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Continued enhancement of services and collections has been a strong focus throughout 2011, together with ongoing pursuit of best practice goals across both the Library’s virtual and physical presence. Endeavours are grounded in the key Areas of Focus articulated in the Library’s current Strategic Initiatives: Access, Service, Research Support and Leadership.

On every measure, success is evident, with increased use of collections, services and facilities at each of the seven campus libraries. It is of interest to note that the single area of minor decrease - use of the Library website - is in fact a positive outcome, reflecting wider access to UWS Library web resources from external search engines and discovery tools such as the National Library of Australia’s Trove and the ubiquitous Google.

Complementing and reflecting University goals, significant emphasis was placed on student retention, with Client Services staff re-focussed to work directly with students on the floor of our libraries rather than in more traditional desk-based modes. This approach, together with clear staff identification and collaboration with the Student Learning Unit, was embraced by students who were unhesitant in seeking assistance on a wide and varied range of research and assignment writing challenges. The retention focussed work will continue and expand in 2012 with the establishment of the position of Outreach Librarian, made possible through Commonwealth funding.

A full redesign of the Library website early in the year was warmly received and contributed to a 23% increase in use of the Searchbox (2.45m searches), and 5% increase in access from off campus (718,000 successful connections). Greater exposure to library resources and services through external search engines contributed to a 5% decline in direct views, however direct access remains significant with 11.14m pages accessed throughout the year. The ReadingsDirect service, providing richly enhanced reading lists within vUWS sites continued to expand, with an overall increase of 39%. Over 1,500 hypertext enabled lists provided students with seamless access to e-versions of required readings from within their online learning site.

Previous years work building and populating the institutional research repository stood the test of the inaugural ERA (Excellence in Research Australia) exercise, and an additional 2,241 research outputs were indexed and added to the repository in 2011.

Collection growth was again significant, with over 53,000 print and 94,000 e-books acquired. Serial subscriptions were maintained thanks again to the strong Australian dollar. However as the UWS population grows and we move into higher institutional population banding, current pricing agreements will not be sustainable into 2012 and beyond.

Perhaps the most pleasing outcomes for 2011 lie within the quality arena. The Library’s ISO9001 (2008) certification was again unconditionally confirmed by two external audits, with assessors highly commending outstanding results. Also in 2011 the Library participated in the biennial sector wide Library Satisfaction Survey, achieving a ranking comfortably within the top decile of Australasian university libraries. UWS Library ranks fourth overall across forty two university libraries. Across the eight large university libraries with which UWS benchmarks its performance, our library ranks one overall, and across all five best practice categories. This is a remarkable achievement, and a testament to the calibre and commitment of Library staff.

Robyn Benjamin, on behalf of Elizabeth Curach
Library Website

A new visually appealing and easily navigated Library website was launched on 21 February 2011. Client feedback and usage data were utilised to produce not just a site, but a portal to Library resources and services.

The new site incorporates a number of elements designed to enhance the wider UWS student experience. A standard header links students to both Library and University services such as My Library, vUWS and MyMail. Consistent navigation points ensure easy and simple transition between sections of the site as required.

Point-of-need assistance is prominent on every page, providing options for live chat, email or to phone a librarian for support. A feedback button on every page encouraged clients to tell us what they liked and didn’t like. The majority of the feedback was positive, whilst suggestions for further improvement were acted upon wherever possible.

Mobile Friendly Library Website

Recognising clients increasingly access Library services via mobile devices, UWS Library launched a mobile friendly site in 2011. Visit http://library.uws.edu.au on a Smartphone to utilise the mobile site.

ReadingsDirect

The Library’s embedded e-reading list service continued to rise in popularity. In 2011, 1541 lists were created and linked providing seamless access to relevant resources from unit sites within vUWS.

This unique offering by UWS Library was developed to aid student retention and help students find current academic materials via properly cited links. Where possible the Library creates direct access links from the reading list to full text electronic materials, supplemented by links to catalogue entries for print items.

