

# iq

## InfoRMAA Quarterly

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## DIGITAL DEMONS!

HAS WEB PUBLISHING  
BECOME A CAN OF WORMS?

### INFORMATION ARCHITECTURE

Information Therapy or  
Web Experience Design?

Why We Must Take the Risk of  
GETTING TOMORROW WRONG

### In The Wake of HURRICANE KATRINA

Looking Over The Expanded Horizon  
22ND RMAA CONVENTION IN REVIEW

### RIM RELICS

The Hiroshima Context



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We Interview New RMAA President Kemal Hasandedic

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**Objective**

### OFFICIAL JOURNAL OF THE RECORDS MANAGEMENT ASSOCIATION OF AUSTRALASIA

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## Front Cover:

Beware, there are demons  
in the Web! See our WCM  
stories, starting on page 28.





# From the CEO

**By all accounts, a wonderful time was had by all 500+ attendees at the 22nd RMAA International Convention, held in Perth, Western Australia in September.**

The event took over much of the Perth Convention Exhibition Centre, a location with plenty of space for sessions, a trade hall, and wide corridors for the 'hallway track' - where attendees informally meet up, debate, and swap stories.

"We're always working to keep the Convention focused on the technology and content, while providing opportunities to get up close and personal with the companies, community groups, and projects that are shaping the profession," says RMAA Marketing and Event Manager, Kristen Keley. "RMAA events will always be about quality conversations, meaningful interactions, and plenty of fun."

Kristen and her committee (headed up by local WA Branch member and Convention Coordinator, Christine Robinson) promised and delivered a programme filled with experts, insights, and inspirations that stretched the definition of records management, from basics to digital to the comical.

RMAA members and Convention Delegates can access the Convention papers in the Members Only section of the RMAA website, [www.rmaa.com.au](http://www.rmaa.com.au).

Several notable awards were bestowed during the Convention. See the later Awards section in this issue of *IQ* for details. I encourage every member of the Association to make nominations for these prestigious awards. Feel free to discuss any award, their criteria, or potential nominations with us.

The RMAA AGM saw a changing of the guard, with Chris Fripp retiring from the top job and Kemal Hasandedic stepping up to take the reins. Chris leaves knowing he has taken the Association to a new level, while Kemal faces the challenge of the next step, something I know he is capable of doing.

Kemal is passionate about the industry and has already provided strong leadership and communicated his expectations. I look forward to working closely with him to ensure the continued development of the Association and the profession.

RMAA and other groups have long argued the importance of records management. Our message to leaders and policymakers has consistently been that the focus needs to be on corporate governance, compliance, and records management as a combination, not individually.

The Statement of Professional Intent developed in conjunction with the ASA will go a long way to promoting that message. A copy is available on the RMAA website. An overarching strategic document, it will be pulled apart for various activities - professional status, CPD, course accreditation, records marketing, promotion, etc.

I've just completed visits to RMAA branches, where I enjoyed meeting you at various events. During my travels I heard members talk about how they came to be where they are - some stories were very touching. I realised that wherever you are, records professionals all have the same vision and will to succeed. The RMAA is here to help you grow that vision and will.

Lately, I've overheard members saying they are weary, and wondering "What's it all about?"! I suggest three ways to find meaning and purpose in your work. First and foremost, take a break... even a long weekend away will help you re-focus.

Find a home. It's important to find the environment that unleashes your talents and recognises your contributions. The environment that is right for one may not be right for another. It's important to connect with the environment that brings out the best in us.

Align work with passion. Every job has its share of mundane tasks. Those tasks don't have to put out the flame that burns inside. Develop the gifts that you have been blessed with at birth. Don't settle for the comfort zone and security of a job that you are not passionate about.

We all struggle to find the right balance between earning a living and serving a purpose. This tension is both normal and necessary because it helps shape our journey. Don't let obstacles stop your journey: you HAVE a purpose.

Find out what the RMAA can do for you, and what resources are at your fingertips. We hear your requests. RMAA's support for your professional needs is our number one priority. Use us.

**Kate Walker,**  
CEO of the Records  
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# From the Editor's DESK

## RECORDS AND DISASTER

How ironic, and prescient, that within weeks of our August issue, with its compelling disaster management and recovery messages, Hurricane Katrina should devastate Louisiana and Mississippi.

In this issue we present a special report on records and recovery in New Orleans in the wake of Katrina. And Alison Simko, co-subject of last issue's 'From the Dust of 9/11' interview, updates us on records recovery in Lower Manhattan.

By the way, two days after they returned from Australia, Alison and Robert Simko were presented with a Community Service Award by the people of Lower Manhattan, for the contribution they and their newspaper have made to the post-9/11 recovery.

## EXPANDING THE HORIZON

Several articles in this issue look at growing Web publishing problems. One writer's research has identified significant Web rot, as digital demons get into the system. What is causing it? Is there perhaps worse to come beyond the horizon? We ask Web Content Management experts for the answers.

We give you a pair of *IQ* Interviews. The first is with the new National President of the RMAA, Kemal Hasandedic - focusing on the future of the RMAA and of RIM generally. We also interview the retiring National President, Chris Fripp, looking back at the great leaps forward taken by the Association during his six years in the chair.

