



SESSION ONE: DIGITAL ACCESS TO COLLECTIONS PROJECT

- Original concept/project overview
- Stage One: inputs & outputs
- Stage Two: objectives, inputs & planned outputs
- Draft project plan
- Technology partners
- Ideas from last meeting
- Potential locations for workshops – criteria?
- Other considerations

Stage I outputs

- Draft national framework setting out the nation's ambition for digital access to collections
- Principles to help institutions of all sizes prioritise their approach to digital access
- Case study-based prototype toolkit
- Research report on international comparators



Original Concept/Project Overview

- \$1 million project over three years 2016-19
- \$637K Catalyst grant application, auspiced by State Library of NSW
- Year 1 development of strategic framework
 - including identifying partners and stakeholders
- Year 2 working with the sector
 - including establishing regional clusters and partnerships with technology providers for affordable IT solutions
- Year 3 public-facing campaign
 - Multi-media campaign supported by all partners and stakeholders in digital access
 - Strong online and social media presence
 - Promotional activities suited to national institutions and small local organisations



Stage II Objectives

- to extend the reach of smaller cultural organisations, many located outside the main metropolitan centres, based on the principles outlined in the Draft Digital Access to Collections National Framework and the training resources in the Digital Access to Collections Toolkit. This work will directly engage and support regional organisations to develop their skills and expand the online access to their unique collections.
- to provide a blueprint and proposed process for the development of State and Territory Digital Access Plans to underpin the long-term strategic support for exposing and leveraging Australia's cultural collections.



Stage I inputs

- \$111,000 Catalyst funding
- \$39,900 in kind funding



Stage II inputs

- \$294,500 (excl GST) Catalyst funding
- \$66,200 GLAM Peak bodies in kind
- \$150,000 Technology partners in kind



Stage II planned outputs

- Dissemination of draft framework, evidence base & toolkit and engagement with institutions
- Delivery of training sessions in 10 regional centres plus small grants to support participation
- Access to technology & software providers through regional hubs
- Promotion & dissemination online of educational & training materials
- Promotion of draft national framework
- Provision of information & advice to enable the development of Digital Access plans



Draft Project Plan – Digital Access Plans

Establish Expert Working Group to:

- review the current activities occurring in each State, and work with each to determine a 'road map', designed to provide a shared alignment of all existing activities in each state/territory, and looking where national alignments may happen



Draft Project Plan – regional workshops

- 2-day workshops delivered in 10 regional centres across Australia
- Allocation of small grants to support participation in the workshops and ongoing learning in regional GLAM organisations and historical societies
- Workshops to include: training sessions based on the Digital Access to Collections Toolkit; building a common understanding of the principles underpinning the national Digital Access framework; and demonstrations by tech and software companies, and aggregator services
- Workshops will seed regional hubs of GLAM digital expertise and build cross-sector relationships



Draft Project Plan - timeframe

Activity	Date
Stage 2 begins	1 July 2017
Project Manager & trainer recruitment	June-July 2017
GLAM Peak meeting in Hobart	24 July 2017
Digital Access Plans initial consultations	July- September 2017
GLAM Peak meeting	TBD
Regional workshops in 10 locations	September 2017 – May 2018
Digital Access Plans – development of roadmap/guidance/recommendations etc	October 2017 – May 2018
GLAM Peak meeting	October 2017
Regional workshops evaluation report	1 June 2018
Digital Access Plan blueprint and process plan	1 June 2018



Draft Project Plan – online educational and training materials

- Continuing content development of the Digital Access to Collections Toolkit
- Promotion and dissemination throughout the sector
- Online support for participants following regional workshops
- Website maintenance, security, hosting and ongoing development



