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## Comments from the Chair

DAVID PRYDE, MRMA

RMAA Chairman of the Board



iQ / THE RMAA QUARTERLY

# The case for professional qualifications

Professional members need to hold qualifications because the RMAA guarantees the knowledge and skills of its members.

I've only been back in Auckland a short time, after returning from one of the most successful inForum conventions ever. The relevancy of the program, the high calibre of the local and international presenters, the multiple streams and workshops on offer – all provided delegates with a full-on educational assault, a total immersion from head to toe in information continuity.

A question that I was asked at the convention, and one which I am asked quite regularly, is this: **Why do professional members of the RMAA need to hold qualifications?**

Given that the theme of this issue of iQ is 'education', I thought that this question needed answering across the whole membership – so that everyone will get the same information at the same time. It is a subject that was covered at length at the Chair's Meeting at inForum, to which all Branch presidents and councillors were invited to attend, while all Branch directors were in attendance to discuss issues with you at your leisure.

Firstly, professional members of the Records Management Association of Australasia (RMAA)

need to hold qualifications because the RMAA guarantees the knowledge and skills of its members at each level of membership – Associate (ARMA), Chartered Member (MRMA) and Fellow Member (FRMA) – to current and future employers.

That's correct! The Association will back the level of the knowledge base held by each professional member. Because of the information that applicants need to supply, our Membership Committee can determine very quickly levels of experience or lack of it against the 14 records management principles. The knowledge of a principle or the ability to demonstrate skill is easily determined. Applications for ARMA are undertaken at the Branch because the Branch should have a good idea who applicants are, as well as being better placed to identify if they belong to a network.

The higher levels of membership require demonstrated ability in solving RM problems, commitment to the profession or to the association in leadership and or teaching areas.

Note: Corporate members nominated by their employers are *not* professional members and do not





## » "I MAKE NO APOLOGY IN SAYING WE MUST NEVER ALLOW OURSELVES A BACKWARD STEP FROM THE HIGHLY PROFESSIONAL COMPANY WE ARE TODAY" «

have voting rights under the RMAA constitution.

Secondly, all professional members must undertake compulsory continuing professional development (CPD). Compulsory CPD demonstrates personal commitment to enhanced development and the extension of one's knowledge base.

Undertaking CPD also helps people determine whether they have the aptitude and the attitude to undertake higher learning, sometimes many years after leaving school.

Thirdly, CPD is a measure of the commitment of our members to using new tools, resources and thinking to achieve goals. This is particularly important now – when technology and 'best practice' are evolving faster than the education system can identify trends and specify best practices.

### GAINING A COMPETITIVE EDGE

While writing, I am reminded of the many members who, in forging their careers, have given up their free time to attend classes part-time over three to five years (while working 40+ hour weeks) to complete Cert III, IV or higher, some finishing with BA and Masters. In my own case, it was 600+ hours over four years, although these days members can fast-track their learning phase and gain the full qualification in much less time.

To have the RMAA guarantee current and future employers of one's experience, as well as guaranteeing that relevant and "best practice" personal development has been undertaken gives our members an edge in a competitive job market.

How will I know we are being successful? When I see job specifications that require applicants to have qualifications to the appropriate levels and be an RMAA member.

I would have genuine concerns for any 'professional' organisation that did not have a system of checks and balances to measure one person's experience against another. For example, without the regulated criteria of ARMA and its system of examinations for certification, or the practical model of qualifications at particular levels, I should worry about parity, equity and ethics.

The following definition of 'profession', with its emphasis on ethics, was adopted at the Annual General Meeting, 26 May 1997, of Professions Australia:

*"A profession is a disciplined group of individuals who adhere to ethical standards and hold themselves out as, and are accepted by the public as possessing special knowledge and skills in a widely recognised body of learning derived from research, education and training at a high level, and who are prepared to apply this knowledge and exercise these skills in the interest of others."* (George Beaton).

According to Beaton: *"Knowledge and its applications may be put to uses of good or evil."*

*It is up to the professionals to safeguard that knowledge not only through exclusivity and credentialing, but by ethical refusal to use their knowledge or allow it to be used in ways that harm or do not help humanity."*

Beaton's main point is that a profession is maintained through continual research, education and training at a high level. This was one of the main drivers behind the development and implementation of the RMAA Code of Conduct – not only as the Standard of the Association but hopefully, in time to be adopted as the industry standard.

### BUILDING THE RIM LANDSCAPE

The history of the RMAA is well documented – it began with a group of well-intentioned people, with a common interest (records management) and common needs (training and networking). Forty years on and what is different?

The Association has grown from an organisation that has always displayed professionalism into a professional company of 4000+ members worldwide with financial holdings in excess of \$1.5 million. It is the peak records management organisation in Australasia, and it grants accreditation to approved tertiary institutions for course content before a qualification can be recognised.

No member should feel obligated or pushed into becoming a professional member if circumstances are not right for them. In these economic times, we all have to make judgements about what is important to us at home, in the workplace, at our church and in the community.

If having an impact on the direction of the Association is important to you and your career aspirations, or you want to be part of the team who will build the RIM landscape over the next 20 or more years – *"apply this knowledge and exercise these skills in the interest of others"* – then yes, that honour and privilege comes at the price of membership to an exclusive group.

I make no apology in saying we must never allow ourselves a backward step from the highly professional company we are today.

David



### BIBLIOGRAPHY

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After the Cologne Archives collapsed, the long journey of preservation began



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## FROM THE EDITOR'S DESK



Heather Millar

As I complete the production of my first issue as editor of *iQ*, I would like to extend a hearty hello to readers – some of whom I met recently at inForum on the Gold Coast, and

many of whom I look forward to 'meeting' – either in print or at some point in person – over the coming issues, months, years.

One of the highlights for me at inForum was hearing Dr Bettina Schmidt-Czaia talk about the collapse of the building that housed the Cologne Historical Archives, and the destruction and subsequent restoration of the records within. Happily, Dr Schmidt-Czaia agreed to turn her fascinating account into an article for *iQ* (see page 12). She also provides 10 commandments for safeguarding cultural artefacts, which I personally have taken to heart.

When I started working on *iQ* in the weeks leading up to inForum, my computer went into meltdown. Luckily I'd backed up all my files. But I hadn't backed up my emails, and I lost a couple of years worth of contacts and stored information. It made my first weeks on *iQ* kind of difficult. Now Dr Schmidt-Czaia first commandment is my new ethos: **'Take precautions.** It is not possible to predict such a catastrophe.'

The weekend before inForum took place, Christchurch experienced a massive earthquake which saw the destruction of many city buildings, and no doubt made the lives of various records managers difficult also. As RMAA Chairman David Pryde said in his opening welcome

speech at inForum: "The only thing harder than planning for an emergency is explaining why you didn't." He also told delegates that the purpose of inForum is to reduce risk and arm records managers with proactive and reactive strategies, "to give you options, and to implement those that are right for you."

We hope that Dr Schmidt-Czaia's recount will help you to reduce risk and arm you with strategies for taking precautions in the event that the worst happens.

### EDUCATION AND TRAINING SPECIAL

This issue of *iQ* is also dedicated to RIM education and training – see pages 22 to 34. Our opening feature (p22) is by Andrew Warland, who discusses the evolution of the records management profession, where it might be headed, and the role of education in this process. In this section, you will also find other reports on RM education and training initiatives across the country.

### DEVELOPING THE *iQ* 'THINK-TANK'

As a member magazine, *iQ* relies on the input of the RIM community. We enjoy receiving letters, feedback and comments, so please, if you have something to say, get in touch. Also, your article submissions are more than welcome. Next issue, the theme is 'Ticking the boxes - standards, governance, risk management and compliance'. Help us to further develop the 'think-tank' of ideas, opinions and knowledge on the subject/s by writing and submitting an article. I'd love to hear from you.

### HEATHER MILLAR

Editor, *iQ* Magazine  
editor.iq@rmaa.com.au

## Apology

In the August 2010 issue of *iQ*, in the article 'Protecting the Metadata in your Word and pdf documents' by John Heckman, it was stated that: "While most PDF applications do remove the Word file metadata when creating the PDF, it is important to note that some shareware and free PDF applications do not."

The author has alerted us to the fact that an error was made during production of the magazine, and that this statement is not true. Adobe Acrobat does *not* remove metadata.

See the recent blog articles by Sharon Nelson in 'Ride the Lightning'. <http://ridethelightning.senseient.com/2010/08/adobes-advice-on-purging-pdf-documents-of-metadata.html>

In this blog, David Stromfeld, Adobe's Senior Product Manager, wrote: "You are correct that the act of creating a PDF using Adobe Acrobat does not necessarily scrub that document of all metadata. This is because first and foremost, the PDF should be a faithful representation of the original document. If the original document contained text, graphics and layout, the user wants the PDF to contain that same text, graphics and layout. And (usually), if the original document contained information like 'Document Title' or 'Document Keywords', the user wants the PDF to contain that information (that metadata) as well."

- 
- ☒ Standards
  - ☐ Governance
  - ☐ Risk management
  - ☐ Compliance

Coming up, in the February issue of *iQ*:

## TICKING THE BOXES

– standards, governance, risk management and compliance

Deadline for accepted copy, 10 December  
To [editor.iq@rmaa.com.au](mailto:editor.iq@rmaa.com.au).



## WORLDWIDE NEWS

### TOP 5 SOCIAL MEDIA RISKS FOR BUSINESS

Companies around the world are increasingly using social media for business marketing, support and collaboration and, as a result, exposing themselves to risks such as non-compliance, data loss and legal issues.

Now Information Systems Audit and Control Association (ISACA) has named the top five social media risks for business, and recommended solutions to help businesses address security, customer service and corporate reputation risks raised by their employees' use of social media.

ISACA, a global association of enterprise governance or information technology, in a new white paper titled 'Social Media: Business Benefits with security, governance and assurance perspectives', urges organisations to actively address the following potential risks:

- 1 Viruses/malware
- 2 Brand hijacking
- 3 Lack of control over content
- 4 Unrealistic customer expectations of 'Internet-speed' service
- 5 Non-compliance with record management regulations

Developed by a team of global ISACA experts, the white paper goes beyond the traditional look at social media in the workplace to address employees' use of social media outside of work. It also provides detailed how-to tips for effective social media governance.

- A free copy can be downloaded at [www.isaca.org/research](http://www.isaca.org/research)



### SECRET JURY NOTES IN THE LINDY CHAMBERLAIN MURDER TRIAL RELEASED

**Here's a pertinent lesson in why all records should be checked before they are released to the public...**

In March 2010, a media outlet requested access to files held by the Northern Territory Police concerning the investigation into the 1980 disappearance of Azaria Chamberlain. In August 2010 the Northern Territory Police granted the media outlet access to 145 boxes of documents, not only about the disappearance but also the subsequent trial of her mother Lindy for murder.

Amongst these were handwritten jury notes, which apparently had not been examined for the 1987 royal commission. The media outlet proceeded to publish these notes.

Not only should the jury notes have been destroyed after the trial, according to a very experienced criminal barrister, but under Section 49A of the Juries Act in the Northern Territory, according to a Northern Territory solicitor, it was a criminal offence to publish them.

BY DIANNE HARLEY

### ISO DEVELOPING HIGH-LEVEL MANAGEMENT SYSTEM FOR RECORDS STANDARDS

**Details of new draft ISO standards to structure records management into business processes have been released exclusively to iQ.**

The draft standards, ISO 30300 and 30301, are the first of five in a planned 'Management System for Records' (MSR) series.

The ISO release puts it: "There is a need to communicate to top management about good records management, and get their commitment to provide the appropriate leadership".

The standards are being developed by work groups within the ISO sub-committee TC46 SC11, the unit that created ISO15489, the international records management standard published in 2001.

The SC11 release explained: "The scope of the MSR standards series is to present records as a type of management system which can be integrated with others such as quality, environment, information security, etc. They address the universal reality that all organisations create records in the course of their activities."

"They are written for non-specialists and use particular protocols relating to the structure, vocabulary and their auditable nature."

The SC11 release makes it clear that the MSR standards are not intended to replace the original standard. "ISO 15489 stands as the foundation standard for use by records management practitioners as the statement of principles and operational processes and controls for records eg, records creation, capture, use, disposition, etc."

### PROCESSES FOR TOP MANAGEMENT

"The MSR standards are high level, aimed at the controls and processes for managing the organisation and establishing the strategic framework for good records management, e.g. policy, leadership, planning, monitoring, etc."

The first of the 30300 series, *Information & documentation – Management system for records – Fundamentals & vocabulary*, contains 28 terms and definitions, from a variety of sources, explaining words used in the MSR series. Its present definition of 'record' is:

*"Information created, received, and maintained as evidence and/or as an asset by an organisation or person, in pursuance of legal obligations or in the transaction of business or for its purposes, regardless of medium, form or format".*

Based on ISO15489's definition, it adds the 'asset' aspect and expands on 'transaction of business'. The second standard, 30301, describes 'requirements' for an MSR.

The sub-committee has been working on the MSRs since before its decision to reconfirm ISO15489 after the scheduled review in 2007, not, as reported in August iQ, at its meeting earlier this year in the Republic of Korea.

SC11 Chairman David Moldrich informed iQ that the decision not to change the standard came after "research told us the globe still needed time to get used to ISO15489". Mr Moldrich added: "Nothing was officially resolved about the revision of 15489 in South Korea." The next scheduled review for ISO 15489 is in 2012.

BY MICHAEL STEEMSON, ARMA



## NEW BLOG SITES FOR RIMS

Two new blog sites are now available, brought to you by Synercon, with the aim of helping organisations manage their information more effectively.

The first is **B.R.I.C.K.S.** = Better Records, Information and Corporate Knowledge Systems, which focuses on a back-to-basics approach to some fundamental information management challenges. It is a forum for discussion and insights into the essentials needed to create best-practice records, information and corporate knowledge systems. <http://www.synerconblog.co>



The second, **Lest We Forget**, is a register of incidents highlighting the need for good recordkeeping. It has been relaunched in a blog format to facilitate tagging, comments and to make maintenance and archiving easier. The archive of the former **Lest We Forget** pages is available on the Synercon website. <http://www.synerconlwf.co>



## RMAA AGM RESOLUTIONS INVALID

**A meeting management mix-up at the RMAA's Annual General Meeting, part of the Gold Coast inForum conference on 7 September, invalidated two significant special resolutions put forward by the Board of Directors.**

In a special communication later, CEO Kate Walker explained: "It is an unfortunate situation, however, in accordance with the Constitution, only financial professional members are entitled to vote, it is the only option available. This position was made clear at the beginning of the meeting by the Chair, however, the audit revealed that this was not the outcome."

The resolutions were:

- "that the name of the company be changed to Records and Information Management Professional Australasia (RIMPA)", and
- "that the Company Constitution be adopted".

After active discussion and passion from all sides, the Resolutions were put to the floor and votes and proxies counted. The name-change resolution was declared lost and the constitution adoption agreed.

However, CEO Walker explained: "Subsequent probity auditing of attendance lists revealed a discrepancy between financial professional members of the RMAA (hold ARMA, MRMA or FRMA status) and the vote outcomes".

This had led the Board to declare both Special Resolutions invalid, she said, adding: "The Board will be undertaking further discussion in relation to the options legally available for both Special Resolutions moving forward."

## NEW STATE ARCHIVIST APPOINTED

**A former Tasmanian who has had a successful career with the National Archives of Australia has been appointed as State Archivist and Manager of the Tasmanian Archive and Heritage Office (TAHO).**

Ross Latham was appointed to the position following an extensive national search. He has most recently been

employed in the Australian Public Service as Director of the Victorian Office of the National Archives of Australia (NAA). He commenced as the Victorian State Office Director in 2003, following three years as leader of the National Archives Office in Tasmania.

In announcing the appointment on 2 September 2010, the Tasmanian Minister for Education and Skills Lin Thorpe said: "Mr Latham has worked in the archives sector since 1986 and offers a great deal of experience and senior-level expertise in the areas of collection management, archive services, leadership and policy development."

Mr Latham said he was looking forward to returning to Tasmania to join the TAHO team and to meet the challenges of his new position.

## 19TH CENTURY NAVAL REPORTS RELEASED

**More than 1,000 navy medical officers' reports have been released by Britain's National Archives.**

From drunken mutinies to disease outbreaks to a walrus attack, the journals paint a colorful picture of 18th- and 19th-century ship life.

The journals reveal some colourful and strange treatments, such as the use of tobacco smoke as a stimulant to get the heart going again when a sailor has almost drowned.

Another journal entry from a ship sailing in the Arctic describes how the boat was attacked by a herd of walrus. Sailors warded them off by firing their muskets and beating the animals with their bayonets.

The journals also reveal some disturbing experiments that may have involved rape. On one ship in Portsmouth Harbour, a surgeon tried to find out how the sexually transmitted diseases syphilis and gonorrhea were spread by having an officer establish repeated "connexions" with an infected young woman.

Navy surgeons also frequently sketched their patients, including the legs of scurvy-scarred sailors, broken limbs after drunken fights, and syphilis-infected eyeballs.

Treatments were largely limited to mercury compounds, hot compresses, alcohol like rum or brandy, and crude surgery without anesthesia.



## 2011 INFORMATION AWARENESS MONTH

Dealing with the ever-increasing information in a digital environment is a challenge for those who work with information. In May 2011, this will be explored during Information Awareness Month (IAM), which is themed 'Information overload: Finding the tree in the digital forest'.