We review the hugely successful RMAA Convention in Perth in September, and also bring you up to date on the awards presented at the Convention.

In addition, we consider information architecture - just what is it, and what role does it play in RIM? An industry expert asks curly questions about archival storage. We look at the continuing international uptake of the ISO 15489 standard. And we review how records have played a role in the Vioxx legal cases.

Contributing editor Mike Steemson gives a detailed rundown on the busy RIM year in the UK after an extended visit this northern Summer, including a review of the often acerbic establishment reaction to the appointment of 34-year-old Natalie Ceeney as the new head of Britain's National Archives.

In this issue too, we launch a new graphic records section, RIM Relics, featuring a photo collection with a touch of mystery to it. We introduce leading UK RIM commentator Kenneth Tombs, as he expresses his RIM world views in the new *IQ* column Off the Record. And I look back at how right and wrong experts were when predicting what lay over the horizon 20 years ago, and put the view that no matter how many mistakes we make, we cannot afford not to continue to imagine the future.



The Editor of *IQ* **Stephen Dando-Collins** and his wife and business partner **Louise Dando-Collins** at the official dinner of the highly successful 22nd RMAA International Convention in Perth in September. See page 50 for a comprehensive Convention Review.

## THE NEW *IQ* EXPANDS ITS HORIZONS

Once upon a time, said a vendor at the RMAA Perth Convention, the RMAA journal could be described in one word: "Boring."

Well, our readers have noted a big change in *IQ* this year. For example, at the Australian Society of Archivists' online review site 'In the Mailbox,' editor Shauna Hicks commented recently, about *IQ*: "This journal is now showing the positive influence of its still relatively new editor Stephen Dando-Collins. Once I could read it very quickly, but not any more."

Shauna wondered if we'd actually increased our size - because we manage to pack so much into our issues these days. We haven't.

In the same vein, a Perth Convention delegate remarked, "I never used to even open *IQ*. Now it's really worth picking up." Another told of how they now wait expectantly and impatiently for each issue. And four speakers at Convention sessions referred to recent articles in *IQ* in their presentations.

Over the past year we've attempted to provide RIM professionals with information that is of real use to them. For example, a Queensland reader tells us they used Frank McKenna's email management article in our last issue as the basis of a presentation. Rest assured, we'll work hard to keep *IQ* relevant and focused on the needs and interests of our growing international readership.

I should note that *IQ* is the only industry magazine that reaches every single RMAA member throughout Australia, New Zealand, and the Asia Pacific. No other magazine can use the RMAA's valuable mailing list.

And, as retiring RMAA National President Chris Fripp announced at the Perth Convention, next year *IQ* will be going to five issues. But, I hear you ask, how can a quarterly magazine have five issues a year? All will be revealed next year.

That extra issue will feature case studies, so if you have a case study to share with your industry colleagues, or know of a likely candidate, see page 57 of this issue.

Have a great Christmas and New Year. We'll be back in February, with THE DIGITAL ISSUE.

**Stephen Dando-Collins**

Editor

*IQ* Magazine

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# Dear Editor...

## The Simko Story

Congratulations on the August 2005 edition of *IQ*. I read the Simko story (*From the Dust of 9/11*) twice, and found the 9/11 photos spellbinding.

In my opinion you are turning out a quality publication jam-packed with interesting and informative material.

**Steve Renouf, MRMA**  
Gladstone, Qld

## Objective *IQ* Article of the Year Award Winner

What can I say? Thank you again for your most kind remarks. I am astonished to have won such a magnificent award, and amazed.

**Michael Steemson, ARMA**  
Wellington, New Zealand

(After being informed he had won the inaugural award. See the awards section later in this issue for Award details – Editor.)

## Thanks for Your Support

Just a brief note of thanks for your support and encouragement regarding the DIRKS article. Needless to say, I was tickled pink by getting an award for the article.

**Stephen Macintosh, ARMA**  
Sydney, NSW

(After learning he had been given a Highly Commended award for his article 'Making DIRKS Work' – Editor.)

## I Protest!

I write to protest the inclusion of 'Toward a Unified Theory of Stuff' in the shortlist for the Objective *IQ* Article of the Year Award.

This piece of indulgent intellectual

frippery demeans the efforts of software integration representatives, and has no place in a serious academic journal.

As for mentioning Shrodinger, Newton, Heisenberg, Greene et al in the same breath as Terry Pratchett, words fail me.

**Glenn Sanders, MRMA**  
Avalon, NSW

(Glenn is the mischievous author of 'Toward a Unified Theory of Stuff' – Editor.)

## Message from Manhattan

We would like to take the opportunity to thank the RMAA, Chris Fripp, *IQ* Editor Stephen Dando-Collins, and RMAA Marketing Manager Kristen Keley for the invitation to speak before your Expanding Horizons Convention in Perth. We also enjoyed presenting before RMAA groups in Sydney and Brisbane.

While we did not see a single kangaroo, our trip to your wonderful country was exciting for the natural wonders we saw and the warmth shown to us by everyone we met.

In particular we'd like to thank Stephen Dando-Collins for his insight into how important our story would be to RMAA members. Many came up to us after the presentation to express heartfelt emotion that touched us both deeply.

To have been afforded the opportunity to visit the great land of Australia, we thank you.

