

ATTACHMENTS TO VARIOUS REPORTS COMMUNITY & CULTURAL COMMITTEE

MONDAY 15 JUNE 2015

ATTACHMENT TO CCC 6A – 06/2015

**Draft Cultural Collection Development Plan 2015
- 2020 and the Draft AlburyCity Libraries
Collection Development Plan 2015 - 2020
Community Consultation**

ATTACHMENT 1

Community Feedback

Noel Jackling

Telephone

Email

Ms Carina Clement
Libraries and Museum Team Leader
AlburyCity
553 Kiewa Street
Albury NSW 2640

31 May 2015

Dear Carina

AlburyCity Cultural Collection development plan 2015–2020

Thank you for the opportunity to comment on the draft AlburyCity Cultural Collection development plan 2015–2020.

Overall, the plan represents a significant advance on its predecessor, and I would like my suggestions to be viewed in that context.

So, my comments are as follows:

1. 'INTRODUCTION

This includes the following:

1. transfer to future generations a material record of our culture in optimal condition;

As I understand it, a lot of what we are 'mandated' to do is to ensure that each generation passes the stories that represent its culture and social history on to the next generation. In the art world, of great significance is an interpretation of the present. A lot of this is done through objects and provenance stories, so I am wondering if it is worthwhile including something about telling the stories associated with the material record of our culture. Possibly the statement could read something like:

1. transfer to future generations a material record of our culture in optimal condition and tell the stories associated with that material record so as to reveal our culture's social history and [built] environment.

2. 'BACKGROUND

History of the Visual Art Collection'

Would it be helpful to include here or elsewhere a statement that indicates something of the extent to which the art works purchased have come from funds derived from the Albury Wodonga Regional Art Foundation?

<http://www.alburywodongaregionalartfoundation.com>

3. 'Museum and Social History Collection

<snip>

Key collections include'

There follows a list of ten collections. The eighth of these is the AlburyCity Council Civic Collection. It mentions 'objects relating to the emergency landing of the DC2 Uiver in Albury' as part of that collection. Whilst historically that is so, the collection of *Uiver* material in recent years has grown to cover much material that is not part of the AlburyCity Council Civic Collection. The Uiver Collection has become a major collection in its own right of local, State and national significance and even contains some items of international significance (e.g. KLM tickets on the first commercial passenger flight to Australia from Europe in an all-metal plane). In these circumstances I suggest that the Uiver Collection be recognised by being listed as an eleventh collection (see below) and that the AlburyCity Council Civic Collection notation be amended to read as follows:

AlburyCity Council Civic Collection ; comprises of AlburyCity Council's memorabilia including gifts to the City. Rate books dating e back to 1884, early mayoral robes, medals and documents relating to the formation of the city. This collection also includes the Alfred and Ellen Waugh Collection as well as items relating to significant Albury events ~~such as objects relating to the emergency landing of the DC2 Uiver in Albury during the MacRobertson London to Melbourne Air Race of 1934.~~ The acquisition focus is on primary source objects rather than commemorative objects.

AlburyCity Council Civic Collection ; comprises AlburyCity Council's memorabilia including gifts to the City. Rate books dating back to 1884, early mayoral robes, medals and documents relating to the formation of the city. This collection also includes part of the Alfred and Ellen Waugh Collection as well as items relating to significant Albury events. The acquisition focus is on primary source objects rather than commemorative objects.

4. Museum and Social History Collection

<snip>

Key collections include

Add the following:

Uiver Collection comprising objects relating to the emergency landing of the DC2 *Uiver* in Albury during the MacRobertson London to Melbourne Air Race of 1934 and the occupants of the *Uiver*.

5. Key Activity Areas: Museum and Social History Collection Strategy

If the Uiver Collection is added as noted above, then it is appropriate to discuss this as a key activity area. Here I will not be prescriptive in what could be added to the Table, but merely make some observations and allow you to determine what can best be added.

The Uiver Collection is now such that there are few gaps to fill and none that can be filled except from unexpected donations of objects. Important objects have been offered to the Museum in recent years, but I expect that future offers will be small in number, unless one of three major privately held collections happens to be offered. Aviodrome and Albury between them have by far the best collections of *Uiver* material in the world, and it is possible to conceptualise our Museum as a resource centre for research on the MacRobertson International Centenary Air Race in general and its place in aviation history, as well as on the *Uiver* in particular, especially with regard to the significance of its landing and takeoff at Albury and its successful completion of the race.

The primary task is one of consolidation. I would recommend that:

- (i) An imaging project be undertaken of the Uiver Collection, and if appropriate the Alfred and Ellen Waugh collection for the twin purposes of providing a museum identification record and 'webification' of the collections (with other collections). Funding for imaging of Uiver material and getting it onto the Internet could be sought from the Fund managed by the Embassy of the Kingdom of the Netherlands for Dutch-Australian cultural heritage initiatives, although with celebrations for the forthcoming 400th anniversary of the arrival of Dirk Hartog (1616), a grant may not be feasible until 2017.
- (ii) The Uiver Collection and the Alfred and Ellen Waugh Collection be nominated for State heritage listing. Listing of this kind adds status to the Museum which can then be translated into tourism promotion.

6. Meaning of a sentence

There is a sentence as follows:

'As at 15 September 2014 exactly 1 3,885 museum objects have been catalogued onto a searchable database with approximately half of these entries being digitised.'

What is meant by 'digitised'? Wouldn't they all be 'digitised'?

7. Madame Savakis

I believe that it is Madame Savickis not Madame Savakis.

8. Trove — Border Morning Mail and Albury Banner and Wodonga Express

One of the listed key activity areas is 'Advocate for all Border Morning Mail and Albury Banner newspapers onto Trove'. This is probably not much more than a couple of phone calls and a letter or email, so could this not be done before 2017? The Trove people do have priorities and I hope that representations regarding the Border Morning Mail are successful. I have recently made representations for digitization of a gap period covering part of October, November and December 1934 for the Albury Banner and Wodonga Express, and this has been accepted, but without commitment as to when it will be undertaken.

9. Uiver-related events and activities

The following could be noted as minor areas for collection:

- 1979-80 Rotary Club of Albury West acquisition and restoration of the memorial Uiver Douglas DC-2.
- 1984 Uiver re-enactment flight
- 2009 Uiver 75th anniversary celebrations

I hope that this will be of some help to your considerations.

Yours truly



Noel Jackling

From: Michael and Preya [REDACTED]
Sent: Mon, 1 Jun 2015 13:04:47 +1000
To: Info <info@alburycity.nsw.gov.au>
Subject: AlburyCity Cultural Collection Development Plan 2015-2020

Dear Carina Clement,

Thanks for the opportunity to comment on the December 2014 draft document referred to in the above subject line. A very worthy document.

- My only suggestion for change is that the Uiver collection be considered in this document as a separate and important collection in its own right, rather than a subset of the Albury City Council Civic Collection

Thanks for your consideration.

Yours sincerely,

Dr Michael Thomas

Although I am writing this submission as a private citizen, I declare the following directorships:

- Committee member, Albury & District Aero Club

- Director, Uiver Memorial Community Trust

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ATTACHMENT TO CCC 6A – 06/2015

**Draft Cultural Collection Development Plan 2015
- 2020 and the Draft AlburyCity Libraries
Collection Development Plan 2015 - 2020
Community Consultation**

ATTACHMENT 2

**Revised draft Cultural Collection Development Plan
2015 – 2020**

ALBURYCITY CULTURAL COLLECTION DEVELOPMENT PLAN 2015 - 2020

Visual Art, Museum and Social History Collections

(DOC14/57264)

Prepared by:

Jacqui Hemsley, Group Leader, Cultural Services
Bridget Guthrie, Coordinator – Museum and Social History
Bianca Acimovic, Coordinator – Visual Arts

Draft December 2014

V3 May 2015

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FOREWORD

The main aim of the AlburyCity Cultural Collection Development Plan 2015 – 2020 (Visual Art, Museum, Social History, Archival and Research Collections) is to ensure that existing and future visual art, museum and social history, archival and research collections are not only a strong record of our own culture but incorporate collections that are significant, well conserved, unique and complete.

PUBLICATION DATA

References

- AlburyCity Cultural Assets Development and Management Policy
- AlburyCity Acquisition and De-Accession Procedure
- Cultural Services Delivery Policy
- Urban and Public Art Strategy and Inventory
- Collection Australia Network (2008) National Standards for Australian Museums and Galleries
- Recollections - Caring for Collections Across Australia (2005)
- Aboriginal and Torres Strait Artists Art Strategy
- Draft Aboriginal Artist Engagement Protocol
- Cultural Services Ethics Policy

DEFINITIONS

Visual Art Collection

Works of art are primarily visual in nature, such as drawing, painting, prints, sculpture, crafts, and modern media (photography, digital media, video, and filmmaking) and architecture. Also included within the visual arts are the applied arts such as industrial design, graphic design, fashion design, interior design and decorative art.

Museum and Social History Collection

A collection of artefacts and other objects of scientific, artistic, or historical importance that is available for public viewing through exhibits that may be permanent or temporary in nature. These collections are used for exhibition and research purposes to provide a context for our place in time.

An archive refers to a collection of historical records, as well as the physical place they are located. Archives contain primary source documents that have accumulated over the course of an individual or organisation's lifetime, and are kept to show the function of an organisation.

In general, archives consist of records that have been selected for permanent or long-term preservation on grounds of their enduring cultural, historical, or evidentiary value. Archival records are normally unpublished and almost always unique, unlike books or magazines for which many identical copies exist. This means that archives (the places) are quite distinct from libraries with regard to their functions and organisation, although archival collections can often be found within library buildings.

Local History

Local history material includes historical and contemporary publications that document the social history, the geography and topography of the region and document the lives and achievements of local identities or institutions in various media.

EXECUTIVE SUMMARY

The AlburyCity Cultural Development Collection Plan 2015 – 2020 outlines the institutional responsibilities and policies and procedures required to manage the development, care, documentation, and use of the Visual Art, Museum and Social History Collections.