How are standards and new initiatives helping government, business, education and community sectors organise, manage and access what we need? Are there new directions we all need to take to "find the tree" easily, efficiently and economically? What new skills and knowledge do those working in the information sector need to manage these "digital forests?"

Every year in May, the RMAA, in collaboration with partner organisations, promotes awareness about information through a month of activities – seminars, conferences, workshops, round tables and launches of new information-related initiatives.

Planning for a multitude of events is already underway by the partner organisations and as events are organised, details are placed on the dedicated information awareness month website at [www.informationawarenessmonth.com.au](http://www.informationawarenessmonth.com.au)

A poster (above) has been developed to promote the theme and IAM 2011 events.

- If you are planning an event or would like to promote Information Awareness Month 2011 in your organisation, posters are available for download from the IAM website [www.informationawarenessmonth.com.au](http://www.informationawarenessmonth.com.au)

## NZ GOVERNMENT FORCING THROUGH NATIONAL ARCHIVES-LIBRARY MERGER

**In the face of heavy information and records management professional opposition, the New Zealand Government is pushing ahead with the submersion of Archives New Zealand back into the public agency it was rescued from a decade ago.**

Parliamentarians, newspaper commentators and professional bodies have condemned the move since it was proposed soon after the centre right National Party-led coalition came to power in 2008.

Headlines like "Plan to integrate collections is dangerous nonsense" and "listen to stakeholders" demands have spread. Professional individuals and bodies like the Human Rights Commission and the Archives and Records Association of New Zealand (ARANZ) have made aggressive submissions to a parliamentary select committee considering the empowering State Sector Management Bill 2010,

presented to the Wellington Parliament in September.

New Zealand proposes merging its national archives and the National Library of NZ together into one of six divisions of a new Knowledge and Information Branch within the Department of Internal Affairs. The ministry controls a ragbag variety of home-front government functions like land indexes, passports and the register of births, deaths and marriages. In the late 1990s, a National Government's almost identical moves were thwarted by law court challenges and eventual election defeat.

Parliamentary Opposition MPs have protested at the absence of consultation before the new Bill's introduction and the "truncated period for consultation".

The select committee's report is expected by 24 November and government managers plan to seal the legislation before Christmas. The merged entity is due to run from 1 February 2011.

### "GAPING, IRREVERSIBLE HOLES"

Commentators' wrath has come from both archives and library interests. One of the leaders of the 1990's anti-merger campaign, former university don James Traue, protested in Dunedin's *Otago Daily Times*: "This is the same Department of Internal Affairs that left the original of the Treaty of Waitangi (NZ's founding agreement with Māori) in a damp basement where it was gnawed by rats."

Another academic, Auckland University of Technology lecturer Dr Julianne Molyneaux, wrote in the leading *New Zealand Herald*: "There can be only one outcome ... gaping, irreversible holes in the content of the unified civic information platform."

Australian observer, former Archive NZ head Chris Hurley, warned the NZ Records listserve: "Despite assurances to the contrary, the relevant legislation (or one draft of it that I have seen) does not live up to the hype about maintaining the 'independence' of the Chief Archivist."



BY MICHAEL STEEMSON, ARMA

- For more on the State Sector Management Bill 2010, go to [http://www.integration.dia.govt.nz/integration.nsf/wpg\\_URL/Agency-Integration-Index](http://www.integration.dia.govt.nz/integration.nsf/wpg_URL/Agency-Integration-Index)



## INSTITUTE ON THE FUTURE OF ARCHIVAL EDUCATION AND RESEARCH HELD

The Archival Education and Research Institute (AERI) 2010 was hosted at the University of Michigan in the USA in June 2010. It was the second in a series of four week-long institutes focusing on 'Building the Future of Archival Education and Research'.

The series has received significant funding from the Institute of Museum and Library Services as part of the Laura Bush 21st Century Librarian Program.

AERI aims to strengthen archival education and research as well as providing support to the development of cohorts and mentorship networks of archival academics. The Institute is open to all faculty and archival doctoral students. Participation requires the contribution of a research presentation

or a research poster. A limited number of local scholarships are available to support attendance of doctoral students studying in the USA.

Eighty-five participants attended, mostly from the USA, but also from Australia, Canada, Sweden, Italy, The

Netherlands, the United Kingdom and other countries.

The program explored both the tradition and the future of archival research and education. Plenary sessions were led by Margaret Hedstrom (Michigan), Cal Lee (North Carolina), Lori Eakin-Richards



Maria Kallberg and Proscovia Svård from Mid-Sweden University at AERI 2010

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(North Carolina) and Eric Ketelaar (Amsterdam); and the workshops and doctoral students presented a broad range of topics to aptly characterise the present status of archival research and education. Full program details can be found at <http://aeri2010.wetpaint.com/page/AERI+Program+Schedule>.

AERI 2010 was a memorable learning experience for all involved. The diversity of backgrounds and nationalities provided a great opportunity to share knowledge with other doctoral students around their research, and meet colleagues over national borders.

This opportunity for networking and connecting with peers internationally has already led to valuable friendships that form the basis of future research exchange and collaborations. The institute is much needed for the creation of a new generation of academics in archival education.

BY MARIA KALLBERG AND AND JOANNE MIHELICIC, PHD STUDENTS FROM MID SWEDEN UNIVERSITY AND MONASH UNIVERSITY, MELBOURNE

- AERI 2011 will be hosted at Simmons College Boston, Massachusetts. For more information, go to <http://aeri.gseis.ucla.edu/index.htm>

## WORLD'S GREAT LIBRARY PLANS TO GO DIGITAL

**Cambridge University Library has announced visionary plans to become a digital library for the world – following a £1.5m lead gift pledged by Dr Leonard Polonsky.**

Home to more than seven million books and some of the greatest collections in existence, including those of Newton and Darwin, the Library will begin digitising its priceless treasures to launch its Digital Library for the 21st Century.

University Librarian Anne Jarvis said: "Our library contains evidence of some of the greatest ideas and discoveries over two millennia. We want to make it accessible to anyone, anywhere in the world with an internet connection and a thirst for knowledge. This will not only make our collections available to the world; it will also initiate a global conversation about them.

"At the click of a mouse, students or scholars of divinity or politics, history, physics, medieval languages or the history of medicine, will be able to plunge



into the worlds of Mediterranean, Jewish, Muslim and Christian communities of the 11th century, or into the minds of Isaac Newton and his contemporaries.

Dr Polonsky's generous gift will allow the University Library to set up the essential infrastructure required for this sophisticated digitisation project.

The first collections to be digitised will be entitled The Foundations of Faith and The Foundations of Science. The goal for both is that they become 'living libraries' with the capacity to grow and evolve.

If the project proves successful (further funding is needed and other donors are being sought), the collections of scientific giants such as Charles Darwin, James Clerk Maxwell and Stephen Hawking could also be digitised, along with other major collections in the fields of humanities and social sciences.

Jarvis added: "Thanks to Dr Polonsky, we're at the start of what we believe will be incredible journey into the digital future. Hopefully his generosity will encourage others to follow his lead so we can make of the world's great libraries available, literally, to anyone around the world."

Dr Polonsky said: "As reading and research become increasingly electronic, my hope is that this grant will serve as a catalyst for the digitisation and linking of the great libraries of the world, so that their riches can be enjoyed by a global public."

- This story was first published in *Records Management Bulletin*, Issue 157 – September 2010.

## NEW STRATEGIC CENTRE ON LEADERSHIP, LEARNING AND DEVELOPMENT

**The Australian Public Service Commission (APSC) has announced a new Strategic Centre for Leadership, Learning and Development.**

The Centre was an outcome of recommendations in a new blueprint referred to as *Ahead of the Game* which aimed to "manage its workforce more systematically so as to forge better strategic linkages between workforce development policies and underlying business needs".

At a presentation to the Australian Human Resource Institute on 10 September, Mr Steve Sedgwick, the Public Service Commissioner, reported several reasons for this new direction. These included providing a more strategic, better planned and transparent management of the workforce; and recognition that talent management was part of an organisation's "business strategies, not just its people strategy".

The Centre would develop an updated capability framework to better integrate the building of skills and knowledge. The challenge to be responsive to a more strategic focus in leadership, learning and development and talent management was not just an issue for the Australian Public Service, but beyond to multiple sectors.

There is recognition that, at the moment, attention to human capital is more concerned with short-term workforce issues rather than with long-term strategic business objectives.

BY MARIAN HOY, MRMA

- For the full speech by Steve Sedgwick go to <http://www.apsc.gov.au/media/sedgwick100910.htm>



## CALL FOR PAPERS FOR INFORUM 2011 COMMUNICATE: COLLABORATE: INNOVATE

In the wake of the 2010 inForum convention on the Gold Coast in September, the RMAA is now calling for papers for the 2011 convention to be held in Darwin from 11-14 September 2011.

inForum 2011 is all about how the information sector is, or should be, working together and innovating for the future. External pressures will not go away, but neither will we: innovation, communication and collaboration are the key to success.

Topics for papers could include the following:

- What new collaborative advocacy roles or initiatives are being developed to get attention and buy-in?

- How do we improve the ability to communicate with existing or potential partners to gain buy-in and even enthusiasm?

- What is the future for digital recordkeeping and what are emerging standards, legislation and technologies?

- What new skills and knowledge does the industry need to take on new initiatives and partnerships?

- Lessons learnt from major collaborative efforts to solve problems – even if they did not work – was it communication, the product or something else?

- Why do business plans, projects plans and risk strategies, as critical communication tools, succeed or fail?

- What is happening with records management and enterprise content management?

- Are Web 2.0 and the next 3.0 approaches making a difference to how we are perceived?

- What does 'going green' mean for the information sector? What about recordkeeping to support the emerging carbon economy, where evidence will have crucial financial consequences?

- What is happening with social networking in business environments?

- How can we collectively improve access to information within our own organisations and in the wider community as expectations and technologies change?

- How are our 'communities of practice' communicating and collaborating together for change and to influence decision makers?

- If you are interested in submitting a paper, contact Marian Hoy at [marian.hoy@rmaa.com.au](mailto:marian.hoy@rmaa.com.au), or phone 0419 213 843 or +61 2 4938 3504. Deadline for submitting an abstract is 1 February. **iQ**



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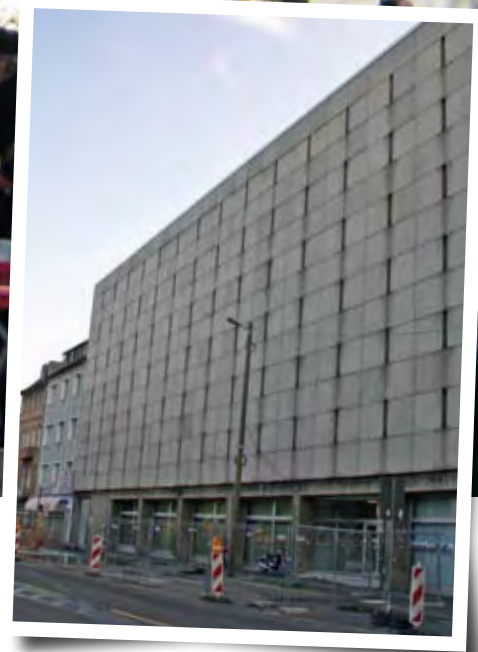
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# A story of rescue, courage and community

When the building that housed the Cologne Historical Archives collapsed, it seemed a city's memory was lost. Then a team of 1500 people swung into action to salvage materials and the laborious task of restoration began

BY DR. BETTINA SCHMIDT-CZAIA

The collapse of the archives on 3 March 2009 is part of the collective memory of the people of Cologne. Everyone knows exactly what they were doing at the time that the buildings collapsed.

Before 3 March, the Historical Archives was primarily a place where research could be undertaken – be it an investigation into family history or academic research. It was a place with a direct connection to the past – the cultural and historical treasure house of the city.

The Cologne Archive is the largest municipal archive to be found north of the Alps, and it looks back on a long written tradition dating back to the eighth century.

In about 1130, written records were introduced to ensure and protect the rights and interests of the town and citizens. In 1322

there was a first archive in a chest in the keeping of a patrician. It contained important charters and privileges. Between the 15th and 18th centuries, the archive grew slowly with council proceedings, municipal accounts, police ordinances and edicts finding their way into the collection. In the 19th century, the quantity of archived materials grew as the city increased both in size and function. The first full-time archivist was appointed in 1857.

Finally, the 20th century saw the beginning of increasing numbers of depositions and bequests that supplemented the municipal collection (school libraries, Cologne cloisters and foundations). Since the 1950s, additions have been made by the bequests and collections of significant Cologne residents (for instance, literary figures and architects).



### Story Snapshot

- The building housing the Cologne Archives collapsed on 3 March 2009. Two people were killed and the city's archives were buried.
- The immense task of salvaging and rebuilding this large archive could take 50 years.

### A CITY'S MEMORY 'LOST'

On 3 March 2009 when the building collapsed, at first it seemed as if the city's memory had been completely lost – questions would go unanswered or would indeed never even be asked. People would no longer be able to experience holding authentic written documents from the past in their own hands.

Within 15 minutes, between five and six thousand cubic metres of earth moved from under the archive into the building site of the subway-crossover below. The ground literally moved away from underneath the archive so that the building collapsed, and while falling tipped forwards onto the street in front. It was thanks to the alertness of the in-house technician and a reading-room supervisor that all visitors and employees of the Historical Archives could be evacuated from the collapsing building in time. Thanks to their urgent intervention, employees left the building through the rear emergency exit. Visitors and supervisors ran out of the reading room through the front exit onto Severinstrasse. Less than three minutes after the start of the evacuation the entire stacks had completely collapsed. In addition to the stacks, the neighbouring building to the north was completely destroyed, while that to the south suffered severe damage. Two residents of the northern building lost their lives in the incident.

### A TRAGIC LOSS

The most direct victims of the collapse of the buildings are obviously the dead and the homeless.

But other victims include those who have lost their place of work, the content of their work, and their research materials. In some cases the loss of research materials affected work that had been going on for decades or changed the pattern of people's lives – with consequences that continue to be felt today. The loss of the physical research network meant, for instance, that several of the volumes of the Urban History of Cologne will have to be written using microfilmed sources or duplicate copies in other archives.

Finally, the archive materials themselves, until that day well-looked after and cared for, also fell victim to the catastrophe – at best the information they contained cannot be used, at least for the time being, and in many cases information has been lost completely.

### THE SALVAGE BEGINS

A municipal crisis team was formed as early as the afternoon of 3 March. All those involved agreed that, in addition to the priority of finding the two missing persons, the rescue of the irreplaceable cultural artefacts should be organised and initiated.

Over the following weeks the salvage process developed a routine.

From the end of March various voluntary fire fighter units from Cologne and the surrounding area operated under the direction of professional fire fighters from Cologne. In addition, a different local group of the Federal Agency for Technical Relief (THW)

came each week to offer support. This action force of over 1500 people salvaged archival materials with their bare hands at three salvage stations: from the cone of rubble on Severinstrasse, from the building itself, and from the crater that had formed underneath the building. The fire fighters put the salvaged archival materials into removal boxes that were then stacked in containers and passed on to the archivists, restorers and volunteers.

Employees of the Historical Archives and volunteers (of which there were over 1800 by the beginning of August) received the containers filled with archive materials at each of the three salvage stations described. Archive material that was wet, and in later weeks often mould-contaminated, was packed in stretch film and laid in wire boxes while still on Severinstrasse. It was then sent via the 'first aid centre' directly to nearby cold storage warehouses.

Considerably more archival material has been salvaged than originally feared. Over 85 percent has been salvaged, most of it from above groundwater level. Ten percent is still lying below groundwater level, and five percent is considered to be completely lost. However, further short salvage campaigns (most recently in July 2010) have shown that it is still possible to salvage considerable quantities of archive materials in restorable condition.

» « “THE COLOGNE ARCHIVE LOOKS BACK ON A LONG WRITTEN TRADITION DATING BACK TO THE EIGHTH CENTURY” » «



Images from top left: Shortly after the collapse of the Cologne Archives. The building on Severinstrasse before the collapse. The city's archives were buried.





Salvaged does not, however, mean saved. All salvaged material was rendered first aid, at the very least removal of the alkaline concrete dust is necessary. Of the material salvaged, 35 percent was considered to be most seriously damaged, 50 percent seriously and moderately damaged, while 15 percent was lightly damaged. In all cases restoration is necessary before any use is possible. The total effort for this adds up to around 6300 person-years.

The archive materials that were treated and packed in the first aid centre between March and September were divided among stacks in areas both close to and further away from Cologne.

A total of 19 archive asylums ranging from Schleswig in the north to Freiburg in the south are sheltering material from our archive. Arrangements for freeze-drying have been made in Berlin and at Schloss Hubertusberg in Wermsdorf, Saxony.

In order to safely recover the some 10 percent of archives that are still in groundwater in the crater, the escarpments have to be secured. The risk of earth-slips on the crater walls means that it is necessary to construct a bored pile retaining wall east of the diaphragm wall of the subway crossover site. According to present plans the building work for future salvage should be finished so that the rescue operation can be completed in January 2011. The costs amount to about 10.2 million Euro.