**Robert Simko and Alison Simko**  
New York City, USA

## Caboolture Disaster Recovery

Just got the latest *InfoRMAA Quartely*. Thank you for the great layout on our story, ('Come The Flood, Caboolture Shire Council Was Prepared for the Worst').

**Angela Garnett**  
Records Management Coordinator  
Caboolture Shire Council, Qld



## Rewards for Bright Ideas

*IQ* is offering rewards for bright ideas from readers for new sections, articles and features for the magazine.

If we take up your suggestion, you will be able to select from the suite of RMAA Gift Shop items available on the RMAA website: [www.rmaa.com.au](http://www.rmaa.com.au).

A prize has already been awarded – to Steve Renouf, MRMA, of Queensland, who suggested that we introduce a RIM relics section to our pages. Not only did Steve give us the idea, he has given us the material for the first section, which begins on page 60 of this issue.

Steve chose an RMAA compendium as his prize. To contribute an idea and be rewarded, send us your thoughts today. And if you have an interesting photograph or collection of photographs, send us an email or snail mail note describing them, or send some examples on CD, to PO Box 317, Potts Point, NSW 1335, Australia.

Remember to include contextual information with any photos you send – tell us what the photograph is a record of. Describe the subject, approximate date of origination, and what was occurring at the time the photograph was taken – the 'back story' as they say in Hollywood. Material will be returned if you provide return postage.

So, put your thinking cap on, and share your ideas and RIM relics with *IQ*.

**SEND LETTERS & SUGGESTIONS TO:**  
[editor.iq@rmaa.com.au](mailto:editor.iq@rmaa.com.au)

They  
Told  
*IQ*...

The RMAA is the second-largest records management association in the world

Chris Fripp, Immediate Past National President of the RMAA, in *IQ* Interview 2, page 24 of this issue.

# Records Are at the Heart of Vioxx Legal Cases

**Medical records are proving crucial to both plaintiffs and the defence as thousands sue pharmaceutical giant Merck & Co, accusing its Vioxx pain-reliever of causing heart attacks and strokes.**

Worldwide, more than 4,200 lawsuits have been filed against Merck & Co in relation to Vioxx, a member of the COX-2 inhibitors family of painkillers, accusing Vioxx of causing fatal or life-altering heart attacks and strokes.

The August decision in the first Vioxx case to come to trial has generated speculation that Merck could be up for a total damages bill of \$US18 billion across all the Vioxx claims that are now in the system.

That case, in Texas, saw a jury of seven men and five women award the widow of 59-year-old Robert Ernst \$US253.4 million in damages. The medical records showed that Ernst had taken Vioxx for eight months prior to his death as a result of a heart attack in 2001.

The court's finding has given new impetus to law firms in the US, Australia, Britain, Canada, Europe, Brazil and Israel which have been putting together Vioxx class actions against Merck, especially as the Ernst case had been considered by some analysts to be relatively weak.

At the core of the suits is a connection between the taking of Vioxx and cardiac events. Following the finding in the Ernst case, a Merck lawyer declared that there is no reliable scientific evidence that shows Vioxx causes cardiac arrhythmia. The Ernst jury felt otherwise.

Key to a successful suit, according to lawyers, are accurate medical records which prove a patient was taking Vioxx prior to their heart attack or stroke. California law firm Alexander, Hawes and Audet has told potential Vioxx suit clients, "We may, for example order medical records and other records - with your permission only." It adds, "We may request that you find certain documents and forward them to us."

In another Vioxx case, this time in Alabama, records served the Merck defence. In April, Cheryl Rogers appeared at a



The awarding of \$US253.4 million to a Texas woman who sued over the death of her husband after he took Vioxx was a bitter pill for pharmaceutical giant Merck


deposition in relation to her suit against Merck over the death of her husband Howard. Rogers had claimed in a sworn statement that her husband had been taking a particular batch of GP-prescribed Vioxx just prior to his death. But Merck lawyers were able to have the case adjourned after records proved otherwise.

Cheryl Rogers had provided an unopened Vioxx pack which she said was one of several her husband had been using at the time of his death. But when Merck checked the batch number against its distribution records, which it must keep under US federal law, the records showed those samples did not arrive at the distribution centre until six months after Howard Rogers died.

In Australia, Melbourne law firm Slater and Gordon is filing claims in Australian courts on behalf of more than one hundred Australian Vioxx clients, with senior consultant Richard Meeran confident of success.

That confidence would have been boosted by the result in the Ernst case and the publication by the *New York Times* in April

of a Merck internal email. That email indicated that Merck executives had overruled their own scientists after they suggested that an elderly patient participating in a Vioxx trial had died of a heart attack.

Law firm Alexander, Hawes and Audet says, "A vast majority of civil cases in this country are settled before trial." But Merck & Co have said they will appeal the Ernst case decision and contest every other Vioxx claim made against it. It's shaping up to be another case for the record books. 

**SOURCES:** *New York Times* (Apr 24, 2005), *Washington Post* (Aug 19, 2005), *Sydney Morning Herald* (Aug 20, 2005), [www.news.bbc.co.uk](http://www.news.bbc.co.uk), [www.msnbc.com](http://www.msnbc.com), [www.alexanderlaw.com](http://www.alexanderlaw.com).