In kind technology & aggregator partners

Company	Est \$ value	Form
The Collecting Bug	\$10,000	Participation in regional workshops
DatacomIT	\$9000 - 16,000	As above
Vernon Systems	\$5,000	As above
Panasonic	\$10,000	As above
Victorian Collections	\$10,000	As above
Maxus		As above – sum to be confirmed
[All of the above]	\$6,000	Communications reach through customer base
Telstra	\$10,000	Digital literacy training for older volunteers
Trove	\$125,318	See below
Wikimedia	\$10,000	Participation in regional workshops
TOTAL	\$202,318	



Methodologies – ideas from last GLAM Peak meeting

Dissemination of Stage 1: Delivering training; Access to technology

- Exploit peak bodies networks
- Take the goodwill at GLAM Peak into the regions
- Accept that duplication of messages is a good thing
- See venues in regional areas as partners
- Link to Community Heritage Grants
- Bespoke solutions for different areas – pilot 4 or 5 different models
- Expand networks to include councils, regional universities, students, commercial partners
- Use webinars instead of sending out trainers
- Train the trainer model
- Important to have coordination and oversight – have a Coordinator



Potential locations for workshops – criteria?

Regional clusters/keen/identified need/evidence of past collaborations

- QLD – Cairns, Toowoomba or Rockhampton
- NSW – Orange or Dubbo
- NSW – Coffs Harbour or Port Macquarie
- VIC – Swan Hill, Mildura or Horsham
- VIC – Bega or Eden
- NT – Darwin, Katherine or Alice Springs
- WA – Albany or Bunbury
- SA – Port Augusta or Millicent
- TAS – Hobart or Launceston
- NSW/VIC – Albury Wodonga



Methodologies – ideas from last GLAM Peak meeting

Digital access plans for each State and Territory:

- GLAM Peak should develop a model or template for a digital access plan – based on the framework we have developed – to have consistent principles and articulation of benefits in state plans. This would be a starting point for each jurisdiction that they can adapt, build on, or link to jurisdictional digital indicators.
- Plans should apply to big institutions as well as small organisations. Big institutions need to endorse, champion and promote
- Map stakeholders; match infrastructure to the content in GLAM organisations
- Role for Meeting of Cultural Ministers (MCM) to endorse, to give their imprimatur
- GLAM Peak visibility in each state – members as key contacts



Other Considerations/Advice?



Methodologies – ideas from last GLAM Peak meeting

Consumer-facing campaign

- Community Service Announcements – simple, direct messages (e.g. Ancestry)
- Cultural heritage creating connections – why it is important, impact stories
- Promoting via social media for the digitally savvy - leverage through GLAM Peak channels
- Multi-pronged approach for those who are not digitally savvy – e.g. ABC local radio



Session 3: Progressing the draft national framework

Proposal for Expert Working Group - designed to undertake three tasks:

- Review the Draft National Framework
- Develop a Roadmap for State and Territory Digital Plans
- Provide suggested Next Steps

Timeframe: August 2017 – June 2018



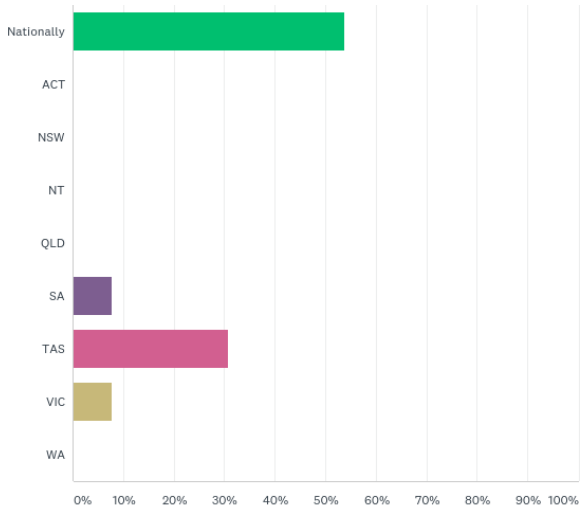
GLAM Peak digital access to collections strategies