The Cultural Collection is central to the purpose of the LibraryMuseum and the Murray Art Museum Albury and these institutions must ensure that the collection is managed in a manner respectful of the objects, the donors, and the public trust. The AlburyCity Cultural Development Collection Plan 2015 - 2020 will be reviewed and revised as needed to address current issues and standards.

INTRODUCTION

The prime function of the Murray Art Museum Albury and the LibraryMuseum is to:

1. transfer to future generations a material record of our culture in optimal condition **and tell the stories associated with that material record;**
2. develop the best collection given the funds available; and
3. provide appropriate storage conditions, conservation, documentation and risk management.

BACKGROUND

History of the Visual Art Collection

AlburyCity first started the visual art collection in 1974 when it became the custodian and manager of the Albury Art Prize collection. Since 1947, this biennial prize, initiated by the Albury Art Society acquired works by Australian artists such as Noel Counihan, Max Ragless, Weaver Hawkins, Franz Kempf, Kenneth Jack and Mary Beetsen. The collection now has over 130 works acquired over 67 years that showcase changing Australian trends and techniques in a number of different media.

The major collection of Australian photography begun in 1982, from which the biennial National Photographic Prize (NPP) was founded in 1983, is now the oldest such event in Australia. The John & Margaret Baker Memorial Fellowship, awarded in conjunction with each NPP assists an emerging photographer to undertake a body of work with one piece to become part of Albury's collection. Since 1983, MAMA has acquired over 91 works directly from this biennial competition and has further expended the photographic collection with a further 350 pieces from the submissions.

A major acquisition is the *Something More* series commissioned by MAMA in 1989. As Artist-in-Residence, Tracey Moffatt produced the series in Albury with local people as cast and crew. The

Gallery holds an artist's proof set of the nine images together with other examples of a number of series executed by Moffatt.

The eclectic collections in the Daniel Gift came to MAMA with the assistance of the late Mr. Justice J.F. Nagle, a long time friend and former University colleague of Howard Daniel. The gift includes prints by 17thC French artist Jacques Callot and his contemporaries, the *Los Caprichos* etchings by Francisco Goya and 19thC prints by Chagall, Dufy, Manet, Signac and Renoir. Other artefacts include a Tang dynasty ceramic horse and rider, Tibetan gilt bronze sculptures depicting fearsome-looking deities and Ashanti Gold weights from West Africa.

In addition to the gift comprising over 250 prints and objects, there is an extensive library of approximately 160 books. These include Howard's own published texts on *Hieronymus Bosch 1947*, *Adventures in Art – A Guide to Gallery Going 1960*, *Devils, Monsters & Nightmares: An Introduction to the Grotesque and Fantastic in Art 1964*, *The Comedia Dell'Arte & Jacques Callot 1965* and *Callot's Etchings 1974*. A close friend of author John Berger, Howard possessed many of Berger's texts which include personal dedications to Howard, acknowledging his friendship and contribution to works such as the renowned *Ways of Seeing*. A rare self-portrait drawing by John Berger is included in the collection.

History of the Museum and Social History Collection

The first museum in Albury was established in 1893 at the AMP building in Dean Street, later moving to the Model School and from 1916 to the Technical College. This Museum collection was incorporated as a part Museum of Applied Arts and Sciences (now the Powerhouse Museum) closing in 1952. The Albury Folk Museum reopened in 1967 at the Turks Head Inn, Australia Park and was managed by the Albury and District Historical Society. In 1983, AlburyCity took over the operational responsibility of the museum and returned the collection of the Museum of Applied Arts and Sciences renaming it as the Albury Regional Museum. In 2006, the Council closed the existing Albury Regional Museum and relocated to the Albury LibraryMuseum this includes an off site museum collection storage.

The three dimensional object based collections are currently stored at AlburyCity's off-site museum storage facility located in Thurgoona. The collection is made from of a variety of materials as it records the general history of this region and includes a high diversity in the objects collected. The collection includes objects made from timber, metal, plastic, natural fibres and many other materials. The museum's textile collection is significant as it includes costumes from the 1800's, international dress that form part of the Bonegilla collection and a number of possum skin cloaks in the Aboriginal and Torres Strait Islander collection.

The paper based store at the Albury LibraryMuseum, contains the museum and social history collection of photographic collections documenting the development and streetscapes of our city. Early building plans and blue prints, postcards, documents and certificates, invoices and account ledgers, rare and locally provenance books, newspapers and various regional maps, including river charts.

Donation is the primary source of collection development which does not provide the strategic approach required to comprehensively collect heritage items for the future. However, more recently

cultural gifts, transfers and purchases for the Museum and Social History Collection have been achieved.

Long term loans have always provided an additional source of securing additional quality works for the collection. Recent loans secured from a group of Melbourne collectors provided the opportunity to significantly supplement scheduled exhibitions. This practice may continue into the future to supplement the MAMA's acquisition program.

CURRENT SITUATION ANALYSIS

Visual Art Collection

As at August 2014, the Murray Art Museum Alburycollection consists of 2,196 pieces comprising of 923 photographs, 275 paintings, 544 works on paper and smaller collections of ceramics, bronzes, woodcarvings, sculptural pieces, Aboriginal and Torres Strait Islanderartefacts.

Key collections include:

Australian contemporary photography (from 1980 – 2000 and ongoing):The Murray Art Museum Albury has established itself as a centre for excellence and innovation in photography. In response to the collection focus established in 1982 the first National Photographic Purchase Award was held in 1983. The biennial event provides artists with an avenue to exhibit their work and the opportunity to enter into an ever-growing collection of contemporary Australian photography. Within this collection sits a number of sub-collections including *Narrative Photography*, *Political Photography Archive* and *Moving Image and New Media*. Highlights of the Australian Contemporary Photographic Collection include the *Something More* series by Australian artist Tracey Moffatt, work from the National Photography Prize, a substantial collection of works by Max Dupain collection (17 photographs with a series of Albury photographs from 1937 and the best known of Dupain's works *The Sunbaker*) and their contemporaries.

Australian Contemporary Works On Paper (1980 to date): During the 1990s and 2000s the Collection developed a focus on works on paper. This focus was supported by the Albury Art Prize which was successfully re-moulded mirroring the Collection focus. This collection makes up around a quarter of the collections holdings and represents a breath of artists and styles. Within this collection sits a number of sub-collections including the *Drysdale Collection* a collection that brings together holds over 40 artworks (drawings, lithographs, paintings, sketches) by Russell Drysdale in the collection. In addition to the artworks, the gallery holds memorabilia including ephemera, books and objects, among them Drysdale's portable easel. The collection includes some notable works, among them depictions of Albury's railway station during World War II.

Albury Art Prize Collection: Commencing in 1947, the Albury Art Prize (AAP) is one of New South Wales' oldest municipal art awards with a history spanning 65 years. In that time, the Prize has altered slightly to maintain its relevance to the practising artists of the time and the priorities of MAMA. The collection comprises over 130 works acquired over 67 years in a variety of media and formats. Showcasing contemporary Australian art practice, AAP Collection brings together artists from throughout Australia, who work in disciplines ranging from installation to moving image, photography to painting. The collection showcases the diversity and eclectic tastes of the guest judges and art society members with categories over the years showcasing changing Australian trends and techniques in landscapes, seascapes, religious subject, portraits, watercolours and abstraction.

Daniel Gift: The Daniel Gift came to MAMA through the good offices of Mr. Justice J.F. Nagle, a long time friend and former University colleague of Howard Daniel. Daniel gifted to MAMA a collection comprising of over 500 objects including prints by 17th Centenary French artist Jacques Callot and his contemporaries; *Los Caprichos*, a book containing 80 etchings by Francisco Goya and 19th Century prints by Chagall, Dufy, Manet, Signac and Renoir. Other objects of interest include a Tang dynasty ceramic horse and rider, Tibetan gilt bronze sculptures. In addition to the gift being comprised of prints and objects, it also contained a rare book library of approximately 160 books was donated that support the collection.

Aboriginal and Torres Strait Islander Collection: Comprises of works by Aboriginal and Torres Strait Islander artists with a focus on connection to the region. In 2012 MAMA commenced an active collecting strategy for this collection focus resulting in it being the largest growth area in any collection focus over the last 5 years with a growth of 83%. Through the active collecting model the Collection now holds the largest representation of Wiradjuri artist Lorraine Connelly-Northey in the world. This collection growth was also aided by the ***Moon Gift***, a collection of ***late*** twentieth early twenty-first century central desert aboriginal art. The collection represents a broad survey of the painting movements of the Western Deserts that are now established as an integral part of the modern history of the Aboriginal peoples of the desert and of Australian art history. The works are drawn from a number of communities and include those by major artists such as the recently deceased Tiger Palpatja from the community of Amata in South Australia, Lucy Yukenberri from Balgo in Western Australia and Johnny YungutTjupurrurla from the Papunya Tula Artists cooperative in the Northern Territory.

Sculpture and installation Collection: The Collection currently holds over 200 sculptural works, this amounts to over 10% of the Collection. The City's sculptural collection is made up of South American, East and West African and Chinese objects collected from the T'ang Dynasty through until the 1900's. Since 2010 MAMA has continued to build on this collection through purchases and commission of contemporary works, including works by Penny Byrne, Dana Harris, Emma Luke and Will Coles in the wake of the new facility being designed for the collection capability.

The Visual Art Collection has grown by 63% since 2010, however despite its growth there are widening gaps and limitations to the collection, being:

- Representation of Aboriginal Artists (particularly of relevance to the region)
- Representation by regional Artists (outside of the Albury Art Prize)
- Representation of photography post 2000 (current 10%)
- Representation of New Media (currently 0.2%)
- Representation of Sculpture and Installation (currently 9.2%)
- Representation of Works on Paper post 2000 (currently 12%)

Museum and Social History Collection

The Museum and Social History Collection has an estimated 20,000 objects and consists of historical collections that document Albury and the surrounding region. As at 15 September 2014 exactly 13,885 museum objects have been catalogued onto a searchable database with approximately half of these entries being digitised. The museum collection is supported by a historical reference collection that pertains to the region including 6,025 catalogued items.