## In the Wake of Hurricane Katrina Records and Recovery in New Orleans

### Records Rescuers Turned Away by Troops

**NEW ORLEANS:** Paper records recovery experts sent into the flooded Louisiana city to rescue the most important among the 12 million documents at the New Orleans Notorial Archives were turned back by US Army troops.

Within days of Hurricane Katrina devastating New Orleans on August 29, Notorial Archives management had hired specialist Swedish document salvage firm Munters Corp to go into the flooded city to retrieve thousands of key documents.

Unlike many other city and state governments across the US, which have digitised all their real estate records, the New Orleans archives are still paper-based, with hand searches required for all the 12 million documents stored by the Notorial Archives. That was about to change - Notorial Archives chief Stephen Bruno was in the process of hiring a firm to transfer many of his documents to computer when the hurricane hit.

In a salvage operation organised with speed and military precision, Munters Corp sent an assessor under police escort to assess the damage at the various Notorial Archives sites in New Orleans, with convoys of specially equipped refrigerated trucks close behind. In the Munters recovery process, water-saturated documents are frozen,

then freeze-dried to slowly remove moisture.

The Munters truck crews had specific destinations and detailed rescue instructions. Two teams were to head for New Orleans' Poydras Street, the city's main administrative street. One team was to enter the Civil District Courthouse, where many of the city's real estate records were stored.

Another team was to go to the former Amoco building, now a Notorial Archives storage facility. This contained historic documents of national importance including a War of Independence letter from pirate Jean Lafitte to George Washington demanding payment for expenses incurred when he and his men fought on the American side at the Battle of New Orleans.



Other historic documents on the salvage list included original land grants, slave sale records, and title deeds that were hundreds of years old.

But the Munters assessor was turned away by troops at one checkpoint after another on the New Orleans outskirts, despite the police escort. And then the refrigerated trucks were also turned away.

"I don't think people realise the importance of these records," Munters executive Eddy Pokluda told New Orleans daily newspaper *The Times-Picayune*.

The status of the Notorial Archives collections is still unclear.

## Live-Saving Death Row Records Feared Lost

**NEW ORLEANS:** The Louisiana Capital Assistance Centre (LCAC) at 636 Baronne Street was one of the thousands of buildings flooded during the disaster. Hundreds of boxes stored on its ground floor contained records essential to legal appeals for prisoners awaiting execution in Louisiana and neighbouring Mississippi.

Founded in 1993, the LCAC was a charity that funded investigators and lawyers who conducted investigations and lodged appeals for men and women on death row, and frequently obtained justice for wrongfully convicted clients.

In one case, a single document unearthed by the Centre identified the true guilty party and set free Dan Bright, who had been convicted of murder. In another case, an LCAC-funded DNA test proved that Ryan Matthews could not have been guilty of murder, and he too was set free.

The LCAC's server backup tapes were rescued from the Centre before the hurricane struck and removed to Los Angeles, but most the LCAC's records were in paper form. Among the million or so pages stored at 636 Baronne Street was the documentation relating to Ryan Matthews' DNA test, documentation

now feared lost. Should that prove the case, and the laboratory involved failed to keep a copy of his DNA test on file, Matthews' plan to lodge an application for compensation for his wrongful arrest and conviction will be stymied.

For more information on the LCAC, visit [www.thejusticecenter.org](http://www.thejusticecenter.org).

## Concern for Many Archival Collections

**BATON ROUGE:** A newspaper in a nearby Louisiana city has expressed concern for the fate of numerous other New Orleans archival collections affected by the hurricane.

The Baton Rouge *Advocate* launched an appeal among its readers for information on the status of collections held in the archives of institutions including the New Orleans Library, The Historic New Orleans Collection, the Old Mint, Tulane University, the H. Sophie Newcomb Memorial College for Women, and the Tulane School of Medicine.

The *Advocate* set up a database to list the status of these official archival collections and those held by private historians.

## Legal and Insurance Document Loss Nightmare

**NEW ORLEANS:** An estimated 6,000 lawyers lost their office files, the City Hall property records were inundated, and insurance company's were unlikely to pay out to home owners who could not produce their insurance documents.

These were some of the records-related horror stories that emerged in the weeks following Hurricane Katrina. Many lawyers lost documents critical to civil and criminal cases. But real estate lawyers were even more worried, with

both property-owners' personal records and the City's official real estate records destroyed or damaged.

"It's the mortgages that's going to be ugly," Marx Sterbcow, of Max Sterbcow Law Group, told the New Orleans *Times-Picayune*. "To put it mildly, how are you going to be able to prove if you own a piece of property if your records are gone? How are you going to be able to prove you have a mortgage, or one is paid off?"

Copies of titles, mortgages, conveyances and liens going back hundreds of years, the oldest documents written in Spanish and French, the languages of the original settlers of New Orleans, were kept in the basement of City Hall, on Poydras Street. The basement was quickly flooded during the disaster.

Three years back, the New Orleans Register of Conveyances, Gasper Shiro, began the process of transferring his paper records to computer. But, because of budget restrictions, instead of contracting the job out to private specialists, Shiro used his own staff to hand enter the records. The job was still continuing when the hurricane hit the city in August.

