Public Libraries Consultative Committee (PLCC)

37th meeting of the Library Council Sub-committee to be held on
5 September 2005 in the Jean Garling Room,
State Library of New South Wales, at 10:00am

Agenda

1. Attendance

2. Minutes
   The minutes of the 36th meeting held on Monday 7 March 2005

   2.1 Business arising

FUNDING FORMULA MONITORING

3. Review of funding arrangements 2005/06
   PLCC Chair

   Action: For information and discussion

CONSULTATION

4. HSC Navigator
   Manager, Funding and Advisory Services

   Action: For information

POLICY ADVICE

5. Library Act 1939
   Assistant State Librarian, Public Library Services

   Action: For information

   Manager, Policy and Research

   Action: For information
LIBRARY DEVELOPMENT GRANTS

GENERAL BUSINESS

7. For information

7.1 Privacy and Personal Information Protection Regulation
Manager, Policy and Research

7.2 People Places Review
Manager, Funding and Advisory Services

7.3 Digital practice: guidelines for digitising images in NSW public libraries
Assistant State Librarian, Public Library Services

7.4 Country Public Libraries Association (CPLA) report

7.5 Metropolitan Public Libraries Association (MPLA) report

8. Other business
Public Libraries Consultative Committee (PLCC)
37th Meeting of the Library Council Sub-Committee held on
Monday 5 September 2005 in the Jean Garling Room
State Library of NSW, at 10am

The meeting opened at 10.30am

It should be noted that this meeting was postponed from the originally scheduled
date in July pending further advice from the Ministry for the Arts on the allocation
of funding for 2005/06.

1. Attendance
   Robert Knight, Chair (Library Council of NSW), Dagmar Schmidmaier (State
   Librarian & CEO), Kathleen Bresnahan (State Library of NSW), Jan Richards
   (CPLA), Frances Sims (MPLA), Paul Scully (MPLA), Noel Baum (LGSA),
   Cameron Morley (State Library of NSW – Minutes), Bronwyn Coop (State
   Library of NSW)

Apologies
   Greg Smith (LGMA), Richard Fisher (Library Council of NSW), Sonya Phillips
   (MPLA Vice President), Beverley Giegerl (LGSA), Sue Whelan (LGSA
   representing Beverley Giegerl), Lynne Makin (CPLA)

ACTION

2. Minutes
   The Minutes of the 36th meeting held on 7 March which had
   been circulated, were confirmed and accepted as a true record.

2.1 Business Arising
   2.1.1 Support for MPLA/CPLA administrative functions.
   The MOU was endorsed at the 36th meeting pending the
   development of associated guidelines. It is expected that the
   guidelines will be brought to the 38th meeting in November.

   2.1.2 ORE (Ohio Reference Excellence)
   The State Library has in-principle permission from the Ohio
   State Library to adapt the program. Further detail will be
   presented to the 38th meeting in November.

   2.1.3 Public Libraries Australia (PLA)
   Jan Richards and Robert Knight attended the Read Aloud
   Summit in August and promoted the role of public libraries in
   early literacy development. A further summit is planned for
   next year and PLA is seeking a more prominent role for public
   libraries.
Robert Knight tabled a PLA report.

2.1.4 @ your library
Jan Richards reported that *Treasures* is the current campaign, and that the Steering Committee will meet again in September.

*Read* will be the next theme.

Queensland is sharing some of NSW’s campaign, and NSW plans to take up one of Queensland's themes – *Diversity*.

The ABS has approached the committee about involvement, proposing a Statistics @ your library module.

The administrative support required to extend the campaign to a third year is currently being costed.

2.1.5 Review of library service provision models
A draft report has been prepared, identifying regional, cooperative and standalone models. The Steering Committee will look at the draft prior to the 38th PLCC meeting in November.

FUNDING FORMULA MONITORING

3. Review of funding arrangements 2005/06
At the direction of the PLCC the Funding Formula Working Group met on 24 February to consider options for the 2005/06 public library funding. The Chair summarised the principles that any new funding model should satisfy, as endorsed by the PLCC:

The PLCC, in welcoming a fundamental review of the funding arrangements, endorsed:

- financial models being developed, using the additional funding, to see if it is possible to totally revise the 1990 Funding Formula
- the Special Purpose Grants funds, as well as the additional funding, being used in the financial models
- a Special Purpose Grants program be retained, if possible
should a Special Purpose Grant program be retained, that it be a contribution incentive payment

that no council is to receive less in 2005/06 than in 2004/05

the Outback Letterbox Library funds being taken from the Library Development Grants funds

non-resident membership not being included as a factor in the allocation of public library funding as it is a factor in the funding allocated by the NSW Local Government Grants Commission.

