



State Library
of Victoria
slv21

PROJECT BRIEF

Re-imagining Library Services - Do it now

Version No: 1.0

Project Manager Janice Van de Velde Senior Policy & Research Analyst, State Library of Victoria

Name	Title	Date	Signature
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Project Sponsor: Anne-Marie Schwirtlich CEO & State Librarian, State Library of Victoria

Name	Title	Date	Signature
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Recommended Yes No

Investigation Required: Yes No

Executive:

Name	Title	Date	Signature
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Approved: Yes No

DOCUMENT ACCEPTANCE and RELEASE NOTICE

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PREPARED: Janice Van de Velde DATE: __/__/__
 (..... Project Manager)

ACCEPTED: _____ DATE: __/__/__
 (.....)

STATUS

Version	Date	Author	Reason	Sections
0.1	08/10/08	J. van de Velde/ W.Quihampton	First draft	All
0.2	29/10/08	J van de Velde/ W Quihampton	Edits following teleconference with project group	
1.0	27/11/08	W Quihampton – endorsed by NSLA	Move to final version	Versioning

AMENDMENTS

Section Title	Section Number	Amendment Summary

DISTRIBUTION:

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Project Title:

1. Context

1,1 Drivers (Opportunities, Issues)

NSLA shares a vision and commitment to provide universal access to information, which is seen as an essential support for the ideals and processes of democratic society, economic development, individual learning and social inclusion. NSLA members have worked, individually and collectively, over many years to remove barriers to access; in recent years the emphasis, in keeping with public demand, has focused on deploying communications and information technologies to enable independent onsite and remote access to collection materials.

The *Do it Now* project will provide opportunities for NSLA members to:

- Deliver immediate service improvements responsive to user needs
- Develop consistent experiences, messages and standards of access
- Focus government attention on the role of libraries in supporting public policy initiatives such as education, research and innovation, and social inclusion
- Demonstrate proof of concept for Re-imagining Library Services as a national collaborative program.

1.2 Strategic Fit

This project aligns with the NSLA vision through the following strategies:

Part A: Free wireless broadband

One Library

- A consistent experience across our libraries
- Improved delivery of content and resources
- Ability to create, transform, use and share content

Accessible Content

- Improved access to our content

Part B: Using content

One Library

- A consistent experience across our libraries
- Ability to create, transform, use and share content

Transforming Our Culture

- Capability to deliver the Re-imagining Library Services vision
- A culture of innovation and exploration

Accessible Content

- Improved access to our content
- Improved management of digital and physical content

1.3 Purpose (Objectives)

The *Do it Now* project provides immediate service improvements, making content easier to use and providing a welcoming environment with free wireless broadband access in all NSLA Library buildings. There are two parts to the project:

- a) Free wireless broadband
It is recognised that some libraries already provide this service
- b) Using content

- i) This part of the project will provide information in 'plain English' so that users know what they can legally do with content and are aware of rights and obligations as creators and users of content. Communications and options to content accessibility improvements will be reviewed. Potential options to explore include:
 - developing standard forms and templates, internal communications and signage
 - consistent policies (such as reproduction fees)
 - open licensing (such as Creative Commons) and
 - branding on digitised material.
- ii) An automated copyright algorithm developed by National Library of Australia to predict copyright status will be trialled and evaluated for potential implementation across NSLA.

2. Products/Services to be produced

- a) Free wireless broadband as standard in all our buildings without the need for registration.
- b) Using content
 - i. Communication to provide positive messages about access and use of content (as opposed to restrictive messages)
 - ii. Recommendations from pilot of copyright prediction algorithm

3. Benefits and/or Cost of not doing

(include measures)

Benefits:

- Increased use of content
- Increased public awareness and understanding of copyright (rights and responsibilities)
- Increased staff awareness and understanding of copyright (rights and responsibilities)
- Decrease in need for staff mediation for public usage of content
- Increased library brand awareness
- Improved and standard wireless access onsite across all sites
- Demonstrates responsiveness to user needs
- Advocacy opportunities to support government public policy initiatives for innovation, research and educational and collaboration.

Cost of doing nothing:

- Collections are inaccessible to the public
- Public ignorance of rights and responsibilities
- Ongoing staff mediation for public usage of content.
- Libraries operating within obsolete technical environments.
- Libraries not meeting user demands for available/free content for use and re-use

4. Key Stakeholders Requirements

Stakeholder	Requirements - Impact	Requirements - Input
NSLA Executive members	Proof of concept for RLS Program	Sponsorship & support per agency and across project
NSLA partner libraries	Expectation of Collaborative involvement	To participate in development of project Sponsorship & support for project Commitment to implementation
Library Staff – all libraries	Changes to work practices Development of professional skills and knowledge	Provision of resources Participation in project development Sponsorship & support; Commitment to implementation
Public / users	Improved access onsite to wireless Improved access, use and reuse of content Increased knowledge and understanding about copyright	Testing and feedback through user groups re rights communications
Other cultural institutions	Support for cultural industry Advocacy to open up content access to users	May provide models/examples;
Commonwealth and State Governments	Support of public policy initiatives including innovation and creativity, research, educational and collaboration May support improvements and clarification of the Copyright Act 1968 (Cth)	

5. Assumptions and Constraints

5.1 Assumptions

- All libraries able to participate in project
- All libraries agree to revised copyright communications
- NLA Algorithm applicable outside of NLA.