Key collections include:

- **Aboriginal History Collection;** comprises of Wiradjuri artefacts, photographs and film footage of Aboriginal persons, traditionally made contemporary Aboriginal and Torres Strait Islander tools and grass woven objects, mainly from the Murray river region. The highlight of this collection is the possum skin cloaks, in particular the cloak made by artist Treaahna Hamm for use at the National Apology in 2008.
- **Commercial History;** this collection covers Albury's early commerce and development of the central businesses district, including major department stores such as Mates. It also comprises of objects such as gold scales from banking institutions and our early mining history and ephemera from smaller private businesses including Abikhair's Emporium (this includes stock from the 1930's to 1960's plus signage and fittings from Abikhair's general store) previously located in Olive Street, Albury.
- **Textile and Costume Collection;** consists of a collection of turn of the century dress and accessories. Highlights include the Hawksview Collection of early 1900's women's textile costumes and infant's gowns from a local prominent homestead. Art deco dresses, men's work wear, children's clothing and footwear are inclusive.
- **Immigration Collection;** Predominately focuses on the Bonegilla Collection, an extensive collection of photographs, documents, oral histories, memory fragments and artefacts relating the history of the Bonegilla Migrant Reception Centre and post World War II immigration. The Bonegilla Collection is of national significance. Also included in the Immigration collection are Albury's early German and Chinese migration artefacts from the late 1800's or early 1900's.
- **Historical Photography Collections;** including the McPherson collection which is a large collection of photographs and negatives from a prominent Albury studio of the 1930s – 1960s, including 38,000 negatives from the State Library of New South Wales. Additionally numerous photographs taken and sourced by Wattie Fielder who focused on recording the development of Albury central business district. The Albury-Wodonga Development Corporation Collection of large format negatives, film footage and photographs illustrating the government's policy of decentralisation and the development of the Albury–Wodonga area.
- **Sporting History Collection;** Unique sporting memorabilia such as Margaret Court's Wimbledon tennis racket or Jack Crawford's Australian open trophy are among this collection. Lauren Jackson's Olympic medals from every Commonwealth games she participated in are exhibited beside her uniform and basketball trainers. This collection also includes a wealth of

everyday sports memorabilia and club information that relate to Albury and the surrounding region.

- **Industrial History Collection;** covers the development of the Hume Weir construction from 1919 to 1936, local factories and industries like Sanyo televisions, Borg Warner, Masterfoods and Albury's Allied Mills. Aspects of our infrastructure, like the Hume freeway or the NSW railways and the Spirit of Progress train are covered through this collection. Large-scale industry objects such as a Sunshine Harvester, hand-made, timber German wagon, Albury base hospital equipment and a collection of town planning and construction drawings all add to this unique collection.
- **Transport Collection;** overlapping with the Industrial and Commercial history collections this covers Albury's significant role in transport engineering and innovation including the Robbins and Porter monoplane, Blacklocks and Borg Warner. The City's location and role as a transport crossing place, including Hume freeway developments, NSW railways and Spirit of Progress train are covered through this collection. This collection also includes the significant Uiver collection comprising objects relating to MacRobertson London to Melbourne Air Race of 1934.
- **AlburyCity Council Civic Collection;** comprises of AlburyCity Council's memorabilia. Rate books date back to 1884, early mayoral robes, medals and documents relating to the formation of the city. ~~This collection also includes significant Albury events such as objects relating to the emergency landing of the DC2 Uiver in Albury during the MacRobertson London to Melbourne Air Race of 1934.~~ The acquisition focus is on primary source objects rather than commemorative objects.
- **Archive and Research Collection;** comprises of letters, documents and communiqué that relate to various phases of Albury's history. Highlights include a collection of architectural drawings, many of which are hand drawn and coloured or the minutes from the Lavington Progress Association in 1908.
- **Local History Reference Collection;** consists of reference books, historical information, newspapers, in particular the *Border Morning Mail* newspapers, regional maps and paper based ephemera that relate to Albury and the surrounding region. This collection includes all documentation and newsletters generated by the Albury and District Historical Society.

The Museum and Social history collection has grown exponentially since the move to the new building in 2007, however despite its growth there are widening gaps and limitations to the collection, being:

- Industrial history collection gaps, from local manufacturers and industry.
- Materials that refer to areas of Lavington not included in the municipal boundaries previously.
- Significant items such as the Bonegilla migrant immigration cards that are currently held by the National Archives in Canberra.
- Commercial history documentation and information from local businesses.
- Decade gaps in photographic documentation of Albury's central business district.
- Textile collection uniforms, work wear and sporting attire.

PLAN OUTCOMES

There are 18 strategies that outline the direction of Albury's Visual Art, Museum and Social History Collections.

Visual Arts Collection

Acquire through means outlined in the AlburyCity Cultural Assets Development and Management, 2013:

1. retrospective and contemporary works that visually represent Albury's culture past and present;
2. works of art by established Artists;
3. works of art by emerging Artists;
4. works of art by local Artists;
5. collections of works of art that can be exhibited as a unique body of work or form part of a larger exhibition;
6. Works that enhance and capitalise on the architecture of the Murray Art Museum Albury;
7. Aboriginal and Torres Strait Artists artworks, contemporary and retrospective;
8. Works that build on existing strengths, and
9. Commissioned art works that enhance public spaces and the urban environment

Museum and Social History Collection

Acquire through means outlined in the AlburyCity Cultural Assets Development and Management, 2013:

10. Collections that document the geography and topography of the region.
11. Collections that document the history of the region and assist exhibition development.
12. Textiles that build on our existing collection and assist to tell local stories
13. Aboriginal and Torres Strait Islander artefacts and archives that relate to the region.
14. Collections relating to our immigration history and waves of migration to the region.
15. Commercial and industrial history collections that relate to the region
16. Photographic collections that document the social history and built environment of our region
17. Local studies reference collections and archives.

Additionally, the Museum and Social History collection will jointly focus on de-accessions from the collection to ensure adequate resourcing and capacity.

18. De-accessions from the Museum and Social History Collections

Key Activity Areas

The following table outlines the key collection development strategies, priorities, sources and acquisition/funding provisions.

Visual Art Collection Strategy

	Strategy	Priority	Percentage of the collection	Sources	Acquisition method	Funding available
1	Retrospective and contemporary works that visually represent Albury’s culture past and present	High	20%	Artists Individual Collectors Commercial Galleries Art Dealers Auctions Houses	Commissions Cultural Gift Donation Bequest	MAMA Art Foundation Members of the Murray Art Museum Albury (MoMAMA) Federal and State grants Cultural Gifts
	2015	2016	2017	2018	2019	2020
	Practitioners with a connection to Albury	Photography, Car Culture, Murray Region	Practitioners with a connection to Albury	National Photography Prize	Practitioners with a connection to Albury	National Photography Prize

	Criteria	Priority	Percentage of collection	Sources	Acquisition method	Funding available
2	Works of art by established Artists	High	5-10%	Artists Individual Collectors Commercial Galleries Art Dealers Auctions Houses	Purchase Commissions Cultural Gift Donation Bequest	MAMA Art Foundation MoMAMA Federal and State grants
	2015	2016	2017	2018	2019	2020
	Aboriginal and Torres Strait Islander works with a connection to Wiradjuri Country	Artists with commercial Gallery representation	Works that push the boundaries of the Visual Arts	Artists with commercial Gallery representation	Artists with commercial Gallery representation	Artists with commercial Gallery representation

	Criteria	Priority	Percentage of collection	Sources	Acquisition method	Funding available
3	Works of art by emerging Artists	Medium	5%	Artists Dealers	Purchase Donation Bequest Cultural Gifts Commissions	MoMAMA Federal and State grants Cultural Gifts
	2015	2016	2017	2018	2019	2020
	Emerging and new media works	Experimental 3D Emerging Artists in the exhibition program.	Emerging Artists in the exhibition program.	Aboriginal and Torres Strait Islander Artists Emerging Artists in the exhibition program.	Emerging and new media works Emerging Artists in the exhibition program.	Emerging Artists in the exhibition program.

	Criteria	Priority	Percentage of collection	Sources	Acquisition method	Funding available
4	Works of art by regional Artists	Medium	5% - restricted to early Albury Art Prize acquisitions	Artists Individual collectors	Purchase Donation Bequest Cultural Gifts Commissions	MAMA Art Foundation MoMAMA Federal and State grants Cultural Gifts
	2015	2016	2017	2018	2019	2020
	Regional artists in the exhibition program	Regional artists as part of survey exhibition	Emerging and new media works Regional artists in the exhibition program	Regional artists as part of NPP Regional artists in the exhibition program	Regional artists in the exhibition program	Artists who are not represented in the collection Regional artists in the exhibition program

	Criteria	Priority	Percentage of collection	Sources	Acquisition method	Funding available
5	Collections of works of art that can be exhibited as a unique body of work or form part of a larger exhibition	High		Individual collectors Artists Art Dealers	Bequest Donation Purchase Cultural Gift Commission	Cultural Gift Cultural Services Operational Federal and State grants
	2015	2016	2017	2018	2019	2020
	Contemporary Aboriginal and Torres Strait Islander Works that support the exhibition program	Contemporary sculpture and installation related to motorised vehicles and / or the body. Works that support the exhibition program	Works that support the exhibition program	Works that support the exhibition program	Works that support the exhibition program	Works that support the exhibition program

	Criteria	Priority	Percentage of collection	Sources	Acquisition method	Funding available
6	Works that enhance and capitalise on the architecture of MAMA	High		Artists	Commissions Purchases Cultural Gift	Federal and State grants Cultural Gift Cultural Services Operational
	2015	2016	2017	2018	2019	2020
	Work that engage with the ceiling suspension points	New and innovative media to utilise the sound, light and movement capability	Small scale sculptural and installation installations that complement the Art by Accident experience	Large Scale Sculptures and installations that complement Gallery 3, 6, 7 & 8	Works that complement the connection to QEII and Dean Street	Large Scale photographs that complement the 5m plus wall lengths

	Criteria	Priority	Percentage of collection	Sources	Acquisition method	Funding available
7	Aboriginal and Torres Strait Artistsart works (retrospective)	Medium		Individual collectors Artists Art Dealers Auction Houses	Bequest Donation Cultural Gift	Cultural Gift
	2015	2016	2017	2018	2019	2020
	With relevance to Wiradjuri Country	Of works that build representation of artists or bodies of work held in the collection. Annual Aboriginal and Torres Strait Artists acquisition program.	That extend the regional tangible heritage Annual Aboriginal and Torres Strait Artists acquisition program.	That support the interpretation of existing works Annual Aboriginal and Torres Strait Artists acquisition program.	That extend the regional intangible heritage Annual Aboriginal and Torres Strait Artists acquisition program.	With relevance to Wiradjuri Country Annual Aboriginal and Torres Strait Artists acquisition program.