## THE RECONSTRUCTION PROJECT

In order to tackle the immense task of rebuilding this large and traditional archive, the project 'Reconstructing the Historical Archives' has been set up with its own project office. My deputy, Dr Ulrich Fischer, leads the project, which is split into seven project sub-groups: consolidating the archival collection, restoration and



Over 85 percent of the archives have been salvaged, and cleaning has begun. Ten percent is still lying below groundwater level; five percent is considered lost.

conservation, digitalisation and software development, publicity work, coordination of aid, relations with givers of bequests and depositions, the new building and the provisional archive. The project is primarily concerned with conceptual work, applying this where as yet no structures exist.

A specialist advisory committee has been tasked with advising the Historical Archives and the City of Cologne on how the concepts developed for the seven project sub-groups may be expanded and applied. To date, five concepts have been evaluated and passed by the advisory committee in five separate meetings.

## RE-ORDERING THE HOLDINGS

The archival materials of the Cologne Historical Archives completely lost their original context through the collapse of the building, which meant that it was impossible to structure the salvage operation around the shape of the collections. The materials were so jumbled up that there are call numbers, accession numbers and other designations that have been permanently lost.

At the time of the salvage operation the focus had to be on the physical rescue and initial treatment of the often seriously damaged archival materials. Now, however, it is necessary to identify and catalogue the individual salvaged units, and to classify them according to extent of damage.

Specific salvage software that is connected to the archive database has been developed for this task. In this first phase of the cataloguing the focus is on the easily identifiable and only lightly damaged objects.

The second phase will begin in parallel with the first phase. Materials that are difficult to identify will be sorted by specialists from the relevant disciplines, ex-colleagues and experienced users, and ordered to their original places in the collections. The holdings of the Historical Archives will thus piece by piece be returned to their original places, initially virtually but later also physically.

We expect to deal with over 3 million so-called 'salvaged units' – ranging from files to plans to boxes of fragments. We have been working on this task since November 2009 and have so far catalogued 237,000 units. We expect the first phase to take at last three to five years. We also draw heavily on the knowledge of experts for the individual collections and on the rich experience of ex-colleagues.



Work in the First-Care-Center 1, March 2009. All salvaged material was rendered first aid – at the very least removal of alkaline concrete dust.





Cleaning of salvaged archive material continues. Restoring all the holdings of the archive will take 30 to 50 years, and the cost will run to at least 350 to 400 million Euro.

## » THE RESCUE OPERATION WILL BE COMPLETED IN JANUARY 2011. THE COSTS AMOUNT TO ABOUT 10.2 MILLION EURO «

### STARTING THE RESTORATION

The specialist advisory committee has already evaluated the restoration concept.

Every single item from the archives must be intensively cleaned as the alkaline concrete dust can cause serious damage. The concept envisions that first of all a basis for calculating the entire extent of the damage and loss should be created. This will then enable a rough estimate of the necessary input of work and finance to be made; following which spare restoration capacity nationwide and even further afield can be investigated. We are still interested in any possibilities for cooperation and are establishing workflows and new procedures for dealing with so-called 'Cologne damage types'.

The costs of restoring and consolidating the collections will run to at least 350 to 400 million Euro. Restoring all the holdings of the archive will take 30 to 50 years, providing that we have 200 restorers available. One restorer working alone would need at least 6300 years to work through the entire collection.

The aim is not to achieve a 'complete' restoration, but to work through the damage so as to stabilise the condition of the archive materials and to render them usable.

Despite every effort scars will remain – not only actual losses but also the visible after-effects of the damage incurred on 3 March.

### DIGITALISATION OF THE RESTORED ARCHIVES

The archive finding aids are mostly typewritten or even handwritten. It is now necessary for them to be included in a digital database so that they are available to help identify the salvaged archive materials and so that users can access them regardless of location. To date finding aids relating to about 1500 collections are available and full-text searches can be conducted.

Also available are digitalisations of microfilms from backups made by the Federal Office of Civil Protection and Disaster Assistance. Backup films have been made of large parts of the ...

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1, 2 This collection of transcripts of letters sent by the city of Cologne in 1574 was restored by another local government (Landschaftsverband Westfalen-Lippe) – before the restoration (left) and after the restoration (right). 3, 4 A modern file from 1983 – before the restoration (left) and after the restoration (right).

old department (dating up to 1815) and several other collections. These digital copies are important for users because the originals will be unavailable for use for some considerable time. They are also needed for the identification of the archive materials. In combination with the digital finding aids they offer a convenient method of using the archive.

The intention is not only to consolidate, clean and restore the holdings, but also to digitalise the originals so that they can be protected from over-use.

### SPONSORSHIP OF THE PROJECT

Our catalogue for the sponsorship of restorations has been online since November. It is continually up-dated and offers potential sponsors a choice with a wide range of prices.

One of the most financially-strong contributions has come from the Cultural Foundation of the Federal States that has so far made 700,000 Euros available for manuscript restoration.

Further development of the project has been planned in cooperation with 'Urban Memory' – an independent foundation established on 12 July 2010 to help tackle the restoration task. The Municipality of Cologne was instrumental in establishing the foundation.

The most critical factor in the coming years will be to attract the finance needed for restoration and digitalisation.

### USER CENTRE OPENS

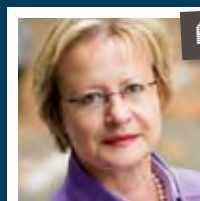
On 23 April 2010 the user centre was opened at the Heumarkt in the city centre: an independent facility for the people of Cologne. In the digital reading room, all backup films of holdings are available to users. The administrative team of the Historical

Archives has also moved into offices on the Heumarkt. We hope to be able to move into our second provisional location in the autumn or winter of 2010. The restoration workshop will be accommodated here.

The digitalisation of restored holdings will also be a focus of activities at this location. In the 'analogue' reading room, an ever-increasing number of restored originals will be available for use.

One thing is clear – the new Historical Archives will never be the same as the old one was before 3 March. Different holdings in different rooms with visibly scarred archive materials will characterise the Historical Archives just as much as different forms of usage (digital and virtual).

But the users – and it is they who make an archive 'memory' and an archive's contents treasured living remembrances – and their questions will still be there. Guiding them in their search for the past will still be the aim of the people who work at the Cologne Historical Archives.



### About the Author

**DR. BETTINA SCHMIDT-CZAIK**  
is Director of the Historical Archives of the City of Cologne. She is also Deputy Chairman of the city archives group for the German Federation of Towns, North-Rhine/Westphalia.



# 10 COMMANDMENTS

## FOR SAFEGUARDING CULTURAL ARTEFACTS

“There is one thing that we have already learnt from our experience with the collapse of the Historical Archives and the salvage of the archive materials,” says Dr. Schmidt-Czaia. “There are at least 10 commandments that should be taken into account in order to safeguard cultural artefacts from such damage.”

### 1 TAKE PRECAUTIONS

It is not possible to predict such a catastrophe. However, there are safety precautions that can help prevent the worst from happening.

### 2 PACKAGE ARCHIVES WELL

There had always been various types and states of storage in the Cologne Historical Archives: unpackaged archive materials, preliminarily packaged materials (bound but not backed files), archive materials in old-type packaging known as ‘Cologne boxes’, and in new-type packaging known as ‘Rhineland boxes’ (legal files, acid-free). One thing has been made quite clear by the collapse of the archive: it is important that archive materials be packaged, ideally uniformly.

### 3 STORE DIFFERENT FORMATS APPROPRIATELY

Large formats should always be kept in plan cupboards; photographs should always be kept separately and evacuated first. For charters the choice is between the traditional Cologne hanging storage and board binding. Slipcases are helpful for manuscripts and council books etc. Non-colourfast packaging is, however, dangerous. Good advice for three-dimensional objects such as models from architectural competitions is expensive, as is good packaging.

### 4 KEEP A COMPLETE DATABASE

There should be at least one archive cadastre. Better still is a complete database of the stacks. This includes locator systems (colour-coding is good, machine-readable is good) and information about insurance values. In addition, it should always be possible to provide information about quantities in each collection, of each type of archive material, and in each location.

### 5 INDEX PROPERLY

It is particularly important that inventories and finding aids are safe, ideally they should be available in a fully digitalised form. This is the most crucial point. One clear lesson learnt from our experience is that non-indexed archive materials are almost impossible to identify.

6

Archive materials should be given call numbers and pagination.

7

### FILM AND DIGITALLY RECORD MATERIALS

Filming and digitalisation are particularly important when a catastrophe occurs: they provide an alternative record in case of the complete loss of materials and are also of indispensable help in identifying and restoring damaged materials. In addition, microfilm and digital copies are quickly available for use by deadline-pressured researchers and can document any damage. Nonetheless, it should be noted that filming and digitalisation are no reason to neglect restoring the original and do not provide a fully adequate replacement in terms of use, as they lack the well-known ‘magic of the original’. Furthermore, microfilm is inconvenient and liable to damage when used, while digital copies require much maintenance.

8

### TAKE EMERGENCY PREVENTION SERIOUSLY

General rules are important. This includes regular drills, emergency equipment and the selection of individuals to take charge. It includes formal cooperation with the emergency forces, the provision of appropriate extinguishers and an evacuation plan. It also includes making informal contacts. An appropriate infrastructure should be built up locally, including, for instance, transport companies and cold storage. Dealing with an emergency in the end demands one thing in particular: working together.

9

### BUILD UP NETWORKS

Such networks can consist of colleagues (archivists, restorers), the employees of other cultural heritage institutions and colleagues in the administration responsible. Increasing the sensitivity of all those involved to the issue of protecting cultural artefacts is a not unimportant side effect of the process.

10

Increase the sensitivity of the emergency forces to the protection of cultural artefacts. **iQ**



This file from 1963 was salvaged from the groundwater in October 2010, shortly before *iQ* went to press. More than 18 months after the collapse, archival material is still being retrieved, in a relatively good condition.

# Access versus security

There is a competing tension between providing information and the demand for increased security measures

BY RAY CHAMBERS, MRMA

The tension between access to information and the security of that same information is created by our perception of the level of risk – ie, the higher the perceived risk the greater the need to limit or secure access to the information.

According to Paul Slovak: *“Danger is real, but risk is socially constructed.”*<sup>1</sup>

If we were to draw a parallel between danger and information, then is information real? Yes. If that is so, then how and when can this information become dangerous? That may be the single most relevant issue that drives the tension between access and security.

## WHAT IS ‘ACCESS’?

The nature of access to information goes beyond permissions. Let me propose that access to information has commercial, social, political and cultural aspects that need to be taken into account. A thoughtful addition to this perspective comes from the Australian Library & Information Association Statement on free access. Their Information Principle is: “Freedom can be protected in a democratic society only if its citizens have unrestricted access to information and ideas.”

That’s fine in dealing with published, legally transmittable information. What about the government and business information we create and manage? Does unrestricted access to this information protect our freedoms? Or can unrestricted access actually compromise our freedoms?

## WHAT IS ‘SECURITY’?

The nature of security is known as the CIA triad: confidentiality, integrity, access.

Confidentiality is the prevention of disclosure of information to

unauthorised people. Most organisations cope quite well with confidentiality. Integrity means the information is not altered without authority and again most organisations handle integrity quite well. Access on the other hand means that the information is available when needed. Many organisations struggle in this area because logic tells you that the more you limit access, the more secure the information is. So, unlike the case with confidentiality and integrity, it is difficult to apply absolutes to access. And that is the conundrum for records managers.

## ACCESS AND SECURITY

Let’s consider for example the two extremes of access and security. Unbridled access is the freedom to know everything good or bad. There are no boundaries, no absolutes, no prohibitions. This is the argument of those who want a filter free internet.

Ruth Ostrow summed up the feeling of many in her article ‘Let Freedom Reign’ in *The Weekend Australian Magazine*<sup>2</sup>:

*“Kevin, I’d hate to see you and your government make a noodle of yourselves and this democracy on the world stage. So best I tell you now that we, your little possums – professionals, artists, thinkers, businessmen, bogans and beach-boys alike, if you read the tweets and blogs – demand full, free access to information.”*

Absolute security on the other extreme means no one has access to the information. I couldn’t think of a single example of absolute security because information exists to be used. Therefore someone must be accessing it, or see a need to access it at some time in the future. Even those with responsibility for the security of harmful or dangerous information will need to check occasionally to make sure it is still there!



## HUMAN THINKING

Human history provides an array of examples of how we have approached the management of danger in its many forms. We kill it, destroy it, train it, contain it, play with it, study it and embrace it. It should be no surprise then that a single approach to securing information to contain danger is clearly out of step with the human capacity to think differently about the same thing.

Information is the combined outcome of knowledge and data. It goes beyond the data picked up by our senses. Information results from us combining our knowledge and data. Now, as information, it can be shared about with other people and therefore becomes transportable. As transportable information, someone else can now look at it and form their own opinions about it. A different decision may even be reached with or without new data being added. Arriving at two separate conclusions from the same information may suggest that information is dangerous. It is this suggestion that continues to drive us to seek more security.

Even though we are surrounded by security, what is the abiding sense that we have as humans? We need to break free. We try to get around the rules, some even break them. Our impulse and attitude even in a small way is to challenge the restriction. That is human nature. We like the thought of security but when it inhibits our freedom we actively work to subvert it.

## SECURITY LANDSCAPE

Changes to our security landscape invariably have impact on our provisions for access. When we look at why our desire for access is constantly competing with the encroaching security, there are ways we can categorise the events that pre-empt their introduction.

### Physical security

The traditional physical security risks for information managers were theft, fire and flood. They are now part of a mix of physical security risks that have been identified. With each physical security event there is a precedent that then becomes part of our own planning for better security into the future. It's called 'continuous improvement'.

### Economic security

"The economic approach seeks to assign monetary quantification of the costs and benefits of a technology."<sup>3</sup> Cost benefit analysis weighs up the total expected cost against the total expected benefit of one or more options to determine the best financial benefit.

A recent example of which we are all aware of was the announcement in November 2009 from the Director General of the National Archives of Australia, or NAA. He shocked the nation announcing the closure of NAA premises in Hobart, Darwin, and Adelaide.

The reason given was twofold. There would be less money to go around and these three premises had leases near to expiration allowing for an efficient exit, therefore saving money. Protests erupted from various quarters in our own records management community along with historians and members of the public to support the retaining of the NAA records housed in these locations. The argument went that people need access to the nation's records in the same way they need access to public transport, health services and schools.

### Criminal security

There are two types of security risk:

- 1 The risk to our IT systems
- 2 The rise in white collar crime

IT security has become a significant expense to business either preventing security breaches or being a victim of it.

In an article from 2006, 'The Hidden Cost of IT Security'<sup>4</sup> author Cindy Waxer quoted Forrester Research for 2006 which predicted businesses in North America and Europe would be spending 7.91 percent of their IT budget on security. Why wouldn't you spend that sort of money? According to the 2006 CSI/FBI Computer Crime and Security Survey, total losses caused by various types of computer security incidents amounted to \$54,494,290 for the 313 respondents that were willing and able to place a price on their breaches.

Christopher Craigie SC Commonwealth Director of Public Prosecutions said in a recent paper<sup>5</sup>:

» "FREEDOM CAN BE PROTECTED IN A DEMOCRATIC SOCIETY ONLY IF ITS CITIZENS HAVE UNRESTRICTED ACCESS TO INFORMATION AND IDEAS." «

### Story Snapshot

- If information is potentially 'dangerous', the tension between access and security grows.
- Records managers set the security parameters around what people can access.
- Embrace the tension. Have security measures and practices, and physical controls.



*"During the last 10 years or so the opportunity for corporate crime has increased exponentially. The growth in superannuation schemes and contributions, the increasing variety of financial products and instruments and the ability to communicate anywhere in the world almost instantaneously has led to increases in productivity and wealth. Unfortunately, it has also led to a corresponding increase in the ability of corporate fraudsters to dupe the unwitting. Some of the devices and frauds used are of a quality that would attract and deceive the most cautious among us. The recent scandal involving fake Olympic Games tickets is a notable example..."*

Australian estimates of the fraud came to approximately \$50 million.

### THE NEW HOME OF INFORMATION

As we have built improvement upon improvement with our information management software we have seen a steering away of records management being a business or administrative function to a compliance, legal or risk function.

Information management used to be about simple formats (pages on a file), low cost occupancy and the capacity to locate and deliver. This was under the auspices of the corporate service role to serve the organisation with ready access to its accumulated information. Now information management is breaking ground with enterprise-wide business systems, being the manager of shared information resources, capturing elements of cyber talk, being the conduit for assigning access authority and being the arbiter of what should be publicly known.

The information we manage has found itself being more integrated into the fabric of what is known and, therefore, as its value has increased so has its liability. It is great to have it but what will it cost us to lose or misuse it?

### CAN INFORMATION BE HELPFUL AND DANGEROUS AT THE SAME TIME?

We should all be aware of the recent stoush between the Australian Education Union and the government regarding the NAPLAN tests. The crux of the Union's argument was the data being collected by the government could be misused to generate unfair league tables.

To quote Christopher Bantick from *The Weekend Australian* in the article 'Censorship rears its ugly head in schools debate'<sup>6</sup>:

*"This position presents what amounts to a direct attack on the availability of information to parents and the media. Data protection must be resisted. It is a form of censorship that denies parents data they should be able to access. It is however seemingly acceptable to make school comparison information available to the AEU as they think it would be useful information for teachers."*

The debate is not over the test or its capacity to establish an education benchmark. The real debate is who should have access to the tables created.

The information isn't dangerous in itself. The danger lies in how it could be used. For the parent, the school comparison may mean the difference in the selection of schools. For the educationalist, the collation of data highlights a school's continual poor performance. And this brings us back to the earlier point about the danger that exists when information – the combination of knowledge and data – becomes transportable in this case via the MySchool website.