5.2 Constraints

- Financial constraints of individual budgets
- Large variance in technical environments
- Possible legislative variance between Australia and New Zealand
- Variance in governance structures (State/Federal)
- Pre-existing contractual obligations controlling access for some materials
- Existing complexity of Copyright Act
- Limited staff legal expertise

- Staffing changes may effect continuity of knowledge and skills
- Multiple players and diversity of subject content involved in the project.

6. Estimated Costs

6.1 External Labour (For cost use a range)

Role	Days	Rate	Total Cost
Legal consultation (note: aim for gratis arrangement)			\$7500.00
Copy editing (EFT 0.5 x 4 weeks)	10		\$4000.00
Focus Group – market testing of communications			

6.2 External Non-Labour Costs

Item	Costs
Legal consultation (gratis through ALCC?)	

6.3 Internal Labour Costs (i.e. absorbed cost) (For cost use a range)

NB: Labour identified does not identify costs of implementation as unknown at this time.

Agency	Role	Duration	Rate*	Cost*
SLV	Project Manager	0.4 – 0.6 EFT 9 mths	VPS 5.1	\$22,353.00
Per NSLA Partner Library	Project Group participation & internal liaison	Equivalent 0.2 EFT – 9 months	VPS 5.1	9 X \$7,451.00
Per NSLA Partner Library	Implementation: - Web Services - IT Services - Marketing & Communications	?		?

* Use N/A if not applicable

6.4 Internal Non-Labour Costs (i.e. absorbed cost)

Item	Costs

Total Project Costs \$

6.5 Ongoing costs

Item	Costs
Wireless Broadband per Library	\$50,000 - \$100,000

Total Ongoing Costs \$100,000

7. Estimated Schedule

Activity	Timing	Duration
Clarification of Project Brief with Project Group & Sponsor	October – November 08	2 months
Audit – Current position re Wireless provision	November – December 08	2 months
Agreement on actions – wireless	January – February 09	2 months
Audit – Current position re Copyright communications and management of content	December 08 – April 09	5 months
Pilot NLA copyright algorithm	TBC	4-6 months
Inclusion of algorithm in Libraries Australia	TBC	TBC
Agreement on actions - copyright communications	May – June 09	2 months
Implementation	July – Dec 09	6 months

TOTAL TIMING AND DURATION Oct 08 – Dec 09 15 mths

8. Major Risks and Controls / Treatment Plans

Major Risks	Controls / Treatment Plans
Partner Library unable to support Wireless financially	Sponsorship and support from CEO to maintain commitment to project.
Introduction of Wireless is outside control of Partner Library.	Sponsorship and support from CEO to maintain commitment to project.
Inadequate and inequitable technical infrastructure to support wireless service to be delivered.	Technical infrastructure audit required across all partner libraries. Issue to be raised with NSLA Governance Committee.
Partner Library may not commit to full project.	As per Memorandum of Agreement, notice of withdrawal applies.
Competing priorities within partner libraries.	Sponsorship and support from CEO to maintain commitment to project.
Resistance to change within Partner Libraries.	Each partner library to manage staff capability within its own jurisdiction.
Loss of authoritative control of Library content.	Planned and monitored implementation.
Resistance from creators and collection agencies, due to fear of loss of rights, statutory earnings and licenses.	Monitor relationship with creators and collection agencies.
NLA algorithm inoperable in other Partner Libraries.	Communication of needs to developers.
Differences in Australian and New Zealand legislation will not support shared approach.	Audit of current position re Copyright communications and management of content.
Partner Library's potential loss of earnings from reproduction fees.	Sponsorship and support from CEO to maintain commitment to project.
Inability to meet user demand.	Planned and monitored implementation.

9. Related Projects

Impacts, Interdependencies, Possible Duplication

- Project 5 Community Created Content
- Project 4 Delivery
- Project 6 Changing Capability and Culture
- Project 10 Connecting and Discovering Content

10. Estimated Investigation Costs (If required)

External Labour and Non-labour Costs:

Internal Labour and Non-labour Costs: As above

11. Estimated Duration of Investigation (If required)

Weeks/Days: 5 months (as above)

12. Proposed Steering Committee Members

Internal Steering Committee not required.