The *Times-Picayune* reported that it was unclear how many of the property records had been put onto computer by the time Katrina arrived, or how well that computerised information had survived the hurricane and its aftermath.

Professor Winston Riddick of Louisiana's Southern Law Centre predicted that the process of restoring the lost information could be extremely tedious, with homeowners filing insurance claims facing delays that could last for years.

## Backup Saved Veterans' Medical Records

**HOUSTON:** While many medical records for New Orleans' million residents were damaged or completely lost in the disaster, the records of military veterans were saved by prompt backup action.

Identification of most of the 1,100+ bodies found in the wake of Katrina has been made extremely difficult because

dental records, prosthetic records and other similar aids to ID were lost in the flooding. Meanwhile, doctors interstate trying to treat evacuees have been hampered by the lack of medical records.

But the story has been different in the case of military veterans. The US Government's Veterans Administration (VA) keeps all client medical records on a Computerised Patient Records System (CPRS). Immediately following the hurricane, VA Chief Information Officer Frank Vazquez ordered his staff to work around the clock backing up patient data in New Orleans.

The backup tapes were driven to Houston, Texas, where, 72 hours after the hurricane, the medical records of 38,000 veterans living in Louisiana, Mississippi and the Florida panhandle were made available online to physicians.

Within days, said a VA press release on September 13, 900 progress notes, 800 prescriptions, and 2,000 outpatient clinic orders had been added to the online records of hurricane-affected VA clients.

For more information: [www.houston.med.va.gov](http://www.houston.med.va.gov).

## Electronic Data Recovery Company Flooded With Post-Hurricane Work

**EDEN PRAIRIE:** Far away from New Orleans, up in the northern state of Minnesota, a data recovery company has found itself swamped with hard drives from computers inundated by Hurricane Katrina.

The laboratories of Kroll Ontrack in Eden Prairie specialise in the recovery of data from hard drives. Previously, Kroll's most famous task had been the recovery of data for NASA from the hard drives of two laptop computers that had been aboard the space shuttle Challenger when it was destroyed on reentry in February 2003.

In that case, the drives had been found intact at the bottom of a lake.

Despite all they had been through, Kroll Ontrack was able to recover 99% of the contents of those drives.

Kroll say that fire and water actually cause less damage to hard drives than internal problems – another part of the hard drive hitting the disk, for example. Files located beneath a scratch or scrape are irretrievable.

At Kroll Ontrack, a damaged drive is subjected to diagnostics that last up to two days, as technicians determine how many files have survived. Subsequent disk cleaning lasts three to four more days. With a speck of dust capable of disabling a disk, cleaning takes place in a 'clean room,' where temperature, air quality and humidity are carefully controlled. Recovered data is transferred to CDs, DVDs, or external hard drives.

A typical hard drive can contain as much as 20 gigabytes of data. Converted to paper, that would cover over 4 million sheets of paper, creating a stack higher than the New York City's Empire State Building.

Kroll Ontrack charges around US\$100 for the initial diagnosis and US\$1,000 for file recovery from a standard PC or laptop.

Within a week of the hurricane hitting New Orleans, hard drives began arriving at the company's labs after being retrieved from under water or from mud as thick as gumbo.

"Even if they're buried in 'nasty' water, they are mostly recoverable," Kroll Ontrack director Jim Reinert told Minneapolis daily newspaper the *Star Tribune*. The company expects to retrieve all or part of the data on 90% of the hurricane-damaged hard drives they receive.

Another task involves the recovery of recorded backup tapes, still the most common form of backup in the US. Kroll say that one New Orleans credit union managed to get its tapes out of the city in time, but went to Kroll because it no longer had access to the equipment to run the tapes.

Another New Orleans company Kroll heard of wasn't so lucky – the hurricane destroyed both its headquarters and its backup site.

Previously, Kroll Ontrack's bread and butter was the recovery of deleted files for legal cases, but the firm expects to be busy on Katrina-related recoveries at least until Christmas.

## Iron Mountaineers and Their Records Safe

**NEW ORLEANS:** Leading RM company Iron Mountain reports that all its staff and client records survived the disaster.

The 107 staff from the four Iron Mountain RM sites in New Orleans had found shelter in 12 states.


"All four facilities and their associated inventory have been inspected," said an Iron Mountain spokesperson. "There is minimal damage to our buildings and no damage to our customers' inventory from the flooding."

## Aussie Tourist Saved by Records Loss

**NEW ORLEANS:** Melbourne tourist Ashley McDonald, who was in a New Orleans prison when Hurricane Katrina hit the city, found himself a free man thanks to the record of his arrest.

McDonald's parents back in Australia told the Melbourne *Age* that they had heard nothing from him once he arrived in the city and booked into a hotel in the French quarter, and feared that he had perished. Four days later, thirty-year-old McDonald emerged alive, from the New Orleans Parish Prison.

The night before the hurricane, McDonald had been arrested for 'criminal trespass' in a Bourbon Street bar. He told of how he had spent the next four days in the prison, after all the guards fled their posts. Two prisoners left in a basement cell drowned when floodwaters washed into the correctional facility.

Once the authorities resumed control of the prison, they found that McDonald's arrest record had been lost in the disaster, and he was set free. 