### WHAT TOOLS ARE AVAILABLE TO ASSIST US?

We have helpful guidelines that provide a course for making decisions about access. In the government sector we have Freedom of Information (FOI) legislation. We can note here that in Queensland it is no longer a freedom to have information but a right. In the preamble of the *Right to Information Act 2009* for Queensland, point 3 of the Act provides a right of access to government information unless, *on balance*, it is contrary to the public interest to release the information. It was determined that there was a requirement to explain the circumstances in which one could exercise a restriction on the basis of public interest. Schedule 4 outlines the reasons for and against disclosure in the public interest of which there are 19 for and 22 against. In the quest to make decisions more objective we now have more rules, guidelines and restrictions.

For both the private and government sectors we have the *Privacy Act*. The denial of information to individuals under this Act only amounts to five principles. Thankfully that makes releasing the information to a person far easier and without numerous qualifications. One wonders however why accessing information about my own personal details would require a need to examine my circumstances and the circumstances of my request.



#### About the Author

RAY CHAMBERS MRMA is a Queensland-based Account Manager for Recall Information Management. With over 20 years' experience in the Records Management Industry, he has filled roles on the Qld RMAA Council, taught RM students at

TAFE, and regularly attends RMAA conferences and functions. His access to business and government provides a broad insight into the scope of information management and its application into business processes.



## MANAGING THE TENSION

In this constant struggle between whether we provide access to information or not, two valves sometimes erupt to reduce the pressure.

### Whistleblowers

A whistleblower is a person who raises a concern about wrongdoing occurring in an organisation or body of people. Usually this person would be from that same organisation. The revealed misconduct may be classified in many ways eg, a violation of a law, rule, regulation and/or a direct threat to public interest, such as fraud, health/safety violations and corruption. Whistleblowers may make their allegations internally (for example, to other people within the accused organisation) or externally (to regulators, law enforcement agencies, to the media or to groups concerned with the issues). Whistleblowers are protected by law and therefore form a legitimate means of releasing information.

### Leaks

A leak on the other hand is the unauthorised releasing of information by an insider to the public. You can't control a leak after it's done. However organisations also use this method to pre-announce a plan or a product so they can test the market for a reaction.

Are there better ways to deal with this tension? It seems many responses are based on the probabilities of risk. Can we become more objective? Can we be less grey and more black and white?

The more objective we become, the more we increase the security which in turn reduces access to information. The more subjective we are, the more we provide access with a risk that maybe we shouldn't take.

## EMBRACE THE TENSION

My recommendation is that we embrace the tension. There will always be stress between access and security now and into the future. There is no middle ground either. You will be pulled in either direction depending on the situation and the capacity to secure the information.

We information managers are in a unique position in our organisations. We set the security parameters around what people can access. We control the policy in relation to rules about access. We secure the records from physical access. Is our authority having a positive impact on our employers?

Donald Schultz in *Principles of physical security* says:

*"Any security measures, oppressive physical controls, or unethical security practices which infringe on human or legal rights or the dignity of staff will jeopardise rather than enhance the overall protection of your installation."*<sup>7</sup>

This is a helpful description of what we need to be doing. Have security measures and practices, and physical controls. Give people a 'fair go' and remember they are significant and their requirements are important. To do otherwise will cause people to push against your restrictions.

## BE THERE

A second recommendation is that records management professionals need to have a voice at the commencement of new system development and understand the existing information processes in our organisations. We can't wait any longer for information to just turn up. We need to be conversant with our business processes and the systems that drive them so we can anticipate where good information access management and good security can work together for the benefit of our organisations.

Access and security are competing forces and need to be balanced. Excesses in either direction are the real danger... not the information itself. **IQ**



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# The future of records management

## ...and the implications for RM education

Are the skills being taught to records managers suitable to sustain the profession into a future digital world?

BY ANDREW WARLAND

### Story Snapshot

- RM continues to evolve in the face of a digital information universe.
- RIMs of the future will fit the space between records and information managers.

Recent debate about the most appropriate name for the RMAA has underlined a fundamental shift in the way some members of the profession see themselves and wish to be seen by others. It has highlighted an apparent gap between *records* managers and *information* managers, a gap that may reflect emerging differences in the type of knowledge and skills of those who lay claim to either description.

Despite the name, the records management profession continues to evolve, in some cases struggling to find relevance or acceptance in the face of the digital information universe. Records managers must learn new skills to survive – skills that will require more knowledge and understanding of technology than ever before.

In 2004, the authors of the book *The Jobs Revolution: Changing How America Works* concluded that American employees needed to improve their skills for the 21st century. One of the most frequently cited extracts from the book was that “the top 10 jobs that will be in demand in 2010 didn’t exist in 2004”.

Whether that statement has come to pass or not may never be tested. Nevertheless, it is probably true that records management jobs, just like many others, have undergone change with the impact of new technology over the past two decades.

### THE CHANGING FACE OF RM

Many professions that were once paper-based now work almost entirely with computers. Their knowledge and skills are

programmed into the applications they use, and the information they need to do their jobs is accessible on their screens whenever they need it.

Some jobs have either vanished or morphed iteratively into new ones. Secretaries and typists have largely disappeared in western countries, replaced largely by executive assistants. The records management profession has undergone similar changes. The old registry premise, based on physical objects (files), still exists but is giving way to digital-only methods of managing information.

Most records managers have adapted, evolved, and learned new IT skills, some even taking on the name *information* managers.

Are the skills being taught now to records managers suitable to sustain the profession into a future digital world? Are records managers really learning skills suitable for this future? Will the professional be overtaken by a new profession, the name of which has yet to emerge, populated by individuals who are, currently, still in primary school?

Let’s consider the possible nature of work in 15 years from now and the skills that I believe will be needed by records managers.

### A GLIMPSE OF THE WORKING ENVIRONMENT IN 2025

The working environment of 2025 will be different. Born digital records will be the primary form of a record, and paper versions will be the exception, printed only for reference. Digital readers will be commonplace. The meaning of a record will change.



This change will include a shift from the concept of a digital record as a single binary object with (separately stored) associated metadata, to structured data probably using a form of XML much like we find in the docx we see today.

Records will cease to be something 'different' from other forms of information, or needing to be 'declared'. They will instead be all types of information created, received or stored by an organisation that is not personal information.

Information will no longer be stored or presented in pre-defined collections or aggregations based on the legacy classification structures of the old physical world of records, but viewable dynamically, 'on the fly', fitted to a user's profile and interests.

We will witness a change in the way organisations communicate, both internally and with the external world. Communications will be almost entirely conducted via mobile devices and with real-time interactions between clients.

While some older forms of technology such as word processing, spreadsheets or email may still exist, mobile computing applications will be the primary method of working and communicating. New forms of search will find and present information depending on who we are, where we work, and what access we are granted, as well as our professional and private interests. Data visualisations will help us to make sense of the zetabytes of data, to interpret and understand it, and possibly to help us decide if and when to destroy it.

### EMERGING NEW RIM ROLES

In this new world, the skills required by records managers (or whatever their future name may be) will be increasingly focussed on the ability to understand and manage structured data rather than unstructured digital objects with associated metadata. Records managers will use search, data mining and reporting tools, apply logical rules, and ensure that information is truly destroyed from all locations when no longer required.

The legacy, digital 'black hole' from the 1980s through to the 2010s will become an area of historical interest, mined and accessed through tools that will be developed from discovery and forensic methods used in the early part of the century.

Digital preservation will become a specialist new profession, one that will emerge as a much sought after role, drawing on the old email archiving and storage platforms of earlier decades. In this new world, where records managers are focussed on digital records, the job of managing any remaining paper records that are not sent to archives will become a new specialist role, more in line with the current archivist role. This will be similar to the role that some librarians will have in the future managing the old physical books, compared with the new-age librarians managing digital content on mobile devices.

Digital records, in the broader and more encompassing definition, will be managed by records and information managers who will have stronger IT knowledge and training than today's records managers. They will occupy the space currently located between the records management and information management professionals who manage EDRM systems and the IT staff such as database administrators who manage the organisation's applications.

These new records and information managers will need new skills to develop governance policies and procedures for all types of information. They will drive paradigm shifts to the meaning of a record, and the way records are managed, in a fully digital world.

These new roles don't yet exist. The individuals who will fill these roles don't know it themselves either. They are still in primary school, the children of the age of social networking. They have grown up in all digital classrooms where USB-based memory 'sticks' are the only way they know how to submit an assignment, where laptop computers and other portable devices are a given.

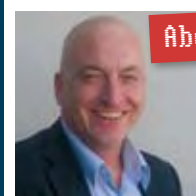
In 15 years' time, when they appear in the workplace, Facebook and Twitter will be forgotten remnants of the digital past, as distant a memory as Usenet is to the present generation.

The records and information managers of the future will not only understand how to manage and use digital information, they will expect nothing else, leaving paper to older records manager and archivists who failed to keep up and were left behind in the digital explosion of the early 21st century. **IQ**



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### About the Author

**ANDREW WARLAND** is a Sydney, NSW-based information and records management consultant who has spent close to 30 years in the

information management field both in Federal government and as a consultant to a range of private and public sector organisations in Australia and New Zealand. He currently works in local government. His primary area of interest is the way people use technology to manage information now and into the future.

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# Why CPD is a must for RIM professionals

The records and information management professional must continue to grow and expand their skill base and knowledge to meet the needs of a changing world

BY KATE WALKER, FRMA

In a rapidly changing, increasingly complex profession, and with ongoing regulatory and technological advances, the need for lifelong learning for records and information management professionals is irrefutable.

Next to integrity, competence is the first and most fundamental moral responsibility of all records and information management (RIM) professionals. The body for the profession (RMAA) must insist that competence be reinforced through the years of practice. After a qualification is conferred, continuing professional development and continuing education is the only real guarantee of optimal records and information management practice.

While appropriate, competency-based education can prepare a records and information management practitioner to enter practice, no professional program can provide all the knowledge and skills that a RIM professional will ever need. However, a combination of in-service training, hands-on work experience

and life-long learning can help. For professionals, education is a continuum.

Continuing professional development (CPD) expands in breadth and depth the traditional models of lifelong learning. CPD is self-directed and professional-centred, and it emphasises the importance of profession-based learning. Its purpose is to ensure that RIM professionals maintain their knowledge, skills and competencies throughout the careers in their specific area of practice, to improve their personal performance and to enhance their career progression. CPD is outcome-based, and is designed to meet the specific goals and objectives of an individual and their organisation.

While there are many models of CPD, RMAA's model essentially involves a cycle in which individual professionals *reflect on their practice and assess their knowledge and skills, identify learning needs,*

## Story Snapshot

- Continuing education is the only real guarantee of adequate RIM practice.
- The RMAA CPD model has been developed around well-tested principles of learning.

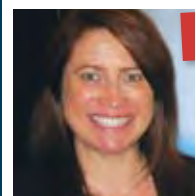


*create a personal learning plan, implement the plan and evaluate the effectiveness of the plan in relation to their work.*

The principles of CPD are as follows:

- CPD is a systematic, ongoing cyclical process of self-directed learning.
- It includes *everything* that professionals learn that enables them to be more effective as professionals.
- CPD includes the entire scope of a professional's practice and it includes activities both within and outside the usual work setting.
- CPD is a partnership between a professional and their organisation, meeting the needs of both.

## » "CONTINUING PROFESSIONAL DEVELOPMENT EXPANDS IN BREADTH AND DEPTH THE TRADITIONAL MODELS OF LIFELONG LEARNING" «



### About the Author

KATE WALKER, FRMA, is the RMAA's Chief Executive Officer. She can be contacted at [kate.walker@rmaa.com.au](mailto:kate.walker@rmaa.com.au)

- Professionals are responsible for their own development. Organisations have a responsibility to help professionals meet development needs that relate to performance in their current jobs.

### FULFILLING YOUR CPD REQUIREMENTS

When considered together, three important features of CPD are clear: CPD is professional-centred and self-directed; CPD is designed to be professional-related; and CPD is outcomes-oriented in terms of maintaining competence.

Work experience is an important component of life-long learning – and such learning is central to the philosophy of CPD. Furthermore, learning that can and does take place outside of traditional learning environments has to be recognised.

*Continued on page 52* ...

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# Education SIG meeting

The annual meeting of the RMAA Education Special Interest Group (SIG) was held on Sunday, 5 September 2010 in Broadbeach, Queensland

BY MARIAN HOY MRMA

The annual meeting of the RMAA Education Special Interest Group (SIG) provided an opportunity to discuss education and continuing professional developments over the previous year and to have an interactive discussion about surviving online learning. This meeting is open to members of the RMAA and also the ASA, continuing the collaborative efforts on education matters.



## REPORT ON EDUCATION, CPD AND CAREER ACTIVITIES

The RMAA CPD program is well underway and is designed to offer affordable, practical workshops in multiple locations and complement formal qualifications and RMAA Branch seminars and state conferences. Feedback through evaluation forms has been positive and sessions held at inForum 2010 also proved popular (for more information, see page 28).

The RMAA has been invited to participate in a review of the CUL04: Museum and Library/Information Services Training Package, which contains units relating to recordkeeping. This review is being conducted by Innovation and Business Skills Australia (IBSA).

An integrated package of information has been developed to better equip the RMAA to participate in careers fairs, which seem to be ever increasing. The package includes a 10-minute DVD and a bright, colourful branding style for brochures, posters and banners (for more information, see page 31).

## REPORT ON COURSE RECOGNITION ACTIVITIES 2010

Over the course of 2009-10, the RMAA Board approved courses from several universities and a registered training organisation, each for a period of five years.

These include Curtin University, Esset Australia, Monash University, RMIT University, University of South Australia, Victoria University of Wellington (for more information on courses, see page 29).

Reviews or new programs are accredited at different times of the year, so for the most up-to-date list of accredited courses see the RMAA website at: <http://www.rmaa.com.au/docs/profdev/education.cfm>

## REPORT ON REVIEW OF STATEMENT OF KNOWLEDGE FOR RECORDKEEPING PROFESSIONALS

Following workshops that were held in 2009 at the RMAA convention in Adelaide and at the ASA Conference in Brisbane, a list of areas needing attention has been developed and calls for members from RMAA and ASA to participate in small working groups was sent out. There was a good response and work is continuing. Progress will be reported through RMAA forums and the ASA Bulletin.

The most significant work connected with the review to date is the extensive research undertaken by a team of Western Australian ASA and RMAA members about positions tasks, competencies and qualifications for recordkeeping professionals. Their efforts were considerable over a two year period and have provided valuable information for those designing positions, mapping qualifications and gaining recognition for their work. For more information, see the February, May and August 2010 editions of *IQ*. A copy of the matrix has been placed at <http://www.archivists.org.au/education> and <http://www.rmaa.com.au/docs/profdev/StatementKnowledge.cfm>

## PRESENTATIONS FROM EDUCATORS AND STUDENTS ABOUT 'SURVIVING ONLINE LEARNING'

The main focus of the meeting was a discussion about surviving online learning. For many online learning is the only choice, but even for face-to-face programs there is an increasing use of online learning tools for collaborative assignments and for using applications or packages for assessment and for communication.

Zlatko (Frank) Srnc, a Master's student at Curtin University discussed the challenges and benefits of being an online learner. He explored the home environment for study: the equipment and coping with the distractions of everyday home life (there is no such thing as a closed door with young children). The home however is also essential for supporting the student. He made an interesting observation about contributing to online discussions. Some students just jump in and contribute to a debate on an internal discussion board without being too worried about whether or not it is a perfect answer. Others agonise over every word and take so long, by the time they have responded, the debate has moved on. A question was raised about these behaviours reflecting different personality types. It is a bit like being at the beach. Some just dive into the waves while others walk in timidly, worrying about the cold until they have no choice but to get fully wet and then wonder why they were so slow!

Debra Leigo, a student at Charles Sturt University spoke about online communication strategies for students today. Regular feedback from tutors/lecturers is very important – silence makes progress and motivation so much more difficult. Building trusting relationships with fellow students is also a challenge – but reaching the point where you feel comfortable making a contribution is rewarding. The online discussion groups where you get assessed for contributing rather than for the content should never be treated as a waste of time – 5 points is 5 points towards your final mark. Assessed group work is “dreaded by all, but better than expected”. Debra also





#### About the Author

MARIAN HOY, MRMA, is the Chair of the RMAA Education Special Interest Group and the RMAA's Professional Development and Education Officer.

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values having a residential to help build trust with tutors and fellow students. Practicum placements are also important to give reality to the study – and one is not enough. Online learning can offer flexibility in managing other elements of your life, but still requires planning and organisation, and the opportunity to get to know your fellow students – you cannot learn in isolation, wherever you are physically located.

**Pauline Joseph** is an Associate Lecturer at Curtin University and she spoke about how communities of practice are promoted for online students through communication tools such as learning management systems used by educational institutions. It is important for students to know where all the elements of the course are located, so information is organised in accordance

*Continued on page 51* ...

# LEARN

» "THE MAIN FOCUS OF THE MEETING WAS A DISCUSSION ABOUT SURVIVING ONLINE LEARNING" «



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# Practical CPD courses for records and information management

The RMAA Continuing Professional Development (CPD) program for Australia and New Zealand for 2010–11 is well underway

Courses have been held in Adelaide, Canberra, Darwin Gold Coast, Melbourne, Perth and Townsville so far, and more are scheduled for the remainder of 2010. Plans are also underway for early next year from February to April 2011.

