1. Introduction

The National Library of New Zealand Te Puna Mātauranga o Aotearoa is entrusted with maintaining and providing access to New Zealand’s documentary heritage and taonga collections. An effective digitisation programme is an essential part of meeting these obligations in a digital world.

Why digitise?

Access is a major strategic plank for the Library for the next five years, and digitising our collections provides fast, easy and equitable access for all New Zealanders. Digitised collections improve our cultural and scholarly communities’ access to primary sources, represent New Zealand overseas, and bring hidden treasures to the surface.

Some parts of our collections are at risk from physical deterioration or technological obsolescence. The Library is addressing these issues now by migrating these items into digital formats. In some cases, digital access is the only way to access these items, and in others, a digital copy will allow the original item to be safely stored.

Enhanced access and preservation are not the only benefits of digitisation. Digitisation gives users new ways of using the collections, supports new analyses, and offers new methods of discovery.

What will result from the implementation of this strategy?

The Library will hold a digital duplicate of many of its heritage items. These will be easily accessible for all to view, allowing original items to be safely stored. This will support the Library’s role of maintaining and preserving the original collections for future generations.

Customers, here and overseas, will be able to search and use the Library’s collections in many new ways, even creating their own virtual collections from across different digitised collections.

About this strategy

The Library has developed this strategy to bridge the gap between the level of access to the print and analogue collections of the Alexander Turnbull Library and the new expectations of customer access in the digital world. It explains how our digitisation programmes will satisfy the needs of current and future users, in line with the New Generation National Library Strategic Directions to 2017 and the National Library of New Zealand Act of 2003, and taking account of the Bicultural Implementation Plan 2010-2012 and Alexander Turnbull Library Vision and Roadmap 2009-2012.
2. Goals

The Library’s digitisation strategy goals were developed to satisfy the needs of our current and future users.

Access goals:
- Give users greater access to the Alexander Turnbull Library and National Library collections.
- Enrich the experiences of our research communities by opening up our collections for them to use in new ways.
- Inspire new audiences to access the Library’s collections.

Preservation goals:
- Preserve the content of at-risk collection items by copying them to digital formats.

Collection goals:
- Digitise material relevant to New Zealand and the Pacific, and to the New Zealand Curriculum.
- Collaborate with other organisations to build a critical mass of digitised New Zealand content.
- Operate a fair and transparent selection process.

3. Success factors

We will measure our success with a mixture of quantitative targets and qualitative measures, including:

- The number of items digitised and made available online;
- The level of use of digitised material through the Library’s websites and other channels;
- The number of at-risk items migrated to digital formats;
- The level of use of digitised material in Services to Schools’ education programmes;
- The timely communication of planned work to our stakeholders;
- The level of support from other New Zealand organisations to sustain the digitisation programme; and
- The preparation and completion of the annual digitisation programme on budget and on time.

Each year our digitisation activities will be measured against our Statement of Intent. Over the next five years we will increase our access targets, and introduce preservation targets that measure the copying of at-risk content from physical media into the National Digital Heritage Archive.
4. Principles

Our digitisation programmes are guided by principles that take into account our access and preservation objectives, and also the practicalities underlying digitisation processes. Wherever possible, the following principles are to be applied:

- **Building online collections.** The Library will digitise from its own and other collections to enhance access and to preserve at-risk material. We will pursue both high-quality projects that focus on the collection items with significant value or risk, and on high-volume programmes to build a critical mass of digital items in particular subjects and formats.

- **Selection and prioritisation.** Not everything can be digitised. The Library will take a selective approach, and a transparent process of prioritisation will underlie all selection decisions.

- **Scope.** Digitisation is an end-to-end process that encompasses not only the digital reproduction of an analogue work, but also the necessary preparation and conservation of the original material, and the appropriate description, preservation and online presentation of the new digital objects. All these activities are within the scope of this strategy when they support digitisation activity.

- **Adhering to standards and best practice.** The Library will work to internally agreed and documented standards and procedures. Generally these will be in line with widely accepted national and international best practice to ensure the safety of the original items, and the quality of digitised versions.

- **Online access and use.** The Library will make digitised material available to remote users over the internet. We will recognise and anticipate the needs of current and potential users to not only access, but also to use and re-purpose, our digital content.

- **Terms of use.** The Library will make digitised material available under the most generous terms of use possible, while respecting all relevant intellectual property constraints, including copyright, donor agreements, moral rights, and licensing arrangements. Wherever possible, access for viewing, use and re-use will be unconstrained. Creative Commons licences will be used whenever it is appropriate to do so.

- **Enhancing discovery and access.** The Library recognises the value of high quality metadata to support the user experience. The Library will seek creative alternatives where such metadata is unavailable, such as automated description or user participation through tagging and commenting. Access to text documents and sound recordings will be enhanced by manual or automated text capture whenever it is practical and affordable.

- **Digital preservation.** The Library will preserve digitised material in the National Digital Heritage Archive.

- **Collaboration.** The Library will work collaboratively with other organisations to meet its digitisation goals. Collaborative initiatives must share the standards, goals and principles of Library initiatives.
5. Selection & Prioritisation

All significant digitisation activity will be part of an annual work programme planned and monitored by the Library’s digitisation advisory group, the Digitisation Programme Governance Group.

Digital New Zealand Framework for Good Digitisation

In carrying out selection and prioritisation, the Library will apply the Framework for Good Digitisation in New Zealand developed by Digital New Zealand. This framework outlines good practice principles and criteria for selecting and prioritising objects for digitisation from publicly held collections.