Kathleen Bresnahan updated the Committee on progress. Concurrently with the PLCC’s direction that new models be developed, the NSW Ministry for the Arts has requested that the State Library develop models for consideration by the Minister.

Helen Vasilevski, Director Finance and Strategy, State Library of NSW, attended the meeting to present a draft funding model that has been recommended to the Ministry for the Arts. The model was tabled.

A document prepared by the Ministry for the Arts was tabled stating that the model is under consideration.

The Chair acknowledged the extensive work of the State Library and Working Group on this matter. The Committee agreed that the State Library continues to work with the Ministry, and that the Working Group is kept informed on progress.

The Committee was unanimous in urging a prompt resolution so that funding can be distributed for 2005/06.

CONSULTATION

4. HSC Navigator
Details of the implementation of the HSC Navigator interactive web-based research were presented for information.
POLICY ADVICE

5. Library Act 1939
The Assistant State Librarian, Public Library Services drew the Committee’s attention to the amendments to the Act that were enacted under Statute Law (Miscellaneous Provisions) Act 2005.

The Manager, Policy and Research outlined the amendments to the Library Regulation for the information of the Committee.

LIBRARY DEVELOPMENT GRANTS

GENERAL BUSINESS

7. The following reports were circulated for the Committee’s information

7.1 Privacy and Personal Information Regulation

7.2 People Places Review

7.3 Digital practice: guidelines for digitising images in NSW public libraries

The MPLA and CPLA representatives noted that guidelines of this type are valuable for NSW public libraries.

The Assistant State Librarian, Public Library Services noted that the guidelines would be linked to the Library Development Grant Guidelines in future grant rounds.

7.4 Country Public Libraries Association report

7.5 Metropolitan Public Libraries Association report

The MPLA Secretary tabled the recommendations resulting from the MPLA’s Strategic Review.

8. Other Business

8.1 PLCC Strategic Plan
The Chair noted that the PLCC Strategic Plan is due for review and suggested that it is added to the agenda for the 38th meeting. It was agreed that the Communication Strategy should be reviewed in conjunction with the Strategic Plan.

PLCC Members
8.2 Next meeting
At the Chair’s suggestion it was agreed the date for the next meeting is changed to 28 November 2005 to enable the Committee to meet with Library Council.

The meeting closed at 11:50 am
Public Libraries Consultative Committee

HSC Navigator

Issue
Implementation of the HSC Navigator

Background
The State Library of NSW has developed an interactive web-based research tool known as a Navigator. The Navigator guides a client through a series of choices to the resources that best suit their enquiry. The pilot project focuses on the HSC English curriculum with the HSC Navigator leading students step-by-step to: Literature Resource Center, Informit, Australian Literature Gateway, Academic Search Premier and many more resources.

Each step along the way the Navigator provides extra help including search tips and offers a description of the type of information students can expect to find in each resource. The HSC Navigator has been field tested with students and teachers and feedback from public libraries will be vital in maximising its potential. Many public libraries provide HSC help websites and collections and the HSC Navigator may be useful in providing additional support to library staff and clients.

The Navigator is delivered via the Internet, allowing students to use it in the State Library to access resources immediately while also providing remote access. Where licensing limits databases to use within the State Library the Navigator will refer users to their local public library wherever the database is available or ask students to visit the SLNSW to access the database.


Orientation and training sessions will be offered for public library staff over the coming months. Public library staff are invited to try the HSC Navigator and to provide feedback to Elizabeth McKibbin on 02 9273 1484.

Recommendation

1. For Information

Cameron Morley
Manager, Funding and Advisory Services, Public Library Services
26 August 2005
Public Libraries Consultative Committee

Review of the Library Act 1939

Issue
Review of the Library Act 1939

Background
In 2003, the State Library consulted with local authorities regarding the review of the Library Act 1939. Based on the responses of local authorities, the Library Council made recommendations for amending the Act for the consideration of the Premier and Minister for the Arts.