These workshops have a very practical focus with the aim of immediate application in the workplace. They have appeal from across the information sector.

Feedback has indicated that where two or three people from an organisation attend, the benefits have increased, as much of the content is about how areas in an organisation address practical issues. The participants learn as a team and have a greater chance of sharing and implementing new initiatives.



## PRACTICAL STRATEGIES FOR MANAGING RISK

### – ½ DAY

An interactive workshop covering principles, standards and practices associated with risk in the records and information management sphere.

#### Feedback:

“Hearing stories specific to EDRMS has given me an idea what to look for”

“Very good overview of risk analysis”

“Strategies will be helpful in managing reform process”

“Delivered material in most effective way”

## ROAD TO RECOVERY: TAKING THE FIRST STEPS

### – ½ DAY

An interactive and hands-on workshop covering principles and processes of disaster planning and recovery and how to recognise a potential disaster.

#### Feedback:

“Very interesting – excellent”

“Presenters obviously knew the content well”

“Learnt about disaster management”

“Salvaging and cleaning paper”, “dealing with mouldy archives”

## LEGAL PERSPECTIVES ON INFORMATION MANAGEMENT – 1 ½ DAYS

A two-part workshop covering a range of legal aspects associated with records and information management covering privacy, discovery and e-discovery, electronic records and the courts, records retention. Delivered by practicing lawyers with information management expertise.

## CHANGE MANAGEMENT TECHNIQUES FOR RECORDS MANAGEMENT – 1 DAY

Introduces the theory and practice of Organisational Change Management to help you rollout out changes in records management.

#### Feedback:

“Good for people undergoing/implementing change in records management”

“Good reality-check for many of us. Made us think.”

“Most interesting and enjoyable day”.

## KNOWLEDGE AND INFORMATION MANAGEMENT FUNDAMENTALS – 2 DAYS

Covers knowledge and information management concepts, strategies, frameworks, and capability assessments, developing a business case and how to drive change.

#### Feedback:

» “EXCELLENT CONTENT AND WELL FACILITATED” «

“Instructor displayed expertise in the field”

“Worthwhile investment of my time”

• Check out the events calendar on the RMAA website for scheduling details. For more information, contact Marian Hoy on [marian.hoy@rmaa.com.au](mailto:marian.hoy@rmaa.com.au) **iQ**



# Formal qualifications recognised by the RMAA

Obtaining qualifications from a recognised course allows members to fast track their upgrade to professional membership of the RMAA. Here are the courses recognised by the RMAA

The RMAA recognition program enables academic institutions and training providers to apply for formal recognition of their courses, which involves having course curricula tested against criteria for content, assessment, reading lists, and qualifications and experience of the teaching resources. Recognition criteria are drawn from the Statement of Knowledge for Recordkeeping Professionals, the AS ISO15489 Standard for Records Management and if applicable the Recordkeeping Competency Standards. These courses are reviewed every five years to ensure currency with theory and best practice.

Formal qualifications approved during 2010 by the RMAA Board for a five-year period include those provided by Curtin University, Esset Australia, Monash University, Royal Melbourne Institute of Technology (RMIT) University, the University of South Australia and Victoria University of Wellington.

Formal qualifications listed below are current as of 1 October 2010. Go to <http://www.rmaa.com.au/docs/profdev/education.cfm> for updated information.

• If you have any queries about what course might suit you best, please contact Marion Hoy, RMAA's Professional Development & Education Officer to discuss at [marian.hoy@rmaa.com.au](mailto:marian.hoy@rmaa.com.au) **iq**

## RECOGNISED HIGHER EDUCATION QUALIFICATIONS

### Charles Darwin University

<http://www.cdu.edu.au/creativeartshumanities/postgraduate.html>

- Graduate Diploma in Information and Knowledge Management

### Curtin University

[http://humanities.curtin.edu.au/schools/MCCA/information\\_studies/courses.cfm](http://humanities.curtin.edu.au/schools/MCCA/information_studies/courses.cfm)

- Bachelor of Arts (Librarianship and Corporate Information Management)
- Graduate Certificate in Records Management
- Graduate Diploma in Records Management and Archives
- Master of Information Management

### Edith Cowan University

<http://www.scss.ecu.edu.au/future/information-science.php>

- Bachelor of Information Technology (Records Management Major/Minor)
- Graduate Certificate in Information Services (Archives and Records)
- Graduate Diploma of Science (Information Services) - (Archives and Records)
- Master of Information Services (Archives and Records)

### Monash University

<http://www.infotech.monash.edu.au/courses/2009/postgraduate/>

- Graduate Diploma in Information and Knowledge Management
- Master of Business Information Systems
- Master of Business Information Systems (Professional)

### Open Polytechnic of New Zealand

<http://www.openpolytechnic.ac.nz/programmesandcourses/subjectareas/pcinformation>

- Level 6 OP6209 Diploma in Records and Information Management

### Royal Melbourne Institute of Technology (RMIT) University

<http://www.rmit.edu.au/browse;ID=inOp6j1kaf0s>

- Postgraduate Diploma in Information Management
- Master in Information Management
- *Records Management & Archive Administration (1)*

<http://www.rmit.edu.au/courses/006684>

This is a stand-alone unit that can be undertaken independently of a full qualification, but can also be part of an undergraduate, postgraduate or Master's qualification. Delivery and assessment varies for the different levels.

### University of South Australia

<http://www.unisanet.unisa.edu.au/programs/DisplayProgrambySchool.asp?School=CIS&Year=20100113&image4.y=21>

- Graduate Diploma in Business and Information Management
- Master of Business Information Management

### Victoria University of Wellington, New Zealand

<http://www.sim.vuw.ac.nz/degrees/dip-arc-rec/index.aspx>

- Graduate Certificate in Information Studies
- Graduate Diploma in Information Studies
- Master of Information Studies

## RECOGNISED VOCATIONAL QUALIFICATIONS

### Esset Australia

<http://www.esset.com.au/>

- Certificate III in Recordkeeping
- Certificate IV in Recordkeeping
- Diploma of Recordkeeping
- Advanced Diploma of Recordkeeping

### NSW TAFE

<https://www.tafensw.edu.au/howex/simpleSearch.do>

- Certificate III in Recordkeeping
- Certificate IV in Recordkeeping
- Diploma of Recordkeeping

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For more information on courses available visit:

**[im.infotech.monash.edu](http://im.infotech.monash.edu)**

CRICOS Provider: Monash University 00008C



**MONASH** University  
Information Technology

# Masterclasses prove popular

iQ reported in May 2010 that the RMAA had been given funding for 105 places for the Diploma of Recordkeeping and Advanced Diploma of Recordkeeping masterclasses. Here, participants share their thoughts on the experience.

Most of the courses offering the 105 funded places for the Diploma of Recordkeeping and Advanced Diploma of Recordkeeping are well underway and are being held in all Australian capital cities. Funding for the cost of attending the masterclasses was provided through the Enterprise-Based Productivity Placement Program (EBPPP) of the Australian Government's Department of Education, Employment & Workplace Relations and is being administered by Innovation and Skills Australia (IBSA). The qualifications are being provided through the Registered Training Organisation, Esset Australia.

All 105 places were very quickly filled as individuals and

employers recognised the importance of these qualifications to building skills and knowledge. The RMAA would like to say well done to both individuals and employers for demonstrating commitment to professional development and embarking on these qualifications; and to remind participants not to forget to seek an upgrade of your professional status – you will certainly deserve it.

## Here are some comments from students undertaking the Diploma and Advanced Diploma masterclasses.

"After 14 years in records management I decided it was time to get some formal qualifications to go with the years of experience in the job. I have to admit I wasn't too sure what to expect at the training course and wasn't really looking forward to eight full days of training, but it didn't take me long to be completely captivated by our trainer, Chris Fripp. Other training courses I have been to in the past have only provided bits and pieces of value, but I thought this was great 100% of the time. I can honestly say I have never attended a better training course!"

– Rachael Howden (Vic)

"The topics covered during the first week were applicable to my role and interacting with other students face to face has helped me gain a better understanding of the subject matter and how it is relevant in both my organisation and others. The sharing of information post training for research and assessments has also been invaluable. I recommend the Advanced Diploma of Recordkeeping for anyone interested in developing and enhancing their skills and knowledge in information management."

– Sue Abbot (WA)

"Absolutely thrilled to be part of the Advanced Diploma course, even more thrilled to meet like-minded people who could laugh at jokes about loose papers, functional classification and naming conventions. Only months after attending the Cert IV, and with the Advanced Diploma course in the pipeline, I was offered an acting supervisory role within the registry... Who knew that becoming a certified professional recordkeeper could be so rewarding, so quickly!"

– Lynda Cullen (ACT)

"The content and delivery of the course has been fantastic. I have certainly taken what I have learnt back to my workplace and have been in a better position for it. The trainer had extensive experience and knowledge in information management legacy and modern practises which was great to see."

– Adrian (Vic)

"The masterclass training was a good way for information to be exchanged from both the teacher and other class participants.

The workgroup participation allows for everyone to input into the subject being studied and also to have access to ideas, from outside the normal work environment. Everyone participated in the presentation of the groups ideas. The assessments were challenging, but research, class notes (the ones I took), support from the teacher and being able to contact the other students in the class made then achievable."

– Anne Agland (NSW)

"Having recently completed the first four units of the Advanced Diploma of Recordkeeping, I have been extremely impressed with the course content and Chris Fripp's excellent knowledge in the recordkeeping and information management industry. This has assisted me in filling in the blanks of my own knowledge, having only worked in the industry for four years. The course has provided me with additional resources and ideas for improving the records management systems within our department and I hope to implement some of them in the near future."

– Gail Ward (ACT)

"In October 2010 I attended the Diploma in Recordkeeping in Perth, WA. The course has assisted me to think more of the strategic planning of records and information management for my organisation for the years to come. The chance to meet with staff from other agencies and fields was great for information sharing and networking."

– Sharon Chapman (WA)

"The Diploma in Recordkeeping provided by the RMAA was a valuable experience. I was guided skilfully through the competencies by a very well experienced and knowledgeable facilitator. I got to share and learn from other RM professionals and increase my network. The course was structured to fit in with my busy work schedule...and it was also a whole lot of fun!"

– Sara von Nordheim (QLD)

"This is a great way for people already working in the industry to get qualifications. The course work is relevant and interesting, and provides participants with a strategic framework for carrying out their role."

– Julie Walker (NSW) iQ



# Recordkeeping Vocational Education and Training scholarships



Esset Australia and Relevancy Pty Ltd are offering two scholarships in 2010-11 to assist with fees and material costs associated with undertaking Recordkeeping VET studies.

Worth up to \$3500 each, the scholarships are available to RMAA members wishing to study Certificate III to Advanced Diploma level courses.

Applicants are required to submit an application form including a one-page statement outlining how the scholarship will lead to employment or career development.

Strong consideration will be given to applications for study in areas of skill shortages and labour demand. Preference will also be given to those members that cannot access RMAA Masterclasses.

VET scholarships are available for the duration of the course with study to be undertaken with Esset Australia.

• For more information, email [admin@relevancy.com.au](mailto:admin@relevancy.com.au) **IQ**

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For further details please visit [unisa.edu.au/bim](http://unisa.edu.au/bim)



School of  
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Information Science

# Records management and archives education at Curtin

Information studies continues to evolve at this Western Australian university

BY ASSOC PROF **KERRY SMITH**, FALIA  
AND **PAULINE JOSEPH**, ARMA

## Story Snapshot

- The availability of jobs in the RIM industry is growing.
- Programs lead to qualifications recognised by professional associations.
- Online learning is available at Curtin.

The undergraduate and graduate professional programs in information studies offered at Curtin University have evolved since the inception of an undergraduate degree in librarianship in 1971 at what was then the Western Australian Institute of Technology (WAIT).

Records management and archives degree programs were introduced alongside the library-based programs in the mid-1980s. The undergraduate course in records management was the first such university level course in Australia, the subject previously having been taught only at TAFE.

It was recognised early on that the advent of information and communication technology (ICT) meant that the technology, methods, standards and service principles which informed librarianship were also applicable to the handling of corporate information especially records and archives.

## A GROWING DEMAND FOR RECORDS MANAGERS

As governments have increased compliance demands on business, the demands for professional records managers have also increased and their career paths have become more desirable. There is also an increasing demand from international students for records management subjects as the governments and business sectors in their countries seek to reform their administrative practices.

The library and records programs were integrated in 2000 at the undergraduate level to meet the industry demand for professionals qualified in both areas. This means that all graduates from the undergraduate degree are able to bring a wide range of understanding to information management in business and can apply the methods and tools which inform the information professional disciplines.

Relevance to legislative requirement and corporate governance matters are amongst the many issues considered, as student-



learning in this rapidly changing field includes enterprise content management, e-discovery, digital records and rights management, open document skills and archival principles and practice. This learning is not only carried out in the classroom for local students who wish to attend, but also online, through specialist visits and lecturers, a practicum component and project work.

There is significant support from the profession around Australia with site visits and practicum placements, and the practicum mentors must be members of the relevant profession.

### LEARNING IN PRACTICE

One example of a practical learning experience that students can choose is a staff supervised residential program, often conducted off-campus at New Norcia, WA (<http://www.newnorcia.wa.edu.au/>). New Norcia was founded in 1846 by Spanish Benedictine monks and has been an Aboriginal mission, an artistic and cultural centre, and a home to schools.

For over 10 years, our retired colleague Dr Margaret Pember, took groups of students to New Norcia to process various collections or archival records. Margaret did this because in her words: "The students ... process records covering a wide range of topics, from the personal records of individual members of the Benedictine Community such as the first Abbot, Bishop Salvado, to New Norcia schools' records, to records of farm activities and the Abbey Press". *The venture continues under the guidance of Pauline Joseph who also supervises similar ventures in school, government and private organisations all over the world.*

### TAKING A CRITICAL APPROACH

Curtin's Department of Information Studies course work does not just focus on professional content. Students are encouraged to look beyond the hype of new ICT developments and to critically assess their impact on individuals and the wider society. They are also encouraged to value traditional approaches and not dismiss their relevance to the modern world. Students are challenged to explore the evolution of professional practices within each discipline, to determine for themselves its theoretical underpinnings and ways of thinking.

### ON-LINE LEARNING

An online teaching environment helps students comprehend and critically reflect on the issues of the day through the use of discussion groups, virtual classrooms, chat rooms, iLectures and similar ICT teaching technologies. Yet issues like the "out-of-sight out-of-mind student", student technophobia, broadband access and online discussion etiquette continue to be challenging to both

staff and students, since Curtin's Information Studies students come from all parts of the globe.

The next step in this online journey will be the release of all of the Department's undergraduate and graduate coursework programs by Open University Australia (OUA) in 2011.

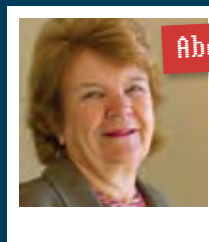
### DEVELOPING EVALUATIVE AND ANALYTICAL ABILITIES

All programs combine the need for a theoretical background in the fields with elements of process and professional practice. Academic staff insist that graduates possess analytical, evaluative and thinking abilities along with the ability to work on the job and in the technology frameworks expected of them.

After all, these graduates are the future managers and leaders of the profession, and their education with the Department turns an interest in their chosen information profession into a career. This is one of the reasons why our courses have maintained good student numbers, especially at the graduate level.

Information Studies at Curtin University offers first professional qualifying courses at the undergraduate (Bachelors) and graduate (Graduate Certificate, Diploma and Masters) level. Staff supervise research degrees at the Honours, Masters and PhD levels.

The coursework programs lead to a qualification accredited by the relevant professional associations: the Australian Library & Information Association (ALIA), the Records Management Association of Australasia (RMAA), and the Australian Society of Archivists (ASA). **iq**



#### About the Authors

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# How to market records and information management

As RIM professionals we need to provoke some excitement for information as an operational advantage with some simple solutions to bring the less passionate along with us.

BY ANGELA SUMMERS

## Story Snapshot

- The perception is often that RIMs are a boring lot, doing a boring job.
- This perception needs changing.
- Let's add some fun and drive home some cultural changes around RIM.



## » “WHO WOULD YOU TAKE MORE NOTICE OF – MY RUMBLING WHITE GTS WITH BLARING RUNNING LIGHTS OR THE QUIET PRIUS?” «

Records management, content management, information management, knowledge management... blah, blah, blah! Administrative processes have long been deemed as the “I’ll get to it” or “When I get a chance” tasks and, unfortunately, that’s where Records and Information Management (RIM) tends to get its guernsey. The alpha team of operational activity and customer facing tends to trample our more studious support or sideline team of paperwork and records creation.

Recently a colleague passed a comment about my somewhat unconventional mode of transport. I tend to live life to the fullest in every aspect – and this includes getting to the point where I need to start “living my life to the fullest”! Therefore I drive what could be referred to as a road legal V8 Supercar, and though I’m no Craig Lowndes behind the wheel, my chosen mode of transport is a white, 6.2l, 325kW V8 Holden GTS. If you are not a car buff, basically I am a loud rumble on the road akin to thunder, with glaring bright running lights – you can hear me coming before you see me.

When I asked my colleague what he thought I should be driving, the reference was made to a Prius being more appropriate, given my day job in RIM – and this coming from IT Compliance!