8	Works that build on existing strengths	High		Individual collectors Artists Art Dealers	Bequest Donation Purchase Cultural Gift Commission	Federal and State grants Cultural Gift Cultural Services Operational MAMA Art Foundation MoMAMA
	2015	2016	2017	2018	2019	2020
	Central Desert Aboriginal and Torres Strait Islander works	Australian contemporary photography	Australian Contemporary Works On Paper Sculpture	Australian Contemporary Works On Paper Australian contemporary photography	Moving Image and New Media Australian Contemporary Works On Paper	Narrative Photography Australian contemporary photography
9	Commissioned art works that enhance public spaces and the urban environment	High	N/A	Artists	Purchase Levied funds as per the Urban and Public Art Policy Loans	Federal and State grants AlburyCity new Initiatives matching funding
	2015	2016	2017	2018	2019	2020
	Q Square Public Art project AMP Lane City Gateway Entrances	Q Square Public Art project CBD Laneway Strategy	City Gateway Commission	Q Square Public Art project	City Gateway Commission	Recreational and open space commissions. Q Square Public Art project

Museum and Social History Collection Strategy

	Criteria	Priority	Percentage of collection	Sources	Acquisition method	Funding available
10	Collections that document the geography and topography of the region	High	5%	Individuals Albury District Historical Society Australian National Museum, Canberra	Donation Purchase Bequest Exchange with another institution	Grants General donations
	2015	2016	2017	2018	2019	2020
	Regional and early parishmaps, pastoral documents and river charts documenting the region.	Road maps and travelling documents that relate to our region	Documentation and geography that relates housing and population trends in Lavington	Native species and geological maps or charts for exhibition and educational purposes	Archives from the Albury Wodonga Development Corporation (AWDC) transferred	Excavation reports, heritage listings and town planning documents that record the changes to our built environment.

11	Collections that document the history of the region and assist exhibition development, including the development of strategic partnerships with local collections and organisations.	High	30%	Individuals Albury District Historical Society Commercial publishers	Donation Purchase Cultural Gift Exchange with another institution	Grants Sponsorship
	2015	2016	2017	2018	2019	2020
	World War One collections that have provenance to our region. Including history of Capt. Borella, Bishop and other local service persons. Objects relating to the MRPG, Hothouse and live performances or theatre development in Albury.	Transport related objects pertaining to our region. Bikes, motorbikes, gearboxes and motorcars. Uiver collection imaging project completed.	Archives and objects relating to the Albury City Band (150 years). Murray River Development (75 years) and the Bonegilla Migrant Reception and Training Centre (70 years)	Archives and objects relating to the Regent Theatre or music performances. Contemporary multicultural and immigration records or objects that relate to our community, in particular the Bhutanese.	Archives and objects relating to the Hume Dam anniversary (100 years). Plus collections relating to feminism & equal pay for women (50 years)	Significant collections of sporting memorabilia or archives. Including international sporting heroes such as Margaret Court and Lauren Jackson with provenance to our region.

	Criteria	Priority	Percentage of collection	Sources	Acquisition method	Funding available
12	Textiles that build on our existing collection and assist to tell local stories	High	15%	Individuals Industry Organisations	Donation Purchase Cultural Gift Partnerships with local organisations	Grants Acquisitions budget
	2015	2016	2017	2018	2019	2020
	Active collecting of uniforms and work wear from various local industries and manufacturing sites.	Focus on recreation clothing, recreation accessories and swimwear with local provenance.	Active collecting of existing youth clothing and accessories	Everyday clothing over an extended period. Including menswear and children's wear.	Underwear and women's clothing that assist to tell the story of feminism and identity in our region.	Active collecting of sporting uniforms, sports clothing and accessories from various clubs and sporting organisations that relate to our region.
13	Aboriginal and Torres Strait Islander artefacts and archives that relate to our region.	High	10%	Individuals Albury District Historical Society Archaeological field excavations	Donation Purchase Bequest	Grants Support groups
	2015	2016	2017	2018	2019	2020
	Wiradjuri dictionary by Mitchell family and early local Wiradjuri documentation and photographs	Collections repatriated to our region. Traditional tools and objects.	Contemporary Aboriginal and Torres Strait Islander issues; stolen generation, racism, inequality.	Aboriginal and Torres Strait Islander dreamtime stories from the region and local oral histories recorded.	Aboriginal and Torres Strait Islander links with the Murray River and relationship. Murray River Development Association connections.	Contemporary Aboriginal and Torres Strait Islander tools, clothing and objects made using traditional methods.

	Criteria	Priority	Percentage of collection	Sources	Acquisition method	Funding available
14	Collections relating to our immigration history and waves of migration to the region	High	20%	Individuals Albury District Historical Society	Donation, Purchase Bequest Exchange with another institution	Grants Fundraising
	2015	2016	2017	2018	2019	2020
	Commence process of digitisation of Immigration cards held by the National Archives. Public access by 2017. On-going active collecting for the Bonegilla collection and working in partnership with the Bonegilla Migrant Experience	Objects relating to our early German and Chinese migration to the region	Objects from the Bhutanese culture actively collected and documented	Clothing and objects to support evidence of social change and retaining links to homeland.	Immigration oral histories and migrant memories on-going documentation. Various migration trends, e.g. Vietnam	Objects that provide insights into either day to day life or group activities at Bonegilla. Advance collecting for 75 year anniversary of Bonegilla Reception and Training Centre (Opened 1947)

15	Commercial and industrial history collections that relate to the region	Medium	5%	Industry Organisations	Purchase, Donation Exchange	Sponsorship Grants
	2015	2016	2017	2018	2019	2020
	Manufactured objects with provenance to our region. (Sanyo TV, Allied Mills DSI gear box) Documenting the industry in the region.	Materials that document social and economic changes in the local community - union strikes, letters to the editor etc.	Materials relating to our commercial history and local businesses.	Commercial or Industry collections with a strong social history story and differing community perspectives. Hume freeway dispute, Border City challenges.	Industry and commercial records and documentation transferred from Albury City Council records	Materials relating to our commercial and economic development planning groups. Albury Central, Chamber of Commerce, Lavington Business X etc.

	Criteria	Priority	Percentage of collection	Sources	Acquisition method	Funding available
16	Photographic collections that document the social history and built environment of our region	Medium	10%	Individuals Albury District Historical Society	Donation, Purchase Bequest Exchange with another institution	Grants Fundraising
	2015	2016	2017	2018	2019	2020
	Contemporary collecting of the Albury CBD district and streetscapes	Retrospectively collecting Albury CBD street scapes between 1970 to 2000.	Lavington area photographed and documented	Working life, work environments in the region documented and photographed	Recreation and sports in Albury documented and photographed	Call out for born digital photographs relating to the Bonegilla Migrant Reception and Training Centre

17	Local studies reference collection and archives	Medium	5%	Commercial publishers AlburyCity transfers Individuals	Purchase Donation Transfer	
	2015	2016	2017	2018	2019	2020
	Local history documents, ephemera and family history records transferred to the Albury pamphlet file. Museum collection on TROVE	Rate books, letter registers, minute's books and documentation transferred from Albury City Council records.	Advocate for all Border Morning Mail and Albury Banner newspapers onto trove by 2017.	Architectural drawings and building plans in our region. Particular focus on CBD changes transferred from Albury City Council records.	Civic documentation, town planning and development from Albury City Council records.	Archives and objects relating to the Hume and Hovell expedition 200 year anniversary in 2024

	Criteria	Priority	Percentage of collection	Sources	De-accession method	Funding available
18	De-accessions from the Museum and Social History Collections	High	5% reduction	Individuals Albury District Historical Society	Research Exchange with another institution	Grants Fundraising
	2015	2016	2017	2018	2019	2020
	Madame Savickis collection reduced by 80% and non-essential, mass produced documentation removed from the collection	Farming machinery and tools with little or no provenance identified for de-accession.	Pharmacy accounts and books with little or no provenance de-accessioned	Textile duplicates sorted and de-accessioned from the collection	Linen maps and charts from the lands office sorted and de-accessioned as needed.	Large scale objects with little or no provenance in the collection identified and de-accessioned.

Key Performance Measures (KPIs)

The key performance measures are the number of works acquired/donated, collection growth and the number of reference requests and enquiries.

KPI	2010 Actual	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015	2016	2017	2018	2019	2020
No. of Visual Artworks acquired.	296	39	44	72	45	40	50	60	60	60	60
No. of Visual Artworks held on Long Term Loan	83	1	21	16	0	0	0	0	0	0	0
No. of Visual Artworks donated/ gifted	43	20	6	23	40	35	45	55	55	55	55
No. of Visual Artworks catalogued	11	105	200	530	300	200	45	55	55	55	55
No. of Visual Artworks digitized	11	434	518	543	1451	500	45	55	55	55	55
No. of Museum and Social History objects offered as potential acquisitions.	2000	2000	1500	1500	1250	1000	1000	850	850	750	750
No. of Museum and Social History accessioned into the collection.		1192				350	350	300	300	250	250
No. of Museum and Social History objects catalogued	1353	1797	1852	1842	1900	1500	1500	1250	1000	1000	1000
No. of Museum and Social History objects digitized			1852			500	500	750	750	1000	1000
Number of Museum and Social History reference requests			189			250	250	300	300	350	350

For the period 2010, 83 major works were acquired on Long Term loan.