Minor amendments, consistent with the Library Council’s recommendations, have been made under the Statute Law (Miscellaneous Provisions) Act 2005 which commenced operation on 1 July.


The amendments that relate to the provision of public library services by local authorities are below for your information.

The need for amendments to provisions relating to regional library agreements is the subject of continuing discussions between the Library Council and the NSW Ministry for the Arts. The State Library will be in touch when these discussions are complete.

<table>
<thead>
<tr>
<th>Library Act</th>
<th>Changes</th>
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<tbody>
<tr>
<td>Section 2</td>
<td>The definition of “book” was changed to “library material”, as follows:</td>
</tr>
<tr>
<td>Definitions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>library material includes book, periodical, newspaper and any other printed matter and also includes map, music, manuscript, picture, photographic plate and film and any other matter or thing whereby words, sounds or images are recorded or reproduced.</td>
</tr>
<tr>
<td>Section 10</td>
<td>The section 10 provisions relating to the free ordering of books and prohibition of commercial services were repealed.</td>
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<tr>
<td>-----------------</td>
<td>-------------------------------------------------------------------------------------------------------------</td>
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<tr>
<td>Requirements as to services to be provided by local libraries</td>
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| Section 10A(2)(a) and 10A(2)(b) Restrictions on borrowing entitlements and other matters | Replaced ‘book’ with ‘library material’. |

| Section 15 Regulations | References to certificates of competency, which were removed from the Library Regulation in 2000, were removed from the Act. |

| Section 15(2)(f) | Replaced ‘book or other article’ with ‘item’. |

| Section 15(2)(l) | Replaced ‘books or manuscripts of a library’ with ‘library material’. |

**Recommendation**

1. For information

Kathleen Bresnahan  
**Assistant State Librarian, Public Library Services**  
29 August 2005
Public Libraries Consultative Committee

Library Regulation 2005

Issue

Library Regulation 2005.

Background

The Library Regulation 2000 is due for remaking by 1 September 2005, as required by the Subordinate Legislation Act 1987. The process involves consideration of any changes needed to the existing regulations and consultation with stakeholders.

A key element of the consultation process was the circulation of a Library Regulation 2005 Regulatory Impact Statement and draft regulation for public comment.

Summary

Changes to the Regulation

The proposed regulation includes some minor amendments to the 2000 Regulation. They are:

<table>
<thead>
<tr>
<th>Clause</th>
<th>Proposed change</th>
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<tbody>
<tr>
<td>Clause 4</td>
<td>Definition of “book” changed to “library material” as amended in the Library Act 1939, effective 1 July 2005.</td>
</tr>
<tr>
<td>Clause 4</td>
<td>State Library rules. The clause provides that the Library Council may make rules for use and access to the State Library’s facilities, services and collections. This mirrors the provisions of Clause 6</td>
</tr>
<tr>
<td>Clause 8</td>
<td>The maximum fee for the late return of library material has been clarified as $50 per item</td>
</tr>
<tr>
<td>Clause 9</td>
<td>Certain things may not be taken into a reading room replaces articles</td>
</tr>
<tr>
<td>Clause 10</td>
<td>Reproduction of library material clarifies that some material may not be reproduced due to preservation or other reasons in addition to copyright provisions</td>
</tr>
<tr>
<td>Clause 15</td>
<td>The reference to smoking being prohibited has been removed as it now covered by the Smoke-Free Environment Act 2000</td>
</tr>
</tbody>
</table>
Submissions received
Eighteen submissions were received by the due date. A number of respondents sought clarification of the prescribed amount for subsidy in Part 4 of the Regulation, and recommended that the amount be increased. The prescribed amount for the payment of subsidy to local authorities is $1.85 per capita, as was the case in the Library Regulation 2000. That is there has been no change to the prescribed amount, although funding allocated to Public Library Grants and Subsidies has increased during this time.

To clarify, since 1990 payments to local authorities have been a combination of the per capita amount and the other factors introduced by the 1990 Funding Formula. The $1.85 is just one factor of the total Public Library Grants & Subsidies funding, which in 2005/06 is $24.799 million.

A report on the consultation process and the submissions have been forwarded to the Regulation Review Committee for approval to remake the Regulation.

