problem – as opposed to solving the problem at its root cause, and preventing future issues with the service. While this may be a result of base interface limitations or staff incapability (as addressed previously), it will be essential for Libraries Australia to properly address issues brought forth to the help desk in order to improve the Libraries Australia service as a whole.

“When making enquiries about problems with requests that I have made in LADD, the most common response I get is ‘you’ll have to cancel your current request and make a new one’ with no attempt being made to determine why I'm having the problem”

Decrease need for reliance on the help desk – enable practitioners to troubleshoot

Practitioner comments imply that many help desk enquiries are a result of interface inefficiencies – essentially, the Libraries Australia program does not allow Practitioners to troubleshoot themselves –
and therefore, the help desk must be relied upon. An example of a common situation in which the Libraries Australia service prevents user troubleshooting is described in the following quote:

“Recently I mistakenly created three records for the same book (I still don’t know how I did it!), but there was no way I could amend my mistake, so I had to alert Help Desk. It would be good to know how to amend or delete such mistakes oneself.”

It should be noted that the Libraries Australia Cataloguing client does in fact allow users to delete/amend records created in error; however, due to training inefficiencies and/or a lack of troubleshooting provided by the system itself, this particular user was under the impression that this process was not capable on the current Libraries Australia system.

Additionally, it was noted that many Practitioners may be calling the help desk with the same query; however, this could be resolved by communicating common questions and answers via the Libraries Australia website, Practitioner email lists or through training.

“In general, they don’t communicate help desk questions to the wider community, e.g. to benefit everyone.”
Future Service Usage

In a positive outtake, average predicted usage increase (across all service elements) is 12 percent while conversely, average predicted usage decrease is much lower at only 3.6 percent. With increased usage more than three times higher than decreased usage, an average 42 percent (across all service elements) predict their usage patterns will remain stagnant and unchanged.

The three services with the greatest predicted usage increase include:
- Inter library loans (document delivery) (19%)
- Free search (18%)
- Subscription access search (14%)

Perhaps not surprisingly, these services of greatest predicted usage increase are also the services with the greatest current usage.

**Free search:** The majority of Practitioners surveyed assert they will maintain current usage patterns (59%). Almost one in five claim an increased usage is possible in the future, while a minimal 3 percent predict they are likely to use the service less frequently. Compared to all other questioned service elements, Practitioners generally have a clear idea regarding current and future usage of the free search service (only 6% unsure).

**Subscription access:** In a relatively similar finding to that of the free search access, 52 percent of those surveyed predict usage at the same frequency. A lower percentage (14%), predict increased usage, while a slightly higher percentage than free search (5%) predict a decrease in usage. Of note, 15 percent of those surveyed are generally unsure of their future behaviour.

**Inter library loans:** Almost two in five (29%) of Practitioners will continue to use inter library loans at the same frequency, while almost one in five (19%) look to increase their usage. One quarter however, do not currently use the service and have no intention of using the service in the future.

**Uploading cataloguing records:** Above all other Libraries Australia service elements, 47 percent of Practitioners do not currently upload catalogue records and do not intend to do so in the future. Interestingly, the catalogue upload system received the lowest levels of customer satisfaction compared to all service elements – and most likely this relatively low satisfaction has negatively impacted future usage intentions.

**Downloading cataloguing records:** In a more positive finding than the upload of catalogue records, only 29 percent of those surveyed do not currently download records and will not consider doing so in the future (less than the 47% for uploading catalogue records). A further 38 percent claim to maintain their current usage, while only 4 percent predict a decrease in current usage.

**Z39.50 Gateway:** Almost one in five (18%) predict to maintain current usage of this service, while 7 percent predict an increase in Gateway usage. A significant 31 percent are unsure regarding their future usage, as it appears that many Practitioners may generally be unaware of the Gateway service.
**Australian Libraries Gateway:** In a finding similar to free search access, 53 percent assert consistent use of the ALG in the future while one in ten predict an increase in current usage patterns.

**Inter library research sharing:** Half of those surveyed will continue to use inter library research sharing to the same extent, while 10 percent predict an increase in usage of this service.

*Figure 35 – Current and Future Libraries Australia Service Element Consideration, Practitioner*

Sample: Australian Library Practitioners (n=393)
Summary and Recommendations

Overall, the research findings amongst library Practitioners, demonstrate that, at the strategic level, Libraries Australia is integrating into the operations of many client libraries and has established itself as a core service for libraries to assist in servicing their customers. The research uncovered a generally positive predisposition toward the service and the perceived aims of Library Australia, with a sense that of the numerous reasons for subscribing, the automation of workload is important for Practitioners.

In similar observation to that of CEOs, Practitioners recognise that the Internet is providing widespread access to information resources, on a scale never seen before. Within this evolving landscape, Practitioners report that Libraries Australia is playing a crucial role for many of the activities librarians undertake. While the service is mainly used to search, use of the Australian Libraries Gateway is high with almost half of Practitioners using this element and the same level using Libraries Australia Document Delivery.

While Practitioners themselves are making widespread use of the search services, the free search service is generally reported to not be actively promoted to library customers (it should be noted that Practitioners were not necessarily client-facing and thus, may not have accurate estimations regarding the extent to which it is recommended, however it is the sense of the qualitative research amongst both CEOs and Practitioners that search is not widely being recommended).

To maintain or change this trend, it is recommended that Libraries Australia undertake communications activities aimed at practitioner librarians, promoting the benefits of the self-serve style search facility. An existing key barrier to promotion of this facility to library customers currently, is the sentiment that the system was designed for use by librarians rather than end customers (who may lack the information literacy skills required to effectively understand and use the system). Additionally, it is suggested that continued education should focus on the differences and benefits of the free and search service – and specifically, in which instances each should be used and to what extent the services complement each other.

As might be expected, Practitioners in different roles make use of differing Libraries Australia services. Use of both the free and subscription service is fairly constant across roles; however Cataloguing Practitioners tend to use the subscription search service more so than the free service. The record export service and web holdings are employed most frequently by Technical Services and Cataloguing Practitioners, while the majority of document delivery and ILRS usage derives from Inter-Library Loan Practitioners. Cataloguing librarians make use of the Z39.50 Gateway, administration/reports, web cataloguing form and the record import service to a greater extent than other Practitioner roles. Because of these noted differences, it may be helpful to Practitioners if Libraries Australia were to provide advice, assistance and/or training segmented by library role.

While spontaneous praise for the service was not the norm amongst Practitioners, many report a high level of general satisfaction with the service when prompted and most were enthusiastic about the overall concept. This sentiment of overall satisfaction is also supported by the quantitative findings
with almost nine in ten Practitioners reporting to be satisfied with the Libraries Australia service to some extent.

It should be noted that overall satisfaction with the Libraries Australia service as a whole varies based on the services used. Those using the record export service show the highest levels of overall satisfaction with the Libraries Australia service, while those using the Cataloguing Client and Web Cataloguing Form show the lowest levels of overall satisfaction.

Based on these findings, it is suggested that efforts be concentrated on improving the cataloguing client and web cataloguing form (which received the lowest levels of net satisfaction with 56 and 44 percent net satisfaction respectively). These efforts should be put in place despite the fact that smaller numbers of Librarians use these services (15% of overall users) as low usage may be the result of low satisfaction and not a true measure of the actual demand and need for the service within Australia’s libraries.

Problems highlighted within the aforementioned services include low record quality, slow process time (especially in regard to the input of catalogue records) and general interface inefficiencies. Specifically, it is suggested that measures be taken to ensure quick upload and download of catalogue records (either through server upgrades, reduction in high-bandwidth images, etc.) and to reduce and eliminate duplicate records within the Libraries Australia database.

Almost nine out of ten Practitioners have used earlier versions of the Libraries Australia service prior to using the new and revised service. Among those with previous Libraries Australia experience, on average, three previous versions of Libraries Australia were used, with Kinetica Web, ABN, and Kinetica Document Delivery amongst the most used previously.

The new Libraries Australia offering is generally seen to provide an overall improved mechanism for the conduct of specific activities when compared to its predecessors. The majority of former Kinetica users find the new version easier to use and more generally, Practitioners report that the new Libraries Australia version is a truly genuine effort by the National Libraries of Australia to provide improved usefulness and functionality.

Specifically, Cataloguing librarians perceive the key benefit of Libraries Australia as the ability to contribute and “collaborate” around the Australian National Bibliographic Database. This key benefit is reported to have been significantly improved through Libraries Australia when compared to the functionality offered through older versions of the service.

Despite this noted improvement, it should be noted that a continued focus on quality and contemporary data will be essential to continue these existing perceptions, as with each out-of-date or inaccurate catalogue listing encountered, Libraries Australia users are less likely to rely on and return to use Libraries Australia.

With regards to Inter Library Loan functionality, and associated search functionality, Libraries Australia is seen to provide a more sophisticated interface that allows for more effective searching and easier advanced searching compared to previous versions. The change is seen to be chiefly at the “technological level” as Libraries Australia is seen to provide a stronger base technological platform on which such activities can be conducted.
In light of these positive perceptions regarding improvements over past versions, it is suggested that efforts be made to review the cost and billing process structure of Inter Library Loans, as only 57 and 56 percent of Practitioners surveyed are net satisfied with these two aspects of the Libraries Australia service. Additionally, it is believed that with a thorough review and further Practitioner consultation, costs and billing processes may be streamlined and satisfaction increased overall.

While cataloguing and Inter Library Loan functionality is seen to be improved in Libraries Australia compared to past versions, many Practitioners mention that the quality of cataloguing entries still requires improvement. Some even claim the previous versions of the Australian National Bibliographic Database service had superior quality control which became lax with the introduction of Kinetica.

In addition to the issue of catalogue quality, some noticed that elements of search functionality have been removed since previous inceptions of the service. Some note that the “response hit list is irrelevant and cumbersome” while others mentioned that Kinetica was preferable from the perspective that it allowed for a greater number of materials to be searched at the one point in time.

As the previously mentioned issues run throughout the research findings, one potential solution may be to provide an incentive (e.g. a free/reduced Libraries Australia subscription) to Practitioners to work toward improving catalogue quality and consequently, also improve the relevancy and accuracy of search results. To support this recommendation, one Practitioner noted – “There NEEDS to be some sort of incentive for libraries…”

Another key platform issue highlighted by several Practitioners throughout the research was the unnecessary log-in process when using the Libraries Australia service (e.g. the need to log-in multiple times within one session). In what appears to be an effort to increase user security, Libraries Australia may have in fact added an unneeded inconvenience to Practitioners. This is further exemplified in the satisfaction ratings of ‘ease of logging in’ – as this aspect was oftentimes ranked as one of the lowest performing features of several Libraries Australia services.

All in all, and despite some fixable concerns, the majority of suggested improvements to the Libraries Australia service surround small Interface annoyances rather than major issues – and it is believed that that minor service and interface tweaks may improve on the already high regard with which the service is held. Small adjustments such as increasing the typeface or including submit buttons at both the top and bottom of screens would contribute to increasing satisfaction even further.

Overall most Practitioners report a sense of satisfaction with the service and in a similar vein to comments received from CEOs, many feel that they are part of a national network helping to provide a positive service to the community. However, as might be expected, Practitioner perceptions and suggestions do differ to those put forward by CEOs.

Practitioner observations and comments tend to rest on a much more tactical level rather than at the strategic level. By and large, Practitioners are concerned with elements of the service functionality or process and largely remain focused on potential changes to refine current inefficiencies. It should be reiterated that while many suggestions for improvement have been put forward by Practitioners as a part of this research, most remain happy to a significant degree with the service they are currently using and most rate it as at least equivalent or superior to previous versions used.
To assist with the process of moving forward and taking action of Practitioner suggestions, it is recommended that Libraries Australia call upon willing Practitioners for assistance with needed improvements and initiatives.

For example, Practitioners may be actioned to act as a Libraries Australia ‘resource’ for surrounding libraries. Essentially, a specially-trained Practitioner could support other librarians in using the Libraries Australia service and also provide a more localised and face-to-face presence for Libraries Australia (especially as the help desk and training services received only 60 and 45 percent net satisfaction ratings, respectively). Additionally, by using incentives or other rewards to engage leading Practitioners at the local level, the issue of creating localised training problems and the apparent knowledge gap of help desk operations, may also be resolved.

Another engaging and solution-driven approach may be to create a ‘Practitioner Task Force’ across the variety of Practitioner roles to work towards updating catalogue records and reducing duplicate and inaccurate results. Essentially, these Practitioner volunteers could dedicate a certain amount of time each month or week to sorting through and fixing catalogue and search results. Again, these Practitioners could be volunteers incentivised with a free subscription access for the year or supplies for their respective libraries (e.g. books, computers, special training, etc.).

In regard to training and ongoing communication, Libraries Australia should specifically highlight benefits of the service in detail. Essentially, Libraries Australia should inform libraries why they should use the service for specific reasons, potentially by keying in on improvements over the Kinetica service. This communication is especially important as this research found that many Librarians may be unaware and/or confused regarding Libraries Australia services (even those services which are not new to the most recent upgrade).

Overall, an effort should be made to increase communication within the Libraries Australia community, potentially by creating an email mailing list to dispense ideas and ‘helpful hints’ for subscribers and users of the service. By increasing communication and maintaining an open and ongoing dialogue with Practitioners throughout Australia, Libraries Australia will likely work toward solidifying itself as a core system within Australia’s Libraries.
APPENDIX A

SURVEY INSTRUMENT
APPENDIX B

ADDITIONAL ANALYSIS
Value Statement

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INTRODUCTION

The services centred on the National Union Catalogue – the Australian National Bibliographic Database (ANBD) and the National Bibliographic Utility (NBU) – commenced in 1981. The National Library of Australia has always regarded the provision of the ANBD and the NBU as its “bread-and-butter” service, the keystone of its outreach to the library community. The library community responded generously by contributing details of individual collections to the ANBD, in effect creating a cooperative.

As an acknowledgement of this, the key recommendation listed in Libraries in the Online Environment, Senate Enquiry October 2003, that the National Library of Australia receive additional funding to provide improved access to Kinetica for all Australian libraries and end users has been delivered by the National Library, without the proposed extra government funding. In addition, over the last 15 years, the service platform has been completely upgraded at regular intervals – from the Australian Bibliographic Network (ABN), to Kinetica, to Libraries Australia and this program is ongoing.

The transformation of the networked service from ABN to Kinetica was a deliberate response by the National Library to the phenomenal change propagated by the web environment. Similarly, the National Library has paralleled the delivery of information online by services such as Wikipedia with its opening up of access for the general public to the National Union Catalogue via Libraries Australia.

ECONOMIC VALUE

After 25 years, the cost of running the ‘bread-and-butter’ service stands at $AUD5m per annum1, but the return on investment should be enhanced in the context of both the needs of Australian libraries and the needs of the general public. The expert metadata (MARC) contained within the ongoing contributions made by libraries could work harder across the global information network2.

International studies ascribing value to National Union Catalogues have focused on the traditional: in 2003, the National Library of New Zealand cited making end user searching free and abolition of interlending fees as key goals in providing a service worth more than $NZD160m to that nation. In 2002, a study by the National Library of Canada found that almost $2m Canadian dollars were saved for university and large public libraries by the cataloguing efforts of the Library and Archives Canada / Bibliothèque et Archives Canada3. However, this forms only a part of Library subsidisation for its union catalogue services.

Also in 2003, the British Library estimated its worth to several nations as £GBR363m, with four pounds of value being generated for every pound invested in it.4 The ‘retail’ value of Australia’s National Union Catalogue has not been quantified.

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1 Including a $1m subsidisation by the National Library (2006-07)
3 The Value of the National Union Database (Kinetica paper KAC2003/1/10)
4 The Value of a National Library, http://www.bl.uk/cgi-bin/press.cgi?story=1399
FUTURE SERVICE VALUE

In a more recent study, Missingham deduced that the economic value of libraries is less important than what their efforts signify in the long term. She wrote about three issues that are not considered in current value studies, which are valid measures to some degree for the National Union Catalogue:

“One could argue that for libraries the value of the collection and services is not always seen in immediate use by patrons. The research collections, including historical collections in public libraries, are not created simply to use each year, but are a long term investment in building a cohesive resource based [sic] for current and future study. ... There also may be communities which do not use the library [currently] but have the potential to benefit in the future...

To establish a more long term view of libraries’ services it would be possible to map contingent valuation to long term impact to establish comparative information. Libraries by sector would be likely to lie in different quadrants. For example national and state libraries would be likely to be higher on long term value and possibly less in terms of contingent value. Public libraries would be likely to be lower in long term value and possibly higher in terms of contingent value because of their delivery of immediate services and collections for immediate use.

... If the whole national research output of a nation is available through libraries a multimillion dollar research cohort is accessible.”5

The utility of the Libraries Australia service has always been dual: it supports the activities of librarians and other collection managers as well as the information-seeking needs of all Australians. Two factors have changed the immediate information environment: a significantly reduced need for mediated discovery services; and the proliferation of e-resources from publishing houses trying to compete against freely available Web content.6 But as the business of Australian libraries changes, it doesn’t follow that the ANBD is less relevant to library operations. Stakeholders can still derive efficiencies from participation in the cooperative. This is illustrated in three areas of growth:

- Digitisation of unique local collections;

  Public, state and university libraries are realising that their special collections have intrinsic value in the networked environment. The unique nature of these collections makes it imperative to share access to them. The ANBD provides a place to aggregate virtual collections of the distributed works of authors and artists spread across Australian collections.

- Management of the scholarly lifecycle by academic libraries;

  The National Union Catalogue ties together print-based collection development policies. However, as institutional repositories become more established, scholarly outputs should become the focus of collection, description, life-cycle management, and resource sharing activities for their

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6 E-resource is defined here to mean browser-accessible content, not a discrete physical carrier.
libraries. Libraries Australia provides an efficient vehicle with which to expose Australian research to the global network, because the National Library is able to be a broker and negotiate with other large aggregators.

### Licensing of e-resources.

One of the critical comments in the recent Libraries Australia stakeholder survey was that the ANBD is not the place to share information about licensed e-resources, information which may not need to be shared at all on a national scale. The Horn, Epps, Moncrief paper throws some light on this commentary: “electronic resources are now of greater value to the institution in achieving successful outcomes, strategically and financially...Since 2003, the total proportion of Deakin University Library’s information resources budget expended on online resources has increased from 17% to 47%.” “The increasing move to electronic journals and electronic books by scholarly publishers, coupled with user’s preferences for online access, is leading the Library to question the long term value of print items.”