Streaming Videos

Recognising the growing need to offer a wider range of academic resources, the Library pro-actively began the strategic purchase of streaming video to complement existing offerings. In 2011 videos in health, politics and education were added to existing offerings in psychology and anthropology. The new resources have proven popular with both academics and students and are increasingly added to reading lists and vUWS sites.
Facilities

The campus libraries continue to be heavily utilised by students as a place to study, both individually and in groups. This dichotomy of need has placed pressures on Library facilities in supporting study preferences. A review of seating at Bankstown Campus Library in late 2011 resulted in reconfiguring study areas to assist in managing expectations regarding noise for the start of 2012.

2011 was a year of consolidation and planning for Library facilities. Extensive refurbishment of underutilised areas of the Hawkesbury Library will occur in 2012, foreshadowed by minor modifications in late 2011 which created a brighter, more open and welcoming entrance.

Development of a new Reading Room in the Westmead Precinct was undertaken throughout 2011, with opening scheduled for 27 January 2012.

Work continues on developing the plans for the new Penrith Campus Library. The end of 2011 saw a refreshment of activity which will lead to the new library build commencing in 2012.

E.G. Whitlam Prime Ministerial Library

During 2011 the Whitlam Prime Ministerial Library added some notable and valuable primary resources to the collection. Senator Graham Faulkner donated the original tapes of “Gough Whitlam in his own words” which were digitised, and an abbreviated DVD created for public viewing. The full version of Senator Faulkner’s interview of Mr Whitlam, made in 2005, is a valuable resource containing private and public highlights of Mr Whitlam’s life and career to that date.

Also of significant value for primary research was the donation by Graham Freudenberg of his personal papers. These span his career as both author and speechwriter to a number of ALP leaders at both federal and state levels including Mr Whitlam, Bob Hawke, Neville Wran, Bob Carr and Simon Crean.

The extended reading room area met with very favourable comments from both returning and new visitors who welcomed the opportunity to see a broader display incorporating a replicated version of Mr Whitlam’s post-retirement office in William Street, Sydney.

The year also saw a considerable number of requests from academics, authors and television production companies seeking information on Mr Whitlam and his government and/or clarification on resources held in the e-collection and reading room. Usage statistics suggests an overall increase in documents accessed with 35,353 visits from Australia and overseas recorded for 2011.
Excellence in Research for Australia

In preparation for the Federal Government’s Excellence in Research for Australia (ERA) audit in 2012, staff from the Library and Office of Research Services have been working together to ensure all relevant UWS research output is accurately described and accessible for the audit panels.

The ERA is an important government initiative assessing research quality within Australia’s higher education institutions.

UWS had successful outcomes from the previous 2010 ERA audit, scoring “at or above world standard” across 29 disciplines.

Research Repository

In 2011, 2,241 research publications were added to the UWS Institutional Repository. The repository now houses 10,420 publications including research output and higher degree theses.

The Repository received 33,210 visits between January and December 2011, with the majority of visits being from Australia, United States and United Kingdom.

The Repository is harvested by all major search engines and aggregators, increasing the visibility and profile of UWS research around the world.

Seeding the Commons

Resulting from recent government initiatives around research, the Library has undertaken a Seeding the Commons (STC) project in conjunction with the UWS eResearch Unit, Office of Research and ITS.

A Library team was established in late 2011 to improve the management of UWS research data, technology, policies and support services.

Detailed descriptions of UWS research data, available through the Research Data Australia (RDA) website, will help raise the profile of UWS research internationally.
Moving Beyond the Service Desk

In first semester, a new client service structure was implemented, further strengthening the Library focus on student retention and the changing needs of our scholarly community. Starting in 2011 Liaison Librarians were no longer behind service desks, but roving amongst students offering point-of-need assistance. In tandem, Liaison Librarians continued to promote resources and services, and attended lectures in first year core units to aid students in locating information for their first assignments. Many Liaison Librarians also assisted students via vUWS discussion boards, further expanding services outside the physical Library.

Library Client Services Officers were also proactive in assisting clients with self service facilities and locating print items on the library shelves. Red shirts identifying Library personnel were worn by all client services staff and whilst initially intended to be worn for only the first six weeks of semester, their success in breaking down barriers was such that they are now worn throughout all semester periods.