Strategic Relationships

The Cultural Collection Development Plan strategies and actions are inherent in the Cultural Assets Development and Management Policy and the Albury Libraries Collection Development Plan 2015 – 2020.

New Initiatives: Developing Aboriginal and Torres Strait Artists collections

The *draft Working with Aboriginal and Torres Strait Artists Protocol* is important as a guide for the Cultural Services Team to develop and implement the *Aboriginal and Torres Strait Artists Art Strategy*, proposed completion 2015. This strategy will encapsulate existing and future AlburyCity's commitment over a five year planning cycle to implement;

- a. an annual Aboriginal and Torres Strait Artists acquisition program for acquisition into the Visual Art and Museum collections,
- b. opportunities for annual exhibitions in celebration of Aboriginal and Torres Strait Artists culture across the ArtGallery and LibraryMuseum,
- c. opportunities for retail and merchandising of Aboriginal and Torres Strait Artists work,
- d. a series of education and professional development workshops for Aboriginal and Torres Strait Artists,
- e. opportunities for public art in celebration of Aboriginal and Torres Strait Artists culture throughout the city, and;
- f. a series of current and future commitments in support of NAIDOC, Sorry Day and AlburyCity initiation and engagement of projects that celebrate Aboriginal culture

Community Engagement - Access to the Collection

A stakeholder engagement strategy guides the range of community engagement mechanisms undertaken to ensure that community and other stakeholders are involved and informed about collection development and access.

The Albury Regional Art Gallery and the LibraryMuseum provide public access to collections through regular exhibitions, generated from the permanent collection and augmented by national and international touring exhibitions.

Promotion of new acquisitions that are acquired through purchase, donation or bequest is integral to the collection development strategy. Identification of numerical targets of new acquisitions is incorporated in this strategy.

The Gallery and LibraryMuseum produce exhibition catalogues and other publications that promote and document the collection together with an annual report. AlburyCity's website enables the public to view the collections on-line through the collections integrated web browser. Images are provided for works wherever possible, where copyright permission has been given or the exclusion time has expired.

Reproductions of images from the collection can be ordered subject to the availability of copyright approvals and payment of a small fee.

The Libraries art research collection and heritage collections are also available online and are extensively used by staff, the public, other galleries and researchers.

With developing strengths in the collections both in the Museum and Social History collections the institutions consider that a number of research projects will be initiated.

The MAMA Advisory Committee and the Museum, Social History and archives Acquisition & De-accessions Committee are external advisory bodies comprised of professional representatives and community members who assess the value to the Visual Arts and Museum and Social History collections of all potential acquisitions from the brief supplied by team members and recommend acquisition or rejection.

The Committees also make recommendations on de-accessioning of items and recommend new areas for acquisition.

IMPLEMENTATION

Human Resources

To ensure that the collection is developed and managed appropriately, MAMA and the museum team will undertake that:

- No council employee or member of their immediate family will gain financially from the development or the management of the collections.
- The procedures for the care and use of the collections will incorporate practices that fit with the cultural values and sensitivities around individual works wherever appropriate.
- All endeavours to meet internationally accepted ICOM (International Council of Museums) ethics and standards, the governing organisation's code of ethics; the insurers' requirements; and the recommendations of professional organisations published standards regarding the care and use of the collections, and the ethical behaviour of staff.
- AlburyCity will employ professional curators, conservators and technicians, who will adhere to the AlburyCity Code of Conduct.
- AlburyCity will employ professional staff and engage committee members and volunteers who will act in accordance with AlburyCity's Cultural Ethics Policy.

New acquisitions will be determined against the criteria outlined within the Acquisitions and De-accessions Committee.

Funding opportunities for the Visual Arts 2015 - 2020

The priority will be to purchase or acquire through other means a significant contemporary work each year that:

- forms the basis for the development of a new direction sanctioned by the Advisory Committee within the existing policy (eg. Local Aboriginal works);

- fills an identified gap in the collection (register of existing works to be developed after the audit); and
- continues to develop existing collection areas (eg. National Photography Prize).

Funding from the MAMA Arts Foundation will ensure that a work is acquired from the National Photography Prize every second year. Every other year there will be a small amount of funding to purchase a work for the collection depending on funding availability.

The MoMAMA has identified potential fundraising opportunities and will develop strategies to fulfil their objectives in 2015/2016. The group will fundraise to acquire new works and conserve existing works.

Project based fundraising activities will be developed with the support groups to purchase key works that add significantly to the collection.

Additional funding will be sort by the MAMA Director as part of an ongoing philanthropy program.

Funding opportunities for the Museum and Social History 2012 - 2016

After the valuation and audit of the social history collection specific items will be identified for purchase. The items already identified will be incorporated into a more clearly articulated list.

When appropriate, ongoing funding will be sought to provide an acquisitions fund to ensure that significant items are added to the collection. The Friends of Albury Libraries and Museum will fundraise to acquire identified collection objects. There is a distinct budget available to develop the Local Studies Collection.

Catalogues and reference material for the major artists in the collection should be added to the art research and Museum and Social History collection regularly. They are an indispensable cataloguing, verification and valuation tools.

Deductable Gift Recipient Status

As an eligible Deductable Gift Recipient (Income Tax Assessment Act 1997 (Cth)), AlburyCity shall continue to work within the Cultural Gifts Program and encourage gifts of culturally significant items that offer donors a tax deduction for the market value of their gifts. Gifts made under the program are exempt from capital gains tax and the tax deduction.

Cultural Collection Development Budget

Year	Collection Management Expense (Operating)	Visual Arts Collection Acquisition (Capital)	Archive, Museum and Social History Collection Acquisition (Capital)
2015/2016	<i>Visual Art, Museum and Social History</i> \$12,360 per year		\$10,000 Capital funds
2016/2017	<i>Visual Art, Museum and Social History</i> \$12,750 per year	MAMA Art Foundation capital contribution of \$40,000 <i>Develop Philanthropy Collector program for MAMA Acquisition program. Aim for \$50,000 per year</i>	\$10,000 Capital funds
2017/2018	<i>Visual Art, Museum and Social History</i> \$13,100 per year	Develop Philanthropy Collector program for MAMA Acquisition program. Aim for \$50,000 per year	\$10,000 Capital funds
2018/2019	<i>Visual Art, Museum and Social History</i> \$13,500 per year	MAMA Art Foundation capital contribution of \$40,000 <i>Develop Philanthropy Collector program for MAMA Acquisition program. Aim for \$50,000 per year</i>	\$10,000 Capital funds
2019/2020	<i>Visual Art, Museum and Social History</i> \$13,900 per year	<i>Develop Philanthropy Collector program for MAMA Acquisition program. Aim for \$50,000 per year</i>	\$10,000 Capital funds

NB: The Urban and Public Art Program aims to commission between \$40,000 and \$75,000 worth of public art commissions each financial year until 2020. The acquisition, placement and capitalisation of these works are outlined in the 2010-2020 Urban and Public Art Strategy.

Conservation Management

Conservation covers the management of the environment surrounding collections (preventive conservation) and the treatment of individual objects (remedial conservation).

As part of the implementation of this draft Plan, Cultural Services will prepare a Conservation Plan as a strategy for the long-term care of its collections. The plan will involve identifying the conservation needs of collections, prioritising them and allocating resources to deal with them.

The following table details the timeframe for completion of the AlburyCity Cultural Assets Conservation Plan

Visual Art Collection

Action	Timeframe	Description
Visual Art Valuation	June 2015	Review the Value of the collection valued at approximately \$8,000,000 in 2014. The collection valuation is systematically reviewed by the collection staff on an ongoing bases.
Complete audit of holdings	April – July 2015	In relocating to the redeveloped site the Collection will undergo a 100% location and condition audit before being housed in its new permanent location
Visual Art Valuation	June 2016	Review the Value of the collection valued at approximately \$8,000,000 in 2014. The collection valuation is systematically reviewed by the collection staff on an ongoing bases.
Risk Assessment	2015-2016	Identify factors which place the collection at risk of damage, both in its storage and display locations. Develop risk mitigation strategies to either reduce or remove the potential risk and its effect on the collection.
Visual Art Valuation	June 2017	Review the Value of the collection valued at approximately \$8,000,000 in 2014. The collection valuation is systematically reviewed by the collection staff on an ongoing bases.
Collection care practices	2017	Develop a procedure manual for effective care practices and standards for the collection within existing operating resources.
Visual Art Valuation	June 2018	Review the Value of the collection valued at approximately \$8,000,000 in 2014. The collection valuation is systematically reviewed by the collection staff on an ongoing bases.
Collection care priorities	2018	Identify collection items that will require current or future conservation interventions, develop budgets and program schedules.
Visual Art Valuation	June 2019	Review the Value of the collection valued at approximately \$8,000,000 in 2014. The collection valuation is systematically reviewed by the collection staff on an ongoing bases.
Visual Art Valuation	June 2020	Review the Value of the collection valued at approximately \$8,000,000 in 2014. The collection valuation is systematically reviewed by the collection staff on an ongoing bases.

Action	Timeframe	Description
Collection care practices	2015	Develop a procedure manual for effective care practices and standards for the collection within existing operating resources.
Collection care priorities	2015	Identify collection items that will require current or future conservation interventions, develop budgets and program schedules.