Similarly, in the context of institutional repositories: “It is already clear that most libraries don’t want access to paper copies of journals any longer. Paper copies involve cataloguing and shelving, and are hardly ever used compared to electronic access to articles. Some librarians have confessed to me that they are required by their contract with a publisher to purchase a paper copy of a journal in order to get electronic access to it, but that they then throw the paper copy away as the cheapest way to dispose of it. In 2007, many librarians agree that scholarly journals are almost always electronically accessed by researchers (see also section 6.4 of [3]).”

Cataloguing by the licensing library may not be important, but sharing the records and providing holdings information still is. This can be done by ensuring the vendor places the MARC record in the ANBD on behalf of the licensee. Such an arrangement has been confirmed for the national site licensing offering. This was sought because of the National Library’s goal to negotiate data syndication which bridges the gap between the general public which uses Google to start an information search but can find and use the relevant item in their nearest library via Libraries Australia.

The financial ramifications for the ANBD of decisions by libraries to not record their e-licence holdings in the National Union Catalogue are not addressed here.

The prime value of the Libraries Australia service is still perceived to be as a bibliographic utility for sharing of catalogue data, but it is available to be exploited in different ways from those imposed by current or historical perceptions of the ANBD. The contributions which have been made and continue to be invested in the cooperative can now be leveraged in the following ways:

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8 Google Scholar is an obvious example, but having an independent agency such as the National Library take on this role means it can be quite nimble with other aggregators for all libraries.


Representation of a nation’s intellectual record over the long term11;

The value of the ANBD as a national asset arises from the National Union Catalogue, which was a restricted public face of that record. Leaving the responsibility for the provision of a public access portal to the National and State libraries frees up resources for university and public libraries to manage the Australiana for which they have assumed responsibility.

The metasearch platform;

The Libraries Australia free search interface took a step towards creating a true metasearch platform which can support different types of data, different forms of content, and different approaches to navigation so that “... libraries can think about how to erase some of the boundaries between databases and allow their users to prospect the full literature in easier ways.”12 The same platform could be used to replicate an Australian version of WorldCat Local for libraries which do not want to supply their own Online Public Access Catalogues13.

Provision of a statement of the availability of items close to home;

Even while searching the global network, the ANBD should link Australians to content they can use in situ. This is particularly important while broadband issues remain unresolved, reducing the amount of digitised content which is usefully available.

Promulgation of Australian authors;

The People Australia project is exploring ways of exploiting the ANBD authority file to support creators prior to publication (who lodge their work in institutional repositories) as well as post publication. Not only will this portal recognise the previous high quality authority work done by Australian cataloguers, information about Australian creators will be persistent, citable and available for the long term.

Data syndication;

Exchange of records with other large service providers increases the accessibility of Australian content (and strengthens our assertions in relation to library management best practice). The huge spike in referrals to local catalogues repays the syndication.14 Interestingly, Google is not interested in the Long Tail,15 preferring to ‘satisfise’ queries with the most frequently held content. As libraries downsize their print collections, it will be interesting to gauge the impact of this on the exploitation of holdings occurrences in any search aggregation.

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11 The Value of a National Library http://www.bl.uk/cgi-bin/press.cgi?story=1399
13 http://www.oclc.org/productworks/worldcatlocal.htm
15 Gatenby, J. op.cit. p. 2
CURRENT SERVICE VALUE

The National Library continually seeks ways to grow the use of current services. The current value of Libraries Australia is measured by stakeholders against the services provided to support the businesses of Australian libraries. Contributions to the ANBD, including bibliographic, holdings and authority records, are subsequently reused to support services of all libraries which subscribe to Libraries Australia, and to a lesser extent, assist Australian libraries which aren’t subscribers. The services which underpin the management of individual libraries, and can be exploited as separate modules16 are:

- Batch loading;
- Searching & copy cataloguing;
- InterLibrary Loan / Document Delivery;
- Statistics and Products;
- Syndication for Resource Discovery; and
- Support for the library network.

The statistics provided below show usage by library sector. Where actual overall totals are increasing, the percentage share of a particular sector may decline in response to this positive growth.

**Batch loading**

The Record Import Service (RIS) is a convenient mechanism for agencies to load records to the ANBD. Whether the agency is a library or a commercial supplier, every agency is treated uniquely, with attendant massaging of metadata to meet Libraries Australia standards. This is a significant value-added service provided by the National Library, and is not restricted to MARC21 data. Other data, such as Dublin Core and MODS, are also converted as necessary.

Records containing non-Roman script (Chinese, Japanese, Korean) were integrated into the service in 2005. This activity has expanded to include more than 10 non-English language scripts, reflecting the increasing number of multi-lingual resources in multicultural libraries.

<table>
<thead>
<tr>
<th>ANBD records in non-Roman script</th>
<th>30 June 2005</th>
<th>30 June 2007</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>705,000</td>
<td>816,456</td>
</tr>
<tr>
<td>ANBD records for non-English language materials</td>
<td>n/a</td>
<td>4,927,567</td>
</tr>
</tbody>
</table>

Table 1: Multi-lingual resources

16 The architecture of the current Libraries Australia platform is modular, such that the CBS Update database, TeraText Search database and the WinIBW cataloguing client can be upgraded separately. In addition, the Library’s approach to installation of this platform has meant that all libraries don’t have to use all functions.
**Searching & Copy cataloguing**

Since being launched, the Libraries Australia free search service represents only 13% of search usage of the ANBD, so the ANBD is still very much perceived as a tool for librarians. This statistic is not included in the table below, because the subscription service provides unlimited searching for all listed targets.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CAUL</td>
<td>34%</td>
<td>30%</td>
</tr>
<tr>
<td>State/territory/national</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Public</td>
<td>30%</td>
<td>31%</td>
</tr>
<tr>
<td>Special</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Table 2: Search usage by sector

The free search service also acts as a back-up portal when individual catalogues are unavailable, particularly for public libraries.

<table>
<thead>
<tr>
<th>Library sector</th>
<th>2006/2007</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Record Import Service</td>
</tr>
<tr>
<td>CAUL libraries</td>
<td>41%</td>
</tr>
<tr>
<td>State/territory/national</td>
<td>26%</td>
</tr>
<tr>
<td>Public</td>
<td>5%</td>
</tr>
<tr>
<td>Special</td>
<td>28%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
</tr>
</tbody>
</table>

Table 3: Cataloguing contributions (includes new and copy cataloguing) by sector

The ANBD is searched for a variety of purposes including to locate items, copy cataloguing is the purpose behind 60% of searching. The records contributed from the public access catalogues of more than 750 libraries are able to be searched simultaneously. More than a dozen international search targets are also provided, with access configured and maintained by the National Library on behalf of the cooperative. The ability to search so many purpose-built sites in real time is extremely efficient for the cataloguing workflow.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>British Library</td>
<td>70,615</td>
<td>56,232</td>
</tr>
<tr>
<td>Chinese University of Hong Kong</td>
<td>5,948</td>
<td>8,686</td>
</tr>
<tr>
<td>---------------------------------------------------------</td>
<td>-----------</td>
<td>-----------</td>
</tr>
<tr>
<td>CISTI (Canada)</td>
<td>13,763</td>
<td>107,994</td>
</tr>
<tr>
<td>CURL (UK)</td>
<td>24,948</td>
<td>30,049</td>
</tr>
<tr>
<td>Hong Kong University of Science &amp; Technology</td>
<td>6,126</td>
<td>8,844</td>
</tr>
<tr>
<td>Library of Congress</td>
<td>94,316</td>
<td>115,478</td>
</tr>
<tr>
<td>WorldCat(^7)</td>
<td>42,385</td>
<td>27,135</td>
</tr>
<tr>
<td>RLG</td>
<td>157,318</td>
<td>193,400</td>
</tr>
<tr>
<td>SCIPIO</td>
<td>2,330</td>
<td>2,604</td>
</tr>
<tr>
<td>Singapore</td>
<td>21,841</td>
<td>32,921</td>
</tr>
<tr>
<td>Te Puna (NZ)</td>
<td>84,749</td>
<td>351,816</td>
</tr>
<tr>
<td>University of Hong Kong</td>
<td>6,869</td>
<td>10,245</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>531,208</strong></td>
<td><strong>945,404</strong></td>
</tr>
</tbody>
</table>

Table 4: Searches of Overseas targets to which Libraries Australia provides access

The National Library provides approximately 56% of the original monographs and 60% of the original serials cataloguing of Australian titles to the ANBD. Commercial record suppliers, which also use the ANBD to source records for subsequent annotation, contribute a smaller percentage of records. Libraries Australia supports these alternative providers of records in the interests of building the National Union Catalogue, so while they may be perceived as more economical alternatives for individual libraries, the national cooperative still has a role to play. (Note that it is not possible to provide statistics on the actual trend here, because providers are often authorised to use library accounts.)

It should also be noted that if the previous subscription model, based on the value of search and document delivery usage, was applied in 2006/07, libraries would have paid $7,500,000 rather than $4,060,000 to Libraries Australia. This reduction is a result of the investment in making the search service subscription based.

**InterLibrary Loan (ILL) & Document Delivery**

InterLibrary Loan services are appreciated strongly by both the academic and the public library sectors. As more Australian libraries switch to ISO ILL protocol compliant systems, there has been growth in participation in the Libraries Australia Document Delivery (LADD) service. Subscribers to LADD have increased from 677 in 2005/06 to 716 in 2006/07. Document delivery repays the investment made in the creation of holdings.

This activity is supported by a very efficient national payments service, which manages payments and charges between more than 500 member libraries.

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\(^7\) does not show the full usage of WorldCat by Australian libraries which subscribe directly
The National Library established a relationship with the National Library of New Zealand’s Te Puna service in 2006 to support InterLibrary Loan between the two countries. In 2006/07, the Trans Tasman InterLending service exchanged items as follows: 7,318 items were supplied to New Zealand libraries from Australian material and 2,931 items were supplied to Australian libraries from New Zealand collections.

### Statistics & Products

As libraries change their jurisdictions or downsize their print collections, the ANBD is the perfect tool for extracting data to support collection management decisions.

The Products and RES services provide batches of records from the AND according to specific criteria. In addition to routine transfer of catalogue records to public access catalogues via the Record Export Service (RES), the service is also useful for catalogue or collection development. For example, the recent request to develop a law library at the University of South Australia, is facilitated by the ability to draw on the coverage of legal titles in the ANBD.

<table>
<thead>
<tr>
<th>Library sector</th>
<th>2005/06</th>
<th>2006/07</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAUL libraries</td>
<td>34%</td>
<td>42%</td>
</tr>
<tr>
<td>State/territory/national</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td>Public</td>
<td>2%</td>
<td>33%</td>
</tr>
<tr>
<td>Special</td>
<td>19%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>33%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Table 6: Products usage by sector

### Data syndication & Resource Discovery

Data syndication is a mechanism for bringing the general public to Libraries Australia, even if they initially know nothing about the service. When a patron starts a search in a search engine such as Google, the results can provide a direct link to the patron’s local library or other holdings in Australia. This supports the dissemination of information and published research beyond the boundaries imposed by current systems, which should be transparent to patrons.
Syndication is arranged by the National Library in a brokering role on behalf of all contributing Australian libraries. Syndication takes the form of both record seeding into search engines and exchange with larger aggregations. The current targets are:

**Search engines**
- Google
- Google Scholar
- Yahoo
- A9/OpenSearch

**Catalogue exchanges**
- WorldCat
- Open WorldCat

Syndication overcomes the issue of union catalogues in themselves not having as much gravitational pull as search engines. Seeding search engines results in the general public discovering library resources when they are using search engines as their research starting point, with deep linking back to individual public access catalogues.

Syndication for enhanced resource discovery is not aimed at increasing InterLibrary Loan traffic, rather, it showcases Australia’s creative endeavour and scientific research to a global audience. Such strategies are positioning the ANBD for the occasion when records for digital resources outnumber those in print. The National Library does not wish to create extra unmanageable work for libraries, it is attempting to find a future which keeps libraries indispensable in a rich information age and repays the investments made in the cooperative over the past 25 years.

**Support for the library network**

The National Library provides ongoing support to the library community by leading on and/or participating in standards development activities, for example, by hosting the Australian Committee on Cataloguing.18 With highly-valued support from other Australian libraries, the Library also provides a voice from the Australian community to the global library network level. More recently, the Library has led in the development of RDA – Resource Description & Access19, and ISO 2146 – Registry Services for Libraries and Related Organisations.20

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19 Defined at http://www.collectionscanada.ca/jsc/rdla.html
BENEFITS ARISING FROM PARTICIPATION

Participation in the cooperative provides efficiencies back to the library community even if they do not contribute records to the ANBD. Investment in Libraries Australia services is returned ten-fold in the following ways:

For libraries:

- collection analysis and management; for example, the libraries of the Group of 8 universities have decided to rationalise holdings of journals and monographs. Ongoing concerted effort in this area will result in the National Union Catalogue becoming an online catalogue of last copies;

- collection development, which should be leveraged by library consortia rather than at an individual library level; and

- access to National Library innovation to keep library services functionally relevant. The ANBD is a unique platform from which to springboard further development.

In mediated public services:

- one-stop shopping, obviating the need to locate and search multiple catalogues;

- reference services: a recent survey examining the use of links to guides in the Libraries Australia search service showed that the service is accessed equally by cataloguers, ILL officers, and reference librarians; and

- InterLibrary Loan and other mechanisms for exploiting of ‘The Long Tail’.21

Globally speaking, mediated services such as these are being redeveloped to ensure they are accessible in an unmediated way, freeing up library time for more essential tasks such as digitising and describing unique local resources.22,23

Benefits such as these will quickly be lost if the cooperative can’t adapt to the new information environment of which libraries are now part.

LIBRARIES AUSTRALIA STRATEGIC PLAN
JULY 2007 – JUNE 2010

A Kinetica Business Plan (July 2004 – June 2007) was developed in 2004 and considered by the Advisory Committee at its meeting of 12 August 2004.

Feedback on papers considered at Advisory Committee meetings in November 2006 and April 2007 on Libraries Australia business planning and Directions for 2007 has been incorporated into development of the attached Libraries Australia Strategic Plan for July 2007 – June 2010.

Recommendation

That the Libraries Australia Advisory Committee endorse the Libraries Australia Strategic Plan.

Assistant Director-General, Resource Sharing
Contact: Tony Boston
(02) 6262 1143

28 August 2007

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1 Kinetica Business Plan KAC/2004/2/3
2 Libraries Australia Business Plan development LAAC/2006/3/5
3 Libraries Australia Directions for 2007 LAAC/2007/2/5
LIBRARIES AUSTRALIA STRATEGIC PLAN
JULY 2007 TO JUNE 2010

DRAFT FOR
LIBRARIES AUSTRALIA ADVISORY COMMITTEE
5 SEPTEMBER 2007
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<td>19</td>
</tr>
</tbody>
</table>
Executive Summary

This document sets out the strategic plan for the development and operation of Libraries Australia between July 2007 and June 2010. During this period:

- the Library will integrate existing resource discovery services, including Libraries Australia Search, which will become one ‘collection view’ of a ‘national data store’;
- the technology used to support the Libraries Australia service will continue to be enhanced to provide improved relevance ranking, clustering and browsing within results;
- business relationships will be developed and expanded, for example with OCLC and vendors of electronic resources;
- our database content will be more broadly exposed on the Internet to provide new pathways and new users for Australian library collections;
- links to full-text and online information resources will be expanded to ensure the continued relevance of the service in a digital world; and
- subscription models will be reviewed and developed to ensure equitable and sustainable contributions to the cost of the service within and across library sectors.

This plan:

- sets out the context for the Libraries Australia service;
- describes the rationale for the service and its features and perceptions from a recent customer and stakeholder satisfaction survey;
- describes changes in the library sector and in the broader information environment relevant to the service; and
- sets out a range of strategic priorities and activities which Libraries Australia will undertake over the next three years.

Four strategic priorities set out below are defined for Libraries Australia and within each, key objectives, activities and timeframes are defined.

**Strategy 1: Maintain and develop business models and relationships**

**Strategy 2: Improve database currency, quality, coverage and review scope**

**Strategy 3: Enhance Libraries Australia services**

**Strategy 4: Improve management of directory data and user administration**
Introduction

Libraries Australia and its predecessor services, based on an online Australian National Bibliographic Database (ANBD), have been provided by the National Library since 1981. The Libraries Australia service is a fundamental part of Australia’s information infrastructure.

The purpose of the service is to enable Australians to access resources held in Australian library collections and Australian publications available online. To achieve this objective, Libraries Australia supports collaboration between Australian collecting institutions, including cooperative cataloguing, federated discovery services, interlibrary lending, and cooperative collection development.

The system which supports Libraries Australia was redeveloped during 2004 and 2005. The new system provides improved functionality, performance and value for money. A subscription model for Libraries Australia that allows unlimited use by Australian libraries and their users was introduced in July 2005. Savings realised through re-development of the service were passed on to subscribers through implementation of the subscription model.

National Library context

The National Library of Australia is a statutory authority established under the National Library Act 1960. The functions of the Library are defined in the Act:

- to maintain and develop a national collection of library material, including a comprehensive collection of library material relating to Australia and the Australian people;
- to make library material in the national collection available … with a view to the most advantageous use of that collection in the national interest;
- to make available such other services in relation to library matters and library material as the Council thinks fit … ; and
- to cooperate in library matters … with authorities or persons, whether in Australia or elsewhere, concerned with library matters.

The goal of the Library is to ensure that ‘Australians have access through the National Library of Australia to a comprehensive collection of Australian library material and international documentary resources’ (Portfolio Budget Statement, 2006-2007).

The Library’s Directions for 2006-2008\(^1\) states that:

‘The Library will become more visible in the information-seeking world, reaching new audiences and expanding the community’s awareness of our resources and their relevance. Innovative technologies, digitisation and the Internet continue to provide opportunities to streamline and broaden our services, providing users with simple and easy access to library collections and a wealth of information from elsewhere.’