When selecting for digitisation, the Library will consider all the criteria outlined in the framework, with particular emphasis on:

- **Principle of Access / Demand.** Has there been demand for this material or for similar items, or do we anticipate demand?
  - Customer demand across the Library will be measured using our customer research, feedback on existing digitisation websites, the Digital New Zealand “Make it Digital” website, and other sources.

- **Principle of Access / At Risk:** Is the original material at risk? Is it deteriorating quickly, or is it in a poor but stable condition? Will it be more expensive to digitise later?

- **Principle of Access / Rarity:** Is the material unique?

- **Principle of Purpose / Representation:** Is the digitised form a good enough representation of the material to be accessed as an alternative to the original?

- **Principle of Purpose / Transcends:** Does the digitised form support re-use and re-purposing in new and novel ways?

- **Principle of Selection / Cleared:** Is the material out-of-copyright or material with open licensing?

- **Principle of Value / Evidence:** Does the digitised form have integrity as a substitute for the original in scholarly research and citation?

- **Principle of Value / Resource:** Is the material likely to be useful to audiences with different motivations at different times?

Priority areas

The Library will consider the following criteria based on its wider strategies and roles:

- Is the material relevant to New Zealand and the Pacific?
- Does it increase access to material of specific importance to Māori or support Te Tiriti O Waitangi responsiveness in line with the Bicultural Implementation Plan?
- Will it support The New Zealand Curriculum and lifelong learning activity?
- Will it support any current campaigns or programmes of the Library or the New Zealand Government?

Selection criteria may vary between digitisation workstreams. For example, different criteria may be emphasised when selecting for newspaper digitisation than for sound preservation.
6. Programmes of work

The Library will use three high-level programmes of work to meet its digitisation goals over the next five years.

Digitisation for access

This programme will focus on meeting our high-volume digitisation targets. Our ongoing, large-scale programmes will form a significant part of the access programme. These include newspaper digitisation for Papers Past, which will be expanded to include more collaborative work with other institutions, and the Pictures Online Project, which will digitise up to half a million images from the Photographic Archive by December 2011. These programmes aim to achieve economies of scale in digitisation without sacrificing quality.

Supporting these projects will be research & development projects, including collection scoping projects, the investigation of new digitisation activities, and work to transition research projects into ongoing programmes. The 2010-2011 period in particular will include several large scoping projects.

Digitisation for preservation

This programme will focus on using digitisation to meet preservation goals, and particularly to migrating the intellectual content of at-risk collection items when the physical object is deteriorating. It will also identify and digitise material that is at-risk for security reasons, and high-use material where handling must be reduced to protect the original.

A key part of this programme is the Retro Audio Preservation Project, which will be dedicated to digitising at-risk audio holdings up to December 2011.

A major strand of activity in 2010-2011 will be collection scoping and assessment exercises to identify and quantify the at-risk material in the audio collections, Photographic Archive, Manuscripts collection, and other parts of the Library. These scoping exercises will be followed by prioritisation and digitisation projects in subsequent years.

Digitisation for customers and donors

The Library will continue its practice of digitising materials for customers upon request at nominal cost. The Library's Molesworth St building is being redeveloped and will re-open in 2012. During this period many collections are not accessible, and customer orders will be limited.

Offers to donate digitised material will be considered in line with our Collections Policy and other relevant policies. Similarly, the Library will consider donations of physical material that are made on the condition that digital copies are made, in line with these policies.
7. Access

Access to the digitised material is an essential part of the wider digitisation process, and our *Online access and use* principle states that providing access will be part of all our digitisation initiatives.

The Library’s online access strategy is implemented through its Discover Deliver Interact Programme, which has the goal of unifying the Library’s diverse digital collections, delivering an integrated platform to unlock the rich taonga, resources and stories of New Zealand and the Pacific, and exposing them to the world.

The following requirements relating specifically to access will inform our digitisation activities:

- **Equity of access.** Remote and local users will have the same access to digitised material.
- **Item-level description.** Descriptive metadata and/or text equivalents will be provided at the item level.
- **User contributions.** User contributions will be sought to supplement the Library’s description of digitised items.
- **Rights statements.** Each digitised item will have rights and terms of use information that tells users if and how they can use, re-use and re-purpose the material.
- **Extensibility.** Digitised material will be available in an open and usable manner to meet changing user expectations and support new uses, new purposes and new services.
- **Identifiers.** Identifiers will be provided at the item level to support the principles of description, user contribution and rights statements above, and to encourage accurate citation and the use of primary sources.

The Library will provide its own websites and online access channels, and support other organisations to provide discovery and access services using our digitised material.

8. Collaboration

There are many more candidates worthy of digitisation than can be managed by one institution alone. The Library embraces the principle of collaboration and will enter collaborative arrangements with other organisations to further our digitisation goals.

We will develop a programme of partnerships for newspaper digitisation to increase the content available in Papers Past, and expand it to a broader range of documentary content, such as parliamentary papers, over time.

We will support programmes at other organisations that advance the national interest in specific areas with advice whenever requested, and practical digitisation and digital preservation assistance when a mutually beneficial agreement can be reached.

9. Term and review

This strategy covers the period from 01 July 2010 to 30 June 2015. The strategy will be reviewed every two years, with the first review to occur in 2012. This strategy replaces the Library’s 2003 Digitisation Policy.
Appendix: Related and supporting documents

National Library of New Zealand (Te Puna Mātauranga o Aotearoa) Act 2003

http://makeit.digitalnz.org/guidelines/selecting-for-digitisation/selection-resources/