Friday, July 21, 2017

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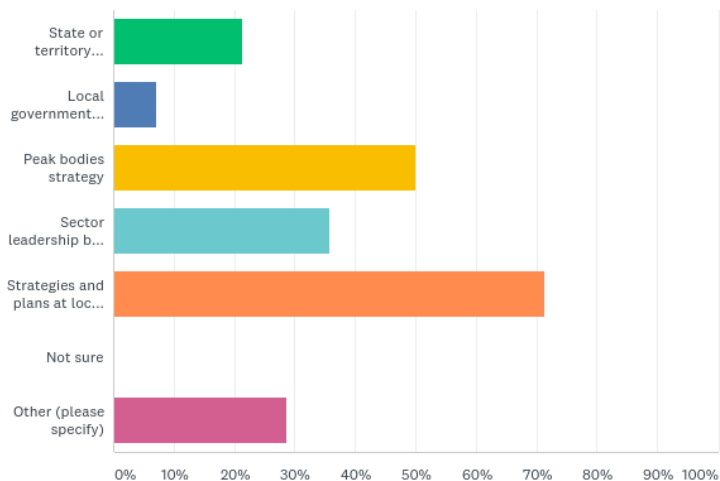
Q3: Where does your organisation operate?

Answered: 13 Skipped: 1



Q4: What exists in terms of strategic guidance for galleries, libraries, archives, museums, historical societies and other collecting institutions in your area?

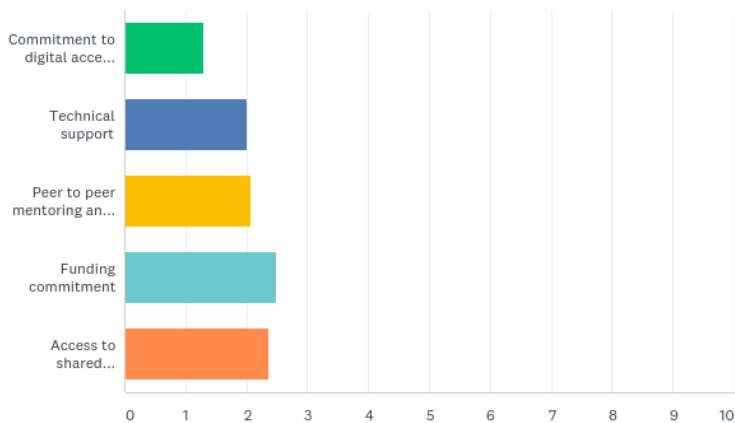
Answered: 14 Skipped: 0



- National Archives for Commonwealth Government agencies
- CAUL best practice guidelines
- CAUL and NSLA strategic plans
- Indigenous community archives
- IRCA strategic plan

Q5: How well developed is the environment for digital access to collections in your area?

Answered: 14 Skipped: 0



Q6: Which would be the organisations that would develop GLAM sector digital access strategies and plans?

Answered: 14 Skipped: 0

Council for Archives and Recordkeeping Authorities
 National Archives of Australia
 National Film and Sound Archive
 Australian Society of Archivists
 ICA
 TAHO, State Archives

Archives NZ and National Library of NZ, Ministry of Culture and Heritage, local government archives, Te Papa

MGA
 CAMD
 TMAG

AIATSIS
 Indigenous Remote Communities Association

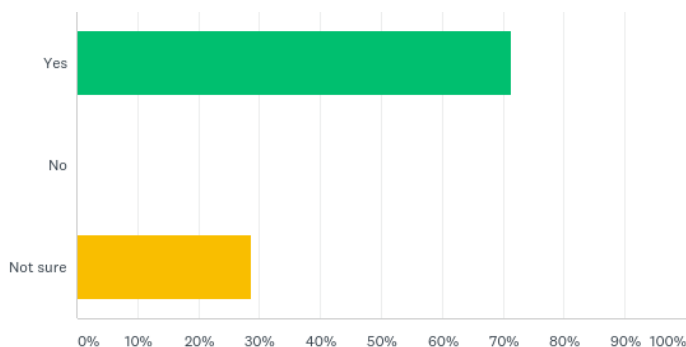
ALIA
 ALIA Australian Public Library Alliance
 CAUL
 State Library, LINC Tasmania
 NSLA libraries

Department of Education and Department of State Growth
 University of Tasmania

Arts SA
 SA Heritage Council

Q7: Are these the same organisations that might be appropriate for overseeing the implementation of the plans and working together to co-ordinate a national approach?

