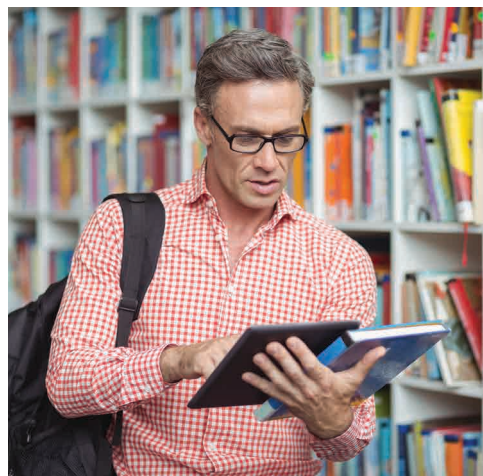
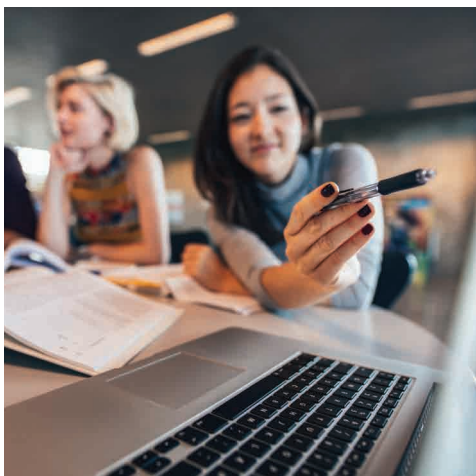




Australian Library and
Information Association

AUSTRALIAN LIBRARIES

THE DIGITAL ECONOMY WITHIN EVERYONE'S REACH





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Australian libraries: the digital economy within everyone's reach

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INTRODUCTION

In order to be a leader in the global knowledge economy, Australia needs skilled workers and a strong research sector. Government services delivered online are faster and cheaper. More people online opens up new markets and enables businesses to respond quickly with innovative new products and services. Universal access helps to address equity issues for regional and remote Australians.

In addition, digital transformation generates valuable data which can support improved health outcomes, help target financial support to those who need it most, and achieve other benefits for communities.

The advantages of a digitally enabled population are clear but if we are to make the most of this new paradigm, Australians must have access to the internet and the skills needed to create and locate accurate information. They must feel confident and safe online, and they must have a reason to be engaged with digital services.

Libraries see the need and the opportunity. We have extended our remit beyond traditional literacy (reading and writing) into information and digital literacies. We have introduced public access computers and other digital devices into public libraries. We provide access to the internet for everyone, and we are working hard to build people's confidence, with cybersafety education. We also give people positive reasons to become more digitally connected.

While this report is essentially about public libraries and the digital economy, it is also important to note the vital part that school libraries play in leading children and young people on their journey of digital discovery. State and Territory libraries play a vital role in preserving and promoting Australia's unique history. In universities, libraries have been the test bed for digital innovation in support of students, academics and researchers, and in industry, government, health and law, special libraries have embraced digital resources to deliver decision-ready information straight to their clients' desks.



THE LIBRARY AND INFORMATION SECTOR



5,000 members of the Australian Library and Information Association



13,650 locations in metropolitan, regional and remote Australia



27,500 workers in libraries and information services



12.9 million users in communities, schools, universities, TAFEs, government departments, research agencies, hospitals, NGOs, law firms, banks, media channels, technology companies and other knowledge-based enterprises across Australia



\$2.8 billion annual expenditure is the estimated size of the library and information market in Australia

DIGITAL INCLUSION: ACCESS FOR ALL THROUGH THE LIBRARY

“

Libraries are arguably the single most important grass-roots community space with capacity to provide ALL members of their community access to current knowledge and information. They can provide internet-enabled computers and tablets, collaborative working spaces, themed activities and programs targeting different audiences and acquire new resources to add to their borrowing collections.

Adam Selinger
Children's Discovery Museum

”



Libraries provide national digital infrastructure

According to the 2014–2015 *Australian public libraries statistical report*¹, there are 1,630 public libraries, including mobile libraries, covering every state and territory and attracting more than 114 million visits each year. Almost all have public access internet terminals – more than 13,000 in total – and the 2013 *ALIA Internet Access in Public Libraries Survey*² found that there was free Wi-Fi in more than 70% of locations. Twenty-seven of the 30 first round Digital Hubs were located in public libraries and they have proved to be a sound investment, continuing even after federal government funding for the program ceased.

Locating the digital divide

ALIA has been pleased to support the development of the Telstra-funded *Australian Digital Inclusion Index*³, which measures the level of digital inclusion across Australia. The index not only identifies the three million Australians who are not currently online, and also provides the geographic location so that libraries are able to target services where they are most needed.

Supporting e-government services

Digital transformation is leading to more government services being delivered exclusively online, which means more people are turning to libraries for computer access and to library staff for help navigating online forms. At a conservative estimate, public libraries are already handling more than 10 million information enquiries each year and this is likely to increase substantially.

¹ http://www.nsla.org.au/sites/www.nsla.org.au/files/publications/NSLA.Aust-Pub-Lib-Stats_2014-15_2.pdf

² <https://www.alia.org.au/sites/default/files/publishing/ALIA%20Internet%20Access%20in%20Public%20Libraries%20Survey%202013%20FINALweb.pdf>

³ <http://digitalinclusionindex.org.au/the-index-report/report/>

Libraries ACT

Libraries ACT hosted the ACT Digital Hub through the Federal Government program promoting the NBN and offering digital literacy skills development. During the two year program, approximately 33,000 ACT residents were exposed to NBN applications and functionality, and 1,270 one-on-one sessions and 506 group sessions were presented. Opportunities included showcasing a virtual classroom experience for the Adult Migrant English Program and there were other, individual successes.