**SOURCES:** This Special Report is based on press releases from the Veterans Administration and Iron Mountain and from material which appeared in the following publications in September 2005: New Orleans *Times-Picayune*, Baton Rouge *Advocate*, Minneapolis *Star Tribune*, and The *Age* of Melbourne.

## Latest Microsoft Anti-Spam Success Takes Its Winnings Against Spammers to US\$838 Million



Microsoft's  
Chief Counsel  
Brad Smith

**SEATTLE:** After its latest success in extracting US\$7 million from leading spammer Scott Richter took Microsoft Corporation's winnings in legal cases it has launched against spammers to US\$838 million, the company is hopeful that commercial spamming will be significantly reduced.

Scott Richter's Internet marketing company OptInRealBig.com had been rated the third largest commercial spammer in the world, sending out an estimated 38 billion (yes, billion!) spam messages a year and reputedly making millions of dollars in profits each month.

Microsoft has launched more than 135 anti-spam lawsuits worldwide, the majority of them in the US. In the Richter case, they accused the spammer of making 40,000 fraudulent statements in 8,000 email messages caught in 'spam traps' set up by Microsoft.

In settling out of court, Richter agreed to fully comply with federal and state laws including the CAN-SPAM Act (Controlling the Assault of Non-Solicited Pornography and Marketing). Authorities will monitor Richter for three years to make sure he does.

Brad Smith, Microsoft's chief in-house counsel, told Associated Press in September, "We have now proven that we can take one of the most profitable

spammers in the world and separate him from his money. And I think that sends a powerful message too other people who might be tempted to engage in illegal spam."

Since Richter promised to stay within the law there has been a massive drop in spam levels recorded by anti-spam advocacy group the Spamhaus Project. For more details, visit [www.microsoft.com](http://www.microsoft.com).

Meanwhile, the *Information Management Journal* (Sept/Oct 2005) reports that the US Federal Trade Commission (FTC) has recommended in a report to Congress that instead of requiring spammers to put 'Advertisement' in the subject line of an email, the focus should shift to the development of new anti-spam technology, such as email authentication.

## Homeland Security Not Ready for Disaster on Own Doorstep

**WASHINGTON DC:** An internal audit has revealed that the US Department of Homeland Security is incapable of coping internally with a disaster.

The *Information Management Journal* (Sept/Oct 2005) reports that 25 of 31 DHS disaster recovery plan documents were found to contain deficiencies, while 15 of 19 DHS IT sites audited were totally incapable of performing complete data backups to a second recovery site in the event of a disaster. The remaining 4 sites had problems that would 'adversely impact recovery.'

Everything from the flow of goods in and out of the country to airport security screening and the processing of disaster assistance grants could be halted as a result, said the DHS Office of the Inspector General.

A DHS spokesman could not say when the Department would be able to meet the audit's recommendations, commenting that, because many information systems are linked under the DHS umbrella, changes could take some time.

## 50<sup>th</sup> ARMA Conference Attracts 4,300

**CHICAGO:** The 50<sup>th</sup> ARMA International Conference held at Navy Pier's Festival Hall in September attracted 4,300 professionals from around the world.

ARMA 2005 featured 80 educational sessions, with four pre-conference programmes focused on RIM fundamentals, managing electronic records, RIM in the legal environment, and e-records in healthcare and pharmaceuticals. The associated vendor expo featured a record 225 vendors.

Hot conference issues were email management, e-discovery, electronic records, standards and best practice, managing and promoting RIM programmes, and international retention.

"We promised lots of education, networking, excitement, fun, and a few surprises," said ARMA management. "And that's what we delivered."

Next year's ARMA Conference is at San Antonio, Texas, from October 22-25.

For more information, visit: [www.arma.org](http://www.arma.org).

## Elvis, Steve McQueen and Joe Louis Records Released

**OVERLAND:** The Missouri-based National Personnel Records Centre of the National Archives and Records Administration (NARA) has unsealed the first batch of what will be a major release of military records, some of them covering famous American figures.

Among the first release of the 19<sup>th</sup> and 20<sup>th</sup> century collection are the military records of 150 famous entertainers, politicians and athletes including Elvis Presley, Steve McQueen, Clark Gable, Henry Fonda, Jackie Robinson and Joe Louis.



At the Overland facility, which has been storing US military records since 1946, the records occupy shelves 4 metres high on five floors, each floor the size of three football fields.

Also in the release are John F Kenedy's application for a naval commission and records of the World War II sinking of his torpedo boat PT-109.

For more information: [www.archives.gov](http://www.archives.gov).

## FBI Man Accused of Stealing White House Files

**WASHINGTON DC:** FBI analyst Leandro Aragoncillo has been charged with downloading 101 classified FBI documents, and is also accused of stealing records from the White House office of Vice President Dick Cheney.

*USA Today* reports (Oct 5, 2005) that Aragoncillo worked at the White House for three years before going to work at the FBI's IT Centre at Fort Monmouth, New Jersey last year. The files are believed to relate to Philippines President Gloria Arroyo.

Deposed Philippines President Joseph Estrada is alleged to have received information from Aragoncillo, a former Philippines citizen.