The Directions statement further states that:

‘Our major undertaking in 2006-2008 will be to enhance learning and knowledge creation by further simplifying and integrating services that allow our users to find

---

and get material, and by establishing new ways of collecting, sharing, recording, disseminating and preserving knowledge.’

Desired outcome 2 of the Directions statement relates to access to our collections:

‘To meet the needs of our users for rapid and easy access to our collections and other resources, we will

• … enable the collections of Australian libraries and cultural institutions to be searched online and easily obtained
• establish relationships that, as far as possible, will overcome access barriers to restricted or charged-for materials
• work with other Australian libraries to broaden access to materials held within those libraries.’

Desired outcome 4 of the Directions statement relates to library collaboration:

‘To ensure that Australians have access to vibrant and relevant information services, we will

• work collaboratively with libraries and other institutions to implement a national plan of action
• advocate the importance of library services on behalf of Australian libraries
• play and active and influential role in international developments
• undertake a leadership role through coordination activities, facilitation and sharing our expertise.’

In late 2006 the National Library undertook a review of its IT architecture to support the management, discovery and delivery of the National Library of Australia’s collections and delivery of resource discovery services over the medium term. The current architecture which has successfully delivered digital library functions and resource discovery services over the last five years has become increasingly difficult to maintain and is hindering the Library’s ability to innovate and bring new services online.

The report of the review identified a new framework for building digital library and resource discovery services which will address these issues by:

• implementing a Service Oriented Architecture;
• adopting a single-business approach; and
• considering open-source solutions when these are functional and robust.

The Library’s direction is to integrate existing resource discovery services, including Libraries Australia Search, which would become one ‘collection view’ of a ‘national data store’. In support of this single-business approach, the Library is implementing an IT Service Oriented Architecture of shared functionality, which will realise significant efficiencies in terms of maintenance and future service development. Plans in this area are discussed in detail within the third strategy which describes enhancements to Libraries Australia services.

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Rationale for the Libraries Australia Service

Libraries Australia supports improvements and efficiencies in library operations, by providing an effective platform for creation and exchange of bibliographic data, through support for resource sharing between libraries and by supporting libraries in making their resources available to users.

Libraries Australia’s key asset is its comprehensive database (the Australian National Bibliographic Database) containing records of around 42 million items held by about 1,000 Australian libraries that are members of the service. Subscribers can also access major international databases including the catalogues of OCLC (US based - over 57,000 member libraries), Consortia of UK and Irish University Libraries and Te Puna (New Zealand libraries national union catalogue).

Libraries Australia’s discovery and access services depend on these data sources, and especially on the Australian National Bibliographic Database. In order to gather this data in a timely way, Libraries Australia supports cooperative cataloguing, enabling Australian libraries to reduce the costs of their cataloguing by using records created by other libraries and international agencies such as the British Library and Library of Congress. In order to improve access to information resources, Libraries Australia supports interlending and efficiently manages associated payments, allowing libraries to share resources by borrowing (or receiving copies) of library materials from other libraries. Libraries Australia also supports cooperative collection development, enabling libraries to reduce duplication in their collections and better manage their acquisitions budgets.

For the end user, Libraries Australia aims to support access to resources held in Australian collections and Australian publications available online. To deliver this functionality, the service supports ‘finding and getting’ material from collecting institutions and other information suppliers such as bookshops and publishers of online content.

Since the early 1980s Libraries Australia and its predecessor services Kinetica and the Australian Bibliographic Network (ABN) have operated on a partial cost recovery basis. While the National Library has always provided a subsidy, the service has historically operated at or slightly above marginal cost recovery, allowing the Library to support continued growth in the service.

The redevelopment of the Kinetica service over the period 2003-2005 resulted in a reduction in the ongoing cost of supporting this service largely through cessation of a contract with IBM Global Services and integration of the Chinese, Japanese and Korean (CJK) service. A reduction in support costs of over $500,000 was passed on to Libraries Australia customers through reduced annual subscriptions in July 2005.

Future costs of the Libraries Australia service for five years from 2007/2008 through to 2011/2012 are shown at Attachment A. The total cost of running the service is now close to $5m per year of which approximately $4m is recovered from subscribing libraries. The National Library provides a direct subsidy against the cost of the running the service of about $1m per year as well as attributing an internal service charge of $300,000 per year, as an offset to costs, for its own use of the service.

Consultation with Australian libraries on their needs and the future development of the service occurs through a formal Advisory Committee (comprising representatives of all
Australian library sectors) which meets on average twice per year, and regular meetings with subscribing libraries in all states.

The following high-level business needs guide the development of the Libraries Australia service:

• to provide a service which is affordable both for Australian libraries and the National Library;
• to support efficiencies in Australian libraries through resource sharing, including exchange of data and interlending operations;
• to use technology innovatively to develop services to meet the needs of Australian libraries;
• to comply with international standards to enable interoperability with library and database systems around the world;
• to provide libraries with streamlined mechanisms for ‘finding and getting’ resources in Australian collecting institutions and in international databases; and
• to support end user access by simplifying the processes of resource discovery and delivery, authentication and payment for resources in Australian collecting institutions.

As far as libraries are concerned the service has a high market share, as it serves over 1,000 Australian libraries including all state, university and most special, government and public libraries. Its continued operation is based on providing cost efficiencies to these libraries and increased access to Australian library collections.

In October 2003 the Senate Environment, Communications, Information Technology and the Arts References Committee reported on their Inquiry into Libraries in the online environment. The report recommended:

‘Recommendation 1: The committee recommends that the National Library of Australia receive additional funding to provide improved access to Kinetica [ie Libraries Australia] for all Australian libraries and end users’.

The Government’s response to the report did not provide any additional funds. However in February 2006, the Library released a free version of Libraries Australia Search that provides a simple ‘google like’ search access to the Australian National Bibliographic and Picture Australia Databases for anyone with an Internet connection. The free service was launched by Senator Helen Coonan at Parliament House in Canberra and meets the first recommendation of the 2003 inquiry.

Libraries Australia service features and perceptions

The four integrated modules which constitute Libraries Australia are:

• Libraries Australia Search, available as a subscription and free version, which enables users to find and get around 42 million items from around 1,000 Australian libraries;
• Libraries Australia Cataloguing, a data creation and maintenance service, which enables subscribing libraries to create and edit relevant data, and also enables managers of the Australian National Bibliographic Database to obtain, convert and maintain relevant data;
• Libraries Australia Document Delivery, an interlending and payment service, which enables subscribing libraries to manage the process of requesting, shipping and paying for loans and copies; and
Libraries Australia Administration which enables subscribers to manage their user account information and register for the Record Export Service (RES) and the Products service.

Libraries Australia Search is currently supported by the TeraText search software from SAIC. Key features of the Libraries Australia Search service are:

- search interfaces to meet the needs of the general public as well as library reference staff;
- support for search access to the ANBD and multiple remote targets (using distributed search protocols such as Z39.50 and OpenSearch);
- support for saved searches which can be run at regular intervals;
- delivery of products, including files of records for use in local library systems;
- document requesting interfaces, both to libraries and commercial suppliers (such as online bookshops);
- support for tailoring of the discovery and access process based on individual user profiles (for example, alerting users that items they have found are in their own library); and
- data syndication of bibliographic records to other services such as Internet search engines.

Libraries Australia Cataloguing is currently supported by the CBS software from OCLC PICA. Key features of the Libraries Australia Cataloguing service are:

- search access to the ANBD and multiple remote targets via Z39.50 to support online original cataloguing and copy cataloguing, including through a web cataloguing client;
- support for creation, validation and editing of standard MARC21 data;
- support for the harvesting, conversion and intake of metadata which is created according to a variety of metadata standards, not just the MARC standard commonly used in libraries;
- support for reliable data matching and efficient review of tentative matches;
- support for the Unicode character set, enabling encoding of data in almost every language and script;
- support for transliteration of Chinese script and searching by non-roman scripts.

The National Library has no preference with regard to the location of cataloguing by member libraries, which can be either centrally on the Australian National Bibliographic Database, or remotely on local library systems with batch loading to the ANBD via the Record Import Service (RIS). The Library’s goal is to encourage users to develop the best workflows in support of cataloguing activities in their library. It will continue to give priority to strategies aimed at improving the quality of the Australian National Bibliographic Database, including improving the data matching and duplicate detection facilities.

Libraries Australia Document Delivery (LADD) is currently supported by the VDX software from OCLC PICA. Key features of the Libraries Australia Document Delivery service are:

- support for the creation, transmission, receipt and management of inter-library loan requests;
- support for access to the ANBD and remote database targets via Z39.50 to identify material for request/loan;
support for interoperability with local document delivery systems via the ISO ILL protocol;
• support for sharing of material between Australian and New Zealand libraries via the Trans-Tasman Interlending service which links LADD with Te Puna Interloan; and
• access to the LADD Payments Service.

Libraries Australia Administration is currently based on the Open LDAP directory software. Key features of Libraries Australia Administration are:
• support for libraries to register for record download via the Record Export and Products services;
• support for user administration by libraries; and
• support for generation of reports of system activity by libraries.

Since the redevelopment of the Kinetica service, user libraries have benefited from improved functionality and performance in the Libraries Australia service including:
• flexibility and ease of use of the system interfaces, including more streamlined ‘finding and getting’ interfaces;
• the rich content of the Australian National Bibliographic Database and the wide range of other databases available to support both cataloguing and resource discovery;
• efficiencies for subscribing libraries generated by shared cataloguing and the LADD Payments Service;
• the range of document access and ordering options which are provided; and
• the range of products (including Recent Australian Publications and regular files) which meet the needs of subscribing libraries.

The National Library undertook a customer and stakeholder satisfaction survey of member libraries in 2006/2007. The survey was designed to test perceptions of the service following implementation of Libraries Australia and to assist the Library with the ongoing development and strategic directions of the Libraries Australia service.

The survey of CEOs and library practitioners was conducted by independent analyst Nielsen//NetRatings and explored customer satisfaction, attitudes and perceptions of Libraries Australia. The survey was undertaken in two parts: a qualitative survey in August 2006 and a quantitative survey undertaken in February 2007.

Overall the survey found no major gaps in the delivery of the Libraries Australia services and that, at the strategic level, Libraries Australia has smoothly integrated into the operations of many libraries and is a core service assisting libraries serve their customers. CEO and practitioner satisfaction levels with Libraries Australia were higher than for surveys of the Kinetica service undertaken in 2000 and 2002:

<table>
<thead>
<tr>
<th>Year of survey</th>
<th>2000</th>
<th>2002</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO</td>
<td>46%</td>
<td>75%</td>
<td>89%</td>
</tr>
<tr>
<td>Practitioner</td>
<td>57%</td>
<td>81%</td>
<td>88%</td>
</tr>
</tbody>
</table>

This plan attempts to address several limiting perceptions expressed by survey respondents:
• a view that the free Libraries Australia Search service is too difficult to be used by end users;
• a view that Libraries Australia is not relevant regarding access to electronic resources and journal articles; and
• a view that Libraries Australia is not expected to deliver access to full text content.

Environmental scan

There are a number of developments in the social, technological and commercial environment as well as changes in library practice which have the potential to influence this strategic plan.

Library sector

These trends in the library sector are identified as being relevant to the use and operation of the Libraries Australia service:

• ILL: although it is slowly declining, there is still a place for traditional interlibrary loan and document delivery;
• digitisation of unique local collections: public, state and university libraries are increasingly realising that their special collections have intrinsic value in the networked environment;
• management of the scholarly publishing lifecycle by university libraries: universities are increasingly adopting open institutional repositories to record and preserve their scholarly output. As institutional repositories become more established, outputs from universities will become the focus of collection, description, life-cycle management, and resource sharing activities for their libraries; and
• increasing importance of licensed e-resources to libraries: A recent paper states that electronic resources are now of greater value to the institution in achieving successful outcomes, strategically and financially...Since 2003, the total proportion of Deakin University Library’s information resources budget expended on online resources has increased from 17% to 47%. The increasing move to electronic journals and electronic books by scholarly publishers, coupled with user’s preferences for online access, is leading the Library to question the long term value of print items3. Assuming licensing and authorisation issues can be resolved, this implies a need for the Australian National Bibliographic Database to include records for digital materials, supporting immediate access to the resources themselves; and
• pressure on library budgets: this continues to encourage libraries to review their activities, increase the efficiency of services and do more with less.

IT sector

Although the ‘insourcing’ of services which occurred during the redevelopment and replacement of Kinetica with Libraries Australia has been successful, attracting and retaining sufficient IT staff, in a increasingly tight labour market, with the knowledge to support the breadth of services provided by the National Library remains an ongoing area of risk. The Library’s IT Division, which provides support for Libraries Australia, is working with the Resource Sharing Division to develop strategies to mitigate this risk, which include graduate recruitment initiatives with local universities, a new IT architecture to realise efficiencies in development and support of the Library’s discovery services and selective outsourcing of some areas of systems support.

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User access expectations

User expectations of information services are rising. Users are increasingly starting their information seeking at search engines like Google and use of library catalogues is in decline\(^4\). Although it is not yet by any means true, the principle of least effort encourages especially inexperienced users to pursue and use simple access mechanisms like Google rather than more traditional sources. Users expect at least the ‘finding’ part of the access experience to be free, prefer online access to information resources and are strongly discouraged by any barriers to ‘getting’ resources. Mass digitisation projects such as the Google Book project and the Open Content Alliance will generate millions of partially or fully digitised online full-text books over the coming years. Libraries need to incorporate links to such content into their services to support better fulfilment for users.

Regarding library catalogues, there are many examples of re-engineered interfaces for the OPAC emerging around the world using software from library system vendors, search engine vendors or the open source community. These new discovery services generally employ a search, then browse paradigm and exploit the highly structured metadata in the MARC record to allow users to refine their initial simple keyword search. Results are relevance ranked, versions of a work may be grouped to simplify the results display and ‘facets’ such as subject, author, date of publication, form, genre and audience level are dynamically extracted from the results and presented to the user to drill down and explore the information space.

Web 2.0 and social networking

Web 2.0 is a concept that has been used to describe the features of social networking sites on the Internet like Flickr, YouTube or MySpace: sites that are collaborative, participative, and very popular; sites that empower users, with open Application Programming Interfaces (APIs), which make them easy to ‘mashup’ with information from a variety of services to make something new. These services are constantly in development (the perpetual beta), are data driven, allow users to contribute content, interact and play, and have emergent behaviours that are not always predictable.

The emergence of social networking web sites that allow users to create and share their own content raises expectations that Library services will also adopt features such as user contribution, annotation, tagging and personalisation.

The ‘long tail’

Chris Anderson wrote an article in 2004 for Wired magazine\(^5\) in which he coined the term ‘long tail’ to describe the fact that in a world of unlimited selection and delivery of material at very low cost via the Internet, people are going down the long tail of low and sporadic usage to find rare but valuable items that meet their information needs.

Anderson argued that the long tail represents a new business model which is being exploited by services on the Internet that have large and comprehensive catalogues, such as Amazon in the book world. The ‘long tail’ is a re-statement, from the opposite perspective, of the Pareto principle which is also known as the 80-20 rule. The Pareto principle has been applied to libraries in that 80% of the use of any collection is for about 20% of the items in the collection. Within the rest of the collection, there are valuable items which are more rarely used, the long tail of low and sporadic usage.

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Implications for libraries
The changes in library practice listed above do not imply that there is no longer a role for national services like Libraries Australia. Rather in the digital world, there continues to be a need for national services to alert users to the existence of unique local collections, scholarly outputs and e-resources and to syndicate this data to broader global services. The ANBD provides a place to aggregate information about the distributed works of authors and artists spread across Australian collections.

An implication of the more general trends in the information environment are that services like Libraries Australia which aggregate metadata should become more important as they are comprehensive and centralised and expose rare items to a larger number of potential users. In addition, these trends imply that exposure of Australian library collections through search engines like Google should be a key strategy to increase the visibility of our resources, enabling the simple access pathway of Google search, link to Libraries Australia and then link to the local library catalogue. The ANBD becomes a key resource aggregating bibliographic metadata from across the nation and then ‘syndicating’ the data into global discovery services which contribute to the broader information infrastructure.

The popularity of social networking sites suggests that users will be increasingly unsatisfied with being passive receivers of information – instead they want to be contributors and participants in our information services.

The changing information environment, including mass digitisation, user generated content, end user personalisation, social tagging and recommender services, should challenge and motivate libraries to revitalise their service delivery models to better meet user needs. Libraries Australia must adapt to these trends and adopt new technologies to meet the challenge of making the service easier to use and more engaging for our users.

In summary, in order to remain relevant in a rapidly changing digital world, our services need to:
• be easy enough for use by the end user as well as the information specialist and hence satisfy the increasing demand for ‘self service’;
• evolve by incorporating data of many types sourced from different organisations to increase their ‘gravitational pull’;
• become embedded in the ‘user space’ by exposing content to new discovery pathways;
• link to new information sources such as digitised full-text, reviews, recommendations and support multiple ‘getting’ options; and
• encourage and support interactivity and contribution to attract and engage new audiences.

Strategic Priorities
The National Library has developed a challenging agenda to improve and integrate services for the benefit of our subscribing libraries, to achieve increased use by the public, and to keep pace with technology developments. The key priorities are to:
• implement new business models and relationships, especially with OCLC;
• improve the data in the Australian National Bibliographic Database by capitalising on database management tools now available;
• implement a new set of search services with improved relevance ranking, clustering of versions of a work, faceted browsing and improved integration and linkages to related services; and
• improve the management of our directory data, data about target collections, and associated user administration services.

**Strategy 1: Maintain and develop business models and relationships**

**OCLC**

We will exploit new business relationships including those that allow ANBD data to be syndicated to information services that operate globally. In July 2006, a merger between the US based library consortia RLG and OCLC was implemented. The RLG Union Catalogue has been merged into OCLC’s WorldCat will cease operation on 30 September 2007. The merger provided a new imperative for development of a closer relationship with OCLC to improve access by Australian libraries and their users to the world’s library holdings and to expose Australian holdings globally.