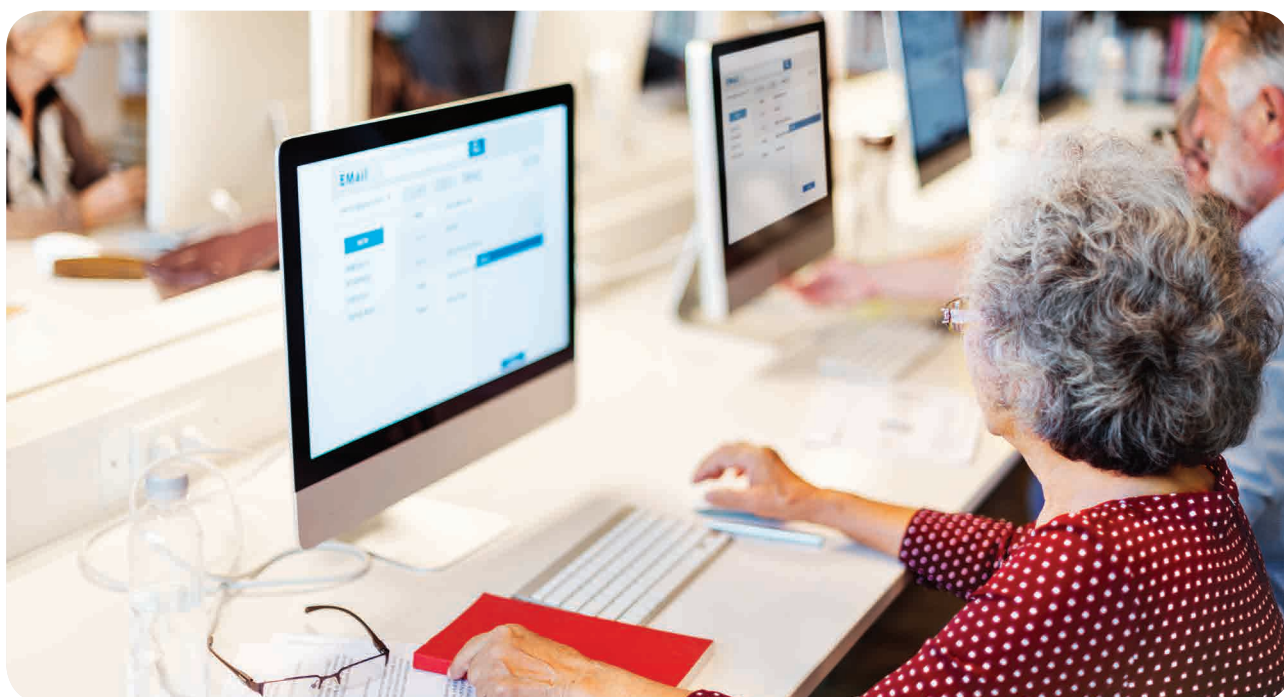
When Anne, a 50-year-old with significant digital literacy issues, first came for help, she did not know how to turn on the iPhone her grandson had given her. Now she can navigate her Windows computer, and has learned to “Google it”.

Dave came for help with problems getting Microsoft Outlook to do what he wanted. He couldn't figure out how to send the same email to all members of his bowls club. With the help of a trainer, he was guided through the process of creating a group with numerous contacts in it. He was then taught about using CC and BCC to send an email to specific members of his group. He was grateful for the help and moved on to learning to save documents he creates into folders on his computer.

Janice, a 58-year-old who never read more than two books, came for help with an ereader she had been given by a family member and a desire to be more literate in print as well as digital media. She attended regular one-on-one sessions, working her way through setting up an email address, connecting her ereader to her laptop and downloading library books as well as free books. She learnt enough about the internet and how it works to get connected to the NBN and talk to her service provider about changing her network name and password and having access to her online account so she could make sure it was secure.

Elsa came seeking help with understanding her new laptop. She had recently moved to the Canberra region to take care of her elderly mother, which took up a lot of her time. She needed the laptop to streamline her schedule, seek work, and remain in contact with friends, family, and life back home. It was also going to be used by her sister. Elsa now feels confident and competent with her device. She has an understanding of basic cybersafety and uses online banking, she has updated her resume and is applying for jobs online.

Digital literacy sessions and technology previously offered through the ACT Digital Hub have since been integrated into the library's services across the city. These include a program called Deadly Digital which is a digital skills program for Indigenous children.



Encouraging people to explore digital opportunities

Public and school libraries are increasingly providing maker spaces, coding and robotics classes for all ages, from early years to seniors.

Port Macquarie-Hastings Library

Thanks to Library Development Grants, Port Macquarie-Hastings Library has been able to introduce a professional grade recording studio and a Tech Room, showcasing the latest in gadgets and technology.

The Imaginarium is a fully equipped recording studio, available free to all library members. It contains a high-end iMac, Mbox Pro, a suite of professional grade software programs, amplifiers, video camera, green screen, as well as instruments and equipment available on request. Port Macquarie-Hastings has a burgeoning arts and music scene and The Imaginarium addresses an increasing need in the local area. The space has been booked week after week since its launch in July 2015. Users include musicians, dancers, actors, video editors, podcasters and hypnotherapists.

Launched in 2016, The Tech Room contains a range of equipment including 3D printers, 3Doodlers, Spheros, MakeyMakeys, Raspberry Pi's, a drone, as well as virtual reality equipment like Oculus Rift, HTC Vive, and Samsung GearVR. While 3D printers were not completely new to libraries most of the other equipment was a first.