Recommendation
For information.

Bronwyn Coop
Manager, Policy & Research
30 August 2005
Public Libraries Consultative Committee

Briefing on NSW Privacy and Personal Information Protection Regulation 2005

Issue


Background

The Privacy and Personal Information Protection Act 1998 (the Act) was assented to on 30 November 1998. To enable public sector agencies to meet their compliance requirements, the Act was commenced in stages from February 1999 through to July 2000.

In the Act the definition of personal information provides exemptions for Libraries as follows:
- information about an individual contained in a publicly available publication
- information about individuals who has been dead for 30 years.

However information about individuals contained in unpublished material held in Libraries was not exempt under the Act.

It was recognised that there would significant resource implications for cultural institutions such as the State Library and public libraries in complying with all 12 Information Privacy Principles (IPPs) in relation to personal information held in unpublished reference collections and deposited records.

Therefore under section 41 of the Act, the Privacy Commissioner issued the temporary Direction on Disclosures of Information by Public Sector Agencies for Research Purposes, which included exemptions to most IPPs except for IPPs 4, 5 and 9. However no exemption was made for Libraries with regard to Public Registers.

The State Library’s submission on the Privacy and Personal Information Protection Act 1998 review in April 2004 recommended that the definition of personal information be amended to exclude deposited records in libraries’ collections. This would be consistent with other legislation such as the Health Records and Information Privacy Act 2002, the Freedom of Information Act 1989, the State Records Act 1998.
**Regulation 2005**

The *Privacy and Personal Information Protection Regulation 2005* commences on 1 September 2005.

The Regulation amends the definition of 'personal information' to exempt the unpublished material held in libraries’ collections for the purpose of study, research or exhibition.

The exemption from the definition of "personal information" says: "(a) information about an individual that is contained in a document kept in a library, art gallery or museum for the purposes of reference, study or exhibition".

This is consistent with the definition of ‘Collections’ in the *Health Records Information Privacy Act 2002*.

This change will now exempt the State Library and public libraries from both the IPPs and the public register provisions in the PPIP Act (both of which rely on the same base definition of "personal information"), in relation to information held as part of a library’s collection.

However the public register rules still apply for public registers created or held that are not part of the Library Collections. The State Library does not create or maintain any other Public Register but does hold Public Registers as part of the Collection.

**Conclusion**

From 1 September 2005, State Library and public libraries’ collections, including deposited records, unpublished material and public registers will be exempt from all of the IPPs, the public register rules, and the HPPs under the *Privacy and Personal Information Protection Regulation 2005*.

**Recommendation**

For information.

Chris Carr  
**Manager, Enterprise Information**  
**State Library of NSW**  
29 August 2005
Public Libraries Consultative Committee

Review of People Places: a guide for public library buildings in NSW

Issue
Review of People Places: a guide for public library buildings in NSW

Background
Since its publication in 2000, *People Places: A guide for public library buildings in New South Wales* has assisted many NSW local authorities to plan and build new or enhanced public library buildings. In 2004 it was agreed by the Public Library Network Research Committee that it would be opportune to revisit, evaluate and potentially revise the guide.

Consultants Heather Nesbitt and Associates and Bligh Voller Nield were appointed to review *People Places*. In addition a steering committee comprising the following was established:

- Lynne Makin, CEO/Library Manager, Upper Murray Regional Library (representing the CPLA)
- Richard Morriss, Director, Corporate Services, Jerilderie Shire Council
- Frances Sims, Library Services Manager, Willoughby (representing the MPLA)
- Kathleen Bresnahan, Assistant State Librarian, Public Library Services, State Library of New South Wales
- Kerrie Burgess, Manager, Research Coordinator, State Library of New South Wales
- Cameron Morley, Manager, Funding and Advisory Services, Public Library Services, State Library of New South Wales
- Dr David J. Jones, Manager, Building and Advisory Services, Public Library Services, State Library of New South Wales (Convenor)

To date the consultants have conducted focus groups with library and council staff at the State Library, Singleton and Temora. In addition an issues paper was circulated to all NSW councils for comment.
These consultations provided information that will be considered for incorporation into the 2nd edition of *People Places*. The Steering Committee, comprising representatives of the State Library, the Country Public Libraries Association and the Metropolitan Public Libraries Association has considered and commented on the draft 2nd edition. The draft has now been made available for comment.