In May 2007, a new agreement with OCLC was signed by the National Library which, from 1 July 2007, provided Australian libraries who subscribe to Libraries Australia with increased access to WorldCat. This significant business relationship provides for unlimited search and cataloguing access to the WorldCat database, and for the exchange of Australian bibliographic and holdings data between WorldCat and the Australian National Bibliographic Database. In the medium term the Library will:

• give practical effect to this agreement, including implementing the exchange of data and exposure of Australian holdings through OCLC’s WorldCat.org online presence and to search engines and other online services through the Open WorldCat program;
• encourage the maximum use of WorldCat as a back-up source of data for Australian libraries;
• incorporate OCLC’s workset identifiers into the ANBD to aid development of improved search interfaces which cluster versions of a work;
• provide input into OCLC’s review of governance arrangements with the aim of increasing Australian library representation; and
• identify additional benefits from the relationship, including the possible adoption of research and service improvements developed by OCLC, and improved arrangements for international document supply.

**Google**

In recent years the Library has been working to expose bibliographic records from the ANBD to various Google services, with the aim of promoting access to Australian library collections by users who begin their information search in Google. In the medium term future the Library will work with Google to surface our records in the main Google index and to improve the matching of our data with Google’s database.

**Other opportunities for data syndication**

The rise of services that provide free access to bibliographic metadata continues on the web and recent examples in the library world include the Open Library project and LibraryThing. These services would welcome the opportunity to access, enhance and exploit Australian bibliographic data and the National Library will explore opportunities to work with these initiatives in a mutually beneficial way. For example tagging data created on LibraryThing may be useful to enhance information retrieval through Libraries Australia.

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7 [http://demo.openlibrary.org/about](http://demo.openlibrary.org/about)
Home delivery pilot
The National Library has convened a ‘Rethinking Resource Sharing Reference Group’ to investigate the possibility of end user requesting and home delivery of items. This would involve the physical delivery of the item to the user’s home or digitisation on demand and electronic delivery of the item. The Reference Group is considering a pilot project involving several state, public, academic libraries and the National Library. End users would be able to use Libraries Australia to find and then get an item delivered to their home paid for via credit card. Issues to be addressed range from policy questions, to do with what materials could be home delivered from the collections of the pilot libraries, through to system and e-commerce issues and postage and handling of items.

Electronic Resource Management
The National Library has developed a business relationship with Serial Solutions to supply records for Australian serials so these can be included in electronic collection sets for both Australian and international libraries. The agreement provides for Serial Solutions records that are supplied to Australian libraries to be loaded into the ANBD. The National Library will encourage greater take-up of this service by Australian libraries. We will continue to develop this program and investigate extending it to other vendors of Electronic Resource Management services.

Advisory Committee
The National Library will continue to support the operation of the Libraries Australia Advisory Committee to provide strategic advice on the future development of Libraries Australia and as a mechanism for representation of library sectors. The National Library will concentrate on developing and improving relationships with key stakeholders in the Libraries Australia service, especially university and state/territory libraries. The Library will work with Libraries Australia training agents and state user groups to ensure knowledge of our services is widely disseminated amongst library practitioners.

Subscriptions
The National Library will fully implement the new subscription model, in order to ensure that subscribing libraries are charged in a manner which is both equitable and which does not discourage high levels of use by library users. Following the implementation of the new subscription model for university libraries in 2007, we will implement an appropriate model for other library sectors in the medium term future. We recognise that there are likely to be political and practical difficulties in this process.

Other relationships
The National Library will actively market Libraries Australia to extend its subscriber base, particularly for public and special libraries. The Library will encourage further take up of the Libraries Australia Document Delivery service and use of the ISO ILL protocol and payments service.

The National Library will establish clear guidelines on charging, user agreements and business relationships for commercial customers which are distinct from those for library subscribers to the Libraries Australia service.
Other important business relationships are with:

- National Library of New Zealand, particularly in support of Trans-Tasman Interlending and through a joint agreement with Blackwell for the supply of Table of Contents data for the ANBD and Te Puna;
- Australian booksellers, where we aim to increase the number of booksellers that are accessible through an open API (Application Programming Interface);
- RMIT Publishing, where we aim to provide a wider range of journal article targets.

**Strategy 2: Improve database currency, quality, coverage and review scope**

The National Library aims to improve the data in the ANBD by capitalising on the powerful database management tools now available to us. We will aim to improve the currency, quality and coverage of the data. In particular, we will:

- improve the coverage and currency of records across the library sectors, especially public and special library holdings;
- continue to refine the database matching and merging algorithms;
- undertake a major program of duplicate record detection and removal;
- develop a service to support batch mode import of authority records;
- implement an improved standards based approach (using SRU Update) to import and export data, with the aim of improving data currency;
- investigate use of SRU Update initially with OCLC but ultimately offered as a service for synchronisation of ANBD records with local library catalogues;
- incorporate OCLC WorldCat and workset identifiers in the ANBD to aid record matching and clustering of versions of a work;
- develop a strategy for including institution-specific data in the ANBD, in order to allow libraries to use a collection view of the ANBD as a replacement for their catalogue if they wish to do this;
- develop new data products based on the ANBD, for example Australian datasets (Australian standards, Parliamentary papers etc) for the Electronic Collections Datasets service;
- review hosting arrangements for Australian Digital Theses data in collaboration with CAUL;
- embed links to value added information, especially full-text digitised books that are created through mass digitisation projects, and book reviews;
- expand coverage of e-resource records in the ANBD and links to full-text e-resources;
- investigate storage of sub-item records in the ANBD, including journal articles and music tracks; and
- expand the contribution of non-roman script data where required to support needs in research or community access.

**Strategy 3: Enhance Libraries Australia services**

The National Library aims to provide robust and reliable services to Australian libraries. Our aim is to provide Libraries Australia services on a 24x7 basis with the highest level of availability within core business hours of 7am-8pm Monday-Friday and 9am-5pm Saturday. More regular reporting of uptime statistics and system issues will be undertaken to improve communication with subscribers. Our marketing focus will aim to retain existing subscribers, encourage more libraries to provide end user access to the
subscription Libraries Australia Search service and use its full functionality such as personalisation and alerts, and increase promotion of the free search service.

The National Library will implement an upgrade to the Libraries Australia Update database in 2007. The upgrade includes enhancements to indexing and transliteration of CJK data, a single sign-on for web cataloguing and additional database targets made available through the Libraries Australia Cataloguing client.

The National Library will implement a new Libraries Australia Search service in 2008. The new service will be based on the Library’s new IT Service Oriented Architecture and will be developed on the Lucene open source search platform. It will support improved relevance ranking, faceted browsing, and the presentation of search results using the FRBR (Functional Requirements for Bibliographic Records) model to collocate versions of a work. An essential prerequisite will be to enable Lucene to support the Z39.50 search protocol, a task that will be undertaken during 2007.

The strategy for migration to Lucene is under development. One option may be to initially migrate the backend search database and Z39.50 service to Lucene and then proceed with a staged re-development, first of the free Libraries Australia Search service and then the subscription Libraries Australia Search service. This would minimise disruption to our subscription users and allow the Library to obtain valuable feedback on the new search service while exploring the performance characteristics of Lucene under free service load (currently the free service receives about 12% of total Libraries Australia Search activity).

The new Libraries Australia Search service will form one component of an expanded set of search services which the Library will develop in the medium term future, based on our IT Service Oriented Architecture. Each service will represent a ‘collection view’ of a rich set of metadata and full text data. These collection views will be defined during 2007, but may include:

- All
- Library Collections (ANBD data)
- National Library Collection
- Pictures
- Music
- Newspapers
- Maps
- Archives & Manuscripts
- Web Archives
- Research
- Theses
- Journals
- Datasets
- People & Organisations

Our national data store will support seamless linking between host items and component parts, such as journal titles and their component articles, and music albums and their component tracks.
These collection views will allow integration of existing services, namely Picture Australia, Music Australia, Register of Australian Archives and Manuscripts and the ARROW Discovery Service. In the process, the scope of some of these services may change. For example, the ‘Pictures’ view would include the option to discover pictures that are not yet digitised.

In the medium term the Library will give a high priority to improving access to Australian journal and newspaper literature. The Library’s preferred model involves the national pooling of metadata for Australian journal articles to support free discovery and shared indexing. The ‘Journal articles’ view of our national data store will therefore include metadata for the journals that we index for the APAIS and AMI services. Our intention is to make all of this metadata freely available by January 2010, and to phase this in over three years. The link between journal article metadata and journal title information could be strengthened to make it easier for users to follow the pathway: article -> journal -> holding -> request in an automatic way where the article search starts outside of Libraries Australia.

The Library is developing a new federated service, People Australia. People Australia will provide an entry point to Australian web-based biographical services by constructing a virtual web page for each person or organisation represented in the national authority file contained in the ANBD. Users of the service will be able to navigate from these web pages to entries in the ANBD for works by and about the person concerned, and will also be able to navigate to biographical information contained in other web-based services. A pilot version of this service will be released in 2008.

Many Australian libraries are considering how to integrate Libraries Australia with their own services to meet the needs of their users for access to Australian library collections. For its part, the Library has identified a need to improve the inter-operability between Libraries Australia and local catalogues. We have identified a strategy to work with local system vendors to develop standards for communicating detailed holdings information to other systems, and for receiving requests from other systems. There is also a need to explore and if possible implement mechanisms through which data of purely local significance can be added to the ANBD and properly managed there.

Such developments would allow the public to find and get items held in Australian library collections following a search commenced in a public search engine (such as Google), another web service (such as Amazon) or a union catalogue (Libraries Australia). These developments would also give library users a greater ability to exercise choice to search either the nation’s libraries, or their local collection only.

The Libraries Australia Search service will continue to link to local library catalogues, to support the workflow for discovery and requesting resources held in Australian libraries. Catalogue links, which currently exist for most state and university libraries, will be expanded to include public and special libraries. Our longer term direction is to support this inter-operability through a standards based approach (using the XML Holdings Schema and the Request Transfer Protocol).

The National Library will investigate the possibility of offering a ‘Libraries Australia Local’ service based on local, regional or thematic views of the ANBD. Full implementation of this feature would require incorporation of institution specific data into the ANBD.
The new set of search services will allow users to ‘annotate’ our data, supporting actions such as:

- proposing corrections to metadata;
- providing additional factual information about the resource in question; and
- providing interpretive information relating to a single resource or set of resources.

**Strategy 4: Improve management of directory data and user administration**

We will improve the management of our directory data, our data about target collections, and our associated authentication services. In particular, we will:

- undertake the Directory Integration Project, through which we will consolidate information held in the Libraries Australia Administration directory, the Interlibrary Resource Sharing Directory, and the Australian Libraries Gateway, in the process re-branding the latter two directories as part of Libraries Australia;
- implement a registry of collection targets, to replace the management of the existing targets in the Libraries Australia Administration system, and to adopt the work undertaken during 2007 on the ‘Online Research Collections Australia’ registry;
- pilot the authentication of a university library to Libraries Australia using the ‘Shibboleth’ model, in order to allow university based users to access our value added services via their existing local sign-on;
- implement improved reporting and statistical services for subscribing libraries; and
- cooperate with international initiatives such as the WorldCat Registry project to expose information about Australian libraries internationally.
To achieve the strategic priorities identified above the following priority objectives are identified and associated activities are planned. The timeframes shown are indicative only and will be revised annually.

**Strategy 1: Maintain and develop business models and relationships**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Activity</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop relationship with OCLC</td>
<td>Implement NLA-OCLC agreement including ANBD-WorldCat data synchronisation</td>
<td>2007</td>
</tr>
<tr>
<td></td>
<td>Add WorldCat identifiers and workset-ids to the ANBD</td>
<td>2008</td>
</tr>
<tr>
<td></td>
<td>Evaluate level of demand for non-cataloguing OCLC services and negotiate access for Libraries Australia subscribers (if required)</td>
<td>2009</td>
</tr>
<tr>
<td></td>
<td>Provide input into OCLC’s review of governance arrangements with the aim of increasing Australian library representation</td>
<td>2007-2008</td>
</tr>
<tr>
<td>Syndicate ANBD data within global discovery services</td>
<td>Improve matching of bibliographic data within Google services. Include ANBD data within main Google index if possible</td>
<td>2008</td>
</tr>
<tr>
<td></td>
<td>Expand exposure of ANBD content including investigation of potentially for mutually beneficial relationships with social networking sites such as the Open Library project and LibraryThing</td>
<td>2008-2009</td>
</tr>
<tr>
<td></td>
<td>Promote new ways of accessing Libraries Australia content such as OpenSearch, RSS feeds, and direct linking</td>
<td>2007-2008</td>
</tr>
<tr>
<td>Other business relationships</td>
<td>Maintain and enhance arrangements with NLNZ including Trans-Tasman Interlending and TOC data</td>
<td>ongoing</td>
</tr>
<tr>
<td></td>
<td>Contribute Australian name authority records to NACO and subject authorise to SACO</td>
<td>ongoing</td>
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<tr>
<td></td>
<td>Improve links to Australian booksellers</td>
<td>ongoing</td>
</tr>
<tr>
<td></td>
<td>Investigate addition of new search targets to libraries Australia, such as RMIT’s Meditext and AGIS, the National Diet Library of Japan’s catalogue and OpenSearch targets as they arise</td>
<td>ongoing</td>
</tr>
<tr>
<td></td>
<td>Clarify business arrangements with Libraries Australia commercial subscribers</td>
<td>2007</td>
</tr>
<tr>
<td>Home delivery pilot</td>
<td>Investigate feasibility of home delivery of physical items or digitisation on demand with a pilot group of Australian libraries</td>
<td>2008-2009</td>
</tr>
<tr>
<td></td>
<td>Establish similar arrangements with other vendors of Electronic Resource Management services</td>
<td>2009</td>
</tr>
<tr>
<td>Improve relationships with Libraries Australia stakeholders and library practitioners</td>
<td>Provide support for the Libraries Australia Advisory Committee through provision of relevant information and research on significant issues raised by the Committee or the NLA</td>
<td>ongoing-at least two meetings per year</td>
</tr>
<tr>
<td>Ensure links to CAUL and NSLA enable good communication and encourage a sense of collaboration and ownership of the Libraries Australia service</td>
<td>ongoing</td>
<td></td>
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<tr>
<td>Develop a ‘value statement’ for Libraries Australia to encourage collaboration and a shared sense of ownership of the service by Australian libraries</td>
<td>2007</td>
<td></td>
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<tr>
<td>Hold an annual Libraries Australia Forum to discuss strategic and operational issues with Australian library practitioners</td>
<td>ongoing</td>
<td></td>
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<tr>
<td>Enhance the operation of the Libraries Australia State user Groups through regular teleconferences, annual or semi-annual visits from NLA staff</td>
<td>ongoing</td>
<td></td>
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<tr>
<td>Review state based Libraries Australia training services to maintain standards</td>
<td>2007-2008</td>
<td></td>
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<tr>
<td>Enhance online documentation for Libraries Australia services including user manuals, tutorials and web site content</td>
<td>2007</td>
<td></td>
</tr>
<tr>
<td>Implement Libraries Australia subscription models for each library sector based on independent external criteria</td>
<td>2007-2009</td>
<td></td>
</tr>
<tr>
<td>Absorb public library subscriptions for Picture Australia into Libraries Australia subscription costs</td>
<td>2008-2009</td>
<td></td>
</tr>
<tr>
<td>Actively market Libraries Australia services to increase subscriber base particularly for public, special and school libraries. Targets: 100% of state/territory and university libraries; 80% of public libraries; 80% of key government, health, law and other special libraries; increased use by schools</td>
<td>ongoing</td>
<td></td>
</tr>
<tr>
<td>Encourage subscribing libraries to open up access to the subscription Libraries Australia Search service to end users and make use of its features</td>
<td>ongoing</td>
<td></td>
</tr>
<tr>
<td>Increase the value of Libraries Australia Document Delivery by encouraging increased usage, reducing the number of libraries requiring payment via alternative workflows</td>
<td>ongoing</td>
<td></td>
</tr>
</tbody>
</table>
## Strategy 2: Improve database currency, quality, coverage and review scope

<table>
<thead>
<tr>
<th>Objective</th>
<th>Activity</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve ANBD currency and quality</td>
<td>Increase the value of the ANBD as a resource discovery mechanism through increased coverage of Australian library collections, especially for public and special libraries</td>
<td>ongoing</td>
</tr>
<tr>
<td></td>
<td>Increase contribution to the ANBD, identifying non contributors and encouraging their participation</td>
<td>ongoing</td>
</tr>
<tr>
<td></td>
<td>Improve and refine Record Import Service (RIS) routines</td>
<td>ongoing</td>
</tr>
<tr>
<td></td>
<td>Improve and refine RIS reporting</td>
<td>2007-2008</td>
</tr>
<tr>
<td></td>
<td>Integrate new Open Archives Initiative harvester with the Record Import Service</td>
<td>2008</td>
</tr>
<tr>
<td></td>
<td>Implement duplicate records detection and removal service</td>
<td>2008</td>
</tr>
<tr>
<td></td>
<td>Develop authority record import service</td>
<td>2008</td>
</tr>
<tr>
<td></td>
<td>Test SRU Update for cross-database record synchronisation - initially with OCLC and later as a service for Australian libraries</td>
<td>2008-OCLC 2009-subscribers</td>
</tr>
<tr>
<td></td>
<td>Implement CBS linking of bibliographic and authority records</td>
<td>2008</td>
</tr>
<tr>
<td></td>
<td>Match/merge name headings and name subject headings in the ANBD authority file</td>
<td>2008-2009</td>
</tr>
<tr>
<td></td>
<td>Implement CBS job management system in order to streamline global changes to the ANBD</td>
<td>2008</td>
</tr>
<tr>
<td>Review scope of the ANBD</td>
<td>Determine and implement a strategy for management of sub-item level information such as journal articles and music tracks</td>
<td>2008-2009</td>
</tr>
<tr>
<td></td>
<td>Review and develop new guidelines for inclusion of institution-specific data in the ANBD</td>
<td>2008-2009</td>
</tr>
<tr>
<td></td>
<td>Implement support for Arabic and Hebrew scripts in the ANBD</td>
<td>2007-2008</td>
</tr>
<tr>
<td></td>
<td>Resolve Australian Digital Theses hosting arrangements in collaboration with CAUL</td>
<td>2008-2009</td>
</tr>
<tr>
<td>New products and services</td>
<td>Develop new products based on Australian electronic collections, for example: Australian standards or parliamentary papers</td>
<td>ongoing</td>
</tr>
<tr>
<td></td>
<td>Develop a product based on Australian Parliamentary papers and investigate options to improve ANBD coverage of parliamentary papers</td>
<td>2008</td>
</tr>
<tr>
<td></td>
<td>Undertake regular (at least annual) archiving of the ANBD. The data will be available to subscribers on request for specific research purposes</td>
<td>2008</td>
</tr>
<tr>
<td>Links to online resources</td>
<td>Implement links in ANBD records to full-text from mass digitisation projects such as Google Books, The Open Content Alliance and the Million Book Project</td>
<td>ongoing</td>
</tr>
<tr>
<td></td>
<td>Investigate mechanisms for improved links in the ANBD to electronic journals</td>
<td>2008-2009</td>
</tr>
<tr>
<td></td>
<td>Investigate use of link resolvers or other mechanisms to facilitate discovery pathways from services like Google Scholar to electronic journal articles</td>
<td>2008-2009</td>
</tr>
</tbody>
</table>
### Strategy 3: Enhance Libraries Australia services