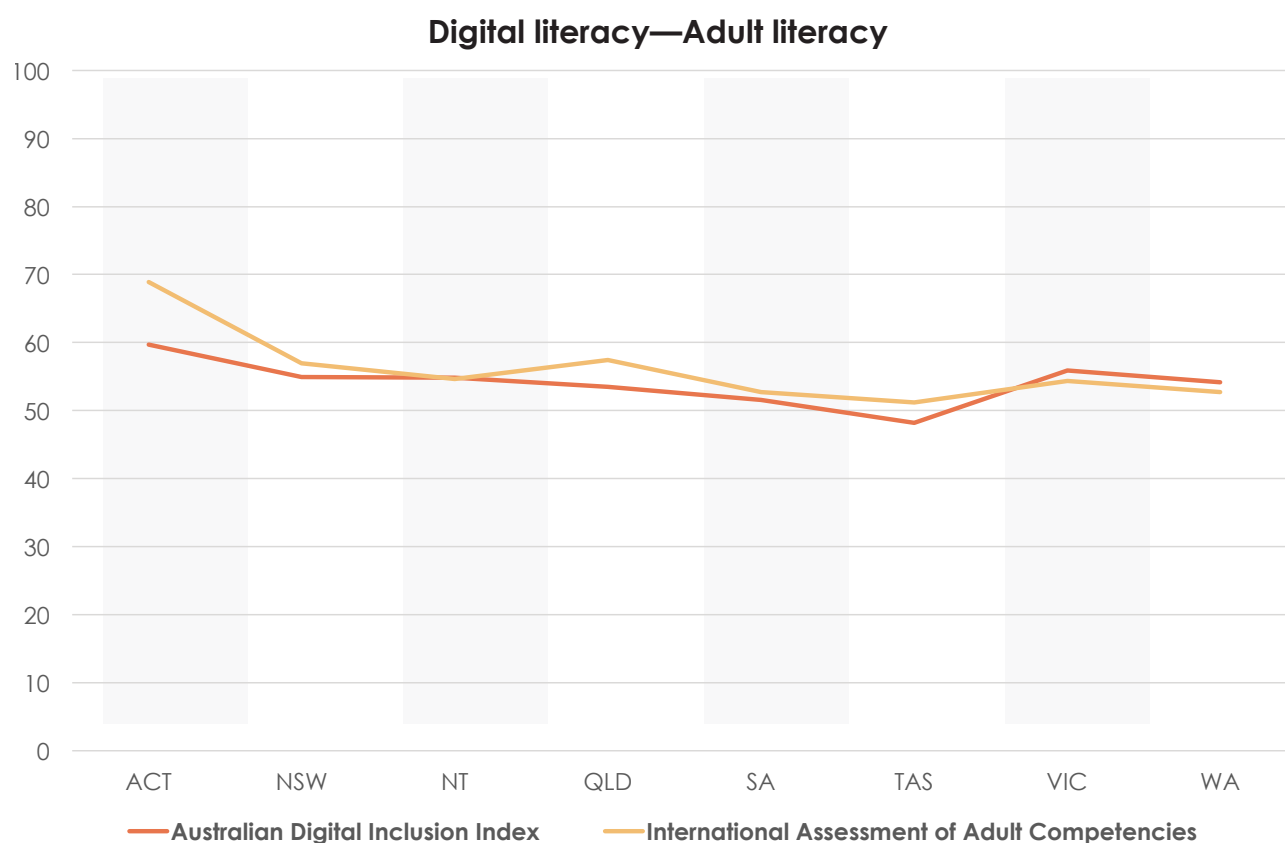
Most of the equipment is transportable. Brendan McDonald, Technical Services Librarian, Port Macquarie-Hastings Library Service says, "We have visited remote schools where, in addition to giving the kids hands on access, we have demonstrated just how tricky drone flying is. We visited a nursing home where a 95 year old was brought to tears by VR – and not in a bad way.

"The team has held 'weird techie stuff' open days and VRfternoons, and targeted specific groups such as U3A, Probus clubs and homeschooling groups. We have also showcased the various technologies at the Regional Art Gallery and numerous community events throughout the local government area."



DIGITAL AND INFORMATION LITERACIES

The findings of the *Australian Digital Inclusion Index*⁴ demonstrate the disparities between regional Australia and metro areas; between people in high and low socioeconomic localities. Unsurprisingly, when the findings of the Australian Digital Inclusion Index and levels of adult literacy as judged by the International Assessment of Adult Competencies are overlaid, the results are remarkably similar. Reading and writing skills are essential precursors to digital literacy.



Ebooks and e lending

Libraries have long been in the business of reading and while ebooks have been present in libraries since the 1990s, the last five years have seen a major increase in the number of electronic titles and audio books now in circulation.

The latest available figures showed more than 1.1 million ebooks available through public libraries⁵, although ebook loans represented only 2% of all the items loaned as readers of all ages continue to enjoy reading print books.

⁴ <http://digitalinclusionindex.org.au/the-index-report/report/>

⁵ http://www.nsla.org.au/sites/www.nsla.org.au/files/publications/NSLA.Aust-Pub-Lib-Stats_2014-15_2.pdf

Public Library Services, South Australia

To promote SA Public Libraries' emagazine collection, in 2016 Public Library Services (PLS) South Australia partnered with the Department of Planning, Transport and Infrastructure, RB Digital and Adelaide Metro to provide a selection of free digital magazines to commuters on Adelaide's metropolitan tram service, utilising free Wi-Fi on trams.

Users were presented with a web page with a selection of eight popular magazines including *Woman's Weekly*, *House and Garden*, *Men's Fitness* and *Wheels*. A day later the user was sent a single, personalised email that promoted the free magazine service offered by the SA Public Library Network, and encouraged the user to become a public library member.



Tech training

More than two thirds of public libraries offer internet training sessions. These range from the internet for beginners through to advanced research skills. While some courses are delivered in group sessions, many are one-on-one.

Following the success of Telstra's Tech Savvy Seniors and Everyone Connected programs in libraries, from 2017 there is a new government-funded initiative, Be Connected, to improve the digital literacy of seniors. Libraries are positioned to benefit from the \$20 million in grants available for local community programs.



Logan City Council Libraries

The Tech Savvy Seniors Queensland program in Logan has provided fun and free technology sessions for seniors in their local library and also through sessions in aged care facilities. The program focuses training on cybersafety, social media, using electronic tablets and smart phones, email and the internet. Participants gain confidence in using digital technology to socialise, access government services and for personal business needs.

Jeta Gardens is located in Bethania, one of the suburbs identified as have a significant proportion of people aged 65 years and over. Most residents come from a Chinese background.

The Outreach Librarian worked with the Lifestyle Coordinator of Jeta Gardens Retirement Village to enable two Tech Savvy Seniors Queensland training sessions to be hosted at Jeta Gardens, for 21 participants. These two sessions were in English, but were advertised in the retirement village newsletter in both English and traditional Chinese.