It does make you stop and think though – the perception, right or wrong, is that we are a boring lot, doing a boring job that has no perceived benefit and clearly is just there to make everyone’s daily life misery, enforcing compliance and regulations with consequences – boring, boring, boring.

I had been long thinking that my early days in advertising and marketing would be useful in my future and I was certainly right with RIM – it needs a new image.



bright

### GIVING RIM A MAKEOVER

We’ve seen reality makeover shows where people, cars and houses are made over to be more appealing to the viewer, so why not RIM? As RIM professionals we need to provoke some excitement for information as an operational advantage with simple solutions to bring the less passionate along with us.

Get with the excesses – create a brand and market it! Align your communications, websites, posters, training and education – get a theme and run with it – but make it bright, catchy and flashy. Who would you take more notice of – my rumbling white GTS with blaring running lights or the quiet Prius? Each has its place on our roads and has extremely worthy qualities, but when you’re trying to deliver on excitement – let’s make some noise GTS-style.

Take clean-out day – the dry, dull, laborious task of reviewing retention schedules and boxing paperwork for archiving or destruction. The company gets an email reminder from the RIM team and they lock it in their calendar.

But, what if there was some fun, laughter and excitement? Become the Indiana Jones of your department and find something in your records worth a reward. The communications – make them fun, bright and short – should have something

that wakes people up, like those emails you get from your friends showing a giraffe popping up to give you a fright. What about a ghoulish librarian presented Ghostbuster-style jumping out of the computer? I’m sure *that* would get some attention. Your brand should convey energy, vitality and enthusiasm. Make it infectious.

Take another less enthusiastic part of any great company – compliance. Yes, that word that evokes audit, review and detection. We’ve all worked with, in, against and away from our compliance teams – with a trail of carnage behind us. But what if we changed the perception from “let’s audit you” to “let’s help you”? From negative to positive in one simple rebrand.

Follow it through – give the company some tools unprovoked by audits or investigations to help them. “Let’s help you... understand RIM” or “Let’s help you...backup those local drives”.

Positively send the message of simple things you can do, tips and tricks –

“But wait there’s more, we’ll help you so much that we’ll give you a formatted external hard drive and run a script from the server to upload the automatic backup system into your computer....And we’ll do it with a smile!”



catchy

### SELLING OUR PROFESSION

So maybe this is not your conventional view on taking RIM to the masses – but who says RIM needs to be or has ever been conventional? We have changing environments almost on a daily basis – new operating systems, file formats, standards, solutions, technology that takes us in to clouds and Service as a Solution (SaaS).

Each has to be integrated into our business environment for our stakeholders with little or no impact to their daily operations. As employees we are usually involved in some of the major business systems and should take that opportunity to sell our profession and market our product.

I am often involved in new automated solutions – taking manual processes and turning them into more streamlined, integrated and dynamic solutions that my colleagues can use to leverage the information. This is a fairly important part of any business and we have seen this grow and evolve into catch-phrases such as Customer Relationship Management (CRM) or Information Management Strategies (IMS) – any number of acronyms to convey better use of information to make better decisions for our business and customers.

Recently I introduced a web-based platform that will allow Australia and New Zealand to automate a long overdue compliance process (generally related to marketing and sales departments) to enable greater transparency, standardisation of information, validated submissions and consistent review processes.

Now it could end there as I have delivered the tool and completed over 20 hours of group and individual training for my Australian and New Zealand colleagues. But I see no reason to stop there, and why should I?

I suspect the argument could be that I have done my job and delivered the tool so get on with another task, and that is true – we all need to juggle our demands and what I propose often means more work and takes up some of our already condensed time. But as professionals we sometimes get caught in our own inertia of compliance and regulations. If we want change, then it's up to us to break our mould first – “build it and they will come”, or perhaps “break it and they will follow” may be more appropriate.

### MAKING RIM FUN

Through the live demonstrations in the training for the new web-based solution, the business has already seen the advantages of the new system and commented as much... so my job is done, and the stakeholders are satisfied. But wait – why not add some fun and really drive home a few subliminal cultural changes around RIM and compliance. So off I go again – this time creating an integrated marketing strategy built around “Naming the tool”. My marketing and sales colleagues will love it – games and rewards – just what they are used to! Any maybe along the way, I can show that RIM and compliance is a pretty interesting area to work in, which is why I am happy to call myself a RIM professional.

It's time to get out there and show our colleagues that we enjoy our roles. I have no doubt we are passionate engaging people who genuinely see the benefits in what we are doing and the outcomes we achieve. So market it, advertise the alternative view – let them in to see what RIM can really be like, that we are not the Prius of the company!

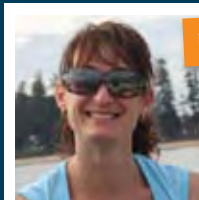
flashy

We have dealt with some pretty major information gaps in the last few years that have lead to a global crisis, so we are posed with an opportunity, given RIM has now come to the forefront as an operational advantage.

And most importantly – let's make it fun, and bring our colleagues along for the ride. At the end of the day, I don't know about you but I'm not ready for quiet archives just yet... give me my white GTS any day! **iq**

dynamic!

### About the Author



ANGELA SUMMERS has extensive experience in local and international, and private and public industry. In her current role as Manager, Records & Information Management (A /NZ), for Johnson & Johnson Medical, Angela is responsible for developing and implementing an integrated Records and Information Management (RIM) strategy for the company in Australia and New Zealand.

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## View from the floor

# A convention-al success

This year's RMAA convention took place on the sunny Gold Coast. Here's how it all went down...

InForum 2010 took place in Broadbeach, Queensland in early September, with 450 participants attending, including 330 delegates. An extensive program of presentations and workshops on the theme of Information Continuity was on offer, with speakers coming from as far afield as Germany, Italy, Malaysia and the USA. There was also a busy social program providing the opportunity for networking and some fun.

## SUNDAY 5 SEPTEMBER

The Gold Coast was unusually grey and wet – albeit humid – as our planes touched down in Queensland. By early afternoon in Broadbeach, RMAA staff and exhibitors were working hard to set up the trade exhibition hall, and delegates began 'trickling' into the convention centre throughout the afternoon to register.

Special interest group meetings were held throughout the afternoon, while delegates who arrived early had the opportunity to join tours to Currumbin Wildlife Sanctuary and a Gold Coast Sightseeing Tour. There was also the popular 'newbies' orientation session, and an opportunity to meet the Chairman of the Board.

"I'm fairly new to the records industry, so I'm here to learn more about it, basically. I'm choosing workshops for newbies to learn more of the jargon, such as Chris Fripp's workshop [Record Keeping – What it is all about]. It's also a great opportunity to travel and see different cities each year." – Tracey Winters, Royal Australian Mint, Canberra

inForum 2010 kicked off in style at the 'Aloha' Welcome Reception on Sunday evening at the convention centre. Participants were resplendent in colourful shirts, grass skirts and leis for the Hawaiian themed event in the trade exhibition area.

Delegates with over 20 years of RMAA conferences under their belts mixed with first timers, several-timers and exhibitors over beer, champagne and nibbles, while Hawaiian dancers hula'd cross the stage. Paula Smith, President of the New Zealand Branch of the RMAA, was the official MC for inForum and welcomed guests to the conference, and Bruce Ash from Hewlett Packard also gave a word of welcome on behalf of the exhibitors.

"It's my first time at inForum. I'm hoping to pick up some new information to take back to the University of WA. And it's a good chance to put faces to names – all the people you see in iQ. It's also a chance to see how other people are doing things."  
– Debra Paisley, University of WA

## 2010 inForum

1 (Left to right) Queenslanders at the Welcome Reception: Keith Davis, Chris Holmes, Chris Simpson, Gary Somerville, Jennifer Curley, Trish Wichmann  
2 (Left to right) Yuri Koriukin, Francis Yanga, Sushil Gajwani at the ACA Pacific Stand



## MONDAY 6 SEPTEMBER

The next morning, the official proceedings began with a 'Welcome to Country' by Craig Williams on behalf of the traditional landowners, the Yugambah people, who greeted delegates in the manner of his people, using the words 'Jingeri Jingeri', the sound of greeting the willy wagtail makes.

RMAA Chairman David Pryde then declared the conference officially open, with a quote from Twitter from his friend Andy Fenton entitled 'Good luck Christchurch, we are thinking of you.' At a time when Christchurch faces the reality of more than 500 buildings in the inner city alone believed to have been substantially damaged, one can only wonder about the extent of the damage to the records for the businesses housed there.

David followed with a quote from Benjamin Disraeli: "What we anticipate seldom occurs; what we least expect generally

challenges ahead for us all," he said. "Every time a new piece of technology comes out, it presents a whole new range of challenges, particularly for the records industry – but we are better equipped at dealing with it today."

He also talked about the challenges faced due to the increasing demand for records management in government to be more open and accessible to all, and the proactive publication of government information.

"I'm here for the camaraderie, and the joy I see in the growth of the business, and the evolution of the organisation – it's changed so much in the 19 years I've been coming to the conference. I joined RMAA in 1981, and I wanted to come back this year even though I retired two months ago."  
– Stephen Renouf, Noosa



(Left to right) David Schulz, Katrina Hinton and Jennifer Orr at the Objective Stand

happens," and told delegates that the purpose of inForum is to reduce risk and arm records managers with proactive and reactive strategies, "to give you options, and to implement those that are right for you." His closing remark was: "The only thing harder than planning for an emergency is explaining why you didn't."

His speech set the tone for the first plenary session of the morning, Dr Bettina Schmidt-Czaia's fascinating account of the destruction and restoration of the Cologne Historical Archives following the collapse of the building that housed archives reaching as far back as the 9th century.

But before Dr Schmidt-Czaia took the stage, the Queensland Government's Chief Information Officer Mal Grierson also welcomed delegates. Mr Grierson gave a lively talk about the changes he has seen in the 40 years he has been in the ICT industry. He mentioned how, as a young business analyst, he went along to the Births Deaths and Marriages registry to talk to the manager about the digitalisation of records. He was told in no uncertain terms that "These are very important records. They are the records of the people of Queensland, and they will always be on paper!"

He said that he and the manager of Births Deaths and Marriages were both right – "There's no stopping the advances of technology," said Mr Grierson, though even today – and possibly always – such records will be available in paper form, even if they are also digitalised.

Mr Grierson said this time of 'digital shock' such as this manager experienced is now over, "even if there are huge

Delegates then had morning tea in the exhibition hall and either joined a workshop, or attended one of the two lectures streams available throughout the day.

Turn to page 12 for Dr Bettina Schmidt-Czaia's story about the collapse of the Cologne Archives.

"The thing that attracted me this year was the keynote about the Cologne Archives. I'm an archivist and I'm also on the Disaster Network in the Northern Territory, so I was really interested to hear that."  
– Linda Bell, NT Archives Service

"Well, I soon as I heard the event was in Surfers Paradise, I was coming this year! But the keynote about the Cologne Archives was absolutely riveting – it was good to be able to hear that first hand."  
– Kerri Siatiras, SWIM Information Management, NZ

## LATER THAT EVENING

Delegates strode the red carpet in all kinds of fashions as they entered Movie World for *A Night with the Stars*, the Gala Awards Dinner. RMAA CEO Kate Walker was resplendent in a Moulin Rouge inspired red corseted number, and other delegates sparkled in 'Hollywood' finery and colourful wigs. There were also a significant number of gangsters and their 'molls'.

Brave souls helped Batman defend the honour of Gotham City on the Batman ride, then calmed their shaken nerves with a champagne or beer.

As delegates took to their tables in the 'streets' of Movie World, Austin Powers took the stage to welcome everyone – 'yeah baby!' He handed over to Alex Bialock from Encore Productions in Melbourne who MC'd the presentation of the awards on behalf of the RMAA, ably assisted by 'trophy girl', RMAA Chairman David Pryde.

Russ McNamara from major sponsor Canon also said a few words, noting that Canon was proud to be associated with RMAA, and that inForum is one of the key events they participate in in Australia each year, partly because of the quality of the event management. (Turn to page 46 for a rundown of our award winners.)

Dinner was then served – an Italian smorgasboard followed by copious amounts of cheesecake and tiramisu – and delegates danced off their dinner until close.







1 The evening's two MCs Austin Powers and Alex Bialock 2 (Left to right) Matthew Bekker, Jan Steemson, Chris Holmes, Mike Steemson at the Gala Dinner



3 (Left to right) Maureen Lipinski and Veronica Pampa (ACT Branch) 4 (Left to right) Batman, Wendy Kuiters (BAE Systems, SA) and Wonder Woman at the Gala Awards Dinner

"I'm here for the networking, the cutting edge ideas of the profession – and the goss! The Gala Dinner is the highlight of the program. It's good to have that connection with people socially, rather than having a work conversation, and the opportunity to relax and have fun." – Chris Foley, Objective, Melbourne

# Mission completed

BY DAVID PRYDE, RMAA'S CHAIRMAN

As I write, it's three weeks since inForum 2010 finished, and people I have talked to since are still 'bouncing off the walls', empowered for another 12 months.

That is one of the benefits of attending the convention – no matter what your personal journey – after such an infusion of information, social activity and networking, you come home drained (mentally and physically) but your mind is invigorated with new possibilities. Does your employer, your friends or family still think you went on a jaunt?

- 1 Are you excited about trying a new product you saw in the vendor display area as a solution in your organisation?
- 2 Are you going to borrow an idea from a speaker to use in your organisation or is there a quote that made an impression on you?
- 3 Did you go home with more friends than you came with? Have you been in contact or said 'hi' since?
- 4 Have you made a report on the inForum experience to your boss or colleagues?

Then you have done your job – exceeded expectations – good work (Oh – and if you had fun too, that's allowed).

## TUESDAY 7 SEPTEMBER

Delegates woke with various stages of 'woolly head' to beautiful sunshine on day 2 of the conference. Dr Mariella Guercio of the Urbino University in Italy was the first keynote speaker for the morning. She took the stage and thanked organisers for the opportunity to visit "our beautiful countries [she visits New Zealand next], and the chance to meet such an innovative and professional records management community, as well as to sample the delicious Australia/Italian cuisine, the fine wines, and to appreciate the Australian ability to dance and sing!"

Dr Guercio's presentation on Digital Preservation asked the question "If knowledge and research cannot ensure successful services and implementations – what then?"

She was followed on stage by David Schulz of Objective who spoke about Quantum Computing: The Industrialisation of Records Management; and again delegates joined different streams throughout the day best suited to their interests.

In the evening delegates either attended the inaugural ListServ-Forum drinks at Jupiters and/or attended branch dinners, or snuck off for a quiet night.

"I really enjoy the networking at inForum the most. I've had an opportunity to get some information on a product we're looking at for work, so that's been great. Some of the highlights of the program for me have been Dr Bettina Schmidt-Czaia's presentation on the first day; Barbara Berce [From red tape and reticence to realisation] – it was good to hear the results of the survey and what they found; Cathy Ashton on classification, because it was very relevant for my organisation; and the Web 2.0 presentation."

– Gail Ward, Attorney General's Department, Canberra

## WEDNESDAY 8 SEPTEMBER

Paula Smith welcomed delegates to the 'home stretch', Day 3 of the conference, and introduced Dr Kelvin White, who – using the Afro-Mexican community of El Ciruelo, Oaxaca (Mexico) as a case study – examined the interconnections between the social,

cultural, and historical contexts in which recordkeeping activities exist and the implications they have for marginalised or underrepresented communities.

Lunch was a sit-down affair and the presentation of the vendor prize-giving lunch. Alpha West took the honours for the 'Most Interesting Stand' as well as 'Best Giveaway Theme' as voted by the people. Alpha West gave delegates the opportunity to shoot some hoops, and for each hoop gained, donated a \$1 to charity Beyond Blue. They raised \$1215 throughout the convention. 'Most Informative Stand' was won by Ezescan.

After lunch, the conference began to wind down, and the last session of the day was 'The Forgotten RM'. Andrew

Warland and Stephen Macintosh's session covered 'what you should know about risk management', using Stephen's experience running a risk analysis project in Dubai, a city which is based on a 'word of mouth' culture, where oral tradition has been the only real form of historical record keeping. "The only thing to do was charge into it like a man possessed," said Stephen.

And finally it came to the end of the conference proper. As RMAA Chairman David Pryde said in his closing message, "all good things must come to an end."

David also said seeing the passionate involvement of the delegates in this convention "has been one of the best experiences of my RMAA life – so thank you."

Closing drinks were held in the reception area of the Gold Coast Convention and Exhibition Centre – a very popular venue with the people. **IQ**

"I come to keep up with the current records trends – and for the networking. I particularly liked learning more about Web 2.0, and about outsourcing and compliance, as it's very relevant for me, and made me more aware of the need to put more effort into compliance in this area."

– Clem Dunkly, Dept of Education and Training, Queensland

If you answered yes to any of these questions – then that is a measure that the RMAA has done its jobs too. In keeping with the movie theme for the convention, and as credits role on another successful inForum, please take a few minutes to acknowledge the work done by those involved as I prove that awesome is not the only adjective for high achievement.