**Summary**

The draft 2nd edition is now available on the State Library's website for comment. Comments on the draft by 16 September 2005 are welcome. A summary of key areas of change is attached.

It is anticipated that the 2nd edition will be ready to be published in November 2005.

**Recommendation**

1. For information

Cameron Morley  
**Manager, Funding and Advisory Services**  
23 August 2005

attachment:  
- *People Places* revision matrix
### Table 1: Summary of revisions made for People Places 2005

<table>
<thead>
<tr>
<th>Issue</th>
<th>Section Reference</th>
<th>Revision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need to update statistical data from People Places 2000</td>
<td>Section 2 and throughout text</td>
<td>• Updated census data and current trends</td>
</tr>
<tr>
<td>Importance of public libraries as social capital</td>
<td>Section 2.2.1 Public libraries as social capital</td>
<td>• New section provided</td>
</tr>
</tbody>
</table>
| Difficulty of applying and using population and service-based benchmarks | Section 3.3.4 Benchmark-based need                     | • Minor wording changes to service and population based benchmarks to improve understanding  
• Joint use example provided.  
• Increased number of optional service areas eg outdoor space, archival storage, specialist genre collection |
| Joint use and co-location will increase in popularity for Councils | Section 4.4 Joint Use, Co-location, Joint Ventures and Partnerships | • Expanded section on joint use, co-location, joint ventures and partnerships  
• New definitions  
• Provides information on planning, management, operation, and marketing.  
• Includes information on building implications eg soundproofing, room dividers etc |
| Increasing influence of technology   | Section 4.5 Developing a local technology plan         | • Increased public access computer to Internet standard to 1 per 3000 residents which is slightly higher than existing NSW provision. Allows for expected increase in computer and Internet demand.  
• Review local technology plan space and function requirements |
<p>| Importance of locational criteria   | Section 5.1 Choosing a site for a public library       | • Expanded recommended locational criteria                              |
| Increase in specialist/genre        | Section 5.5 Checklist of                               | • Review description of collections and their space                     |</p>
<table>
<thead>
<tr>
<th>Aspect</th>
<th>Section(s)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Little information on managing the construction process</td>
<td>Section 5.6 Selecting the Architect, Project Manager and Other Consultants</td>
<td>• Added new sub-section on appointment of project manager</td>
</tr>
<tr>
<td>Environmentally sustainable buildings will become more important for local Councils</td>
<td>Section 6.7 Ecological sustainability</td>
<td>• Rewritten to provide information on BASIX and Green Star rating systems and implications for library building design.</td>
</tr>
<tr>
<td>Marketing is essential for libraries</td>
<td>Section 6.6 Marketing</td>
<td>• New section on marketing</td>
</tr>
<tr>
<td></td>
<td>Section 6.13 Shelving</td>
<td>• Expanded section on shelving</td>
</tr>
<tr>
<td>Importance of mobile libraries</td>
<td>Section 6.16 Mobile Libraries</td>
<td>• Expanded this section and add reference/web links.</td>
</tr>
<tr>
<td>No mention of occupational health and safety requirements in People Places 2000</td>
<td>Section 6.11 Occupational Health and Safety</td>
<td>• New section on Occupational Health and Safety</td>
</tr>
<tr>
<td>Increasing role of libraries for archival storage and conservation</td>
<td>Throughout text</td>
<td>• Included in functional and space requirements</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Provided link to NSW Records</td>
</tr>
<tr>
<td>Concern over safety of staff and users</td>
<td>Section 5.2 Safer by Design principles for sites and buildings</td>
<td>• New section with information about “Safer by Design” guidelines</td>
</tr>
<tr>
<td></td>
<td>Section 6.12 Personal and Property Security</td>
<td>• New section about personal safety and crime prevention.</td>
</tr>
</tbody>
</table>
Digital Practice: guidelines for digitising images in NSW public libraries

Issue
The publication of *Digital practice: guidelines for digitising images in NSW public libraries*, Stage 2 of the PictureNSW project.

Background
The first stage of the PictureNSW gathered information about local studies collections of New South Wales public libraries. The resulting publication *Local history in NSW public libraries* is available on the State Library website at: http://www.sl.nsw.gov.au/pls/publications/

Stage 2 of the project, to identify guidelines for digital image and metadata creation, has now been completed. The result is the attached *Digital practice: guidelines for digitising images in NSW public libraries*.