Museum and Social History Collection

Action	Timeframe	Description
Significance	September 2014	Complete a Significance Assessment of the Museum and Social History Collection by Dr. Roslyn Russell
Museum and Social History Valuation review	October 2014	Using the new data input into DB text and the previous valuation, generate an accurate financial valuation of the Museum & Social History collection.
Conservation Audit	April 2015	Assessment of the Museum and social History paper based collection store by Artefact Conservation in September 2011. Recommendations provided on better storage methods, risk management, pest control and disaster planning
Complete audit of holdings	2015 to 2016	Finalise a complete audit of the collection, ensuring every collection item has a valuation onto the searchable database.
Preservation problems addressed	September 2016	Implementation of recommendations made by Artefact Conservation in September 2011 as resources allow.
Risk Assessment	2016 to 2017	Identify factors which place the collection at risk of damage, both in its storage and display locations. Develop risk mitigation strategies to either reduce or remove the potential risk and its effect on the collection.
Collection Management	July 2017	Ensure all significant objects and archives in the collection are catalogued and digitised, including all objects on exhibit in Crossing Place.
Environmental Control	2016 to 2017	Review the environmental control for the collection in the exhibition galleries and collection store with implementation during 2017 infrastructure upgrades to the Crossing Place.
Collection care practices	2018 to 2019	Develop a procedure manual for effective care practices and standards for the collection within existing operating resources. Utilise information from the preservation Needs Assessment
Collection care priorities	2016 to 2020	Identify collection items that will require current or future conservation interventions, develop budgets and program schedules. Aim for 5 to 10 works conserved annually.

CONCLUSION

The *AlburyCity Cultural Collection Development Plan 2015 - 2020* is essentially a guideline for thoughtful and systematic collections growth for the AlburyCity Visual Art, Museum and Social History teams. It is based on an examination of what objects we have and what collecting gaps exist, articulates how the objects should serve the AlburyCity's Cultural Mission and the community's and visitors' needs, and creates an intellectual framework and vision for collecting in the future.

ATTACHMENT TO CCC 6A – 06/2015

**Draft Cultural Collection Development Plan 2015
- 2020 and the Draft AlburyCity Libraries
Collection Development Plan 2015 - 2020
Community Consultation**

ATTACHMENT 3

**Draft AlburyCity Libraries Collection Development
Plan 2015 – 2020**

ALBURY LIBRARIES COLLECTION DEVELOPMENT PLAN 2015 - 2020

DOC 14/75342

Prepared by:

Carina Clement – Team Leader Albury Libraries and Museum

Michelle Head – Coordinator Information & Library Collections

Community & Cultural Committee –

Minutes Ratified at the Council Meeting –

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ALBURY LIBRARIES COLLECTION DEVELOPMENT PLAN

FOREWORD

This plan will document the principles, standards and guidelines to be used in the development and management of the Albury Libraries Collections until 2020.

The plan aims to:

- Comply with the legislative requirements of the NSW Library Act, the Library Council of New South Wales Access to Information in New South Wales and New South Wales Public Libraries Guidelines.
- Set a framework to develop the Library's lending and information collections insuring that the information and reading needs of AlburyCity and the regional community are met.
- Support freedom of information.
- Provide a basis for the most effective use of available funds.
- Ensure responsible collection development procedures are followed to maintain a current, relevant and attractive collection.
- Ensure Albury Libraries provides access to information and recreational needs in different formats.
- Document the objectives and criteria upon which selection and de-selection decisions are made.
- Ensure Albury Libraries are progressing to meet enhanced collection standards as documented in *Living learning libraries: standards and guidelines for NSW public libraries* (5th ed. 2013).
- Provide a framework for the introduction of new emerging technologies to the community.
- Provide a framework for Library staff to make decisions regarding collection development.

PUBLICATION DATA

The plan is supported by a detailed and annually reviewed *Specification for selection collection profile*, which documents specific collection areas, and annual collection management budget allocations. The strategy is to apply to all lending and information material managed by Albury Libraries.

Related Council Policy

AlburyCity Complaints Management Policy
AlburyCity Cultural Service Delivery Policy
Cultural Asset Development and Management Policy (DOC13/3425)
AlburyCity Cultural Collection Development Plan 2015 - 2020

Related Council Documents

Albury Libraries Specifications for Selection Profiles

Related Legislation

NSW Library Act 1939.
NSW Library Regulation 2010.

Related Standards and Publications

ALIA policy statement on Freedom to Read

Library Council of New South Wales Access to Information in New South Wales Living Learning Libraries: standards & guidelines for NSW public libraries 2013

Australian Bureau of Statistics, Census of Population and Housing, 2011, 2006, 2001, 1996, and 1991

Definitions

Adult Fiction

This collection is aimed at the community aged over 18. It contains a mixture of contemporary popular authors, Australian authors, shortlisted award winning books, classic literature and the general popular genres of mystery/ thriller, romance, western and science fiction/ fantasy.

Adult Non-fiction

The focus of this collection is general popular printed material over a broad spectrum of subjects. The current focus is on recreational nonfiction material for the community aged over 18.

Albury Libraries or the Library

Refers to all branches of the library service (LibraryMuseum and Lavington Library).

Art Reference Collection

This collection of books and magazines was established to support AlburyCity's Visual Art collection.

Books and Library Materials

Books, library materials, library resources and items are used interchangeably in these guidelines.

Books on CD

Adult fiction, non-fiction and junior books in a compact disc format.

Child

Refers to people aged 0 – 12 years.

Collection

These guidelines refer to all items regardless of format or media held in the lending, information and local history sections of Albury Libraries. This currently includes books, newspapers, magazines, compact discs, CD-ROMs, DVDs, e-book and audio readers and save power kits. For the purposes of collection management within the Library, it also refers to virtual online electronic resources which are not physically held by the Library.

Collection Development

This is the process used in establishing the priorities for providing relevant collections to meet the community's needs. This involves the selection and de-selection of materials, the ongoing evaluation of the existing collection against established criteria to ensure that the collection is meeting the community's needs, and the investigation of new materials and formats for future inclusion into the collection.

DVD's - Including Adult, Junior and Nonfiction Titles

The DVD collection aims to support the fiction and nonfiction collections of the Lending collection.

E-books - including Adult, Junior and Nonfiction Titles

"An **e-book** (short for electronic book and also known as a digital book, ebook, and eBook) is an [e-text](#) that forms the [digital media](#) equivalent of a conventional printed [book](#), sometimes restricted with a [digital rights management](#) system." (Wikipedia, 2010)

eResources

This collection contains all purchases and subscriptions the Albury Libraries have to online resources. Resources include CD-ROMs, e-books and online information sources and services such as subscription full text databases and reference titles and web resources. These resources are available to the community via the internet, either in the Library or off-site.

First Readers

This collection contains items to encourage children who are learning to read. Subject material is relevant to younger children and titles range between beginner readers and first chapter books.

Junior Fiction

This collection is aimed at children in primary years of schooling (5 – 12 years old). It covers a range of different story types including, mystery, fantasy and comedy.

Junior Non-fiction

This collection consists of general popular material over a broad spectrum of subjects aimed at children in the primary years of school, with a focus on material that supports the NSW school curriculum.

Large Print Fiction - Including Adult and Junior Titles

The majority of this collection is aimed at the community aged over 18. It contains titles which are printed in a larger than normal type to cater for the varying needs of people with visual impairment. A small junior fiction collection is maintained.

Local History

Local history material includes historical and contemporary publications that document the social history, the geography and topography of the region and document the lives and achievements of local identities in various media. The Local History Collection is a jointly managed collection included in both Libraries and Cultural Collection plans. The criteria for selection and retention are consistent with the aims and objectives of the Museum and Social History Collection. The collection itself is generally secondary material, including reference books, newsletters, microfilm and digital material and is on open access to the public at the Albury LibraryMuseum, with a small collection at Lavington Library. The collection is catalogued onto the Library catalogue and there is an annual budget allocation as part of the Libraries collection budget.

Magazines

This collection consists of currently published magazines covering a range of subjects, art, business, computing, crafts, health, home and garden, sports and recreation and general interest. This collection is used to supplement the fiction and nonfiction collections.

Music CDs

This collection consists of a cross range of different music types including : alternative, blues, children's, choral and vocal, country music, easy listening, early music, folk, new age relaxation, opera / operetta, pop/ rock, soundtracks / musicals and world music.

Newspapers

The libraries provide access to a range of local and nationally produced papers including: The Border Mail, Herald Sun, Sydney Morning Herald, The Australian, The Age, The Financial Review, The Daily Advertiser and The Weekly Times. This collection is only for use in the Library.

Picture Books

The aim of this collection is to foster the love of reading in children and families. To achieve these books need to have good quality illustrations and be good quality productions. The collection consists of hard cover picture books and board books suitable for children from birth until eight years.

Playaway – Including Adult, Junior and Nonfiction Titles

Playaways are small audio players which have audio books pre-loaded onto them.

Reference

This is a collection of materials that are for use in the Library. The collection includes dictionaries, general and subject specific encyclopaedias and specialized collections: LIAC (*Legal Information Access Collection*) and Drug Info @ Your Local Library Collection and subject based research materials.

Young Adult

Refers to people aged 13 – 18 years.

Young Adult Fiction

This collection is aimed at young adults. The stories are mainly contemporary involving current issues relevant to this age group, including drugs, sex, and peer pressure. These books can be in any of the major genres including, science fiction, romance, war and espionage.

Young Adult Nonfiction

This collection focuses on popular factual material for 13 to 18 year olds as well as material that supports the NSW School curriculum.

References

- AlburyCity Cultural Assets Development and Management Policy.
- Acquisition and De-Accession Procedure.
- Cultural Services Delivery Policy.
- NSW Library Act.
- Library Council of New South Wales *Access to Information in New South Wales*.
- Library Council of New South Wales *Living learning libraries: standards and guidelines for NSW public libraries (2013)*.
- Australian Bureau of Statistics, *Estimated Residential Population 2013*.
- *E-Books* Wikipedia (2010) http://en.wikipedia.org/wiki/Ebooks_cited_21/5/2010.

EXECUTIVE SUMMARY

The Albury Libraries Collection Development Plan 2015 – 2020 provides the framework, principles, standards, processes and strategies to direct development of the collection. The Plan is supported by the detailed and annually reviewed Specifications for Selection profile.