<table>
<thead>
<tr>
<th>Objective</th>
<th>Activity</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve service reliability and reporting</td>
<td>Regularly report uptime statistics to Libraries Australia subscribers</td>
<td>2007</td>
</tr>
<tr>
<td></td>
<td>Improve communication regarding planned and unplanned system outages</td>
<td>2007</td>
</tr>
<tr>
<td></td>
<td>Review and improve Libraries Australia help desk procedures</td>
<td>2007</td>
</tr>
<tr>
<td></td>
<td>Implement regular upgrades to services, including improvements to documentation and user manuals</td>
<td>ongoing</td>
</tr>
<tr>
<td>Measure satisfaction levels</td>
<td>Regularly survey stakeholder, subscriber and user satisfaction levels</td>
<td>2009-end user survey</td>
</tr>
<tr>
<td>Implement improved cataloguing services</td>
<td>Implement regular upgrades to CBS software</td>
<td>2007-CBS 3.2</td>
</tr>
<tr>
<td></td>
<td>Implement regular WinIBW cataloguing client upgrades</td>
<td>2007-remote targets</td>
</tr>
<tr>
<td>Implement improved search services</td>
<td>Implement improved relevance ranking using TeraText (stage 1) and Lucene (stage 2)</td>
<td>2007-stage 1 2008-stage 2</td>
</tr>
<tr>
<td></td>
<td>Implement Z39.50 interface to Lucene</td>
<td>2007-2008</td>
</tr>
<tr>
<td></td>
<td>Implement ‘facetted’ browse</td>
<td>2008</td>
</tr>
<tr>
<td></td>
<td>Implement clustering of editions of a work</td>
<td>2008</td>
</tr>
<tr>
<td></td>
<td>Integrate ANBD results within the Library’s ‘national data store’ and ‘single business’ discovery service</td>
<td>2008-2009</td>
</tr>
<tr>
<td></td>
<td>Implement pilot People Australia service</td>
<td>2008</td>
</tr>
<tr>
<td></td>
<td>Implement improved access to Australian journal articles</td>
<td>2009</td>
</tr>
<tr>
<td></td>
<td>Implement improved access to local catalogues from Libraries Australia and investigate development of a ‘Libraries Australia Local’ service</td>
<td>2009-2010</td>
</tr>
<tr>
<td></td>
<td>Implement annotation services</td>
<td>2009-2010</td>
</tr>
<tr>
<td>Implement improved document delivery services</td>
<td>Implement new releases of VDX</td>
<td>ongoing</td>
</tr>
<tr>
<td></td>
<td>Implement ISO interoperability with other document delivery systems</td>
<td>ongoing</td>
</tr>
<tr>
<td></td>
<td>Identify potential new document suppliers</td>
<td>ongoing</td>
</tr>
<tr>
<td>Embed Libraries Australia in the ‘user space’</td>
<td>Continue exposure of Libraries Australia content to search engines like Google and Yahoo!</td>
<td>ongoing</td>
</tr>
<tr>
<td></td>
<td>Investigate provision of ANBD data to other online service such as the Open Library project or LibraryThing</td>
<td>2008-2009</td>
</tr>
<tr>
<td>Implement collection views tailored to subscriber needs</td>
<td>Incorporate institutional data into the ANBD, initially for the NLA, to support collection views</td>
<td>2008-2009</td>
</tr>
<tr>
<td></td>
<td>Determine demand for a ‘Libraries Australia Local’ and develop the capacity to provide local, regional or thematic views of the ANBD</td>
<td>2009</td>
</tr>
</tbody>
</table>
### Strategy 4: Improve management of directory data and user administration

<table>
<thead>
<tr>
<th>Objective</th>
<th>Activity</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrate the Library’s directories</td>
<td>Specify and undertake project to integrate data from ALG, ILRS, and Libraries Australia Administration</td>
<td>2009-2010</td>
</tr>
<tr>
<td></td>
<td>Implement a registry of collection targets possibly as part of a national data directory service</td>
<td>2009</td>
</tr>
<tr>
<td></td>
<td>Pilot use of shibboleth for authentication to Libraries Australia by a university library</td>
<td>2010</td>
</tr>
<tr>
<td>Improve Libraries Australia Administration</td>
<td>Implement improved reporting and statistical services for use by subscribing libraries</td>
<td>2007</td>
</tr>
<tr>
<td></td>
<td>Cooperate with OCLC’s WorldCat Registry project to expose information about Australian libraries internationally</td>
<td>2007-2008</td>
</tr>
<tr>
<td></td>
<td>Implement Google analytics for more granular reporting of search activity</td>
<td>2008</td>
</tr>
</tbody>
</table>
### Futures Costing

#### Revenue

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Libraries Australia</td>
<td>4,707,989</td>
<td>4,004,664</td>
<td>3,981,311</td>
</tr>
<tr>
<td>Database Royalties</td>
<td>66,504</td>
<td>36,622</td>
<td>48,431</td>
</tr>
<tr>
<td><strong>total revenue</strong></td>
<td>4,774,493</td>
<td>4,041,286</td>
<td>4,029,742</td>
</tr>
</tbody>
</table>

#### Expenses

**Employee expenses**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Libraries Australia</td>
<td>1,672,815</td>
<td>1,905,859</td>
<td>2,004,784</td>
</tr>
<tr>
<td>Information Technology support</td>
<td>0</td>
<td>149,000</td>
<td>355,000</td>
</tr>
<tr>
<td><strong>total employee expenses</strong></td>
<td><strong>1,672,815</strong></td>
<td><strong>2,054,859</strong></td>
<td><strong>2,359,784</strong></td>
</tr>
</tbody>
</table>

**Supplier expenses**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Libraries Australia</td>
<td>716,157</td>
<td>675,774</td>
<td>803,580</td>
</tr>
<tr>
<td>IBM Global Services</td>
<td>1,784,076</td>
<td>938,383</td>
<td>355,000</td>
</tr>
<tr>
<td>OCLC/PICA including enhancements</td>
<td>0</td>
<td>24,494</td>
<td>24,392</td>
</tr>
<tr>
<td>Hardware / Software maintenance</td>
<td>0</td>
<td>63,113</td>
<td>211,747</td>
</tr>
<tr>
<td><strong>total supplier expenses</strong></td>
<td><strong>2,500,233</strong></td>
<td><strong>1,701,764</strong></td>
<td><strong>1,039,719</strong></td>
</tr>
</tbody>
</table>

**Depreciation**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Libraries Australia</td>
<td>611,835</td>
<td>690,000</td>
<td>539,705</td>
</tr>
<tr>
<td><strong>total depreciation</strong></td>
<td><strong>611,835</strong></td>
<td><strong>690,000</strong></td>
<td><strong>539,705</strong></td>
</tr>
</tbody>
</table>

**Recovery of non-capitalised costs**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Libraries Australia</td>
<td>0</td>
<td>110,344</td>
<td>220,688</td>
</tr>
<tr>
<td><strong>total recovery</strong></td>
<td><strong>0</strong></td>
<td><strong>110,344</strong></td>
<td><strong>220,688</strong></td>
</tr>
</tbody>
</table>

**Internal service charge**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Libraries Australia</td>
<td>(348,049)</td>
<td>(278,000)</td>
<td>(310,000)</td>
</tr>
<tr>
<td><strong>total internal service charge</strong></td>
<td><strong>(348,049)</strong></td>
<td><strong>(278,000)</strong></td>
<td><strong>(310,000)</strong></td>
</tr>
</tbody>
</table>

**Corporate overheads**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Libraries Australia</td>
<td>764,574</td>
<td>657,732</td>
<td>772,005</td>
</tr>
<tr>
<td><strong>total corporate overheads</strong></td>
<td><strong>764,574</strong></td>
<td><strong>657,732</strong></td>
<td><strong>772,005</strong></td>
</tr>
</tbody>
</table>

**Total expenses**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Libraries Australia</td>
<td>5,201,408</td>
<td>4,936,699</td>
<td>4,621,902</td>
</tr>
<tr>
<td><strong>total expenses</strong></td>
<td><strong>5,201,408</strong></td>
<td><strong>4,936,699</strong></td>
<td><strong>4,621,902</strong></td>
</tr>
</tbody>
</table>

#### Surplus / (Deficit)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Libraries Australia</td>
<td>(426,915)</td>
<td>(895,413)</td>
<td>(592,160)</td>
</tr>
<tr>
<td><strong>total surplus</strong></td>
<td><strong>(426,915)</strong></td>
<td><strong>(895,413)</strong></td>
<td><strong>(592,160)</strong></td>
</tr>
</tbody>
</table>

### Explanatory Notes

**Employee expenses**

The National Library’s IT Division has responsibility for applications and infrastructure support for Libraries Australia system components. This support includes enhancements to those parts of the system which were developed internally.

**Supplier Expenses**

Includes ongoing expenses associated with Libraries Australia, together with payments to major suppliers of IT infrastructure, previously to IBM Global Services for AMICUS and Librivision, and now to OCLC/PICA for provision of the CBS software.

**Depreciation / recovery of non capitalised costs**

This area shows the depreciation of the capital costs of Libraries Australia, including costs associated with staff time, hardware and licensed software that were formally capitalised. Libraries Australia development costs that could not formally be capitalised are included for recovery.

**Internal service charge**

As well as being a provider of Libraries Australia, the National Library is also a user. The attributed revenue from the Library’s use of the service is shown here as an offset to costs.

**Corporate overheads**

This area shows the cost attributed to Libraries Australia from staff elsewhere in the National Library that supply corporate services, together with the cost of floor space and IT equipment.
# Libraries Australia Forum 2007

*Chair: Lea Giles-Peters (morning) and Jan Fullerton (afternoon)*

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Activity</th>
<th>Theatre</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM</td>
<td>Welcome and Opening</td>
<td>Theatre 1</td>
<td>Professor L. Roy Webb</td>
</tr>
<tr>
<td>9:15 AM</td>
<td>Introduction</td>
<td>Theatre 1</td>
<td>Jan Fullerton</td>
</tr>
<tr>
<td>9:40 AM</td>
<td>Australia’s information and research infrastructure</td>
<td>Theatre 1</td>
<td>Warwick Cathro</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>International partnerships - OCLC</td>
<td>Theatre 1</td>
<td>Karen Calhoun</td>
</tr>
<tr>
<td>10:15 AM</td>
<td>Libraries Australia and full text resources</td>
<td>Theatre 1</td>
<td>Rob Walls</td>
</tr>
<tr>
<td>10:30 AM</td>
<td>New directions in cataloguing</td>
<td>Theatre 1</td>
<td>Deirdre Kiorgaard</td>
</tr>
<tr>
<td>10:45 AM</td>
<td>Morning Tea</td>
<td></td>
<td>Queensland Terrace</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>Parallel Session 2.A</td>
<td>Theatre 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cataloguing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Parallel Session 2.B</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Interlibrary Lending</td>
<td>Theatre 2</td>
<td></td>
</tr>
<tr>
<td>11:50 AM</td>
<td>Movement time (5 mins)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:50 AM</td>
<td>Parallel Session 3.A</td>
<td>Theatre 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Administration and Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Parallel Session 3.B</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reference &amp; Libraries Australia Search</td>
<td>Theatre 2</td>
<td></td>
</tr>
<tr>
<td>12:40 PM</td>
<td>Lunch</td>
<td></td>
<td>Queensland Terrace</td>
</tr>
</tbody>
</table>
### Session 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Theatre</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 PM</td>
<td>New directions in access services</td>
<td>Theatre 1</td>
<td>Judith Pearce</td>
</tr>
<tr>
<td>1:45 PM</td>
<td>Producing a new OPAC exploiting MARC data</td>
<td>Theatre 1</td>
<td>Lloyd Sokvitne</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>Libraries Australia Lucene migration</td>
<td>Theatre 1</td>
<td>Debbie Campbell</td>
</tr>
</tbody>
</table>

**Service updates**

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Theatre</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:15 PM</td>
<td>Libraries Australia Survey</td>
<td>Theatre 1</td>
<td>Debbie Campbell</td>
</tr>
<tr>
<td></td>
<td>Libraries Australia website refresh</td>
<td>Theatre 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Directory integration</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th><strong>Afternoon Tea</strong></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>2:30 PM</td>
<td></td>
<td>Queensland Terrace</td>
<td></td>
</tr>
</tbody>
</table>

### Session 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Theatre</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00 PM</td>
<td>Music Australia</td>
<td>Theatre 1</td>
<td>Robyn Holmes</td>
</tr>
<tr>
<td></td>
<td>People Australia</td>
<td></td>
<td>Basil Dewhurst</td>
</tr>
<tr>
<td></td>
<td>Arrow Discovery Service</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Picture Australia</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Session 6

<table>
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<tr>
<th>Time</th>
<th>Topic</th>
<th>Theatre</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:30 PM</td>
<td>Open discussion on Libraries Australia: ideas, future directions</td>
<td>Theatre 1</td>
<td>Tony Boston</td>
</tr>
</tbody>
</table>
LIBRARIES AUSTRALIA SUBSCRIPTIONS

Background

The current revenue model for Libraries Australia has been in place since 1 July 2005. Subscribing libraries no longer incur a per transaction charge, but average search and document delivery usage from January 2002 to December 2003 was used to determine an annual fee when the subscription model was introduced in July 2005.

The new subscription model has resulted in savings for subscribing libraries. It should be noted that if previous costs, based on search and document delivery usage, were applied in 2006/07, libraries would have paid $7.5m rather than $4m to Libraries Australia. The total cost of running the Libraries Australia service is about $5m per year of which about $4m is recovered from subscribing libraries. The balance is funded by the National Library.

After a period of consultation with CAUL in 2005/06, in early 2007 a new subscription model was developed for CAUL member libraries. Preserving the principles expressed for the Kinetica charging\(^1\), the new tiered model sought to bring more equality, transparency, and sustainability to subscriptions. This new model was endorsed by the Libraries Australia Advisory Committee on 27 March 2007.

Proposal

While CAUL libraries were introduced to the new tiered subscription model from 1 July 2007, remaining Libraries Australia customers will continue with their existing subscriptions (CPI-adjusted) for the financial year 2007/2008.

However, the National Library foreshadowed at the LAAC meeting in April 2007 that it would investigate new models for the other sectors\(^2\). The following sectors have been identified as candidates for a subscription model:

- state & territory;
- university (already endorsed);
- public; and
- special: TAFE, government, discipline-specific, corporate.

The model for each sector will vary according to one or more parameters which are transparent for the sector. Several issues must be taken into consideration when deriving a subscription model:

- any new parameter chosen as the basis for a model is not automatically going to result in a reduction in subscriptions to the Libraries Australia service. The new subscription models are designed to be revenue neutral for each sector;

- while Libraries Australia welcomes new libraries into the service via a consortium arrangement, there is often little benefit in terms of savings in

---

\(^1\) Libraries Australia Subscription Model for CAUL Libraries [LAAC 2007/1/3]; based on the Kinetica pricing model: proposed subscription model [KAC/2005/1/6]

\(^2\) [LAAC 2007/2/4]
administration. Each individual library is still entitled its own set of signons for various activities such as ILL. This may be offset by the benefit of streamlined record contribution, but this is not a universal result;

- the establishment of a consortium does not mean that the consortial subscription fee is set in perpetuity, no matter how many libraries join it.

State & Territory libraries subscription model

State and territory library budgets are not uniformly available. State and territory libraries receive approximately $200 million in total funding annually from government. Depending on the state government in question, some library operations are interleaved with other significant government functions such as education or support for public libraries. Although a few State libraries do publish their revenue from sources other than government, these inputs cannot be extrapolated across the libraries. Therefore it is difficult to use budgets as a basis for comparison between libraries.

Service providers such as e-resource vendors typically use population served as a subscription parameter. A subscription model, based on population, is proposed for the State & Territory library sector. Current Libraries Australia subscription costs (as a percentage) are shown below as well as aggregated usage of Libraries Australia services in 2006/07. Aggregated usage has been calculated by averaging current usage of search and document delivery functions, and total holdings for each state/territory library.

<table>
<thead>
<tr>
<th>Library</th>
<th>Population Served</th>
<th>%pop</th>
<th>%subscription$</th>
<th>Aggregated usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SLNSW</td>
<td>6,854,800</td>
<td>33%</td>
<td>31%</td>
<td>35.1%</td>
</tr>
<tr>
<td>SLV</td>
<td>5,165,400</td>
<td>25%</td>
<td>17%</td>
<td>17.5%</td>
</tr>
<tr>
<td>SLQ</td>
<td>4,132,000</td>
<td>20%</td>
<td>5%</td>
<td>8.0%</td>
</tr>
<tr>
<td>SLWA</td>
<td>2,081,000</td>
<td>10%</td>
<td>10%</td>
<td>10.5%</td>
</tr>
<tr>
<td>SLSA</td>
<td>1,575,700</td>
<td>8%</td>
<td>9%</td>
<td>10.3%</td>
</tr>
<tr>
<td>SLT</td>
<td>491,700</td>
<td>2.4%</td>
<td>9%</td>
<td>5.0%</td>
</tr>
<tr>
<td>ACTPLS</td>
<td>336,400</td>
<td>1.6%</td>
<td>5%</td>
<td>7.2%</td>
</tr>
<tr>
<td>NTLS</td>
<td>212,600</td>
<td>1%</td>
<td>10%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Total</td>
<td>20,852,000³</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 1: State/Territory library sector payments to Libraries Australia compared to population and usage

The correlation between population and existing subscriptions is reasonably close for SLNSW, SLWA and SLSA. For SLV and SLQ, current subscriptions are lower than the percentage population for their states. Although SLT, ACTPLS and NTLS are contributing above the level indicated by their population, their contribution can be explained through their library’s additional support for the public library network in

their state or territory. As a result these state/territories are not included in Table 2 which considers subscriptions for public libraries.