### Sponsors

<b>Platinum</b>	Canon (Advanced Simplicity)	Aces
<b>Gold</b>	Objective hp	Tremendous Legendary
<b>Silver</b>	National Archives of Australia	Cool & Groovy
<b>Bronze</b>	EMC 2 (Where information lives)	Sensational
<b>Exhibitors</b>	All of you	Stupendous
<b>QLD Govt CIO</b>	Mal Grierson	Wonderful

### Convention Manager

Kristen Keley	Awe Inspiring Diva
<b>Staff &amp; team</b>	Incredible
<b>MC</b>	Paula Smith
<b>Key notes</b>	Dr Bettina Schmidt-Czaia Prof Mariella Guercia Dr Kelvin White
<b>Presenter &amp; Speakers</b>	Who went to the Gold Coast
<b>Delegates/ Members</b>	Who attended the Gold Coast convention
	<b>WINNERS!</b>



# In the trade hall...

A bumper trade exhibition featuring over 50 stands was held as part of the convention.

As coffee and lunch breaks were held in the exhibition hall, delegates had plenty of opportunity to mix it up with the vendors and ask questions, view product demonstrations and stockpile promotional material. They also had the chance to shoot a few hoops for charity with AlphaWest, grab themselves a coffee at the Recall stand and enter the numerous competitions and prize draws put on by vendors.

The RMAA provided an Internet café for participants' convenience, and a career and education stand, featuring information from many educational institutions and on the Association's CPD scheme. The RMAA's Professional Development Officer, Marian Hoy, manned the stand and did a fantastic job fielding questions throughout the conference. **iq**

1 Access Records Management Stand in the exhibition hall  
2 Alphawest Stand – each 'basket' saw \$1 donated to charity Beyond Blue



"For me, it's about finding out about the latest technology and practices, as well as the networking."  
– Anthony Mohn, Super Partners, Melbourne

"The convention has been fantastic – invaluable for me as a newbie. I work for Parks Victoria, and what I've learnt here about disaster management will have immediate effects on my work because of the floods in Victoria." – Anthony Dean, Parks Victoria

Here are some comments from just a few of our exhibitors about their attendance at inForum in 2010:

"It has been great to reconnect with everyone and increase the awareness of our information management offering. Delegates and organisers have been really enthusiastic and friendly – we're really glad we came." – TechnologyOne

"The RMAA conference offers us an opportunity to showcase our services and interact with industry professionals. inForum 2010 was another example of a terrific venue and environment to spend time, both formally and informally, with records management people and we will continue to support the association in the future as it grows and develops." – Iron Mountain Australia

"Being an exhibitor and sponsor at the RMAA annual conference is a lot more than just showing support for our industry's peak body. For Recall it is also the opportunity to engage meaningfully with customers and other industry leaders. The depth of variety of presentations and workshops available at the conference means that whatever your role is in records or information management, there is a valuable educational component on offer, as well as all the professional networking opportunities." – Recall



Steamatic Stand in the exhibition hall



Shred-X Stand in the exhibition hall

"We found the RMAA inForum conference to be a successful branding event. The conference was extremely well organised and we met a number of key contacts. We found the atmosphere was very positive and all the RMAA team were friendly, professional and helpful. We enjoyed participating in this year's event and hope to be an exhibitor next year." – SEMA

"There were some forward-thinking information sessions that targeted new technologies and how these impacted RM. It was great to see that some of the attendees are starting to understand that in the 'new world' RM cannot exist in isolation of the DM/IM practices of the organisation." – Unique World

"The RMAA conference is an essential event for us. It provides the Synercon team with the opportunity of reconnecting with our Australian users, and with the rest of the market. It's also a great forum to launch and test market new a.k.a.® products as the Australian records management market is the most mature worldwide." – Synercon

## Next year

**Next year's inForum – to be held in Darwin from 11-14 September 2011 – is themed Communicate: Collaborate: Innovate.** It's all about how the information sector is – or should be – working together and innovating for the future in local, national and global contexts. External pressures will not go away, but neither will we – innovation and collaboration are the keys to success.

Topics include:

- What new collaborative advocacy roles or initiatives are being developed?
- Are Web2 and the next Web3 approaches making a difference to how we are perceived, how we work and communicate with each other and within our organisations?
- What does 'going green' mean for the information sector?
- How can we collectively improve access to information within our own organisations and in the wider community as expectations and technologies change?
- How our communities of practice are working together for change, driven internally or externally.

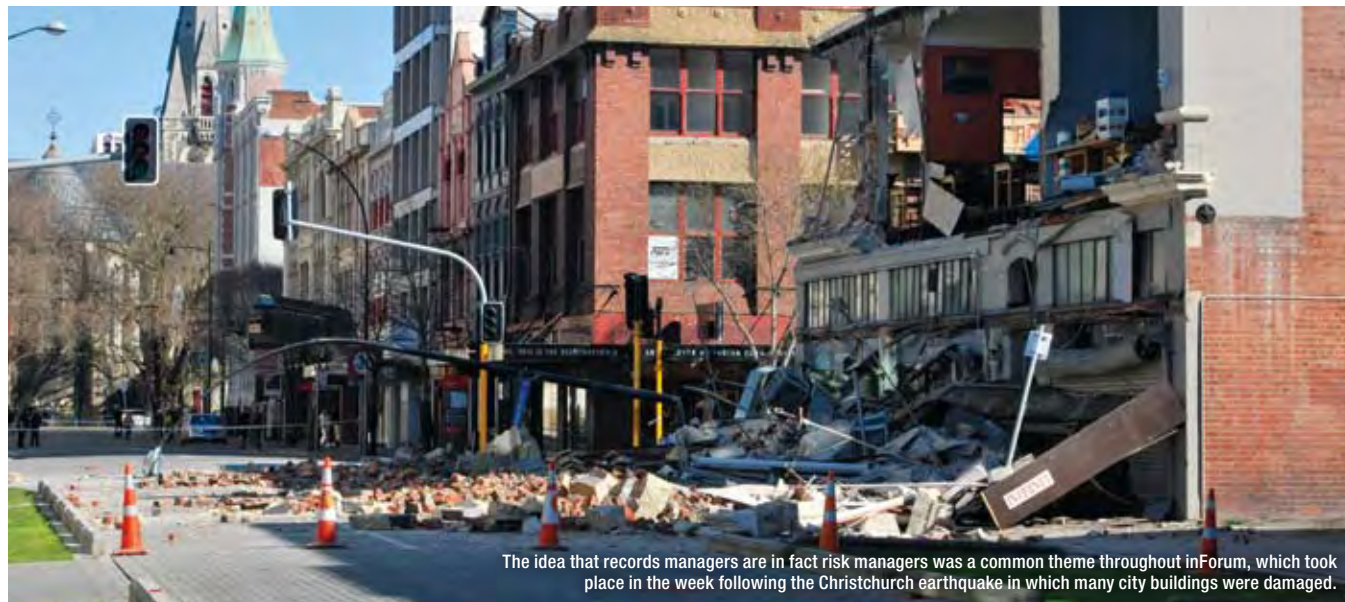


Enjoy a change of scenery at inForum 2011 in Darwin.



# Controversy and continuity grip RMAA's Gold Coast inForum

BY MICHAEL STEEMSON, ARMA



The idea that records managers are in fact risk managers was a common theme throughout inForum, which took place in the week following the Christchurch earthquake in which many city buildings were damaged.

A leading European records management authority, Professor Mariella Guercio, hit out at international professional groups for failure to focus effectively on digital preservation challenges. She was delivering a keynote speech to the RMAA's 2010 inForum convention in September.

She told the Gold Coast conference delegates that the official groups "do not seem able to face the key challenges specifically with reference to required concrete effort for developing and testing technical guides and tools... for test beds and case study analysis".

The professor is Provost and Vice-President (Technology) at the University of Urbino, central Italy, and has lead Italian delegations to ICA, ISO, U.S. and E.U. records and archives management groups, some of which she picked out for criticism in her controversial speech.

She said: "The networks of archivists and records managers are not strong enough, less so than in the past, to create the required consensus.

"ICA and ARMA, but also the ISO sub-committee 11 within the Technical Committee 46 that is the working group with responsibility for developing standards, guidelines and recommendations for records and archival creation, keeping and preservation, seem to pay too much attention to revisiting contents of standards approved years ago or re-phrasing them for different audiences."

## PRESERVATION COMPLEXITIES UNDERESTIMATED

Professor Guercio praised "conceptual framework" development by Interpares, Pittsburgh and OAIS (*Open Archival Information System*) projects and went on: "The complexity they underlined is still underestimated and the numerous existing experiences have not yet transformed the well-defined methodological questions into good and detailed answers to the challenges."

Many national archives had, meantime, developed their own long-term digital preservation programs but the need for

national and international initiatives to get a common key to the challenges could not be further postponed. Co-operation among institutions and professions was a basic requirement for "the contamination of ideas and experiences; the only fruitful dimension for building new knowledge," she said.

"The weakness of the dedicated bodies is part of the present fragility," she told the conference. "It is not surprising that we hear critical comments from stakeholders as they wait for directive and guidelines that are closer to practitioners' and creators' needs. Indications and proposals from records managers' and archivists' listserves are very clear on this issue."

The problem requires time, continuity, trustworthy networks for exchanging ideas and results and adequate funds able to support enduring programs.

She challenged: "Is this difficulty related to the lack of experience or due to financial restraints? Or, is it related to a strong reduction of systematic work on comparison and confrontation of ideas, methods and tools which, 10 to 15 years ago, gave us the capacity to create bridges between different traditions and develop new strategies for the challenges our community was, then, starting to face?"

## HISTORICAL ARCHIVES DESTRUCTION

Professor Guercio's paper was one of many to create a stir at the three-day conference held in Queensland's Gold Coast Convention & Exhibition Centre, addressing its theme *Information Continuity: Safeguarding business and community identity*.

Earlier, delegates heard an impassioned keynote by the Director of the City of Cologne Historical Archives, Dr Bettina Schmidt-Czaia, who, with scores of other staff, fled for her life as the multi-storey, 40-year-old repository, lurched sideways and collapsed almost without warning into a subway construction beneath it just before 2pm on 3 March 2009.

Delegates listened in appalled silence as Dr Schmidt-Czaia told of the "enormous cloud of dust, the enormous bewilderment",

her voice noticeably faltering at the memory of the dreadful event which killed two local people and buried 11 centuries of German history in a 50-metre wide, 25-metre deep chasm. (See pages 12-17 for more on the destruction and recovery of the Cologne Archives).

### RM LESSONS FOR PUBLIC SECTOR MANAGERS

More than 50 speakers addressed the assembly. Among them were Julie Kinross, Information Commissioner and Janet Prowse, State Archivist for Queensland, the state that some 20 years ago gave us the record-shredding Heiner Affair.

Neither speaker mentioned the old scandal, echoes of which still reverberate, but they gave object RM lessons for public sector managers, detailing the increased transparency and higher levels of accountability resulting from the Queensland Government's recent Right to Information legislation.

Janet Prowse revealed: "These reforms have highlighted the need for best-practice records and information management. Achieving a greater level of open and accessible information requires greater collaboration across the existing structures and agencies of government."

With this and other initiatives, the Queensland State Archives had "strengthened strategic partnerships with key policy partners including the Office of the Information Commissioner, the Public Service Commissioner, the Queensland Ombudsman and the Public Sector ICT Development Office and ICT Policy and Coordination Office".

### POINTS FOR EARTHQUAKE LOSSES

Australian consultants Andrew Warland and Stephen Macintosh, in the conference's closing presentation 'Risk is in the air', had some timely risk management advice, in the week following Christchurch's earthquake and the destruction of many of the city's businesses.

They told delegates that records managers are in fact risk managers, whether they knew it or not. "The use and application of risk management concepts and techniques improves records management. Risk management is proactive and relies on good records. Records management draws on risk management strategies and good records mitigate risks."

There'll be a number of executives in Christchurch (and some other disaster centres recently) who will be wishing they'd had those paradigms in their heads and business plans. **iQ**



#### About the Author

Former London newspaperman **MICHAEL STEEMSON, ARMA**, is the principal of the Calderson Consultancy in Wellington New Zealand and a member of the editorial committee of *iQ*.

- He can be contacted at [mike.steemson@xtra.co.nz](mailto:mike.steemson@xtra.co.nz)

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# Objective





## AN AWARD-WINNING NIGHT WITH THE STARS

The RMAA Awards were presented at inForum's Gala Awards Dinner at MovieWorld on 6 September 2010

### J Eddis Linton Awards 2009-10

Introduced in 2000 and named after one of the RMAA's founding fathers, the J Eddis Linton Awards are heading into their eleventh year this year. They were introduced to provide recognition of excellence in records and information management and are presented in three fields: most outstanding student, most outstanding individual and most outstanding group. Award winners for 2009-10 were as follows:

#### STUDENT OF THE YEAR

**Winner: Sharon Newell**

This category is awarded to a student who has achieved excellence in educational studies in records and information management. See page 50 for more from Sharon Newell.



Linton student winner – Sharon Newell  
(collected by Peter Smith)

#### INFORMATION PROFICIENCY MOST OUTSTANDING INDIVIDUAL

**Winner: Matt O'Mara**



The Linton Awards Committee chose Matt O'Mara as winner for his work in and promotion of records within NZ and internationally. They felt that Matt demonstrates a passion for records and information management, and with over 20 years' experience in the field, a generosity for sharing the knowledge he has gained.

Matt has made a substantial contribution to progressing information management within not just Wellington City Council but also nationally in New Zealand in his work on the board of the Association of Local Government Information Management Inc (ALGIM). He has also for the last three years organised a local government records symposium to share knowledge and information.

He is an adjunct faculty member at the Open Polytechnic of New Zealand for the information and library studies courses and has been a guest lecturer at Victoria University of Wellington on the Master of Library and Information Studies course.

Matt has also written a number of articles on information management, served on advisory bodies and presented at numerous conferences around the world.



Linton Individual winner –  
Matt O'Mara (right) with David Pryde

#### Other finalists:

- **Keith Smithers** – for his work in and promotion of records in NSW local government on behalf of the RMAA
- **Nancy Taia** – for her work in and promotion of records in Queensland local government particularly at Logan City Council
- **Greg Navin** – for his work in NSW local government including on the City of Ryde's E-TRIM case management solution, and presentations on numerous records related topics

#### EZESCAN MOST OUTSTANDING GROUP Winner: EnergyAustralia (REX Program)



In 2008, EnergyAustralia (EA) commenced delivery of a new records management framework across 6,500 staff and 25 locations in Sydney and the Hunter/Newcastle/Central Coast areas of NSW. This new program would not only raise the profile and practice of recordkeeping but build a set of tools and a framework that would prepare the organisation for the move to digital compliance in 2012. The REX Program has been highly successful to date in its innovation; its high profile across EnergyAustralia; its successful training model and delivery; and its use of change management as a key tool to drive it.



Linton group winner –  
EnergyAustralia collected  
by Sheryl Mapp (centre)  
and Gaye Pracy shown  
with Mike Kirkby from  
Ezescan (sponsor)

**Other finalists:**

- **SWIM/ALGIM (Association of Local Government Information Management)** – Development of an information management toolkit
- **National Australia Bank** – Project Greenwood initiated a paradigm shift in thinking which triggered the development of a new Risk Records Management Governance Model
- **Queensland Dept Transport & Main Roads (Recordkeeping and Information Governance Unit)** – Document Management System Upgrade Project
- **Hunter Council Records Management Group** – Development

and successful implementation of an education program in the Hunter region

- **Fremantle Ports** – Continued best practice and implementation of a recordkeeping plan

**EMMETT LEAHY AWARD****Winner: Adrian Cunningham**

The only previous Australian winner Peter Smith was on hand to introduce the Emmett Leahy Award and to introduce last year's winner Prof Mariella Guercio of the University of Urbino, Italy who presented this year's award to Adrian Cunningham.

Adrian has held a variety of positions throughout a 30-year career in

recordkeeping in organisations at the local and national levels. Our winner's leadership efforts, collaboration and innovation have resulted in the development of world leading strategies, frameworks, standards, tools and guidelines for electronic records and information management. These initiatives have resulted in improved integration with and value to business systems and processes.

The guidelines and practices have been adapted, adopted in many organisations globally and internationally recognized for the value which they bring to record keeping practice in both the public and private sectors.

Our winner's leadership and initiative led to the development of the ICA's Principles and Functional Requirements

## Adrian Cunningham on the Emmett Leahy Award

Before 2009, during the 40-year history of the prestigious Emmett Leahy Award, only two non-North Americans (Australia's Peter Smith and Britain's Anne Thurston) had been recipients of the Award. Clearly, the Awards Committee is now actively pursuing a more global focus with the 2009 Award going to Italy's Mariella Guercio and this year's award again heading Down Under.

It was a tremendous coup for Australia to not only receive its second Emmett Leahy Award, but also for the Awards Committee to agree that the award should be presented outside of America for the first time in its history. The suggestion that the tradition of announcing the award at the ARMA Conference in North America be departed from this year emerged at the FARMER Conference in London in July when Christine Adern, Luciana Duranti, and Mariella Guercio initiated discussions with the RMAA's Marian Hoy.

Marian enthusiastically ran with the idea and secured the agreement of the RMAA inForum convention organisers. With Mariella Guercio attending inForum on the Gold Coast as keynote speaker, and with Peter Smith keen to make the trip up from the Hunter Valley for the awards dinner, everything fell into place beautifully. We were able to have three of the four non-North American Emmett Leahy Award winners in the same place at the same time for the announcement.

Peter Smith, RMAA life member and former President, was probably more excited than anyone and he spoke with passion about the importance of the Award to records management in Australia. With the assistance of the RMAA the three of us were also able to videotape our speeches so that they can be shown at the ARMA Conference in San Francisco in November. Because of teaching commitments I am unable to travel to San Francisco at that time, so I am trebly grateful to the RMAA for its wonderful cooperation in this matter.