Extended Hours

In response to feedback from across our entire client base, Library opening hours were extended at six of our libraries. Information Central (the Library’s virtual enquiry centre) hours also reflect this popular extension of access.

Working with Academic Staff

2011 saw an enhanced emphasis on working with academic staff in support of their teaching and research interests. Liaison Librarians worked with academic colleagues, assisting them to keep abreast of new information resources and maximise the efficiency of their literature searches in specific discipline areas.

Student Retention

In support of the University’s focus on student retention, the Library actively sought participation in orientation, lectures and other school initiatives such as “pit stop” sessions, promoting and providing assistance with services and resources and responding to student reference inquiries.

Drop in sessions were run in all libraries, offering assistance with identifying quality scholarly resources for tutorials and assignments. Initially intended as lunch time sessions run from training rooms, the demand was such that the service was offered across all areas of the libraries with librarians in their identifiable red shirts roving amongst students. In second semester, we were joined by colleagues from the Student Learning Unit further increasing use of this resource by the many students who ‘dropped in’ to the libraries.
Leadership Spearhead Group

Building on the strong beginnings in 2010, the Library Leadership Spearhead Group began the roll out of leadership training across the libraries.

Thirteen team leaders across all sections of the Library participated in a developmental program focusing on self-awareness and fostering team leader characteristics including effective communication and ‘leading by example’.

The Library Leadership Spearhead Group also presented leadership awareness fora for all Library staff in June and November. These fora focussed on encouraging leadership development within individuals - a key element of the foundation tier of the Library leadership model. Measurable outcomes from the fora included an increased level of self awareness, ownership of tasks and the importance of leadership at a personal level.
Quality

Insync Client Satisfaction Survey

UWS Library continues to rank in the top 10% of all Australian/New Zealand tertiary libraries with higher ratings than the previous 2009 survey.

During August 2011, the Library conducted its sixth biennial Client Satisfaction Survey. The survey highlights areas where the library is meeting (or exceeding) expectations, and those areas where the Library is not performing as well as it could.

- Overall satisfaction average of 5.77 from a possible 7.
- UWS Library in top quartile across every category.
- 8,569 clients responded to the survey providing almost 100% degree of confidence in the results. This is the largest sample size ever received by Insync for their Library Client Survey.

![Graph showing performance indices](image)

- Top five performance factors all related to Library staff and four were also ranked in the top five importance factors (marked *)
  - Library staff treat me fairly and without discrimination *
  - Library staff are approachable and helpful *
  - Library staff provide accurate answers to my enquiries *
  - Library staff are readily available to assist me *
  - Face to face enquiry services meet my needs

- Gap analysis identified the following improvement opportunities
  - A computer is available when I need one
  - I can get wireless access in the Library when I need to
  - I can find a quiet place to study when I need to
  - The items I’m looking for on the library shelves are usually there

During 2012 the Library will do all it can to address those areas of concern to clients.
UWS Library Ranked First Against Benchmarking Partners

Performance rankings were also produced to measure performance against our benchmarking partners. UWS Library ranked first in weighted overall score of 81.6% and overall satisfaction score of 5.77. UWS Library was also ranked first in all the best practice categories as shown in the table below:

**Best practice categories**

<table>
<thead>
<tr>
<th>Best Practice Categories</th>
<th>Score</th>
<th>Rank</th>
<th>Highest</th>
<th>Lowest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>78.6%</td>
<td>1</td>
<td>78.6%</td>
<td>72.1%</td>
</tr>
<tr>
<td>Service delivery</td>
<td>80.7%</td>
<td>1</td>
<td>80.7%</td>
<td>73.3%</td>
</tr>
<tr>
<td>Facilities and equipment</td>
<td>75.8%</td>
<td>1</td>
<td>75.8%</td>
<td>69.5%</td>
</tr>
<tr>
<td>Library staff</td>
<td>88.9%</td>
<td>1</td>
<td>88.9%</td>
<td>82.7%</td>
</tr>
<tr>
<td>Information resources</td>
<td>82.4%</td>
<td>1</td>
<td>82.4%</td>
<td>76.6%</td>
</tr>
</tbody>
</table>

UWS Library Maintains ISO 9001 Quality Certification

On the 4 February an audit was undertaken by NCS International (NCSI), an accredited external certification body, to ensure the ongoing compliance of the Library’s Quality Management System and procedures with the AS/NZS ISO 9001:2008 standard. Campbelltown Library, Information Resources and the Quality Management System (QMS) were audited.