## Kids' DNA and Prints on Record

**LOS ANGELES:** Just when you thought TV show CSI had exploited all the possible forensic uses of DNA, pediatrician Dr Peter S Waldstein has released a kit for parents to record the DNA and fingerprints of their children in case they go missing.

Dr Waldstein, who is Assistant Clinical Professor at the University of California Los Angeles (UCLA), developed the kit with his wife Laurie.

The Waldstein kit includes a fingerprinting card and ink strip, a hair sample collection envelope, buccal swabs

for DNA collection and a permanent storage container. For more information: [www.drpeterskit.com](http://www.drpeterskit.com).

## Microsoft Signs Cyber Crime Agreement With Nigeria



Nihu Ribadu, Executive Chairman of the Nigerian EFCC, and Neil Holloway, President, Microsoft Europe & Middle East, with the agreement

**LONDON:** Microsoft Europe and Middle East (EMEA) has announced the signing of a memorandum of understanding with the Nigerian Government designed to help stamp out cyber crime originating in Nigeria.

Nigeria has become infamous as the source of email scams that have cost the greedy and the unwary hundreds of millions of dollars worldwide. In 2002, the Nigerian Government established the Economic and Financial Commission (EFCC) to hunt down scammers, and to date 50 cases have been brought to court. But the EFCC wanted to do more.

Under the new agreement, announced on October 14, Microsoft will provide knowledge on the 'botnet' technology that enables hackers to use tens of thousands of computers to spread spam and crash websites.

It will also show the EFCC how to extract useful information from PCs compromised in attacks, how to monitor computer networks to detect attacks, and how to identify the instigators.

The EFCC's Executive Chairman, Nihu Ribadu, said in an October press

release, "This agreement will be of great benefit to us. It will put us in the proper direction in fighting cyber crime. It will help us improve our understanding of the technologies involved as well as give us new investigative skills to get the criminals. They are constantly changing their tactics and we have to keep up."

In its October press release on the agreement, Microsoft said that its analysis of spam provides hundreds of leads for enforcement agencies annually. For more information: [www.microsoft.com/emea](http://www.microsoft.com/emea), and [www.efcnigeria.org](http://www.efcnigeria.org).

## Holographic Breakthrough to Revolutionise Storage

**AMSTERDAM:** Five-year-old Colorado company InPhase Technology has stolen the march on industry giants to launch a holographic drive offering unheard of archival storage densities, which makes the DVD an antique.

InPhase demonstrated its breakthrough technology at the Hiatchi Denshi/Maxell stand at Amsterdam's International Broadcasting Conference over September 9-13. At the same time, it announced a new partnership designed to take the prototype to the market.

The Tapestry Drive, said an InPhase press release, will now use a high-speed custom complimentary metal oxide semiconductor (CMOS) camera chip developed by Cypress Semiconductor Corp.

Initially Tapestry storage will be used in the broadcasting industry. Hollywood is particularly interested – tapestry will vastly reduce the size and cost of reels of movie film, and will speed up transfer from the master.

Within three years InPhase expect to introduce mobile phone storage of up to 20Gb on a storage platform the size of a postage stamp.

Not surprisingly the likes of IBM, Sony and HP have jumped into bed with InPhase, and other storage possibilities for Tapestry are now in development.

For more information: [www.inphase-tech.com](http://www.inphase-tech.com)



## ISO PDF/A Standard Released

**GENEVA:** In October the International Standards Organisation released the much anticipated PDF/A standard, ISO 19005 Document Management - Electronic Document File Format for Long-Term Preservation, Part 1, Use of PDF 1.4 (PDF/A-1).

The Portable Document Format for storing and sharing information electronically has become part of the RIM landscape, and PDF/A is being hailed as the storage form that is optimised for effective long-term preservation.

For more details of the new PDF/A standard, visit [www.iso.org](http://www.iso.org).

## UK Public Bodies Struggling to Meet FOI Requirements

**LONDON:** Since Britain's new Freedom of Information Act was introduced on January 1, many of the 100,000 government departments and public bodies subject to the Act have struggled to meet requests.

*The Times* of London reported in October that while a total of 13,000 FOI requests have been made to government bodies, watchdog agency the Information Commission (IC) has received 1,642 appeals about refusals to disclose information or failure to meet the 20-day deadline for the turning around of information requests. Information Commissioner Richard Thomas says in his latest annual report that some public authorities appear to be unclear about their FOI obligations. (See [www.informationcommission.gov.uk](http://www.informationcommission.gov.uk).)

Martin Sutherland, Public Sector Head at Detica, a specialist IT consultancy, had told the *RMS Bulletin*, (August, 2005), "The problems now arising are a result of the 'wait and see' approach taken to storing and organising

the less formalised data, such as emails and notes taken at meetings."

*The Times* says that 28 full-time and 5 part-time IC staff can't cope with the deluge of complaints, with less than 50 appeals receiving judgments so far. While actual FOI requests are tailing off, complaints are increasing at 5 per day.

The FOI picture has been further blurred, says *The Times*, by a Whitehall agency, the Central Clearing House, which is advising civil servants to neither confirm nor deny that their departments even hold requested information.

## Tower Partnership Sure to Attract Police Attention

**LONDON:** Tower Software's UK operation has teamed with Geoff Smith Associates (GSA) to offer UK police forces an arresting combination of EDRM and policing-specific software.