Finally, although it is a great personal honour, thrill and surprise for me to receive this award, really it is a recognition of the innovative and world-leading advances in recordkeeping theory and practice that have emerged from Australasia over the past 15-20 years. All of the specific activities and achievements cited by the Awards Committee were collaborative efforts. So the Award really belongs to everyone who has participated in those various collaborations and could easily have been given to a number of other leading Australian records professionals. In particular, I have to thank my colleagues and superiors at the National Archives of Australia who, over the past dozen years, have worked with me and supported me on the many exciting and important projects in which I have had the pleasure to participate and which have been so marvellously recognised through the conferral of this award.

- For more information visit <http://www.emmettleahyaward.org/>



Emmett Leahy Award winner Adrian Cunningham.



for Records in Electronic Environments – ICA-Req. The basic requirements are being further expanded for use through guidance and training materials which are being developed through a joint initiative of the ICA Section on Archival Education and Training, the International Records Management Trust and 9 participating ICA-member countries.

As a result of this initiative, good recordkeeping has been cited as a regional priority. Funded by AusAID, 11 records management guidelines have been developed together with introductory and promotional materials. While focused on PARBICA, these works will be transferrable into other geographic areas.

Recognised for his work in all aspects of recordkeeping, our winner has participated on international standards development committees and university advisory boards, and recently managed the development of PARBICA's Recordkeeping for Good Governance Toolkit. Our winner has also found the time to write numerous articles which were published internationally, and present seminars in over 17 countries.

#### JIM SHEPHERD AWARD 2009-10

**Winner: Objective Corporation**

Named after another RMAA founding father, the Jim Shepherd Award was introduced in 2004. It recognises vendor support of both the RMAA and the records and information management industry as a whole.



Shepherd award winner – Objective Corporation  
(collected by Tony Hughes)

## Objective RMAA Article of the Year Award 2009-10

# Objective

RMAA Article of the Year  
AWARD

The Objective RMAA Article of the Year Award recognises quality written contributions to the RMAA's publication *iQ* Magazine and its sister publication *iRMA* (information and records management annual). It has been sponsored by Objective Corporation since its inception in 2004.

#### WINNER

**Allison Hunter for 'Walking the tightrope: Some simple solutions to capturing instant messages as corporate records', *iQ*, February 2010**

The judges were polarised this year – each initially choosing a different finalist as winner. In the end though, Allison Hunter's was the article of choice, because it was fresh, cutting edge and provided CPD value for members.

Objective Corporation's Katrina Hinton, one of the three judges of this year's award – who also included the Editor of *iQ* and a representative of the RMAA Board – on presenting the award remarked: "There were compelling reasons why this article in the end got up," adding that it was "a breath of fresh air, not just theoretical, it gave practical solutions."

As winner of this year's award, Alison won a top-of-the-range Canon digital camera, with a recommended retail value of \$499, courtesy of award sponsor Objective Corporation.

#### Other finalists:

- **Barbara Reed for:** 'Achieving the right balance: Recordkeeping Informatics', co-authored for *iQ*, Nov 2009 and Feb 2010.
- **Joan Sohl for:** 'A virtual reprieve: But the challenges remain', *iQ*, May 2010
- **Margaret Pember and Roberta A. Cowan for:** 'Where is the record we have lost in information?' *iRMA* 2009



Article of the year award – Allison Hunter  
(collected by Debbie Prout)

#### HOW YOU CAN BE IN THE RUNNING FOR THE 2010-11 AWARD

Every article/paper published in *iQ* and *iRMA* between now and August 2010 automatically goes into contention for the 2010-11 Objective RMAA Article of the Year Award. There is no need to fill in an entry form. As always, the judges will be looking for articles that inform, engage and inspire readers, while displaying the authors' sound knowledge of their subject. So, set to work on your potentially award-winning article today.

- Send *iQ* submissions to [editor.iq@rmaa.com.au](mailto:editor.iq@rmaa.com.au).

- **Recipients of RMAA professional status upgrade to Fellow (FRMA)**  
– Congratulations go to Barbara Reed and Christopher Colwell.
- **Recipient of RMAA Life membership**  
– Congratulations to Chris Simpson

## Rumpelstiltskin Awards

- **Listserv/Forum Discussion Award**  
– Michael Alchin for 'Should governments archive social media posts?' Posted: 17 February 2010
- **Listserv/Forum Newsletter Award**  
– Unfortunately no-one! No-one distributed a newsletter via the Listserv or Forums in 2009/2010
- **Listserv/Forum Announcement Award**  
– Lisa Judge, Archives NZ for

'Consistent promotion of industry specific topics and encouraging professional development seminars'

- **Listserv/Forum Innovation Award**  
– Tim Roberts & Richard Hopping, Mailroom Dynamics for 'Is it safe to handle?'
- **Grand Prize**  
– Andrew Warland for 'Consistent approach to disseminate information on widespread topics to the community'

Research & Education Grant  
**WINNER!**

**Anastasia Govan for  
'Meeting the training needs of the Information and Technology industries in the Northern Territory: A comparison of employer needs, competencies and training availability'**

## Branch & Chapter Recognition Awards

Recognises the ongoing efforts of volunteer members at Branch/Chapter level in a number of categories:

- **Most Active Branch**  
– Queensland Branch with 7 events held
- **Most Active Chapter/SIG**  
– NZ Auckland Chapter  
– NSW Local Government Chapter

- **Most Unusual Event**  
– New Zealand Branch for their "Records Management Pub Quiz"



- **Best Attended Branch Event**  
– New South Wales Local Government Chapter for "Records – The heart of your organisation" with 79 attendees

- **Most New Members**  
– New South Wales Branch with 104 new members
- **Best Newsletter**  
– Western Australia Branch
- **Most Collaborative IAM Event**  
– Australian Capital Territory Branch **IQ**

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## STUDENT OF THE YEAR: SHARON NEWELL

Student of the Year is awarded to a student who has achieved excellence in educational studies in records and information management. Here, winner Sharon Newell explains how important continuing education is in her career

I was first employed by my local council to work in their Corporate Information section when I was 19. When I left school I completed a course in Business Administration Certificate 4 and after doing some work experience with the Council I was employed on a full time basis. I had no experience in records management and a lot to learn.

After 12 months I left to travel for 12 months and, after dabbling in other careers, realised that I had a desire to return to records management.

When I returned from my travels I enrolled at my local TAFE to do Certificate IV in Business Management. After starting this course I returned to Wyong Council as a Corporate Information Officer. I found the course beneficial, however it was not specifically related to records

“WHILE COMPLETING MY STUDIES, IT WAS AT TIMES DIFFICULT TO ENSURE AN APPROPRIATE WORK/LIFE BALANCE. I ACHIEVED THIS BY DEVELOPING TIMELINES AND STICKING TO THEM”

management which I had now chosen to pursue a career in.

It was at this stage I began to set goals for myself to take any and all opportunities to develop my career through training and education and the application of my skills in the workplace.

While I was away, the Hunter Regional Organisation of Councils (HROC) and Hunter TAFE had identified a need to make qualifications in records management more available to staff in the region.

They developed a program where staff could gain recognition of prior learning as well as identify any gaps or areas needing further development and work in conjunction with their supervisor and other support networks to address these.

It was the first time specific records management qualifications had been readily available for staff. The program has continued to develop and is now in its seventh year. Over 100 participants have now been through this course, including myself, and have gained Recordkeeping qualifications at Certificate Level III, Certificate Level IV and Diploma Level.

By making these qualifications available HROC and Hunter TAFE have ensured the region is equipped with suitably qualified staff, and has helped to build the confidence of staff to carry out their role as records management professionals. Personally, these qualifications have assisted me in setting and achieving my goals for career development.

While completing my studies, it was at times difficult to ensure an appropriate work/life balance. I achieved this by developing timelines and sticking to them. I also relied on my support networks at work and home. And because of Wyong Council's supportive attitude towards staff furthering their education, I was given financial support as well as time to complete assessments.

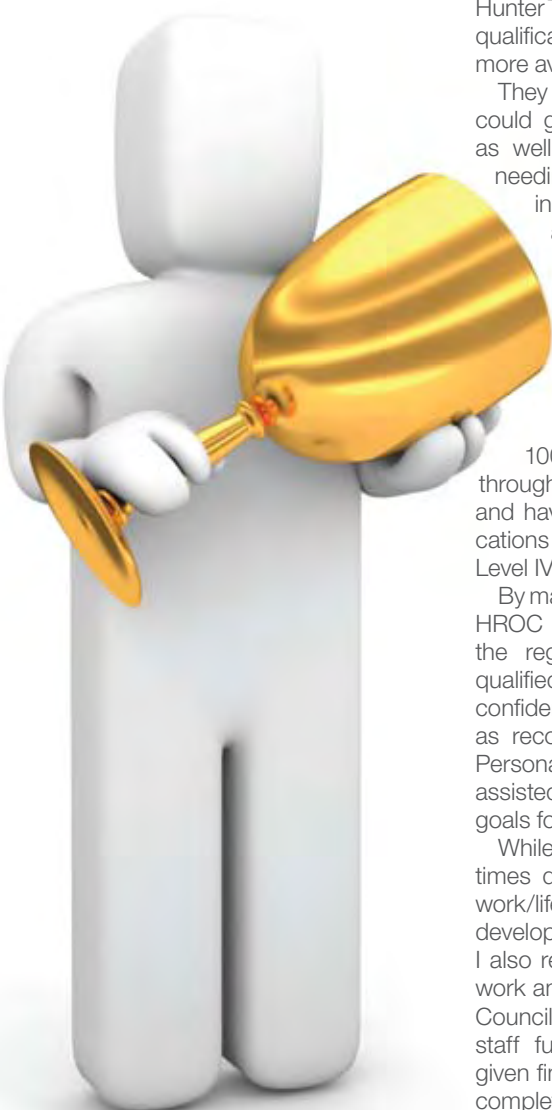
It was important that I also made a personal commitment to completing the course. At times I did have to sacrifice some of the other things I enjoyed doing, but it was definitely worth it when I completed each qualification and received my certificate.

### PUTTING LEARNING INTO PRACTICE

In 2008 I completed Certificate III and Certificate IV in Records Management, this improved my skill set and as a result I was offered the opportunity to act as Team Leader for a short period of time. Acting in this role allowed me to put into practice some of the skills I was learning through study.

In 2009 I went on to complete the Diploma of Records Management. I was appointed on a more permanent basis to the role of Acting Team Leader. This presented challenges at times. I now had 17 staff reporting to me as well as the increased workload associated with the Diploma level studies. Once again I drew on my support networks and took the opportunity to put into practice the skills I was learning.

Through these courses, my personal commitment, and having a plan for how I would move forward with my career, I have managed to secure a job which I enjoy. My studies have been and will continue to be an essential part of my development in this rapidly changing industry. **IQ**



### About the Author



**SHARON NEWELL** is currently undertaking a Diploma of Management and a Diploma of Government.

# On the RMAA Grapevine

## INFORUM

First of all, a big thank you to all of our exhibitors and sponsors at the Gold Coast Convention, as well as the delegates and speakers. Next year's convention is being held in tropical Darwin, making it the perfect spot to promote your company's services and do a little sightseeing on the side.

- For full exhibition and sponsorship opportunities, please contact [wendy.daw@rmaa.com.au](mailto:wendy.daw@rmaa.com.au), ph: 0419 719 820



Why not combine your visit to Darwin for inForum 2011 with a trip to Kakadu National Park – Twin Falls is well worth the effort!

## BRANCH NEWS

As 2010 winds up, our branches are also in the process of organising the last few events of the year. Attendance at events has been terrific, and it's great to see a combination of fresh faces and old hands both speaking at, and attending, events. The RMAA is always on the lookout for new speakers, venues and topics so if you have any suggestions, please don't hesitate to contact us.

Branch events are organised largely by branch councillors, all of whom are volunteers. They put in a terrific amount of work behind the scenes to bring together events, and with more hands on deck, the workload falls. If you're interested in joining your branch council, please contact the relevant branch secretary for details. It's a great way to make friends, network, and learn more about the RMAA.

## RMAA DIRECTORY

On the home front, the RMAA Products and Services directory is also hosting a slew of new advertisers. <http://marketplace.rmaa.com.au/> is the place to go if you need a consultant, service, software, stationery... even a job! Costs are low and jobseekers can place an ad free of charge. If you know any students or jobseekers who are trying to find a suitable position, please send them our details. If you are an employer and are searching for that perfect person, why not have a look on our website, or place an ad of your own? Most advertisements are uploaded within 24 hours of submission. **IQ**

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## Education SIG meeting

with its function, through different areas or 'rooms'. By having multiple communication channels students are less likely to be overwhelmed by the amount of information and their respective roles. There are separate areas in the learning management system for course outlines, lecture notes, readings, tutorial activities, a 'lounge room' for 'bits and pieces', discussion boards and group collaboration for assessments. There is also an area for organising site visits. From a lecturer's perspective, it is equally important to monitor student activity in the various communication channels as some appear 'silent' and this can be a cause for concern. Pauline reinforced Debra's view about the importance of regular contact with students and using different methods where appropriate. Phone calls are good, and meeting up at conferences is a real bonus for students and lecturers.

**Dr Sigrid McCausland**, a Lecturer of Charles Sturt University was the final speaker. As a first-time online teacher, Sigrid shared some of her challenges, having had many years of experience teaching face-to-face. Her first step into becoming an online teacher was to undertake a Graduate Certificate in Teaching to give her confidence in this new learning environment. Studying online is asynchronous with time zones and different working hours allowing for individual flexibility, but at the same time making

instant feedback not always possible. Also there seem to be more opportunities for student to learn 'out of order'. However, the timetable is relentless and with weekly, monthly and final deadlines, the ability to be fully flexible is limited. Students enjoy podcasts as they help make connections to the teaching staff and are also very practical for listening to on the train or bus. The teacher is no longer the source of information but the facilitator to help students understand the concepts, but again, regular input and being visible to the students is critical.

Clearly whether we are at work, with family, friends, professional communities or studying we have elements of physical and virtual communication. It is not a matter of 'surviving online learning' but engaging with a range of communication strategies to achieve the desired outcome. For some, online learning is the only practical option but learning is a challenge in any environment. Engagement and isolation can happen in either a physical or virtual classroom and face-to-face teaching is ever increasing its components of online learning.

One key message that emerged from the session is that a willingness to communicate and build trust with your fellow students and teachers is essential in any learning environment. **IQ**



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## Why CPD is a must for RIM professionals

The CPD model for life-long learning and professional development of RIM professionals has been developed around well-tested principles of learning and continuous quality improvement.

The RMAA CPD model is compulsory for all RMAA professional members. A 'professional member' is defined as any financial RMAA member that holds the status of Associate (ARMA), Chartered Member (MRMA) or Fellow (FRMA).

On an annual basis, professional members must submit evidence that they have undertaken CPD through a variety of activities. There are six main types of CPD activities which hold various 'weighting':

- 1 Formal education and training activities
- 2 Skill development within an organisation and informal learning
- 3 Conferences, seminars and meetings
- 4 Presentations and papers
- 5 Service activities
- 6 Industry involvement

Most of these activities are self-explanatory, however 'skill development within an organisation and informal learning' could do with some explanation, as it is often misunderstood.

Skill development/informal learning involves undertaking activities which contribute to the personal development of knowledge, expertise and skills, such as communications, marketing, business, language, computer skills and which do not involve assessment.

Such workplace activities can also count towards your CPD requirements. As part of your performance review, you should identify major key result areas, key performance indicators, development requirements etc. Examples include:

- Developing and implementing a recordkeeping framework that is sustainable and promotes recordkeeping best practice within an organisation – this includes recordkeeping strategies, policy, standards and procedures and business rules.
- Developing and implementing recordkeeping tools such as education programs (including course content and scripting), controls tools (business classification schemes and/or retention disposal schedule development (including supporting

appraisal report), recordkeeping systems and applications which support these systems.

- Developing and implementing quality assurance activities (audits, compliance etc) which demonstrate a change and/or improvement in managing information and records.
- Undertaking assessments of business system/s implementation to ensure recordkeeping functionality and metadata are imbedded.
- Reviewing and reporting on business process (organisational) to improve the managing information and record.
- Undertaking medium-to-large appraisal and sentencing projects.
- Developing communication and marketing tools and structures such as internet sites, posters, handouts, communication plans and promotion activities (eg, ARM Week) within your organisation.
- Researching, developing and implementing strategies and systems that facilitate the management of business information and records based on industry sector policies.
- Monitoring and analysing external influences (eg, economic and social trends, new technologies) and internal influences (eg, business needs and objectives) on information and its management – these influences are examined for impact on the organisation's information and records and whether they provide strategic opportunities for improvement.
- Providing strategic advice and business rules on the creation and capture of appropriate record formats, such as digital, digitisation, and non-traditional records formats such as oil and soil samples, objects of evidence.
- Providing subject matter advice which influences and promotes the further development and awareness of the maturity of the information and recordkeeping domains external to the organisation such as whole of government, industry sectors, industry authorities and like organisations on a local, state, national and international levels.
- The RMAA has developed a tool for logging your CPD online. Go to [www.rmaa.com.au](http://www.rmaa.com.au) > Members only **iQ**

## MANAGING AND PROTECTING THE WORLD'S INFORMATION



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