Within the report, NCSI auditor Scott Jones stated that:

“This is the 2nd audit since UWS Library achieved certification to ISO9001:2008 and the second audit without any non-conformances being raised. This is an outstanding result that reflects the commitment of library staff, the quality team and library management to maintaining and improving its quality system”

A further audit of Parramatta and Bankstown Libraries, Digital Discovery and Services and the QMS was conducted during October. Again Scott praised the commitment of Library staff:

“It is pleasing to see that all Library staff have a very high level of commitment to supporting students and academics in accessing resources and learning materials. Staff see the quality system as an effective mechanism for managing their processes and continue to contribute to improving the system and processes”.

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1 Curtin University of Technology; Deakin University; Griffith University; LaTrobe University; Queensland University of Technology; RMIT University; University of New South Wales; University of South Australia
Key Statistics

Snapshot

- 1,917,489 clients entered UWS Libraries – a decrease of 1.57% over 2010.
- 353 library tours were run, with a total of 3,680 attendees. The number of tours increased by 9.29% and the number of attendees by 10.84% compared to 2010.
- 305 information literacy classes were conducted with 9,827 clients attending. The number of classes decreased by 13.35% yet the number of attendees increased by 56.55%.
- 1,541 reading lists with embedded links to scholarly resources were added to vUWS sites with 39% more reading lists received compared to 2010.
- 2,203 document delivery items were requested from other institutions – a decrease of 8.74% compared to 2010, and recognition of the growing strength of UWS e-collections.
- 4,765 document delivery items were supplied to other institutions – a decrease of 16.46% compared to 2010.
- 344,762 items were loaned and 188,329 items were renewed. The number of loans decreased by 12.30% and the number of renewals by 7.44% compared to 2010.
- 52,440 laptops were loaned during 2011, an increase of 3% over 2010.
- Inter-campus loans totalled 51,735 compared to 56,645 in 2010, an 8.66% decrease over 2010.
- The Library website recorded 11.14 million page views.
- Close to 2.45 million searches were performed via the Library Search Box, a 23% increase over 2010.
- Information Central responded to 30,096 queries – an increase of 2.5% over 2010.

305 information literacy classes with 9,827 attendees 56.55% more attendees than 2010

353 library tours with 3,680 attendees 9.29% more tours & 10.84% more attendees compared to 2010

1,917,489 clients entered UWS Libraries

52,440 laptops loaned up 3% from 2010
Library Expenditure

- The Library’s total expenditure in 2011 was $25,247,708.
- Staffing expenditure was $11,627,955 (46.1%).
- $10,481,916 (41.5%) of the total budget was spent on scholarly materials.
- Other expenditure (computer leases, system costs, consumables etc) accounted for the remaining 12.4% at $3,137,835.

Library Collection

- During 2011, 148,321 new monographs, including 95,546 eBooks, were added to Library collections.
- At the end of 2011, the Library collection contained 1,224,231 volumes (including 186,550 ebooks) with 73,670 unique electronic serial titles.
Staff Development and Training

- 89% of Library staff participated in training and development activities in 2011.
- 126 unique events were attended, including 72 conferences, workshops and webinars.
- 54 training and development activities presented by the UWS Organisational Development Unit and/or Library staff round out this pleasing increase in participation in staff development activities.
- Four staff members were enrolled in tertiary studies in 2011.
- Congratulations to Carol Robins who completed the Graduate Certificate in Quality Assurance in 2011.