The National Library would undertake to develop appropriate transition arrangements to the new population-based model over a number of years to minimise any large increases or decreases in subscriptions for state/territory libraries.

**Recommendations**

1. the subscription model developed for the university sector found that university libraries paid $0.37 to Libraries Australia for every hundred dollars provided by their budgets. A sectoral analysis is recommended to ensure that the amount paid by each library sector is fair in comparison to all sectors. The analysis proposal is described further in Attachment A;

2. that the subscription model for State and Territory libraries be recalibrated to match with population percentages and should take account of state/territory responsibilities for public libraries;

3. that the new subscription model and its ramifications be discussed with the State and Territory Library CEOs at a NSLA meeting;

4. that rules be written and disseminated for the operation of consortia in terms of their relationship to Libraries Australia.

**Public libraries subscription model**

According to the most recent ABS survey in 2003/04, there are 532 public libraries in Australia at 1706 locations\(^4\), receiving $521.9million in funding annually from government. Of these, 211 (or 40%) currently subscribe to Libraries Australia although 1,210 separate locations are registered in the Australian Libraries Gateway (as at 2006).

In order to help public libraries reduce their costs, the National Library has provided support for State-based consortial membership since 2002/2003. These consortial membership arrangements are now under internal review. For example, for its 2007/2008 financial year the New South Wales Public Libraries association for regional libraries (PLNSW-C) derived its own new Libraries Australia subscription model based on actual population figures published by the Australian Bureau of Statistics for each statistical local area.

Two consortia exist in New South Wales, PLNSW-Country and PLNSW-Metropolitan, but a handful of other libraries remain outside these arrangements. Over 40 public libraries belong to the VicLink consortium in Victoria, which also manages the Libraries Australia subscription fee on behalf of its members, but, in contrast, this is not the case for the Queensland Public Library Association (QPLA). In all cases, these consortia are not managed by their associated State libraries.

However, the situation is different in other state/territories. The State Library of Western Australia draws together all public libraries in the state under one fee, as does the Northern Territory Public Library Service, the Australian Capital Territory Public Library Service, and the State Library of Tasmania. Libraries Australia does not have access to any data regarding fees paid by individual libraries back to SLWA, NT, or

ACTPLS. The State Library of Tasmania does not receive any payments as public libraries are considered to be part of the State Library.

A subscription model, based on population, is proposed for the public library sector. In the table below existing subscriptions are compared to population and, for comparison, aggregated usage of Libraries Australia in 2006/07 is also shown. The discrepancies between population and payment percentages are greater than in Table 1, but are offset to some degree by percentage payments at the State/Territory level.

The transition arrangements to the new population-based model would be implemented over a number of years to minimise any large increases or decreases in subscriptions. The model will take into account differing administrative arrangements between state/territory and public libraries across Australia and differing rates of subscription to Libraries Australia by public libraries in each state/territory.

<table>
<thead>
<tr>
<th>State</th>
<th>Population Served</th>
<th>%pop</th>
<th>%subscription$</th>
<th>Aggregated Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSW</td>
<td>6,854,800</td>
<td>35%</td>
<td>51%</td>
<td>51%</td>
</tr>
<tr>
<td>Victoria</td>
<td>5,165,400</td>
<td>26%</td>
<td>26 %</td>
<td>32%</td>
</tr>
<tr>
<td>Queensland</td>
<td>4,132,000</td>
<td>21%</td>
<td>18%</td>
<td>13%</td>
</tr>
<tr>
<td>Western Australia</td>
<td>2,081,000</td>
<td>11%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>South Australia</td>
<td>1,575,700</td>
<td>8%</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Table 2: Public library sector payments to Libraries Australia compared to population and usage

**Recommendations**

1. that a new public libraries subscription model be based on population, and its ramifications be discussed with public library sectoral representatives and the State and Territory libraries at a NSLA meeting;

2. that as part of the transition to the new population-based subscription model, the fee for public libraries to join the Picture Australia service would be waived. This proposal is described further in Attachment B;

**Special libraries subscription model**

A subscription model is also in development for special libraries. It will be presented at the next meeting of the Libraries Australia Advisory Committee.

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Attachment A
Proposal for an economic analysis by library sector

Background
At the March 2007 LAAC meeting, the National Library presented a tiered sectoral model for all CAUL libraries based on publicised total expenditure figures. During the discussion that ensued, the CAUL community queried whether the total expenditure it paid as a sector was a fair proportion of the cost of running Libraries Australia.

Since April, a separate value statement [LAAC paper 2007/3/5] has been developed which sets out the benefits of the service but does not attempt to justify the economic value of Libraries Australia to Australian libraries. It is clear, however, that there cannot be a significant reduction in Libraries Australia costs unless an alternate source of funding is identified and implemented.

Issues
Various parameters on which to base subscriptions have been explored for several sectors, including population and budget. This work found that:

- the value of Libraries Australia is broader than any single agency’s contribution, and applies over the long term as well as in short term operational contexts;

- the usage of the Libraries Australia services by each sector fluctuates annually, and each agency expects their subscription to reflect those fluctuations in the subsequent year;

- most contributors expect their contributions to receive unlimited ongoing recognition in the form of financial recompense, despite successful efforts on the part of the National Library to ‘refund’ costs in the form of lower subscriptions at the point of key redevelopments, and periodically reduced running costs;

- while many libraries expect recognition for the value of their contribution to the Australian National Bibliographic Database, they sometimes don’t recognise the benefit of the service to their library’s operations; and

- most sectors have differing views on how much financial support should be provided to the national endeavour.

Recommendation
It is recommended that the National Library arrange for an economic valuation of the Libraries Australia service which could provide a rationale for distributing costs of the service by sector. Proposed sectors should include, but are not restricted to, state & territory, university, national, public, and specials: the corporate, government, TAFE, discipline-specific libraries.
Attachment B
Proposal to waive fees for public libraries to join Picture Australia

Background
In the Libraries Australia Business Plan Development for 2006 [LAAC/2006/3/5/], it was suggested that “There may be advantages to rolling the Picture Australia fee into the annual subscription of public libraries to Libraries Australia. This may be a way of opening up access to valuable local history collections from public libraries.” This offer would only apply to public libraries which are Libraries Australia subscribers, and would take effect in the 2008/09 financial year.

Issues
- there will be a loss of revenue to Picture Australia. Based on the current fee structure, this would mean a loss of $22,000 in a financial year. The National Library is prepared to absorb this in the interests of expanding access to Australian content across the country and internationally;
- there are two consortia which bring public libraries to Picture Australia: Picture Queensland with 13 members, and Picture Victoria with 44 members. Waiving the fees for public libraries which are members of a consortium would mean that other types of agencies in any consortium would be separately billed;
- other (small) agencies may like to have the same courtesy extended to them.

Benefits
- unique collections gain exposure which public libraries may not be able to provide;
- existing consortial arrangements such as shared administration for the Request a Copy Service are retained. Similarly, the National Library realises efficiencies in being able to harvest records from a consortium;
- each consortium can direct more of its Picture Australia funding contribution to the costs of managing shared infrastructure for its public library members. [State libraries would still be required to pay their own participation fee];
- the offer pre-empts the choice of public libraries to work with an international aggregator rather than an Australian one as a cost-saving measure;
- more public libraries may subscribe to Libraries Australia.

Operational considerations
- separate registration will still be required by individual agencies, and managed by Picture Australia staff, to ensure obligations under the Memorandum of Understanding are met;

Recommendations
1. that this proposal be implemented in the 2008/09 financial year;
2. that the National Library discusses the ramifications with NSLA in light of the impact on State-based consortia;
3. that the National Library discusses the proposal with the Picture Australia Advisory Board.
SUPPORT FOR INSTITUTION SPECIFIC DATA

This paper discusses system support for Institution Specific Data (ISD) in Libraries Australia and why it is timely to considering changing the policy regarding contribution of ISD to the Australian National Bibliographic Database (ANBD).

Introduction

A limited number of ISD fields were supported in the former ABN system notes and subject headings

When the Kinetica Service, using the Amicus software, was implemented it was decided to no longer support ISD (except for holdings) and not to migrate ISD from ABN to the new platform. This decision was discussed at the 45th ABN Standards Committee Meeting in March 1998.

Libraries Australia currently supports institution specific holdings data (MARC field 850) and Electronic Location and Access data (Input in the LACC in field 956 and output as MARC field 856; flagged with $xISD5:NUC). In both cases this institution specific data is visible to all users of the service. Records provided through the Record Export and Products services are tailored to include ISD supplied by the requesting library.

The current Libraries Australia Cataloguing policy is:

Institution or copy specific notes are not valid data for the ANBD. Changes to bibliographic records should not place institution specific data in shared data fields and should retain all valid data in the record. (Libraries Australia Cataloguing Manual 4.1.1)

What is ISD?

ISD is usually defined as data that is applicable only to the institution that created it or to a specific copy of work within that library and because of this it is not be shared with other libraries. With Web 2.0 and the possibility of a wider group of users creating content, especially social tagging, Libraries Australia should consider the broader issues relating to the sharing of data. Irrespective of the source of the data, or whether or not it was created according to a recognized standard, it can be argued that most data elements are potentially valuable to other users and therefore should potentially be shareable.

It is possible to define three levels of data shareability:

- Shareable (e.g. Bibliographic data created according to agreed standards)
- Optionally shareable (e.g. Subject data created using an institution specific controlled vocabulary, or a tag cloud created by users)
- Non-shareable (e.g. Data that the contributor has designated as non-shareable).
Why support a wider range of ISD?

The National Library of Australia’s Catalogue Access Review conducted in 2005/06 identified a medium term goal of using Libraries Australia as the public catalogue for the NLA collections. In order for this to occur the review found that additional institution specific bibliographic and holdings data would need to be added to ANBD records and be supported in Libraries Australia services.

Expanding support for ISD in Libraries Australia would: enable libraries to use it as a public catalogue; support the development of a Libraries Australia Local service similar to WorldCat Local, and could support more detailed and current holdings information. Allowing users to optionally include or exclude specified data elements from their search displays and bibliographic products would enable Libraries Australia to better meet their specific needs; for example, a number of libraries have recently asked that MARC field 653 (Index term-Uncontrolled) be excluded from their bibliographic products.

What data should be supported in Libraries Australia?

The NLA Catalogue Access Review specifically identified that support for the following categories of ISD is required: topical subject headings, geographic subject headings, series headings and Parent-child links (MARC field 773). In addition Libraries Australia should consider support for any other data elements that subscribers require for the description of, and access to, their resources.

The solution implemented will need to ensure that coding is sufficiently specific (e.g. including support for subfield coding) to allow the data to be mapped to the most appropriate index; for example the NLA has suggested the use of field 650_.4 for subject headings created using an institution specific vocabulary rather than a more generic 690 field. It will also need to enable contributing libraries and Libraries Australia to distinguish between shareable and non-shareable fields in contributed records. The MARC21 format already allows data in certain bibliographic fields to be linked to a specific institution by including the NUC of the contributing library in subfield $5 however it is likely that the support required by Libraries Australia subscribers will go beyond what is supported in MARC21 and will require the specification of additional data elements.

Implementation of the MARC holdings format would provide support for a range of copy specific note, holdings and electronic location fields. It would also provide improved support for institution specific Electronic Location and Access data which is currently supported in the a shareable bibliographic field 856 and flagged with “$xISD5:NUC” to indicated that it is institution specific data. Given the extensive use of holdings embedded in field 850/984 of the bibliographic record for the exchange of holdings, Libraries Australia will need to continue to support this option for the foreseeable future.

Overview of required system development

The CBS software which is used for the Libraries Australia Cataloguing service supports three record levels: Main, Local and Copy. The Main and Copy levels are currently used. Non-shareable data elements could be supported as local level records in CBS. Support for local level data has not been implemented as it was not a requirement identified for the Libraries Australia implementation. Implementation would require a significant task to configure support in CBS. Support for the MARC holdings format could be implemented by reconfiguring the current CBS Copy level
record. A larger task would be the development of support for non-shareable data in other modules of Libraries Australia: Record Import Service, Reader/Loader, Search Database, Record Export Service and Products.

The minimum level of support that is required is to allow Libraries Australia subscribers to contribute non-shareable bibliographic data and MARC format holdings to the ANBD, and to limit the display, editing and export of such data to the contributing library. It is desirable for other libraries to optionally be able to display and export this data.

An issue which will need to be resolved is whether non or optionally shareable data should be included in shared Libraries Australia indexes; this would lead to users retrieving records where the search term may not be visible in the record.

To summarize, the implementation of improved support for institution data in Libraries Australia will require:

- Development of guidelines on the use of existing MARC21 bibliographic fields that allow data to be linked to a specific institution (e.g. 5XX fields that support subfield $5) and on the use of MARC21 formatted holding records
- Specification of additional fields for non-shareable data (e.g. 59X, 69X and 9XX) and the development of guidelines for their use in Libraries Australia
- Specification of changes to the configuration of the Libraries Australia Cataloguing service (CBS software)
- Specifications for the development of support for non-shareable and optionally shareable data in the other Libraries Australia modules.

**Recommendation**

That the Libraries Australia Advisory Committee discuss the issues relating to changing Libraries Australia policy regarding support for Institution Specific Data.

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20 August 2007
AUSTRALIAN NATIONAL BIBLIOGRAPHIC DATABASE DEVELOPMENT

This paper reports on current initiatives aimed at improving the quality and coverage of the Australian National Bibliographic Database (ANBD) and introduces the ANBD Development Plan for 2007/2008.

ANBD Development Plan 2007/2008

Since 2004 an annual plan has been developed to provide a basis for ongoing ANBD data quality maintenance and enhancement activities.

The ANBD Development Plan for 2007/2008 is included as Attachment A to this paper and will be made available on the Libraries Australia web site.

The plan includes the continuation of: the implementation of automated duplicate removal; development of support for the batch loading authority data; the ongoing maintenance and refinement of data validation and matching, and the expansion of the Record Import Service (RIS).

Initiatives for 2008 include: the addition of OCLC record and work set identifiers to ANBD records to support FRBR clustering in result set displays; improving links to full-text by adding URLs from mass digitization projects, and a survey to identify gaps in ANBD coverage.

Following discussion at the April 2007 LAAC meeting we no longer remove records which don’t have holdings attached, don’t contain Table of Contents data, and have not been modified in more than five years. This decision will be reviewed every two years and prior to any future database migration.

ANBD Development 2006/2007

In 2006/2007 ANBD development activities focused on: improving support for authority data; duplicate record removal; further development of the RIS, and maintenance and enhancement of data validation and matching.

The following report relates to the period April to August 2007. Details of progress during the period November 2006 to March 2007 were provided in LAAC/2007/2/9.

ANBD Quality and Currency

Authority Data Update Project

During May to July three Database Services staff worked to update the ANBD to reflect authority records created or modified in the National Library of Australia’s Voyager system over the past two years. They manually input 1931 authority records and modified 1115 existing ANBD authority records.
A small test file of authorities from the NLA’s Voyager system has been received. This file will be loaded to the Libraries Australia test database when IT resources are available. The approach is to load the file and examine the results to determine the changes needed to the various conversion and configuration files in CBS (e.g. format conversions, index definitions, and an additional load stream defined just authorities). This project will prepare the ANBD to receive regular updates of new authority records supplied from the National Library via RIS. Pending the outcome of this trial a similar service will be offered to other libraries that create significant numbers of new authority records.

**Record Import Service**

83 libraries are now contributing to the ANBD using the RIS. During the period the following libraries began using the RIS:

- Australian Institute of Aboriginal and Torres Strait Islander Studies (testing)
- Box Hill Institute of TAFE
- Brimbank Library and Information Services
- Geoscience Australia Library (testing)
- Hobson’s Bay Library (testing)
- Northern Regional Library (testing)
- Royal North Shore Hospital and Community Services Library (testing)
- University of Ballarat. Mt Helen campus Library
- Wyndham City Council Library Service (testing)

The following libraries moved from MARC8 encoded contributions to Unicode:

- Monash University
- University of Adelaide
- University of New South Wales.

**Other significant RIS activities**

Minor changes to RIS conversion processes and CBS match merge programs were implemented during this period. Changes were applied to the Libraries Australian Administration module to ensure that NUCs for any new customers were automatically written to the conversion tables that translate NUCs to internal holdings codes. This ensures that new customers can edit their holdings (via the Search or Cataloguing Client) and that the Administration module can correctly record holdings statistics. Changes were also applied to record merging to ensure better retention of fields with non-Roman script data.

**RIS Contributors**

A program has been put in place to review RIS contributions every quarter and identify libraries that are not contributing according to their usual pattern. So far eleven libraries have been identified as not contributing for the past three months. Libraries that are identified are contacted and advice is offered where needed to help them resume regular contributions to the ANBD. Frequently the library is found to be making system changes.

**RIS Statistics**

Database Services staff have specified changes to the statistics and user reports generated within the RIS. The aims are to improve the way that new and potentially matched records are counted and reported, provide reports of the records that did
not load to the database, and split data errors and warnings into two separate files. Testing of these changes is currently in-progress.

**Reviewing**

The number of records awaiting review by Database Services staff is approximately 54000. This is a reduction of approximately 6000 compared with November 2006. During the period additional temporary staff helped reduce the backlog. The backlog is primarily due to the processing of several large retrospective file loads and data refreshes.

Database Services staff removed 1009 duplicate records that were reported by Libraries Australia users.