Answered: 14 Skipped: 0



Q8: If there are other organisations, which would they be?

Answered: 11 Skipped: 3

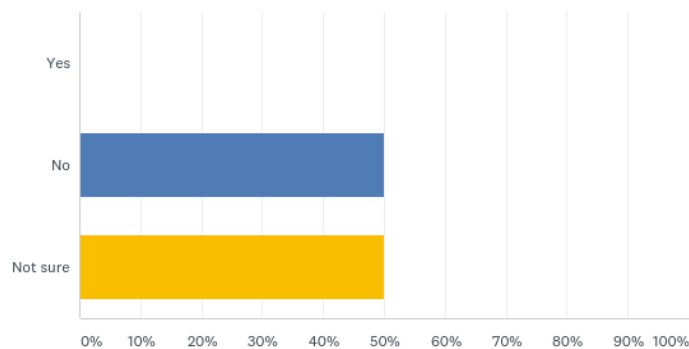
GLAM Peak

University Art Museums of Australia

QVMAG

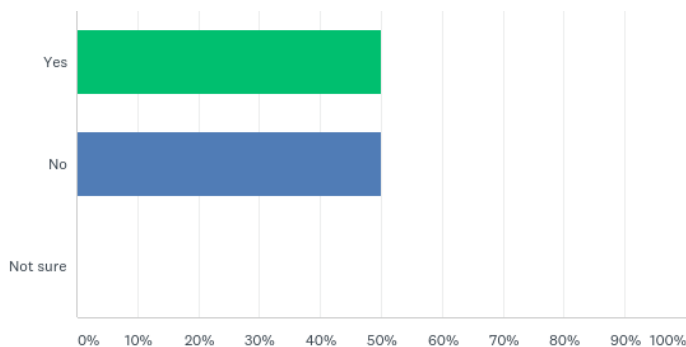
Q9: And would some new agency be required?

Answered: 14 Skipped: 0



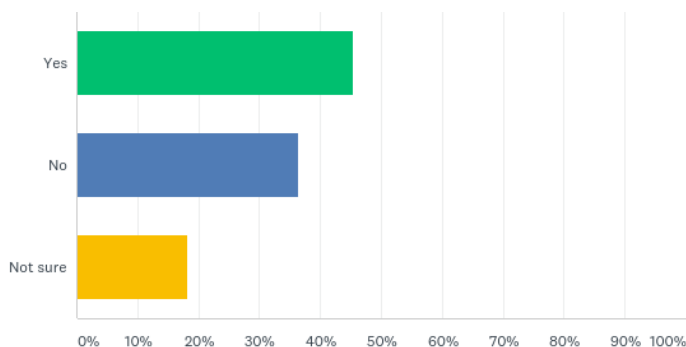
Q10: Does any high level guidance regarding the topics and types of material to be digitised exist already?

Answered: 14 Skipped: 0



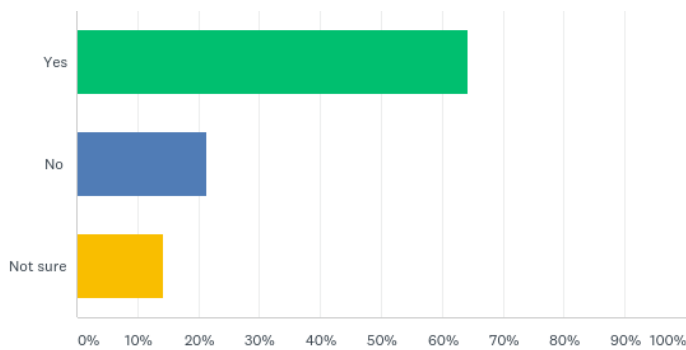
Q11: If so, does it provide a framework for prioritising items (eg significance, uniqueness, format)?