A third visit was negotiated by the Outreach Librarian to the Beenleigh Library, and was presented as a bus tour. Many residents were keen family historians, and were very excited that not only were family history workshops offered at the library, but that the Local Heritage Specialist could tailor sessions. As a result, the Lifestyle Coordinator of Jeta Gardens Retirement Village and the Outreach Librarian have now collaborated with the Local Heritage Specialist to hold a special event at Beenleigh Library on Library Lovers' Day in 2018, which falls during Chinese New Year. This event, Celebrating Queensland's Chinese heritage workshop, will demonstrate how to trace Chinese ancestors who came to Australia in the 19th century.

October Outing—10月郊遊樂

Library Visit and Tech Savvy Seniors Session at Beenleigh Library 參觀圖書館並在館內學習智能手機應用技巧



Date & Time 時間及日期	18th October 2017, Wednesday and departing at 9 a.m. 10月1日, 星期三, 上午9時準時出發。
Pick up point 上車地點	Jeta Bus will be parking on the road side at Jeta Apt. 園巴將停泊在公寓大門入口處之路旁。
Library Address 圖書館地址	Crete Street, Beenleigh, Qld. 4207
09.30 a.m.	Presentation about the library services including the home library service. 專人帶領參觀圖書館
10.00 a.m.—10.20 a.m.	Morning tea 飲早茶
10.25 a.m.—11.45 a.m.	Tech. Savvy Seniors Session: Smartphones-intermediate (Run by Doug Panic) 中級智能手機課程
Buffet Lunch 自助餐	At Greenbank RSL and lunch to be paid on your own 自費午餐
Jeta Bus Fare 園巴收費	\$5.00 per person. 每位 \$5.00 元
Booking 報名定座	Please book your seat at The Opal Reception. 請盡快到澳寶大樓, 住戶服務中心接待處報名。



Technology Classes for Smart Phone & Tablet 智能手機和平板電腦應用技能班

We are delighted that Logan City Council is providing the following free classes to our Retirement Village residents and details are as follows:

我們非常榮幸, 洛根市政府提供以下免費課程給本園退休村住戶, 詳情如下:

Introduction to tablets 平板電腦介紹

This hands-on sessions introduces you to tablets. Learn how to navigate the web using a tablet device, its features, applications and much more! **Some iPads will be provided.**

此乃是入門之實用課程, 向你介紹平板電腦的使用, 學習如何上網及其應用方法。可提供電子手帳。

Introduction to smart-phones: 智能電話介紹

Learn how to navigate your way around a smart-phone with a touch-screen. You will learn to how to make and receive calls, add and look up contacts and change the volume of the phone. You will also learn about the applications, what they are and how to download and use them. **BYO smart-phones.**

學習手機導航及如何接聽電話, 你更學會尋找你的聯絡朋友或調整音量。你還可學到下載和應用。請自備智能電話上課。

Two Days Class Schedule 共兩天的課程時間表

Date/Time/Venue 日期、時間及地點

23/8 and 30th August 2017, two Wednesdays at 09.00 a.m.—10.30 a.m. in MPR, Opal

8月23日和8月30日, 星期三, 共兩天, 上午9時至10時半在澳寶樓多功能廳上課。

Registration 報名登記處

Please register at the Opal Reception on or before 18th August 2017.

請在8月18日或之前到澳寶樓接待處報名登記。



Computer rooms in remote communities

Over the last seven years the partnership between Northern Territory Library and the Central Australian Youth Link-Up Service (CAYLUS) has delivered internet connectivity and computer rooms into many remote Australian Aboriginal communities.

To date, CAYLUS has supported the development of computer rooms at Mt Alan, Laramba, Mt Liebig, Kintore, Harts Range, Engawala, Lake Nash, Areyonga, Amoonguna, Ikuntji, Docker River, Tjuwanpa, Ntaria, Titjikala and Papunya. They have also developed computer rooms at three town camp learning centres in Alice Springs: Trucking Yards, Hidden Valley and Karnte.

These community spaces have enabled skills development, literacy and numeracy, access to internet banking and government services and self-directed learning for all ages – and not least, a fun way for kids to engage with the wider world. As more government and other services transition to online access only, connectivity and access to computers is becoming increasingly essential to those living in remote Aboriginal communities.



Digital literacy and school libraries

Digital technology has become an integral part of learning, and school libraries build on children's skills by providing a space where the online world and advanced technologies can be explored in a safe and encouraging environment.

iCentre, Iona Presentation College

The motto of the iCentre at Iona Presentation College in Western Australia is *Information, Inspiration, Innovation*. Leonie McIlvenny, co-Head of the iCentre explained, "We use the four pillars for education in the 21st century (*Learning to Know; Learning to Do; Learning to Live Together; and Learning to Be*) to help us achieve our aim of being at the forefront of new thinking about the way students learn, how information and digital literacies can be effectively integrated into the school curriculum, and how students can be inspired to be to be lifelong learners."

Whole school key initiatives developed by the teacher librarians and iCentre staff include *The Inspired Learning at Iona* and *ROAD at Iona* websites, the *Integrated Information Literacy Program* and the *Digital Passport* program.

The Inspired Learning at Iona website is a rich repository of carefully selected and created resources to support the curriculum needs of all learning areas in the school. It provides a wide range of resources including resources about wellness (relaxation, nutrition, stress management), thinking skills (Habits of Mind, Memory Training, Learning Styles), and study skills. The whole school community has access to these resources anywhere, anytime.

The *Integrated Information Literacy Program* is designed to standardise the way students develop information literacy skills. Graphic Organisers and Web 2.0 tools are included in the planning matrix to create a transparent map which provides an overview of the skills and knowledge in information and digital literacy students are expected to acquire at the various year levels.

The *ROAD at Iona* website supports the iCentre's reading program and is run in collaboration with the English department. The collaborative and social aspects of technology are modelled through the class reading blogs where students share their ideas and insights about the books they are reading, while the *IonaPC* Twitter feed allows students to follow their favourite authors. As part of the ROAD program all students create blogs and websites to share their ideas and insights about what they are reading.