It is intended that the guidelines will provide general advice and direction for public libraries in New South Wales. In addition, the guidelines are intended to be the standard for the assessment of digitisation projects submitted for Library Development Grant funding.

The Library Council of NSW endorsed the Guidelines at its May 2005 meeting, and the publication was distributed to all NSW public libraries in July 2005.

Recommendation
1. For information

Kathleen Bresnahan
**Assistant State Librarian, Public Library Services**
26 August 2005
Strategic Planning Process
Between March and May the CPLA’s Strategic Plan was extensively reviewed and redeveloped through a series of focus groups with the five CPLA Zones. 87 councillors, senior library staff and council officers representing 57 councils participated in this process. The outcomes from each Zone consultation were placed on the Association’s Web site for information and comment.

The Draft Strategic Plan will be circulated to members and key stakeholders for feedback in July with the document to be tabled at the Association’s Annual General Meeting.

Showing Off!
This year the CPLA was an exhibitor at the Shires Association Conference and Exhibition held at the Sofitel Wentworth, Sydney on the 7 and 8 June. The Shires Association Conference attracted 360 delegates from throughout NSW and this provided an opportunity to highlight the importance of public libraries and their role in the community, and showcase the many services and initiatives offered. The exhibition was based around the @ your library campaigns and proved an attractive destination for conference delegates.

In August (5-7) the CPLA was again an exhibitor, this time at Country Week, which was held at Rosehill Racecourse. Country Week is designed to build awareness with metropolitan Sydney of the opportunities awaiting Sydney businesses and residents by relocating to country and regional NSW. Research shows that one of the determining factors in the decision to relocate is the availability of educational and cultural facilities. Library services are critical to this and through our presence we aimed to reinforce the desirability of a country lifestyle. We were also able to speak to a number of library professionals who were considering, or in the process of relocating, about employment opportunities. Country Week also provided an opportunity to meet with many political figures and decision makers who visit this event.
2005 Local Government Cultural Awards

Two CPLA Libraries were recognised in the Libraries and Information Services category of the 2005 Local Government Cultural Awards.

**Broken Hill City Library** was acclaimed for the Outback Letterbox Library that operates in partnership with the State Library of New South Wales. The Library Council of NSW fully funds the service, through an annual Library Development grant, which is provided to the Unincorporated Area, the Central Darling Shire and the isolated regions of adjacent Shires in the Far West of New South Wales by the Broken Hill City Library.

The Outback Letterbox Library aims to provide public library resources and services to the very geographically and socially isolated families living in the Far West of New South Wales. Property sizes range from a few thousand hectares to two hundred thousand hectares. Even the smaller landholders can be isolated by many kilometres of dirt road from their home to the closest sealed arterial road or highway. There is no local government authority in the Unincorporated Area to provide library services and although the Central Darling Shire has signed the Library Act it is not in a financial position to provide a library service to its scattered community. Some library members are up to 500kms from their closest public library building. Without the Letterbox Library the community of the Far West of NSW would not have access to any library and information service.

The **Great Lakes Library Service** has been keen to develop a programme that is more inclusive of input from the Aboriginal community. The result of the consultation process was to develop public art that reflected the cultural identity of the local Aboriginal community. The outcome being that, in conjunction with Tobwabba Art, the Great Lakes Library Service commissioned and hung three major Aboriginal artworks (grant-funded by the Regional Arts Board) in the Forster Library in August 2004.

The project has had positive, far-reaching consequences. It has established strong ties with the Aboriginal community, promoted Aboriginal talent and resulted in the library’s Aboriginal marketing plan. Out of these processes further funding has been secured from the ATSIC Board to install an Aboriginal mosaic on the exterior of the library. The library is also reshaping its collection to better meet Aboriginal needs and will be hosting an Aboriginal genealogy workshop in May 2005.