**Bibliographic record and holding refreshes**

Waverly Library uploaded a file of 113,000 records in order to refresh their holdings. In order to retain local system numbers for record matching, Database Services staff did not remove their holdings prior to the upload. Instead a special marker was applied to existing records to identify those holdings that were not updated as part of the reload. The marked holdings were then removed leaving only the current Waverly holdings on the database. This new workflow provides another option for Database Services staff to attempt to improve matching and data quality while at the same time reducing the amount of human reviewing normally associate with large data refreshes.

Database Services staff are working with staff from the State Library of Queensland to plan the reloading of 500,000 bibliographic records and holdings. This is necessary in order to rectify a problem with the duplication of their local system numbers for different items held in their collections.

**Global Data Updates**

During the period holdings deletions were performed for the following institutions:

- Brisbane City Council Libraries (382 holdings)
- Central Queensland Institute of TAFE (66 holdings)
- City of Sydney Custom’s House Library (510 holdings)
- Griffith Base Hospital Medical Library (54 holdings)
- James Bennett Library Services Pty Ltd (1107 holdings)
- Mackay City Library (1543 holdings)
- Snowy Mountains Hydro-Electric Authority Library (4935 holdings)
- University of Melbourne (82 holdings)
- University of New South Wales (15,722 holdings)

During the period the following holdings transfers/updates were performed:

- La Trobe University Albury-Wodonga Campus, David Mann Library to La Trobe University (1600 holdings)
- Hurstville Library implemented a new library management system. Their old Local System Numbers (LSN) were removed from the ANBD at their request (131,106 holdings)
- Several transfers were performed to correct internal system numbers associated with library NUC symbols. The correct system numbers were applied for the following libraries:
  - University of Melbourne (76,405 holdings)
Bibliographic global changes during the period included:

- In preparation for data extracts to OCLC WorldCat a number of ANBD records have had special collection identifier codes applied. This is required to ensure that we do not export records provided to the ANBD under contracts that do not allow supply to OCLC. To date 70,000 records have been processed using the scripting capabilities within the Cataloguing Client. A further 444,440 records will be processed pending IT resources. These require special offline scripts due to the number of records affected.
- 250 non-Roman script records were changed to correct the script identification code e.g. from ‘ea’ to ‘cjk’
- 17,000 records had invalid Library of Congress numbers removed (e.g. where the prefix was ‘abn’ or ‘anb’)
- 5000 records were corrected to fix the order of subfields in the collation and imprint subfield fields (300 and 260)
- 17,000 State Library of Victoria records were edited to remove 099 fields (Libraries Australia system numbers) with invalid content
- 688 cancelled Library of Congress headings were actioned on the database with changes applied to 17400 bibliographic records.
- Database Services staff also performed routine maintenance for geographic subdivisions to ensure that headings are subdivided directly by the state or territory.

Subject Headings

Library of Congress approved 5 headings:
- Marri Ngarr (Australian people)
- Marri Ngarr language
- Miniature fox terrier
- Wogo language
- Yindjibarndi language changed from Jindjibandji

Non-roman scripts

18,000 Wade-Giles headings in the subject authority were changed to Pinyin.

Testing of the creation, indexing and output of Cyrillic, Greek and Tamil scripts was completed successfully earlier in the year. Testing of Arabic and Hebrew scripts revealed that while these scripts can be successfully input, indexed and output, there are some usability issues in the cataloguing service interface.

Non-roman script records in Libraries Australia as at the end of July 2007:

Bibliographic records
- Arabic 5902
- Cyrillic 500
- Hebrew 640
• Greek 7
• Tamil 12
• Thai 933
• Chinese 416,637
• Japanese 310,312
• Korean 96,941

Authority records
• Chinese 4,095
• Japanese 20
• Korean 5

Automated de-duplication

In 2006 testing of the CBS automated offline de-duplication program found a bug in the software. This problem was reported to OCLC PICA and has been rectified in the latest CBS 3.2 offline release. Unfortunately the implementation of CBS version 3.2 has been delayed due to the limited availability of IT staff and because the test environment was not available for CBS testing in March as it was fully utilised for investigation of the Libraries Australia Search index problems. Testing of CBS version 3.2 is currently underway. It is anticipated that configuration and testing of offline de-duplication will resume shortly after the production implementation of CBS 3.2 and will be fully operational early in 2008.

ANBD Coverage

Public library holdings

Libraries Australia staff attended two separate meetings with VicLink representatives to discuss how ANBD coverage of Victorian public library holdings could be improved. Following these meetings, Database Services staff and the SWIFT manager will investigate the capability of the SWIFT system to supply data to the ANBD via RIS. Database Services staff will also provide advice to non-SWIFT libraries regarding how they could contribute to the ANBD via RIS.

Libraries Australia staff met with Public Library Services (S.A.) representatives to discuss how ANBD coverage of South Australian public library holdings could be improved. Discussion of whether and how, data could be supplied from the PLS P2 system is ongoing.

Destra records

The National Library of Australia entered into an agreement with Australian digital music provider, destra Media in order to enhance the Music Australia online service. As part of this partnership destra Media provided more than 45,000 track records to Music Australia that encompass contemporary Australian music. The records contain links to listen or purchase tracks. Records are passed through to the Music Australia database via the Libraries Australia Cataloguing Service. A special data conversion process enables storage of these records on the ANBD within a file that cannot be used by standard contributors. From this file they are transferred to Music Australia on a daily basis but by-passing the Libraries Australia Search service. Once enhancements to the LA Search service are implemented the records will be made available through Libraries Australia.
Australian Parliamentary Library

A large retrospective load of bibliographic and holdings data from the Australian Parliamentary Library was completed in March 2007. The load of over 115,000 bibliographic records added 42,000 new bibliographic records and 41,000 new holdings to the ANBD.

WorldCat Data Exchange

During the period Database Services staff activities have focused on the implementation of data exchange between OCLC’s WorldCat database and the ANBD. Database Services staff have been preparing data for extraction to OCLC. The aim is to provide OCLC with all records on the ANBD with the exception of those that are part of formed collections such as microform collections and electronic sets. The other part of this exchange is acquiring and loading files of records for Australian libraries with holdings on WorldCat. Of the 60 libraries identified only 5 have requested that their WorldCat holdings be loaded to the ANBD as AND holdings are more up to date than those on WorldCat. The use of SRU Update to support the cross-updating of WorldCat and the ANBD has been discussed with OCLC and OCLC PICA. SRU Update is supported in CBS 3.2 which is expected to be implemented in October.

Serial Solutions records

The State libraries of New South Wales, South Australia, Tasmania and Western Australia, Edith Cowan University Library and the National Library now opt to have a copy of their Serials Solutions data loaded to the ANBD. The agreement between Serials Solutions and Libraries Australia is currently being revised. Once this is completed we hope to be able to encourage other libraries to supply their data to the ANBD. During the period over 10,000 new Serials Solutions records for electronic resources have been added to the ANBD.

Recommendation

That the Libraries Australia Advisory Committee notes the report.

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17 August 2007
National Bibliographic Database Development Plan
Revised August 2007

An ongoing program of database maintenance and quality tasks is carried out by Libraries Australia Database Services staff. To assist in prioritising and managing these tasks, the ANBD Development Plan is maintained and revised annually. The following table lists a variety of tasks, including their priority, which will improve the quality of records and indexes in the Australian National Bibliographic Database.

<table>
<thead>
<tr>
<th>Task</th>
<th>Strategy</th>
<th>Task Priority</th>
<th>Start</th>
<th>Finish</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automated de-duplication of ANBD</td>
<td>Configure, test and implement the Libraries Australia (CBS) offline duplicate removal software to identify and remove existing duplicate records from the ANBD. Database Services staff to review tentative matches.</td>
<td>1</td>
<td>November 2007</td>
<td>February 2008 (then Ongoing)</td>
</tr>
<tr>
<td>Implement record linking in Libraries Australia</td>
<td>Implement the linking of bibliographic and authority records in the Libraries Australia Cataloguing service (CBS). The timing of the implementation of linking in the new Libraries Australia Search service is to be determined.</td>
<td>1</td>
<td>November 2007</td>
<td>April 2008 (then Ongoing)</td>
</tr>
<tr>
<td>Develop Authority Record Import Service</td>
<td>Enhance the Record Import Service to support the contribution of new authority records. This will required the configuration of new format conversions, index definitions,</td>
<td>1</td>
<td>February 2008</td>
<td>July 2008</td>
</tr>
<tr>
<td>Task Description</td>
<td>Details</td>
<td>Start Date</td>
<td>End Date</td>
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<tr>
<td>Add WorldCat record and Work-set identifiers to ANBD records</td>
<td>As part of the OCLC-NLA Agreement, OCLC will supply WorldCat record identifiers and Work-set identifiers for most ANBD records. This data will support Work based clusters in Search result displays. This will require the updating of most records in the Update Database and for this data to flow to the Search Database. This data will then be updated quarterly (or more frequently depending on arrangements with OCLC).</td>
<td>1 April 2008</td>
<td>Ongoing</td>
<td></td>
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<tr>
<td>Implement the CBS Job Manager</td>
<td>Development and implementation of a software interface to enable Database Services staff to define and execute a suite of global update scripts, and configure and change match merge scripts. This will reduce Libraries Australia dependency on NLA IT resources. Specifications for the development have been prepared and negotiations with OCLC PICA are currently underway regarding the terms for the development. It is hoped that the software will be delivered by mid-2008 and implemented shortly thereafter.</td>
<td>1 July 2008</td>
<td>October 2008</td>
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<tr>
<td>Implement links to in ANBD records to full-text from mass digitisation projects.</td>
<td>Discussion is currently underway with Google Books and the Open Content Alliance to obtain URLs that link to content in these services. This data will then be added to ANBD records. Other mass digitisation projects.</td>
<td>1 2008</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>Remove duplicate records reported by Libraries Australia</td>
<td>About 400 duplicate records are manually removed each month including those reported by Libraries Australia users</td>
<td>1 Ongoing</td>
<td>Ongoing</td>
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users via the web reporting form and those discovered during ANBD maintenance activities.

### Maintenance of Matching, Evaluation and Merging algorithms to minimise the incidence of duplicate records

The new CBS matching, evaluation and merging algorithms are superior to any previously used to support the ANBD. Fine tuning of these algorithms will be undertaken when specific issues are identified or when necessary to support new data sources.

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### Improve coverage of public library holdings

Continue working with VicLink, Public Library Services (S.A.) and the State Library of Queensland aimed at improving coverage of public library holdings.

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### Maintain validation configuration

The new CBS system supports stronger data validation than ever previously possible in the ANBD. It aims to ensure that records meet MARC 21 encoding and also ANBD minimum record standard. Modifications to validation tables will be made to reflect changes in the above standards and also if specific problems are identified.

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### Maintain RIS and online incoming data conversion tables

The new Libraries Australia Cataloguing system supports conversions of records imported through the RIS, web and cataloguing client interfaces. These data conversion scripts will be maintained to reflect any MARC 21 changes.

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### ANBD Coverage Survey

Undertake a survey of Libraries Australia subscribers to identify gaps in contribution to the ANBD.

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<td>2</td>
<td>November 2007</td>
<td>May 2008</td>
<td></td>
</tr>
<tr>
<td>Task Description</td>
<td>Description</td>
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<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
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<tr>
<td>Identify and fix incorrect indicators in Title field which cause record display problems</td>
<td>A global change script has been developed to support this and will be run regularly.</td>
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<tr>
<td>Correct record faults that prevent MARC 21 presentation and therefore pushing to the LA search service.</td>
<td>Undertake period reconciliation of records in the Libraries Australia Search and update databases and analyse the tags in those records that have not been pushed to Libraries Australia Search. Use global change scripts to correct these problems.</td>
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<tr>
<td>Some records contributed to the ANBD contain incorrect coding for Musical or Non Musical sound recordings</td>
<td>A report generated from the database can identify a high percentage and these will be corrected by regularly running a global change script.</td>
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<tr>
<td>Maintain Subject headings where Library of Congress and Australian forms conflict (includes headings referred to the Subject Headings Advisory Panel)</td>
<td>Strategy comprises:  1. Aligning Australian headings with Library of Congress authority file  2. Perpetual maintenance strategy for terms that can't be aligned  3. Implement CBS functionality to support the mapping of incoming headings to the preferred form.</td>
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<td>Ongoing authority file maintenance</td>
<td>Database Services staff resolve incorrect headings reported by</td>
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<tr>
<td></td>
<td>Identify and resolve incorrect headings reported by Libraries Australia users</td>
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<td>-----------------------------------------------------------------------------</td>
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<td></td>
<td>Identify through subject categories such as music, science, history, and resolve using automated process to attach Australian codes. Use automated means where possible.</td>
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<td>2.</td>
<td>Identify and resolve incorrectly coded Australian Name Authorities</td>
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<td>Libraries Australia Merge algorithm is designed to minimise the addition of multiple fields. Strategy may involve changes to Merge algorithm to fine tune this process.</td>
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<td>The small numbers of these fields are being fixed as found.</td>
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Identify and remove redundant data in duplicate or multiple fields (eg MARC 300, 504)
BUSINESS INTEGRATION PROJECT

Background
In late 2006 the National Library undertook a review of its IT architecture to support the management, discovery and delivery of the National Library of Australia’s collections and delivery of resource discovery services over the medium term. The current architecture which has successfully delivered digital library functions and resource discovery services over the last five years has become increasingly difficult to maintain and is hindering the Library’s ability to innovate and bring new services online.

The report of the review, considered by the Advisory Committee in April1, identified a new framework for building digital library and resource discovery services which will address these issues by:

- Implementing a Service Oriented Architecture
- Adopting a single-business approach
- Considering open-source solutions when these are functional and robust.

Business Integration Project
The IT architecture report recommends that the Library adopt a ‘single business’ approach to its online services, under which key metadata-based services (such as Libraries Australia, Picture Australia and Music Australia) as well as full text services (like the Australian newspapers online service) will be delivered as part of a single discovery service.

Two Library-wide workshops (on 3 May and 8 June) discussed how the Library might implement this single business approach. Among other things, these workshops recommended that a dedicated taskforce be formed to drive this project.

The Library’s Corporate Management Group discussed this issue on 26 June and established a Business Integration Taskforce to oversee implementation of the report’s recommendations, particularly the single-business approach. The Taskforce includes representation from business and technical divisions of the Library and is chaired by Warwick Cathro.

The Taskforce is attempting to frame answers to a number of questions, such as ‘What collection views will we promote to users of our data?’ and ‘How will we migrate our existing services to the new single business model?’.

Since early July, the Taskforce has been meeting weekly to answer questions regarding integration of existing and new services. The Taskforce is using the National Library’s wiki as its communication mechanism posting outcomes of meetings. The Taskforce is developing an action plan for future work and has proposed a number of ‘collection views’2 which would be accessible through the single business discovery service. These views are subsets of the ‘national data store’ and include views based on different themes (eg pictures, music, research) or collections (eg Australian library collections [ANBD] or National Library collections). It is envisaged that users of the discovery

1 IT Architecture Project Report. LAAC/2007/2/6
service would be able to use the ‘collection views’ to narrow their focus while retaining the ability to seamlessly move between views as part of an integrated discovery experience.

The Taskforce has proposed the following as a starting point for discussion:

- The brands ‘Libraries Australia’, ‘Picture Australia’, ‘Music Australia’ and ‘People Australia’ will be used when the Library deals with the contributors to our national data store.
- In addition, the brand ‘Libraries Australia’ will be used when the Library deals with subscriber libraries. This subscription by libraries will entitle them to access services supporting cataloguing and document delivery, as well as value added services such as MARC products, alerts and access to WorldCat.
- Apart from the above, it is envisaged that users of the Library’s integrated discovery service would not need to know about existing brands. Instead there will be a generic ‘single business’ brand which will promote the discovery of the entire data store. The free discovery service will support views and filters allowing searches to be limited, if the user wishes, to collections such as books, pictures, music, newspapers, journals and people.
- The integrated discovery service will also support an NLA view. This view will replace the existing NLA catalogue and support seamless discovery and delivery workflows and access to institution-specific data. It may also act as an exemplar for subscribing libraries as a way of moving to new models for providing access to their own collections.
- The national data store will be comprised of records from the National Library and a wide range of contributors from the collection and education sectors. Data contributors and subscribing libraries will continue to play an active role in developing the national data store relating to their domains and in ensuring that the collection views support access to their data in ways that exploit the unique aspects of that data.

The Library will be undertaking a feasibility project in late 2007 to explore and build a prototype integrated discovery interface. It is proposed that the prototype will encompass a range of ‘collection views’ based on metadata and full text content. The prototyping will address a limited set of functional services that relate to discovery and access in the Service Oriented Architecture.

The Library is committed to building a single integrated discovery service, based on a single ‘national data store’ and shared services defined within the Service Oriented Architecture, which will realise significant efficiencies in terms of maintenance and future development. The issue of existing brands and their relationship to the single discovery service is not yet fully resolved and it is hoped that the prototyping process will allow firmer recommendations to be made in this area by the end of 2007.

Recommendation
That the Libraries Australia Advisory Committee note the report.

Assistant Director-General, Resource Sharing
Contact: Tony Boston
(02) 6262 1143

18 August 2007
Web 2.0 in Science

Timo Hannay, Nature Publishing

What is Web 2.0?

Perhaps the only thing on which everyone can agree about Web 2.0 is that it has become a potent buzzword. It provokes enthusiasm and cynicism in roughly equal measures, but as a label for an idea whose time has come, no one can seriously doubt its influence.

So what does it mean? Web 2.0 began as a conference,[1] first hosted in October 2004 by O’Reilly Media and CMP Media. Following the boom-bust cycle that ended in the dot-com crash of 2001, the organisers wanted to refocus attention on individual web success stories and the growing influence of the web as a whole. True, during the late 1990s hype and expectations had run ahead of reality, but that did not mean that the reality was not epochal and world-changing. By the following year, Tim O’Reilly, founder of the eponymous firm and principal articulator of the Web 2.0 vision, had laid down in a seminal essay[2] a set of observations about approaches that work particularly well in the online world. These included:

- “The web as a platform”
- The Long Tail (e.g., Amazon)
- Trust systems and emergent data (e.g., eBay)
- AJAX (e.g., Google Maps)
- Tagging (e.g., del.icio.us)
- Peer-to-peer technologies (e.g., Skype)
- Open APIs and ‘mashups’ (e.g., Flickr)
● “Data as the new ‘Intel Inside’” (e.g., cartographical data from MapQuest)
● Software as a service (e.g., Salesforce.com)
● Architectures of participation (e.g., Wikipedia)

The sheer range and variety of these concepts led some to criticize the idea of Web 2.0 as too ill-defined to be useful. Others have pointed out (correctly) that some of these principles are not new but date back to the beginning of the web itself, even if they have only now reached the mainstream. But it is precisely in raising awareness of these concepts that the Web 2.0 meme has delivered most value. Now, those of us without the genius of Jeff Bezos or Larry Page can begin to glimpse what the web truly has to offer and, notwithstanding the overblown hype of the late 1990s, how it really is changing the world before our eyes.