The iCentre's *My Digital Passport* program utilises new open badge technologies to capture information about the achievement of a range of hard-to-measure ICT. The passport is introduced in Year 7 and captures students' ICT skills development within the digital. The badge program is now being broadened to include maths skills and other 'hard to capture' skills and competencies. Students can capture their badges in a 'digital backpack' that showcases their learning from year to year.



SAFE NEUTRAL PLACES

People turn to library staff as trusted professionals for help to navigate the internet. It is not enough to learn how to use a computer, novices also need help to avoid the pitfalls of malware, cyberbullying and scams.

eSmart Libraries

The eSmart Libraries program, run by the Alannah and Madeline Foundation, with \$8million funding from the Telstra Foundation, launched in 2012 and by October 2017 had been rolled out across 1,074 of Australia's 1,500 public libraries.

Esperance Public Library

Esperance is an eSmart Library. Kathryn Gray, Library Technician – Digital Services, explains how it has benefited her community.

Esperance is a small and isolated town in Western Australia, 714 km away from Perth, 393 km away from the next major town. This limits the options available for the community when it comes to in-person technological assistance. Even if assistance is available over the phone, the customers with the poorest digital literacy are unable to use it and require one-on-one face to face assistance.

Some customers find the rate of technological change alarming. Just altering the user interface design of a website that they were previously familiar with is a major barrier to their continued use of technology, and one that occurs frequently. Customers sometimes arrive at the library quite distressed because their technology seems to have a mind of its own and they have no idea where to start or what to do. Customers are increasingly relying on the library to access government services online. Some do not have or use computers so they need intensive help to accomplish basic tasks.

Tech Help sessions at the Esperance Public Library, offered since 2013, meet this demand for digital support and eSmart accreditation was a natural extension of the service. Esperance became eSmart in April 2017.

As an eSmart library, Esperance is recognised as a safe and highly accessible place for people to get help with technology. There is nowhere else in the community that provides this service and the library serves the entire range of socioeconomic and age groups, making libraries ideal for delivery of such important information and assistance. Libraries are trusted information providers and have been for a very long time. Staff members know how to communicate in a way that customers can understand and the service and information provided is free.

The level of digital illiteracy in our society is highly underestimated by those who work with, and around technology every day. It's not until you work with the public as we do in public libraries that you see the level of need in our society. People with low digital literacy are particularly susceptible to cybercrime and this is a cause for concern. When a customer sits down at a computer in the Esperance Public Library the first link they will see on the Cyber Safety home page is 'Report a Cyber Crime', linking to the Australian Cybercrime Online Reporting Network (ACORN) and we provide one-on-one guidance to help customers avoid scams.

Time and money are always short, and making sure staff skills are up-to-date in a rapidly changing digital environment is a personal challenge for all of us, but the community benefits are far greater than the barriers we have to overcome. eSmart Libraries are exactly what Australia needs.

eSafe Spaces

ALIA's Australian Public Library Alliance has supported the Office of the eSafety Commissioner's eSafe Spaces initiative with pilot schemes in the ACT in 2016 and Tasmania in 2017.

LINC Tasmania

The Kingborough U3A group learned about technology on Android and Apple devices at the Kingston LINC (Learning Information Network Centre). A key need of the group was for some extra training on esafety. LINC's digital volunteers included a four series session on Staying Safe Online which covered passwords, scams, phishing phone calls, anti-virus and protection software and back up procedures. This program was based on information provided by the Stay Smart Online federal government website. The group found the information very useful, and it helped build their confidence in spotting scams or fake emails, and knowing what steps they can take to protect themselves and report this behaviour.

A 65 year old female client from a non-English speaking background came for assistance at the Huon LINC to understand how her iPad worked. She was concerned about connecting to Wi-Fi and how she could use government services online in a confidential way. A LINC volunteer showed her how to work through the Stay Smart Online resources and how to access MyGov and Centrelink services. She was also assisted with switching between languages and safely using applications on her iPad.

Ulverstone Library recently had an older farmer come into the LINC with a brand new iPad still in its box. Tom, the Customer Service Officer sat with him and discovered that Bill had never used the internet or had email. Tom began to show Bill what the iPad was capable of. Bill was so amazed when Tom asked Siri what the weather would be for the day and Siri replied with 'there will be no rain today' that Bill jumped out of his seat. Bill has gone on to use the iPad for numerous purposes and has installed an internet connection at home.

A mother contacted Devonport LINC through its Facebook page. Her young son had set up an account without her knowledge and she was keen to understand the cybersafety issues. LINC staff explained how to check different apps and put securities in place to protect children using apps. The outcome was a better educated family with resources online that they felt confident to tap into themselves.

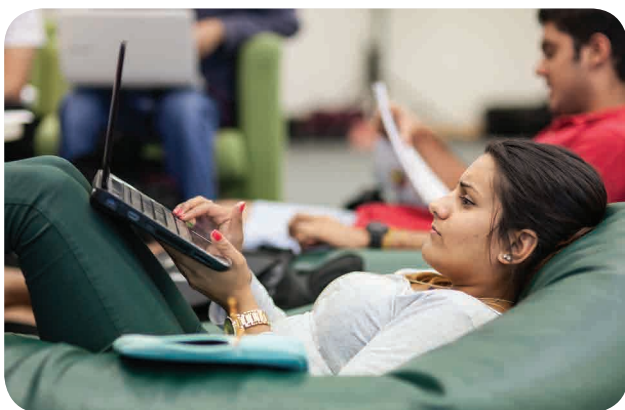


SUPPORTING INNOVATION IN INDUSTRY AND GOVERNMENT



Libraries in higher education have seen enormous change in the digital era. The sector is now delivering education to students all over the world, and we are part of the third largest export industry in Australia – a powerhouse within the Australian economy.

Roxanne Missingham
University Librarian, Australian National University



Australian National University Library

At the Australian National University (ANU), digital transformation has been a feature of the library. Students and researchers are empowered through having access to scholarly resources wherever they are, 24 hours a day, and the usage of eresources has grown exponentially.

The creation of digital scholarly portals has increased the visibility of ANU research outputs. Through ANU Press, over 750 published works have been made available freely to all Australians – with over 1 million downloads in the first half of 2017. More than 80,000 research works have been made accessible through the open research repository. Students are now read around the world, with over 250,000 downloads of theses last year.