Other public libraries in NSW are expressing interest in both the process and the outcomes. The Manager Library Services, Chris Jones, has been assisting other councils in establishing similar programs and will be speaking at the marketing seminar in Sydney in June 2005.
Marketing Awards for Public Libraries 2005

A number of CPLA Libraries were successful in the 2005 Marketing Awards for Public Libraries which were presented in July at the CPLA Conference in Gosford. These included:

- Grenfell and District Public Library (Category 1, Population Under 5,000) Gift packs for babies
- Tenterfield Public Library (Category 2, Population between 5,001 - 10,000) Encouraging Tourists, supporting our town (tourism brochure)
- Cowra Public Library (Category 3, 10,001 - 30,000) The great big enormous turn-up reading picnic
- Wagga Wagga City Library (Category 4, Population 30,001 - 100,000) The Shakespeare Centenary Festival
- Wollongong City Library (Category 5, Population 100,000 +) Radio WaveFM

Full details of all the winning entries are available on the Association’s web site: www.cpla.asn.au.

Feast of Formats

As previously reported the Association’s Conference and Annual General Meeting was held in Gosford 19-22 July. Copies of the Draft Minutes and the Association’s Annual Report are available on the web site at www.cpla.asn.au.

Jan Richards
Secretary, Country Public Libraries Association of NSW
July 2005
Strategic Review

The MPLA is undertaking a strategic review of the Association and commissioned the Australian Street Company to carry out the Study. The Study provides an opportunity to review the structure and operations of the organization, its relationship with other related peak organizations in the public library sector and to identify a broad strategic framework for future directions.

The Study commenced in December 2004 and has been managed by a Steering Committee of the MPLA Executive Committee. During Stage one of the Study, members of the Executive and general members of the Association were given opportunities to provide feedback on what in their view is the purpose of the MPLA, and issues facing the MPLA.

The following issues have been identified during consultations and research associated with this Study. The issues will inform the development of recommendations.

The issues identified for the MPLA are:

- Development of a clear and widely understood justification for its existence in an already crowded field.
- Development of its strategic capacity so that it can identify and acknowledge what it exists for and how it will achieve its aims.
- The organization should have access to staff to assist its critical functions and should consider its future accommodation needs.
- The present policy and procedures framework is inadequate and there is no mechanism to ensure that the MPLA policies and procedures are developed, maintained and reviewed / updated on a regular basis.
- Protocols are needed that foster strategic communication systems both within and external to the organization.
- The current MPLA Rules in relation to the Executive Committee’s structure may need reviewing.
- Relations and opportunities related to PLA.
• Relations with CPLA that improve the capacity of both organizations to more effectively represent sector interests.
• Relations with the SLNSW.
• The establishment of a better resourced Secretariat including the appointment of an Executive Officer and expanded office accommodation.

The Executive Committee has considered the first draft Report highlighting the above issues and met on two occasions to contribute to the development of a framework for the MPLA’s future. This has included participating in a Visioning Workshop identifying the key strategic roles of the organization as well as setting priorities for the future.

The final report will provide detail on the Vision and key objectives, address critical administrative issues such as staffing and budgets and provide draft documentation such as a draft communications protocol as a basis for policy development. The final report will also present recommendations which impact on the future roles and functions of the MPLA. These include recommendations that address structural change in relation to membership as well as basic housekeeping proposals to improve the efficiency and effectiveness of the organization on a daily basis.

**Document Delivery Specification**

The *Document Delivery Module Specification*, prepared by Roniet Meyerthal on behalf and in conjunction with the MPLA Document Delivery Working Group Subcommittee is now available on the MPLA’s website. The aim of the specification is to assist libraries in formulating such modules as part of their Library Management Systems.

**Local Government Cultural Awards 2005**

The Council of the Shire of Baulkham Hills won a Local Government Cultural Award in the category Library and Information Services for the new library building, which was opened at Castle Hill on 7 September 2004. The new Library has been designed to be *a place for people to connect, discover and explore.* The citation on the LGSA website states in part:
Using research and input from the community and key stakeholders, “the” Castle Hill Library was created, including a children’s castle, Australia’s first RFID self checkout system, a café, Council one-stop shop, meeting rooms, wireless technology and boutique style collections. The Library, at 1900m², is an integral component of a complex known as “Castle Grand”, housing a 2,000m² Community Centre, and 64 residential units.

The Castle Hill Library is one critical element of an innovative Library Strategy 1999-2009 adopted by Council, to re-invent the Library Service. The Strategy adopted provided direction for significant upgrading of the entire Service, including staffing, buildings, technology, and services.