The Plan documents the collections scope and objectives, as well as procedural issues such as selection criteria, maintenance and de-selection. The Plan also covers collection evaluation mechanisms and benchmarks Albury Libraries collection against the current NSW Public Libraries standards. Albury Libraries performance against benchmarks varies from below baseline (Expenditure in 2013/14) to exemplary (Age of collection).

The comparison against benchmarked standards provides areas for improvement in the future, with the plan documenting the strategies to lead the improvement, including:

- Increasing expenditure on library materials per capita to baseline levels by 2018 aiming to reach enhanced level after 2020.
- Developing library collections to ensure they meet community needs and interests, including increasing community input into collection development.
- Keeping abreast of technological change and allocating budget to various new formats such as e-books, down-loadable books and databases.
- Increasing equity of access of collections and services through the expansion of collections required by the outreach services to nursing homes and aged care facilities and maintenance of the Literacy collection aimed at the CALD community.
- The development of an Aboriginal and Torres Strait Islander language collection.
- The continued development of the libraries' local studies and fine arts and exhibition support collections.

The Libraries Collection Development Plan 2015 - 2020 provides standards, guidelines, procedures and strategies to guide the development of a collection that is relevant to the community, meets the requirements of relevant legislation and ensures Albury Libraries attains and maintains enhanced collection standards as documented in *Living learning libraries; standards and guidelines for NSW Public Libraries, 5th edition (2013)*

INTRODUCTION

AlburyCity provides library and information services through the LibraryMuseum located in the Albury CBD and Lavington Library in the Lavington CBD. These services are augmented through outreach library services including services to educational institutions and aged care facilities and a home library service. AlburyCity commenced operation of a standalone library service in July 2009, after withdrawing from the Upper Murray Regional Library.

Albury Libraries' collection contains a variety of different types of materials for community members to use in the library and/or loan including: normal print books, large print books, books on CD, music CDs, DVDs, picture books, newspapers, magazines, e-book readers and save power kits.

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ALBURY LIBRARIES COLLECTION DEVELOPMENT PLAN

The library provides services for all members of the community and visitors including:

- Recreational readers.
- Community members undertaking Life-long learning.
- Preschool children and families.
- Youth.
- Students, including primary, secondary and tertiary.
- Community members who have a disability or special needs.
- CALD community members.
- Councillors and Council staff.
- Researchers.

BACKGROUND

Collection Overview

The Albury Libraries' collection consists of a range of collections and book and non-book formats:

- Adult Fiction.
- Adult Non-fiction.
- Art Reference Collection.
- Books on CD - including adult, junior and nonfiction titles.
- Databases and other electronic resources.
- DVD's - including adult, junior and nonfiction titles.
- Ebooks - including adult, junior and nonfiction titles.
- Junior Fiction.
- Junior Non-fiction.
- Large Print Fiction - including adult, junior and nonfiction titles.
- Large Print Non-fiction.
- Local History.
- Magazines.
- Music CDs.
- Newspapers.
- Picture Books and First Readers.
- Playaway – including adult, junior and nonfiction titles.
- Reference – including Law Books for Libraries and Drug Info at Your Library collections.
- Young Adult Fiction.
- Young Adult Nonfiction.
- Equipment – including e-book and audio readers and save energy kits.

CURRENT SITUATION ANALYSIS

As of 30 June 2014, the Library had 29,317 registered members. 25,029 are adult members, 4,217 are classified as children (aged 0 – 18 years) and 71 institutional memberships.

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Collection Standards

Living learning libraries: Standards and guidelines for NSW public libraries (Library Council for New South Wales 5th ed. 2014) provides quantitative guidelines which enables Albury Libraries to benchmark the Library's collection against standards and other public libraries in NSW.

An analysis of the standards indicate that Albury Libraries are currently performing at exemplary level for age of collection, circulation of the collection and the turnover of the collection. The annual expenditure on the collection is currently below the Baseline standard; however this result is not reflected in the circulation or turnover of the collection. The collection is still relatively new due to AlburyCity purchasing significant replacement stock in 2009 when Albury Libraries left Upper Murray Regional Library and collection development profiles are responsive and reviewed annually.

S9. Expenditure on library materials per capita

Population 50,243 (ABS ERP 2013)

		Annual Budget
AlburyCity (pop. of 50,243)	\$4.23	\$212,500 2013/14 year
Baseline	\$4.59	\$230,615.37
Enhanced	\$4.92	\$247,195.56
Exemplary	\$5.48	\$275,331.64

S12. Age of collection

% of library collection purchased in last 10 years

	%
Baseline	78%
Enhanced	80%
Exemplary	84%
Albury Libraries	100%

S13. Turnover of stock

Total loans 2013/14 (469,268) divided by total lending stock 2013/14(59,431)

Baseline	3.46
Enhanced	3.84
Exemplary	4.62
Albury Libraries	7.89

S14. Circulation per capita

Total loans 2013/14 (469,268) divided by population, (50,243) (ABS ERP 2013)

Baseline	5.94
Enhanced	6.91
Exemplary	8.12
<i>Albury Libraries</i>	9.33

Community Overview

Albury is a NSW regional city located on the Murray River border with Victoria, three hundred kilometres from Melbourne and six hundred kilometres from Sydney. The AlburyCity Local Government Area (LGA) has a population of 50,243 (ABS ERP 2013) and covering an area of 332 square kilometres, with the diversity of land use ranging from commercial and residential to rural. There are two distinct business districts within the city boundaries, Albury CBD and Lavington CBD. Wodonga, a regional Victorian city (population 37,345 ABS ERP 2013), is located on the southern city boundary across the Murray River. The population of the Cities of Albury and Wodonga is estimated to increase by 1.65% per annum for the years 2015 - 2020.

Given the need to provide a relevant contemporary library service to the community, the Libraries *Specifications for selection collection profile* is reviewed and updated on an annual basis. The collection profile takes into account the changing community profile with particular focus on:

- General demographic factors such as age, sex, income and work status.
- The aged and disabled.
- Children, youth and families.
- People from culturally and linguistically diverse backgrounds.
- Technological advances.
- Equity of access.

PLAN OUTCOMES

Albury Libraries Collection Objectives

1. To provide services and collections that encourages and promotes the joy and importance of reading in the community.
2. To provide popular and contemporary library material including fiction and nonfiction in a range of formats aimed at different reader levels and different demographics within the community.
3. To provide resources for lifelong learning with access to broadly based information and reference services.

4. To embrace new technology and offer the community access to this technology in relation to the lending collection.
5. To provide access to reference and information services and research collections for formal education at primary and secondary school level.
6. To provide in-depth research collections that support AlburyCity's social history collection and the visual arts collection.
7. To provide the community with access to local government and community information.
8. To provide services and collections that encourages research skills.
9. To meet enhanced level NSW Public library standards for collection development.
10. To support national bibliographic schemes through Libraries Australia.
11. To share library resources with other libraries and institutions.
12. To provide the community with access to other materials and collections (including but not limited to: foreign language material, books on CD and large print books) through the Inter-Library Loan system and NSW State Library bulk loan system.

Key Activity Areas

There are three overarching activities in implementing this plan – selection, maintenance and evaluation:

1. MATERIAL SELECTION

Selection criteria for specific collection areas are expanded within Albury Libraries Specifications for Selection Profile

Selection Methodology

Selection is carried out using a range of resources including:

- selection by library suppliers using profiles created by the library service;
- reviews in the media;
- publisher catalogues;
- standing orders;
- suggestions from staff;
- visits from booksellers; and
- visits to book shops and warehouses.
- Suggestions from library customers. Library users are encouraged to suggest the purchase of any item which is not in the library's collection. The Library gives a high priority to satisfying the user needs expressed in this way but the suggested item must meet the selection criteria.
- Donations / Gifts. The Library accepts donations of books in good condition that meet the selection criteria. Material of local historical significance or written by local authors are encouraged. The Library reserves the right to dispose of any donated material no longer required through the Friends of Albury Libraries' book sale or other social or civic organisations.

Materials selected for the collection must meet one or more of the following criteria:

- appropriateness for the library and to the community,
- popularity of author,
- customer demand,
- inclusion in selection profile,
- accuracy and reliability of information,
- currency of information,
- reasonable cost, and
- standard format.

Textbooks may be purchased in the following circumstances:

- when they cover high demand subject areas which cannot be supplied adequately through other sources; and
- when they are the best authority available.

Additional criteria for works of imagination (fiction, drama and poetry) include:

- representation of a significant genre or national culture,
- relevance to the local area,
- sustained interest,
- literary quality, and
- originality.

Criteria for Local History Material

- Selected historical and contemporary publications that document the geography and topography of the region in various media.
- Selected historical and contemporary publications that document the history of the region in various media.
- Historical and contemporary publications that document the social history of the region.
- Historical and contemporary publications that document the lives and achievements of local identities.
- Selected material that extends and provides research support for the Museum and Social History collection.

Criteria for eResources

There is currently a slow increase in the loan and usage of eResources (including eBooks) offered by Albury Libraries. This will be closely monitored and budget allocations will be reviewed annually based on collection availability, demand and development requirements.

Criteria for new and emerging formats

- Usefulness,
- audience understanding and acceptance,

- quality,
- relevance within the scope of the collection,
- authority,
- currency, and
- frequency of updating.

Controversial Material

The Library abides by the ALIA policy statement on the Freedom to Read. The Library operates under the Library Act and Library Council of New South Wales Access to Information in New South Wales Public Libraries Guidelines:

Library materials that have not been subjected to Federal and State restriction or prohibition should not be excluded from a public library based on moral, political, racial, religious, sexist, language or other sensitive grounds alone, Nor should library materials be included on these grounds alone, whatever pressure may be brought to bear by individuals or groups.

Non Inclusion

- Materials censored by the government.
- Requested material that is out of date, too expensive, published in an unsuitable format, or where there are suitable alternative titles in stock on the subject.
- Items of a highly technical or highly specialised nature that are unlikely to be widely used, or those items fulfilling a one-off technical request, will be borrowed on inter library loan if possible. Any associated costs will be passed to the requesting library member.
- Items that are fragile or ephemeral and are not robust enough for loan.
- Items that are in emerging and untested formats, or have been superseded by a newer format.