With over 2.6 million downloads of Australian research through ANU Press and Open research service, research is accessible to industry in a way not envisaged even a decade ago. The over 5 and a half million downloads by students and academics is evidence that learning and research can now truly be achieved online.

Growing students' and academics' digital capabilities has been an important focus, as these skills are required in industry, research and other sectors.

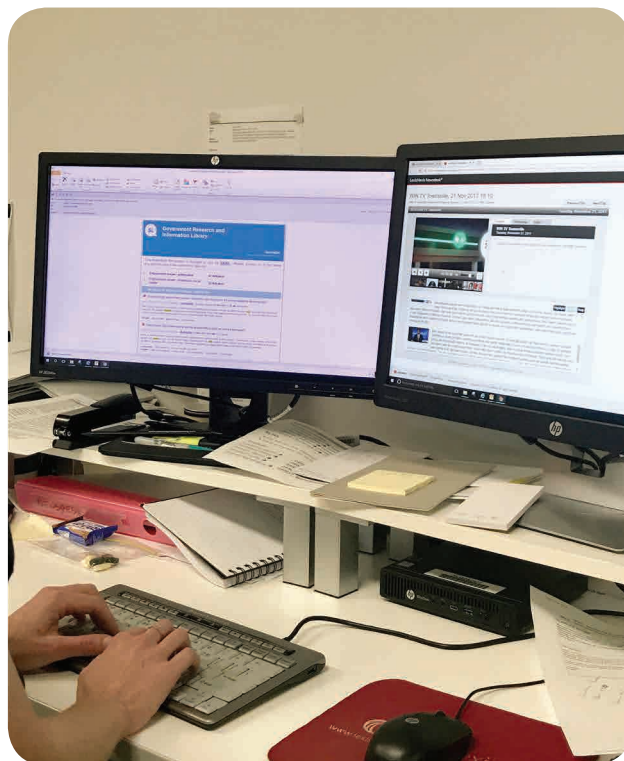
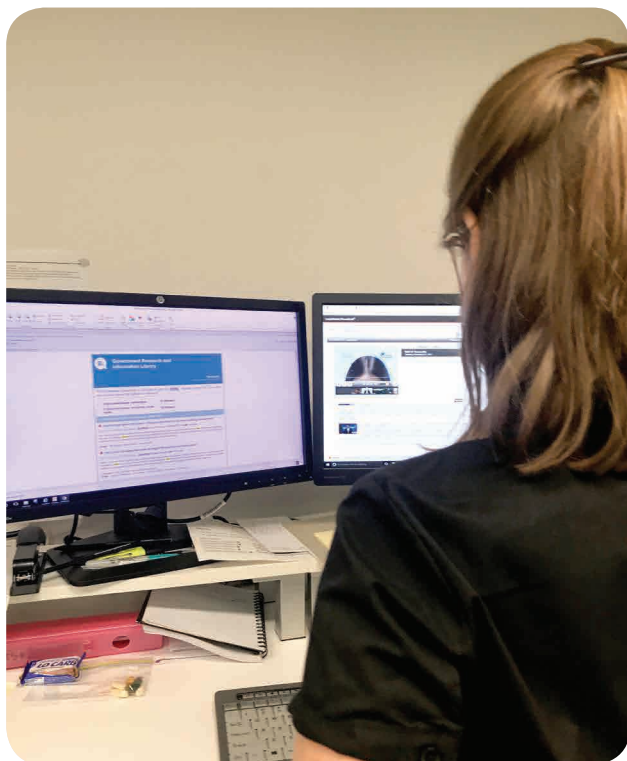


GRAIL, State Library of Queensland

GRAIL (Government Research and Information Library) is a unit of the State Library of Queensland (SLQ), providing service to central agencies across the Queensland government. GRAIL is e-preferred with very little print added, ebook access is patron driven and older material scanned on demand. GRAIL has brought significant benefits to its member departments and continually works to demonstrate value. Examples include providing return on investment equivalent dollar value on resources, broadening the SLQ offer of Press Reader hotspots and providing access to Lynda.com to all member departments.

Access to media alerts is essential to government. GRAIL staff worked extensively with an industry partner to enhance their new media platform to be more responsive to government needs and to provide greater seamless access to online and broadcast media with tailored daily alerts. GRAIL staff blog articles and reports from multiple research, government and think-tank sites which are disseminated via Twitter and to their government officer subscribers via monthly research updates

To broaden access to information, GRAIL actively engages with procurement areas on discussions for whole of government subscriptions.



LINC Tasmania, Australian Bureau of Statistics

In 2016, the Australian Bureau of Statistics (ABS) approached LINC Tasmania to make the 2016 Census more accessible to everyone, including those with low literacy or barriers to online access. LINC Tasmania was uniquely positioned to help, based on its wide geographical spread, safe and welcoming physical spaces, extensive network of free public PCs and Wi-Fi and existing role in supporting clients to be online.

The extensive network of LINC (libraries) were places where Tasmanians could find help accessing the Census online or in paper form, or for additional support including literacy. The partnership demonstrated LINC Tasmania's role in promoting social inclusion and enabling and supporting digital citizenship in an increasingly digital world, and generated higher quality Census data for Tasmania.

Cove Civic Centre, Hallett Cove

The Cove Civic Centre is home to a library, an enterprise hub and community spaces, and provides the community with a facility that is flexible and can support a diverse range of activities. The Centre provides meeting spaces for people to connect for learning and recreational pursuits, and supports local businesses with their endeavours.

Since opening in July 2015, the Library and Business Growth and Investment (Economic Development) teams continue to work closely together to deliver the community vision of a liveable, connected, engaged, prosperous and innovative city that enhances people's digital literacy.

To enable this, the teams have recently developed the SEED program (Space for Exploring Everything Digital). SEED allows people to explore and have fun with emerging technologies while offering learning opportunities to improve digital literacy and support innovation in the community. With programs such as Streaming for beginners, Getting the most from your eLibrary, DIY holidays, Exploring your iPad, Coding for adults and young people, having proven popular and are always booked out. Delivered initially from the Cove Civic Centre, the SEED program has also popped up at Tonsley – South Australia's newest innovation district within the City of Marion and is a focus area of the State Government, Renewal SA.