Initially the first item in the list above – the web as platform – seemed to have primacy among the loose collection of ideas that constituted Web 2.0 (see, for example, Figure 1 in [2]). The most important thing seemed to be that talent and enthusiasm in software development was migrating from traditional operating system platforms to the web. New applications were agnostic with respect to Unix versus Macintosh versus Windows and were instead designed to operate using web protocols (specifically, HTTP and HTML) regardless of the precise underlying software running on the server or client machines.

However, this view taken on its own overlooks one very important reason why that migration has happened: the web is more powerful than the platforms that preceded it because it is an open network and lends itself particularly well to applications that enable collaboration and communication. With his usual eye for pithy phrasing, Tim O’Reilly described this aspect using the terms “architecture of participation”[3] and “harnessing collective intelligence.”[2] He pointed out that the most successful web applications use the network on which they are built to produce their own network effects, sometimes creating apparently unstoppable momentum. This is how a whole new economy can arise in the form of eBay, why tiny craigslist and Wikipedia can take on the might of mainstream media and reference publishing, and why
Google can produce the best search results by surreptitiously recruiting every creator of a web link to its cause. In time, this participative aspect came to the fore, and these days “Web 2.0” is often seen as synonymous with websites that do not merely serve users but also *involve* them, thus enabling them to achieve that most desirable of business goals: a service that gets better for everyone the more people use it.

This brief survey will use a relatively broad definition of Web 2.0. So, while it will deal mainly with participative services and network effects, it will also cover certain other aspects of the original Web 2.0 vision that have particular relevance in science, including mashups and tagging.

**Social software**

If a cornerstone of the Web 2.0 meme is the web as a global, collaborative environment, how is this being put to use in perhaps the most global and collaborative of all human endeavors: scientific research? An irony often observed by those of us working in science communication is the fact that, although the web was originally invented as means for sharing scientific information,[4] scientists have been relatively slow to fully embrace its potential. Blogging, for example, has become undeniably mainstream, with the number of bloggers somewhere in the high tens of millions[5] (among a billion or so web users[6]). Yet among a few million scientists worldwide, only perhaps one or two thousand are blogging, at least about science,[7] [8] and most of these are relatively young. By contrast, academic economists,[9] for example, even very distinguished ones, seem to have embraced this new medium more enthusiastically.

Scientific blogging is still a niche activity, and what data there are suggest that it is not yet growing fast. For example, Alexa reports[10] that ScienceBlogs,[11] where many of the most prominent scientist-bloggers post their thoughts, has shown little traffic growth over the last twelve months, and the scientific blog tracking service Postgenomic.com[12] (created by an
employee of Nature Publishing Group) shows the volume of posts from the blog in its index holding still at about 2,500 posts a week.[13] Similarly, scientists appear reluctant to comment publicly on research papers.[14][15] The blogging bug, it seems, has yet to penetrate the scientific citadel. This is a shame because blogs are a particularly effective means for one-to-many and many-to-many communication, and science no less than other spheres stands to gain from its judicious adoption.

Yet the participative web is about much more than blogging and commenting. Figure 1 below summarizes the manifold types of social software that exist online, all of them relevant in some way to scientific research.

Figure 1. Categories of social software.

**Wikis:** These have existed since the mid-1990s,[16] but it took the astonishing rise of Wikipedia during the middle part of this decade for the potential of wikis to become widely appreciated. We can now see numerous examples of scientific wikis, from collaborative cataloguing and annotation projects like WikiSpecies [17] and Proteins Wiki [18] to open
laboratory notebooks like OpenWetWare [19] and UsefulChem.[20] These all represent sensible uses of wikis, which are best employed to enable groups of geographically dispersed people to collaborate in the creation of a communal document with an identifiable objective aim (as in Wikipedia, WikiSpecies and Proteins Wiki), or to allow individuals or small, real-world teams to share freeform information with others around the world (as in OpenWetWare and UsefulChem). In contrast, experiments at the Los Angeles Times [21] and Penguin Books [22] have demonstrated that wikis are not well suited to the creation of opinioned or fictional content – because the end goal cannot possibly be shared by all contributors at the outset. A particularly interesting recent development has been the launch of Freebase,[23] the latest brainchild of parallel computing pioneer and polymath Danny Hillis. This takes a wiki-like approach to open contributions, but provides an underlying data model more akin to relational databases and the Semantic Web,[24] allowing specific relationships between entities to be expressed and queried. Whilst Freebase is not aimed mainly at scientists, scientific topics are among those covered. It will be interesting to see how this approach fares over the less technically sophisticated but arguably less restrictive approach represented by traditional wikis.

Voting: Slashdot [25] and more recently digg [26] have become staple information sources for computer nerds and web geeks everywhere. Their traffic, which ranks them among the top media organisations on the planet,[27] belies their meager staff numbers (which, compared to a daily newspaper’s, are as near to zero as makes no difference). Like all good Web 2.0 sites, they exert their influence by getting readers to contribute: in this case by providing stories, links and comments – then other users to decide what’s most interesting by casting votes. In the case of digg, the users even decide which stories get elevated to the front page. Such sites, like search engines, are sometimes criticized for being parasitical on the mainstream media stories to which they link (after all, they generate no content, only link to it). But this is to misunderstand the value they add, which is to help people decide where to direct their scarce attention in an age of often oppressive information overload. They are no more parasitical on journalism than journalism is on the newsmakers themselves (after all, journalists don’t make
the news, only report it – well, most of the time). Yet these services do have a very different feel to those in which the content is selected by an editor, and the optimum approach in some cases may be to marry the ‘wisdom of crowds’ (to highlight interesting stories) with professional editorial expertise (to provide a final selection and put these items in context). These systems are also vulnerable to the ‘tyranny of the majority’ and to cynical gaming, so even while they save on traditional editorial staff, the operators of these sites do face other challenges in maintaining a useful service.

Of course, similar problems of information overload apply in science, so it is natural to ask whether it is possible to use these approaches to help scientists to help themselves. Sure enough, sites like ChemRank,[28] SciRate[29] and BioWizard[30] have appeared. Nature Publishing Group has a few of its own experiments in this area, including: DissectMedicine,[31] a collaborative news system for medics; Nature China,[32] which includes summaries of the best Chinese research as submitted and voted on by readers; and Scintilla,[33] a scientific information aggregation and personalization tool that employs user ratings in its recommendation algorithms. It is too early to say which of these scientific applications will prevail, but given the demonstrable success of this approach outside science, it seems almost inevitable that some of them will.

**File sharing:** This is one of those rare areas in which scientists – or at least some of them – have blazed a trail well ahead of the mainstream. Physicists (and a few others) have been sharing preprints (unpeer-reviewed manuscripts) through the arXiv.org server[34] since 1991 (and even before that, they shared their findings with each other by email or post). Now, the web is replete with ways of sharing various types of content, from documents[35] to videos[36] to slides.[37] And scientific services, too, have begun to diversify, from Nature Precedings,[38] a preprint server and document-sharing service for those outside physics, and the *Journal of Visualized Experiments,*[39] a way for scientists to share videos of experimental protocols.

**Social networks:** Perhaps the most obviously social of all social software are those that enable
the creation of personal networks of friends and other like-minded people. The use of services like MySpace [40] and Facebook [41] has become almost ubiquitous among young people in many countries. The average age of users is now starting to grow as they break away from their core teenage and college student markets.[42] Meanwhile, LinkedIn [43] has become a favourite networking tool among business people. Once again, medics and scientists are following the mainstream with sites like Serco [44] for clinicians and Nature Network for scientists.[45] These environments are not only for finding and contacting new people with shared interests (though they are good for that too and therefore have potential in everything from job-seeking to dating), they also enable the creation of discussion groups and allow users to efficiently follow the activities (e.g., in terms of posts and comments) of others whose views they find interesting. Correctly implemented and used, these services therefore have great potential to make scientific discourse more immediate, efficient and open. A major unanswered question, however, is the interoperability and openness of the services themselves. No one wants to have to register separately on multiple different sites or lock up their details in a system over which they have no control. Federated authentication technologies like OpenID [46] and other approaches to interoperability hold promise, but it remains to be seen how enthusiastically they will be embraced by the operators of social networking services, and how receptive they will be to the idea of partial cooperation rather than outright competition.

**Classified advertising:** This may seem like a strange category to include here, but newspaper small ads are arguably the original grassroots participative publishing service. It is perhaps no coincidence, then, that they have been among the first areas of traditional publishing to fall victim to lean and radical Web 2.0 startups, most famously craigslist.[47] Particularly among careers services, there is also keen competition to turn simple ads services into social networks, as epitomized by Jobster,[48] and the distinction between social networks and career services is only likely to blur further. Though some very large employers, notably Britain’s National Health Service [49] have established their own online jobs boards, effectively disintermediating their former advertising outlets, this revolution has yet to hit the medical and scientific
advertising realm with full force. One early sign of the changes to come was the switch by NatureJobs in late 2006 from an arrangement in which online ads were sold as part of a portfolio of products to a ‘freemium’ model [50] in which simple online listings are provided free and other services such as rich, targeted or print advertisements are sold as add-ons. This reflects the different economics of operating online, where the marginal cost to serve an extra advertiser is low and the benefits of providing a single comprehensive jobs database high.

**Markets:** EBay [51] is in some ways the definitive Web 2.0 company: it is a pure market in which the company itself does not own any of the goods being traded. Similarly, other services, such as Elance [52] specialize in matching skilled workers to employees with projects that they wish to outsource. In the scientific space, the online trading of physical goods (such as used laboratory equipment) is not yet commonplace, though it might become so in the future. In contrast, the matching of highly trained people to problems does have some traction in the form of ‘knowledge markets’ such as InnoCentive.[53] These are still at an early stage, and they are mostly used by commercial organisations such as pharmaceutical companies, but it is not hard to imagine academic research groups doing the same one day if (as it should) this approach enables them to achieve their goals more quickly and at lower cost.

**Virtual worlds:** By far the most prominent virtual world is Second Life [54] (though others such as There.com exist too). What sets it apart from online role-playing games like World of Warcraft (which are orders of magnitude more popular) are the facts that they do not have predefined storylines or goals and that they give their users freedom to create and use almost whatever objects they choose, possibly making money in the process. In this sense, they represent a genuine alternative to the real world. Pedants might argue that Second Life is not really a Web 2.0 service because it is not technically part of the web (i.e., it does not use HTML and HTTP, though it can interact with the web in various ways). But at a more abstract level, the participative, user-generated environments that have grown inside Second Life are as good examples as exist anywhere of the ‘architecture of participation’ principle. The greatest scientific potential seems to lie in education and in conferences. Second Life provides an
environment in which people from different locations can come together quickly and easily into a shared space that to some extent mimics the real world in important aspects of human communication such as physical proximity, gesture and the ability to seamlessly mix one-to-many with one-to-one communication (e.g., chatting to the person beside you during a lecture). As a result, educators have poured in – around 160 universities now have a presence in Second Life [55] – as have some scientists. There is even a continent called the SciLands where a number of groups with scientific interests have congregated (though from a distance, and to my eyes, its administration appears dauntingly bureaucratic). Nature Publishing Group also has its own small archipelago – inevitably called Second Nature and consisting (at the time of this writing) of three separate islands – on which a diverse group of scientists is building and maintaining educational features in evolutionary biology, genetics, cell biology, chemistry and earth sciences, among others. There are also meeting, presentation and poster display areas. The degree of activity and enthusiasm has, quite frankly, astonished us. True, Second Life and other virtual worlds are still at an early stage in their evolution, are clunky to use, and require large doses of patience and practice to get the most out of them. But the same was true of the web during the early 1990s and look what happened there. One major factor working against Second Life’s rapid expansion is the fact that it is a proprietary ‘walled garden’ controlled by a single commercial organisation, Linden Lab. In this sense, it is more like early AOL than the early web. But conversations with staff at Linden Lab suggest that they understand this potential pitfall, and they have already released, as open source, the code to their client application.[56] If the server side code is opened up too, then the eventual results could be as momentous and world-changing as the web itself.

Tagging and folksonomies

One class of social software that deserves special comment is social bookmarking tools.[57] One of the earliest was del.icio.us,[58] and its introduction of tagging – freeform keywords entered by users to facilitate later retrieval – soon gave rise to the concept of the
‘folksonomy,’ [59] a kind of implicit collective taxonomy or ontology generated by the aggregate, uncoordinated activity of many people tagging the same resources. Some commentators, notably Clay Shirky [60] and David Weinberger,[61] have argued (convincingly in my opinion) that this approach, although anarchic, has certain advantages over traditional centralized taxonomic approaches (such as the Dewey Decimal System). In particular, traditional approaches have difficulty dealing with entities that belong in multiple categories (is *Nature* a magazine or a journal?), or about which our view changes over time (Watson & Crick’s 1953 paper reporting the structure of DNA is in the field of biotechnology, but that word did not exist at the time). Since such challenges are often particularly acute in science, which necessarily operates at the frontiers of human knowledge, it is tempting to wonder whether collaborative tagging can help in that domain too.[62]

Nature Publishing Group has its own social bookmarking and reference management tool, Connotea,[63] heavily inspired by del.icio.us but with certain features added with academic researchers in mind. As well as providing a way for researchers to store, organise and share their reading lists, we were also interested to find out how useful the resultant collective tag metadata could be in helping to automatically link together related online scientific resources. To that end, we developed code for the EPrints institutional repository software [64] that enabled it to query Connotea for tag information and automatically derived related reading suggestions. The experiment proved a success [65] and we have built tagging into many of the applications we have developed since then (e.g., Nature Network, Nature Precedings and Scintilla) with a view to implementing similar features when the data sets grow large enough.

**Open data and mashups**

Another area with huge potential – but one that I have space to deal with only cursorily here – is that of open scientific data sets and forms of interoperability that allow these to be transferred not only between scientists but also between applications in order to create new visualizations.
and other useful transformations. There are numerous challenges, but there is also progress to report on each front. Too often scientists are unwilling to share data, whether for competitive or other reasons, though increasingly funders (and some publishers) are requiring them to do so. Even when the data are available, they usually lack the consistent formats and unambiguous metadata that would enable them to be efficiently imported into a new application and correctly interpreted by a researcher who was not present when they were collected. Yet data standards such as CML [66] and SBML [67] are emerging, as are metadata standards such as MIAME. [68] As software applications also adopt these standards, we enter a virtuous circle in which there are increasing returns (at least at the global level) to openly sharing data using common standards.

For a glimpse of the benefits this can bring, witness the work of my colleague, Declan Butler, a journalist at Nature. While covering the subject of avian flu, it came to his attention that information about global outbreaks was fragmented, incompatible, and often confidential. So he took it upon himself to gather what data he could, merge it together and provide it in the form of a KML file, the data format used by Google Earth.[69] Shortly afterwards he overlaid poultry density data.[70] This not only meant the information was now available in one place, it also made it much more readily comprehensible to experts and non-experts alike. Imagine the benefits if this approach, largely the work of one man, was replicated across all of science.

**Wither the scientific web?**

Over the last 10 years or so, much of the discussion about the impact of the web on science – particularly among publishers – has been about the way in which it will change scientific journals. Sure enough, these have migrated online with huge commensurate improvements in accessibility and utility. For all but a very small number of widely read titles, the day of the print journal seems to be almost over. Yet to see this development as the major impact of the web on science would be extremely narrow-minded – equivalent to viewing the web primarily
as an efficient PDF distribution network. Though it will take longer to have its full effect, the web’s major impact will be on the way that science itself is practiced.

The barriers to full-scale adoption are not only (or even mainly) technical, but rather social and psychological. This makes the timings almost impossible to predict, but the long-term trends are already unmistakable: greater specialization in research, more immediate and open information-sharing, a reduction in the size of the ‘minimum publishable unit,’ productivity measures that look beyond journal publication records, a blurring of the boundaries between journals and databases, reinventions of the roles of publishers and editors, greater use of audio and video, more virtual meetings. And most important of all, arising from this gradual but inevitable embracement of technology, an increase in rate at which new discoveries are made and exploited for our benefit and that of the world we inhabit.

1Now called the Web 2.0 Summit – http://www.web2summit.com/


7Nature Publishing Group estimate.

8The science blog aggregator, Postgenomic.com lists 735 blogs in its index but certainly misses some.


Postgenomic.com – http://www.postgenomic.com/


WikiSpecies – http://species.wikimedia.org/wiki/Main_Page

Proteins Wiki – http://proteins.wikia.com/wiki/Main_Page

OpenWetWare – http://openwetware.org/


Freebase - http://www.freebase.com/


Slashdot – http://slashdot.org/

digg - http://digg.com/

See the following comparison on Alexa: http://tinyurl.com/2faroc


SciRate – http://scirate.com/


DissectMedicine – http://www.dissectmedicine.com/

33 Scintilla – http://scintilla.nature.com/


36 YouTube – http://www.youtube.com/

37 SlideShare – http://www.slideshare.net/

38 Nature Precedings – http://precedings.nature.com/


40 MySpace – http://www.myspace.com/

41 Facebook – http://www.facebook.com/

42 Gonzalez, N. "Facebook Users Up 89% Over Last Year; Demographic Shift," TechCrunch, 2007.

43 LinkedIn – http://www.linkedin.com/

44 Serco – http://www.serco.com/

45 Nature Network – http://network.nature.com/

46 OpenID – http://openid.net/

47 craigslist – http://sfbay.craigslist.org/

48 Jobster – http://www.jobster.com/

49 NHS Jobs – http://www.jobs.nhs.uk/


51 EBay – http://www.ebay.com/

52 Elance – http://www.elance.com/
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