Answered: 11 Skipped: 3



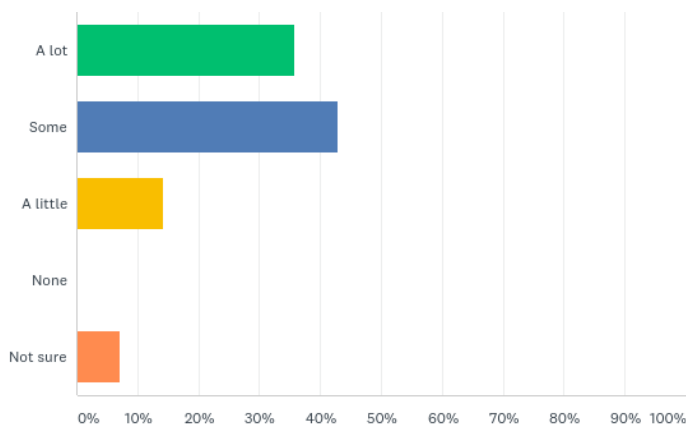
Q12: Are there successful public private partnerships around digital access to collections in your area (eg Ancestry)?

Answered: 14 Skipped: 0



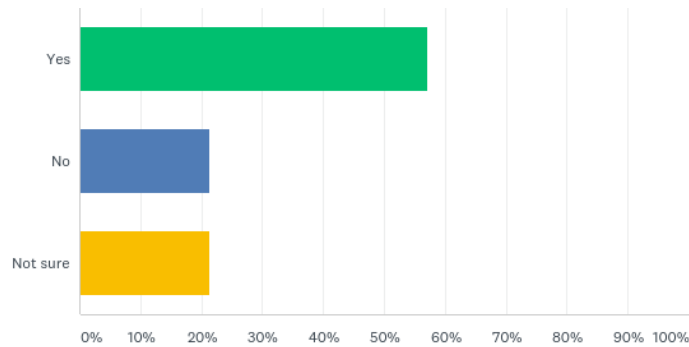
Q13: How much potential do you think there might be in public private partnerships to support digital access to collections in your area?

Answered: 14 Skipped: 0



Q14: Would your organisation be able/willing to act as a Centre of Excellence for digital access to collections in your area?

Answered: 14 Skipped: 0

**Q15: Which other organisations might be able to act as Centres of Excellence?**

Answered: 8 Skipped: 6

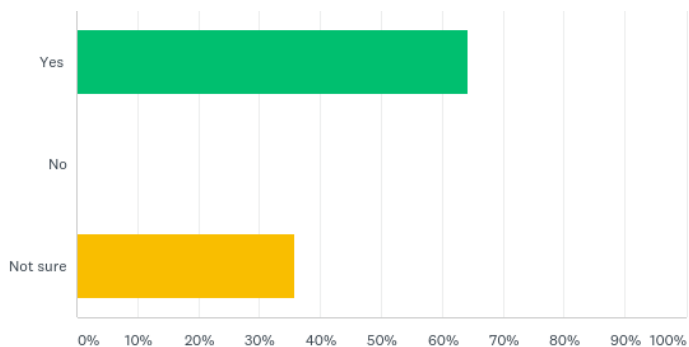
Archives NZ and National Library together

Major collecting institutions
NSLA libraries, larger public libraries and CAUL

TMAG, State Library of Tasmania, UTAS

Q16: Do you think a national register of digitisation projects across Australia is something GLAM Peak should consider?

Answered: 14 Skipped: 0



“We need a national platform for digitisation, not just a register of projects”

We work in the Indigenous space. We need to work more with community archives and other cultural institutions. Other considerations: access and use policies, protocols and procedures, recognition of ICIP as a key factor in access”