Professional Activities

The following staff presented papers at conferences during 2011:

- Cory Davis
  Maintenance of a loan laptop fleet
  (23rd South Pacific User Services Conference (SPUSC), September 2011)

- Maureen Bezanson
  Leveraging past experience: translating your skills for selection criteria and interviews
  (ALIA 5th New Librarians Symposium, September 2011)

- Jan-Maree Herivel and Michael Gonzalez
  Leading from any position? Leadership strategy UWS
  (Passion, People and Power – LIANZA conference, October 2011)

Heather Hansen and Renae Payne being presented a Local Achievement Award by the University Librarian Liz Curach and Campus Librarian Ilse Hillermann.
New Appointments and Changes of Position

The following new staff members joined the Library in 2011:


Cheryl Harris moved to the Client Services Manager position.
**Staff list**
As at 31 December 2011

**Office of the University Librarian & Library Managers**

University Librarian: Elizabeth Curach
Associate Librarian – Corporate Services: Robyn Benjamin
Associate Librarian – Client Services: Meg Boness
Projects & Development Manager: Lisa Tyson
Client Services Manager: Cheryl Harris
Library Systems Manager: Euwe Ermita
Senior Executive Officer: Barbara Gow (on secondment)
Manager, Information Resources: Diane Dougall
Copyright Officer: Frank Hill
Quality Manager: Carol Robins
Lending Services Librarian: Vicki Owsnett
Executive Officer: Dianne Gurnett
Administrative Officer: Wendy Budd

**Systems**

Desktop & Print Services Coordinator: Cory Davis
Systems Officer: Michael Gray
Desktop Support Officer: Matthew Sherwood
Systems Officer (Research): David Cridland
Online Services Coordinator: Amir Rezghian
Systems Officer: Mojtaba Karami
Systems Officer: Amar Rangasamy
Print Services Manager: Navaratnam Raguram
Mail Attendant/Print Services Officer: David Keller

**Law Librarian**

David Sinfield

**Medical Librarian**

Geoffrey Lattimore

**Outreach Librarian**

Judy Reading

**Research Services Librarian**

Susan Robbins

**Information Central Librarian**

Tracey Tishler (acting)

**Turnitin Officer**

Linda Thornely (acting)

**Campus Librarians**

Bankstown Library: Ann Varcoe
Blacktown Library: Christine Merlino
Campbelltown Library: Myra Vandine
Hawkesbury Library: Peter Butler
Parramatta Library: JoAnne Witt (acting)
Penrith, Allen Library: Ilse Hillermann
Penrith, Ward Library: Anita Ozols

**Liaison Librarians**

Judith Angus: Maureen Bezanson
Katrina Chaudhary: Lily Collison
Sarah Fearney: Tanya Golden
Heather Hansen: Jeffrey Har
Paul Jewell: Lourdes Katague
Joy Keast: Ila Kumar
Miluse Machytka: Ravinder Manne
Lynn McDonald: Maryrose Mooney
Zoe Morley: Aranka Morton
Narelle Oliver: Kate Patrick
Katherine Raper: Carol Robson Beddie
Kaysha Russell: Pamela Squire
Geraldine Thomas: 

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Lending Services Coordinators
Kathie Collins
Linda Nixon
Carol Turkington

Client Services Team Members
Kelly Austin
Denise Brennan
Beverley Edwards
Joshua Hupalo
Vera Kalicinsky
Lynette Kelly
Chrysoula Kypriotis
Elizabeth Marshall
Nadia Mercer
Daniel Petrinic
Denise Prowse
Ryan Salonga
Angela Talia
Natalia Visca
Gregory Wall
Linda Woolley

Information Resources - Collection Management Team
Jenny Davies (Coordinator)
Michelle Donovan
Julie Farraway
Jan Herivel
Denise Shanahan
Cho Win

Information Resources - Cataloguing & Metadata Team
Anya Smeaton (Coordinator)
Jian Bian
Ok Cho
Tess Garde
Ping Li
Lynette Morrison
Dale Taylor

Readings Direct Team
ReadingsDirect Team Leader
ReadingsDirect Sr Library Technician
ReadingsDirect Library Technician

Digital Discovery & Services Team
Coordinator Digital Discovery & Services
Senior Librarian
Librarian
Senior Library Technician
Senior Library Technician
Archivist (Whitlam PML)
Administrative Assistant (Whitlam PML)
Administrative Assistant