The Cove Civic Centre is part of the City of Marion's commitment to providing quality spaces for the benefit of its residents, workers and visitors.



OVERCOMING BARRIERS

One of the areas with the greatest potential to improve the regulatory environment for Australia's libraries and further advance digital innovation is copyright reform. Australia's libraries are undertaking a broad range of activities that seek to take advantage of the digital revolution to better serve users, partners, and Australian cultural growth.

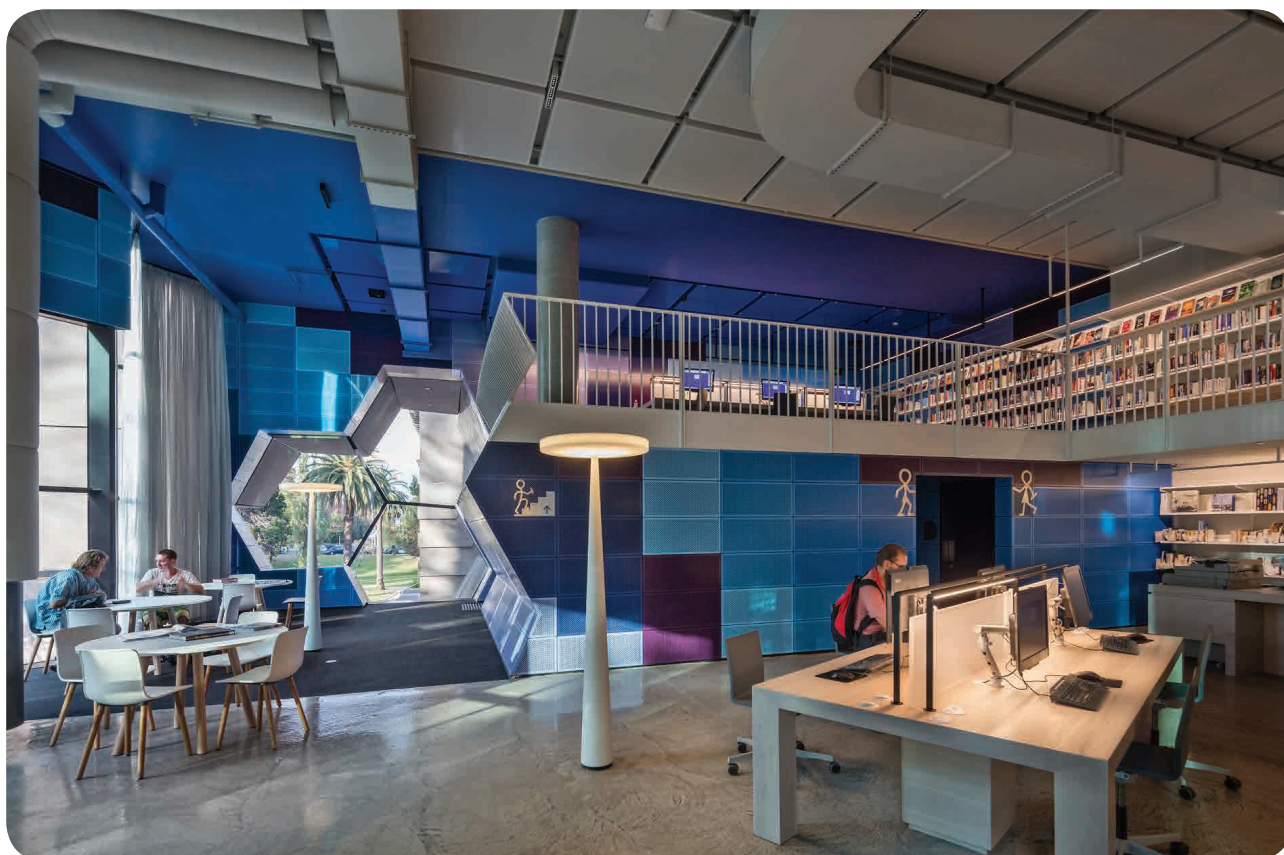
Australia's restrictive and confusing copyright laws are hampering our ability to take advantage of the digital revolution. Copyright currently presents a significant barrier to Australian libraries in:

- Digitising and providing online access to our collections.
- Taking full advantage of orphan works in our collections ie copyright material for which a copyright owner cannot be identified.
- Providing collaborative technological facilities and projects, such as digital hubs and innovation spaces.
- Providing material to clients for uses such as text and data mining, data visualisation, and even family history research.

Even daily activities, such as supplying material to offsite requests, often require libraries to jump through significant bureaucratic hurdles from a copyright basis, increasing time and cost burdens.

In 2017 the government took a good first step to address some of the limitations placed on libraries by copyright law through its support of the Copyright Amendment (Disability Access) Act. This Act simplified and broadened a number of the exceptions available to libraries in the Copyright Act, relating to important activities such as preservation, research, administration, and providing access to our collections for those with a disability.

A number of these changes related to removing technology or material specific limitations, and complex clearance steps that frequently cause confusion. However, there are still many areas in which improvement could occur.



In its *Intellectual Property Arrangements* report, completed in 2017, the Productivity Commission identified libraries as one of the greatest potential beneficiaries of copyright reform in Australia. The Productivity Commission identified a number of areas of reform that would directly benefit libraries and their users, including:

- Extending the current copyright safe harbours to ensure that libraries receive the same protection as commercial ISPs when providing internet services for their clients.
- Limiting liability for those using orphan works.
- Protecting copyright exceptions from being overridden by contracts and technological protection measures (TPMs).
- Providing open access to government funded research within a year of its publication.
- Most importantly, introducing a modern, flexible and adaptable fair use provision.

With respect to this last recommendation, the introduction of a fair use exception, it would provide benefits not only to libraries, but also to our library users and the broader Australian population. Not only would it better enable us to digitise and provide online access to our collections, it would also allow the materials we provide to be used and built on by others in new and innovative ways.