2. COLLECTION MAINTENANCE

Continual revision, evaluation, discarding, replacement, repair and relocation are essential to maintain a relevant, current and functional collection.

Discarding and weeding of stock is an ongoing collection management tool for each collection area. Stock withdrawal will be an ongoing program to ensure the collection continues to be relevant to the community.

Albury Libraries Collection de-selection Criteria:

- Lack of use. Items not borrowed over a two year period and that are not of local historical significance or potential reference value;
- Obsolete and/or inaccurate material;
- Subject area no longer of current interest;
- Poor physical condition;
- Duplicate copies already in the collection; and
- Titles which are part of a multi-volume set or series should not be individually withdrawn. Replacement copies may be sourced if there is no other option than de-selection of the item.

Retention (for extended periods)

- Local history materials – due to the importance of this collection for the community and for future research.
- Exhibition methodology, museology and librarianship publications.
- Care should be taken when discarding Australiana and visual arts material that potentially have a significant reference value in the future.

Disposal of Withdrawn Stock

- Last copies of material in good condition will be offered to appropriate institutions.
- Other material may be offered for sale through a variety of outlets, including book sales.
- Dated and material in poor condition will be recycled.

3. COLLECTION EVALUATION

Monitoring Collection Use

Albury Libraries use a mixture of qualitative and quantitative methods to monitor collection use:

- Expenditure on library materials per capita.
- Age of collection.
- Acquisitions per capita per annum.
- Items per capita.
- Turnover of stock.
- Circulation per capita.
- In-library use. A selection of the collection is not available to be borrowed but can be used in the library (reference material, local history, newspapers and magazines).
- Electronic resources' statistics. These are provided by the resource supplier.
- Enquiry statistics. Records of enquiries made in person, over the phone, or online are kept. Lists are kept for subjects on which no information is found in the collection.

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- Reserves, Inter Library Loans and Purchase Suggestions Statistics. These provide an opportunity to monitor if the collection is relevant to the community.

Key Performance Measures (KPIs)

Key Performance Measures are included in the AlburyCity Operational Plan through 3.7.5 Library Book Stock Annual Acquisition Fund.

Strategic Relationships

The Albury Libraries Collection Plan 2015 – 2020 has a strategic relationship with the AlburyCity Cultural Collection Plan 2015 – 2020 Visual Art, Museum and Social History Collections 2015 – 2020. The Local Studies collection is included in both plans.

Human Resources

AlburyCity Information and Libraries Collections Team have the responsibility for implementing these guidelines consistently across all locations of Albury Libraries.

Budget

The following budget outlines the financial commitment required to align Albury Libraries collection with national standards *Living learning libraries: Standards and guidelines for NSW public libraries (Library Council of New South Wales 2013)*

Based on a projected 1.65% annual percentage population increase for Albury City, the following table outlines that the annual expenditure for library materials is below NSW standards and will not be at baseline level until 2017-2018.

Financial Year	Book stock budget	\$ change	% \$ change	population change ¹	Expenditure on library materials/capita	Expenditure on Library materials per capita standard ²
2013-2014	\$ 212,500	\$1,500	0.7%	50243	\$4.23	below baseline
2014-2015	\$ 220,000	\$ 7,500	3.4%	52108	\$4.27	Below baseline
2015-2016	\$226,600	\$6,600	5%	53197	\$4.26	Below baseline
2016-2017	\$237,930	\$11,330	5%	54355	\$4.38	Below baseline
2017-2018	\$249,827	\$11,897	5%	55421	\$4.51	baseline
2018-2019	\$262,318	\$12,491	5%	56474	\$4.64	baseline
2019-2020	\$275,434	\$13,116	5%	58484	\$4.71	baseline

¹ Forecast.id

² *Living learning libraries: Standards and guidelines for NSW public libraries* (Library Council for New South Wales 5th ed. 2014)

Community Engagement and Marketing

Albury Libraries collection is provided to meet the recreational and lifelong learning needs of the Albury community and visitors. Specific target groups include:

- recreational readers,
- community members undertaking Life-long learning,
- preschool children and their families,
- young people,
- students, including primary, secondary and tertiary,
- community members who have a disability or special needs,
- CALD community members,
- Aboriginal and Torres Strait Islander community,
- Councillors and Council staff, and
- researchers.

A community engagement plan has been developed to guide a range of community engagement mechanisms which will be implemented to ensure that library collections meet the needs of a diverse community. These include:

- Liaising with community focus groups including CALD groups, Aboriginal and Torres Strait Islander community, baby boomers, young people, families, seniors, people with disabilities and their carers, educational community, Friends of the LibraryMuseum and local heritage groups;
- Providing opportunities for customers to request collection items and ensuring quick responses to customer requests and ensuring that at least 10% of the annual collection budget is allocated to customer requests that meet collection selection criteria. This includes the purchase of additional copies of high demand items. Inter library loans can be sought for those items that do not meet selection criteria or are no longer in print;
- Reports on collection use will be analysed annually to determine high demand collection areas to assist in informing the selection profile and collection budget priorities;
- A bi-annual customer satisfaction survey to provide feedback on strengths, weaknesses and overall satisfaction with the Libraries collection.

A range of marketing mechanisms will be implemented to promote the Libraries collection to the community. These include:

- Informing community of new collections through media alerts, Council newsletter, website, presentations, inclusion in targeted newsletters and in-house signage and display;
- Promote existing collections to targeted groups through established networks and groups by word of mouth, inclusion in specific newsletters and e-bulletins, website and presentations.

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IMPLEMENTATION

Strategies and related actions have been developed to ensure Albury Libraries Collections continue to meet the changing needs and profile of the community and visitors and technological advances, with the aim to achieve or maintain enhanced and in some areas exemplary collection benchmark standards by 2020 or earlier.

Strategy	Actions	KPI
Provide best practice collection management	Increase Libraries collection budget to meet Baseline industry standards by 2017.	Expenditure on library material per capita increases to baseline level by 2017-2018.
Develop our collections to ensure they are relevant and of interest to our community	Conduct biannual customer satisfaction surveys	95% of survey sample view Albury Libraries collections as good or very good.
	Review collection profile annually based on changes in community profile, collection usage, and satisfaction surveys.	Circulation per capita standard maintained at exemplary level.
Increase community participation in collection development	Ensure that at least 10% of the Libraries collection budget is allocated to customer requests. Provide a range of participation opportunities for community groups and sectors, including Friends of Albury Libraries and Museum feedback and selection opportunities.	Collection remains relevant to the communities' needs with circulation per capita standard maintained at exemplary level.
Plan for technology change and ensure we have the latest technology and software	Research new technological developments in the book and reading industry Review collection profiles based on technological developments	% of book budget allocated to e-resources to be increased by at least 2% per year starting 2015/2016
	Promotion and growth eResources collection: including eBook, eAudio collections, eMagazines and Media Streaming services. Collections to grow and to expand to new formats as required	Circulation of these collections to increase by 5% per year
Extend partnerships to encourage the awareness of Aboriginal and Torres Strait Islander language (written & spoken word)	Develop a significant language collection of Aboriginal and Torres Strait Islander books, DVDs, etc at the LibraryMuseum, with a focus on the languages of Wiradjuri, Yorta Yorta, Waveroo and Jaitmatang	Involvement in 3 Aboriginal and Torres Strait Islander related events annually. Staff trained in Aboriginal cultural awareness by 2015. Language Collection established by 2016.

Strategy	Actions	KPI
<p>Increase equity of access to collections and services to ensure they meet the needs of people with a disability, seniors and culturally diverse communities</p>	<p>Continue to implement aged care facility access and outreach plan, including the development of an outreach collection</p>	<p>Loans to residents of aged care facilities to increase by 2% per annum.</p>
	<p>Continue partnership with Vision Australia of supplying Audio books and Daisy machines to print disabled members of the community</p> <p>Research barriers to library access experienced by vision impaired members of the community in 2015.</p>	<p>Circulation of Special collections to increase by 2% per year – including CD books, MP3 books, playaways and e Audio books.</p> <p>Implement recommendations from research 2016 – 2020.</p>
	<p>Expand partnerships with multicultural groups and Migrant settlement Officers as required.</p> <p>Continue development of adult literacy / learning English collection</p>	<p>Refresher of Cultural Awareness training for staff: 2015/16.</p> <p>Growth and promotion of Literacy Collection.</p> <p>Requests for Bulk Language loans to increase by 2% per year .</p>
<p>Increase engagement with Young People</p>	<p>Develop links with AlburyCity's Youth Team and youth networks</p> <p>Expand the HSC collection and YA collection to meet study and recreational needs of young people.</p> <p>Provide relevant material to support programs and events</p> <p>Development of Young Adult collection area in future Young Cafe area</p>	<p>Usage of Young Adult Collection to increase by 3% per year.</p> <p>Usage of HSC collection to increase by 5% per year.</p>
<p>Identify and showcase the history of Albury for residents and visitors</p>	<p>Increase information available on family and local history to support needs of researchers and as a support for the Museum and Social history collection through an active acquisition, cataloguing and digitisation program.</p>	<p>100% of Local studies material to be catalogued by 2020.</p> <p>50% of Local studies materials (focusing on Local Studies Pamphlet file) to be digitised and accessible via the library catalogue by 2020.</p>
	<p>Increase online access to the converged AlburyCity collections through a range of different access points, including TROVE website, Flickr and Federated search engine LIBERO UNO.</p>	<p>Increase images on Flickr account and TROVE by 10% per year.</p> <p>Web Hits to AlburyCity TROVE collection and Flickr to increase by 10% annually.</p>

Strategy	Actions	KPI
Support lifelong quality arts and cultural education	Support LibraryMuseum, Lavington Library and Art Gallery exhibition schedule by the acquisition of Library material with future exhibition subjects highlighted to preferred suppliers.	Circulation per capita standard maintained at exemplary level
	Improve access to specialised collections – Fine Arts research and Museum and Social History research.	Collection 100% catalogued by 2018.