In response to the Productivity Commission's recommendations the government has committed to a round of further consultations, including ongoing processes around safe harbours and copyright regulations, and consultations planned for 2018 on limitations and exceptions, orphan works and contractual override.

The Australian Libraries Copyright Committee represents the interests of Australian libraries and it has urged the government to take advantage of these processes to continue the good work of the Copyright Amendment (Disability Access and Other Measures) Act to further broaden and simplify the current library and archive exceptions in the Copyright Act, and prioritise the implementation of the Productivity Commission recommendations for the benefit of libraries and our library users.



4,000 YEARS OF INNOVATION

Libraries have been in a constant state of transformation over more than 4,000 years. From collections of clay tablets (Ebla, Syria, 2400 BC), through manuscripts, to the printing press (Gutenberg Bible, 1455), from there to the lending libraries of the 1800s, and the mass production of affordable books (Penguin paperbacks 1936), libraries have moved with the times, promoting “the free flow of information and ideas through open access to recorded knowledge, information, and creative works”.⁶

Transformation is nothing new for libraries and we have taken digital transformation in our stride, overcoming the barriers and taking advantage of the exciting opportunities to provide our communities with even greater access to information on a global scale. We are no longer limited by the parameters of the library collection. Through the internet and digital resources, we can provide our library users with a previously unimaginable level of access to the world's knowledge.

How libraries have experienced digital transformation

Academic libraries were the first to enter the digital age, breaking new ground with electronic journals back in the 1970s. By the 1980s, across the library sector, card catalogues were in decline and libraries were taking advantage of open public access catalogues and new management software to make back office functions more efficient and improve the collection's accessibility.

Libraries have always been early adopters of technology. We were among the first to develop active websites and in the 1990s were providing users with public access computers, online databases, ebooks, audio books, CDs and other digital formats.

Libraries have also always been good at maximising the opportunities for online collaboration. For example Picture Australia, introduced in 2000, was an initiative of the National Library of Australia, bringing together digitised images from cultural collections around the nation, to the benefit of library users everywhere.

The early 2000s saw an exponential leap in the impact of digital technologies on the library sector. Radio Frequency ID tags in print books allowed for self check out to become widespread. Social media brought new ways to communicate with library users, and internet training courses became part of the core service.

More recently, we have adopted Wi-Fi, BYOD (bring your own device), print on demand books, ebook platforms, media labs, 3D printers, maker spaces, coding and robotics classes, digitised collections and we are now exploring the value of community spaces without books, which still encapsulate the ethos of a library.

Trove, National Library of Australia

Launched in 2009, the National Library of Australia's Trove platform is now a gateway to more than 550 million items, including digitised newspapers, magazines, photographs, journals, letters, manuscripts and websites. For people who are interested in family history, researchers, historians, and digital creators, Trove is a rich source of information that is available 24/7.

More than a search engine, Trove brings together content from the National Library, Australia's State and Territory libraries and hundreds of cultural institutions and research organisations around Australia, and attracts over 70,000 users on a daily basis.

⁶ Core value of the Australian Library and Information Association
<https://www.alia.org.au/about-alia/policies-standards-and-guidelines/alia-core-values-statement>

State Library Victoria

Over the past 25 years, State Library Victoria (SLV) has made major shifts in line with digital technology – from the first digitised collection items on disk to full services and collections online. The Library's first digitising project was the creation of Pictoria in 1990 – an analogue video disk containing 104,000 images from the pictures collection. In 1994 the Pictoria disk, which previously could only be read on one specific machine, was converted into a digital format that was made available via a server to three onsite computer terminals.

Then, with the revolution of the internet, in 1996 the Pictoria images were transferred to an online catalogue, which allowed computer browser access to both the images and their more detailed catalogue records. The library was well on its way to becoming a virtual library, creating vast online collections that allowed multiple concurrent usage, onsite and offsite, 24/7.

In 2006, State Library Victoria launched slv21 – a three-year project to move the Library forward into the digital future by expanding the Library's services, providing learning opportunities, and opening new ways to access the Library's collections.

To achieve this, a number of new technologies were introduced including Primo (a federated search interface), Relais (a direct delivery service to fulfil customer orders for digitised items), and a digital object management system (originally Digitool, now being replaced by Rosetta in 2018). All of these systems needed to be configured with the Voyager library management system, which required four separate catalogues to be merged into one – a massive undertaking.

Today SLV provides millions of users with immediate access to more than two million digitised files. These files represent more than 700,000 collection items encompassing pictures, newspapers, journals, manuscripts, rare books, maps, ephemera, realia and oral history.

One of the Library's most successful digital campaigns is the recent #CreateArtHistory international design competition, in partnership with RedBubble. Artists were invited to design an artwork using a curated collection of digitised Library images. The competition drew 1,900 entries from around the world – 300% more than previous RedBubble competitions – and generated some of the highest rates of web page traffic and online engagement for the library.

Over the next three years the Library is implementing Vision 2020, a redevelopment of the Library's spaces and services that will include a digital transformation strategy. The new Conversation Quarter will extend the virtual experience of the library through a program of live-streamed events across a two-way, high-speed worldwide network. Start Space, a new centre of entrepreneurship, will support the start-up and small business sector with resources, training and digital technology. It will be an early incubator and launch pad for new businesses, making a critical contribution to Victoria's burgeoning and future innovation economies.



CONCLUSION

In the rapidly changing digital environment, libraries are among the best-equipped and most experienced organisations to take advantage of innovation and adapt to new challenges. Utilising new technologies and enabling the community to access services quickly and easily is a fundamental library function.

Libraries build and foster people's information and digital literacies. We create a safe and encouraging environment, provide a trusted source of digital advice and in many cases are the only internet and digital access for many members of our communities. Our collections provide a comprehensive source of unique knowledge and information, available to re-invent, re-use and explore online.

Libraries should be at the core of planning how best to negotiate the digital economy, and ensuring that every member of the community has access to services and can take advantage of the opportunities it presents. We have been essential in providing the training, access and information required to do this for decades, and will continue to do so far into the future.

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