GSA's Cyclops software was designed by former British police officers specifically for use by police forces. The new Tower-GSA partnership combines Cyclops with Tower's TRIM Context EDRM solution.

"While we already have police contracts such as Bedfordshire and the Independent Police Complaints Commission," Tower UK Managing Director Tony Sumpster told the *RMS Bulletin*, (August 2005), "GSA is really able to talk to this sector in a language it understands."

Cyclops features policing-specific applications such as Scene of Crime, Firearms Licensing, and force Finance.

## Objective 7 Receives UK National Archives Nod

**LONDON:** The National Archives has certified that Objective Corporation's Objective 7

**Enterprise Content Management (ECM) solution as meeting the Electronic Records Management (ERM) requirement standards of the UK government.**

UK legislation imposes strict requirements on the public sector relating to the management of records. And while TNA (the National Archives) is best known for housing the nation's historical and political records, it is also charged with testing ERM solutions against more than 400 public sector functional requirements.

Objective's CEO Europe, Gary Fisher, told *IQ*, "TNA approval is regarded as the most stringent test any ERM product has to face, and we are delighted to receive approval."

## Swiss to Hand Over Aussie Financial Records

**GENEVA:** Swiss authorities, once famous for financial records secrecy, have agreed to hand over documents relating to 500 Australian suspected tax evaders.

According to the *Weekend Australian* (Oct 1-2, 2005), the Swiss Justice Department has provisionally agreed to release documents held by Geneva-based accountancy firm Strachans to Australian Tax Office and Australian Crime Commission investigators.

The records relate to more than 500 Australian clients of Strachans, including celebrities and sports stars, under investigation in Australia for tax evasion.

## OmniRIM and FileNet Team to Provide RM Compliance Solution

**VANCOUVER:** After teaming up with Californian ECM provider FileNet, Canada's OmniRIM

## Solutions has just released its eConnector for FileNet P8, labelling it a unified RM solution for regulatory compliance.

The new OmniRIM eConnector module is offered by FileNet as a value-added component to users of FileNet Records Manager. It boasts advanced bar-coding capabilities, improved warehouse management, and enhanced RM admin.

"With direct access to both physical and electronic information from a single user interface," said OmniRIM CEO Ian Gordon in a September 14 press release, "Customers will be able to retrieve data and make decisions more quickly and efficiently."

## Taiwanese Insurer Reduces Time-to-Web from Weeks to Days

**TAIPEI:** Cathay Life Insurance, Taiwan's largest life insurance company, has made major productivity gains by introducing new processes to the management of its Web content.

With insurance being a content-intensive business, Cathay Life wanted a way to streamline the creation and management of its Web content.

After evaluating a number of offerings, Cathay Life chose an Interwoven ECM solution. Now, Cathay Life has standard procedures across the company for previewing, auditing and uploading Web content. Those processes now take days, not the weeks it took with the company's old system.

"We needed to increase content sharing and reuse across our organisation to improve overall productivity and efficiency," Cathay Life's Director of Information Services, Ho Xi-Lin, said in an Interwoven press release.

With the solution being extended

to other Cathay companies, Cathay has found that the product enables content in any working area to be changed without affecting other areas, while different versions can be created for auditing or file-saving purposes.

## Fujitsu's New Electronic Paper a Step Toward Paperless Office



**TOKYO:** Fujitsu Laboratories see their newly developed bendable colour electronic paper contributing toward the legendary paperless office.

Fujitsu say the product is the world's first film substrate-based bendable colour electronic paper with an image memory function. It has all the characteristics of paper, being thin, flexible and lightweight.

No power is needed for continuous display, although a small amount of electricity is required to change an image. Fujitsu see major potential for the product at point of sale and as information signage, but also envisage it being used for onsite operating manuals, work orders, and other short term information displays.

Fujitsu is testing a number of applications for its new electronic paper over the next 18 months. With its inbuilt memory capability, it is not impossible that future developments of the product will see a records application emerge.

For more information: [www.fujitsu.com/global/news](http://www.fujitsu.com/global/news).

## Archives NZ Opens Archway Online Index

**WELLINGTON:** After spending 3 years and NZ\$7 million, Archives New Zealand has released its Archway searchable electronic index online.

Archway provides the location and record number of the 2 million NZ government records held by Archives NZ. Prior to Archway's unveiling, archivists had to manually find the information. This was made difficult because it was often unclear where the file was located – it could have been at any of four Archives NZ locations, at Wellington, Auckland, Christchurch, or Dunedin.

Now, government agencies, professionals and the general public can quickly pinpoint a file. Archway also allows a search of government department information to identify agency functions, history and interagency relationships.

Last month, Fujitsu commenced a 3-year, NZ\$1 million contract to support the Archway servers and network. The servers, previously located at the Unisys Kapiti data center, are now in-house at Archives NZ.

In a Fujitsu press release, Archives New Zealand's CIO Ken Spagnolo said, "We've built a lot of functionality into Archway, such as workflow and process management." He added, "It's also a platform on which we plan to build additional functionality over time."

While Archives New Zealand records themselves are not yet electronic, the Archives are hopeful of securing funding to eventually digitise all its contents.

For more information, email: [hazel.dobbie@archives.gov.nz](mailto:hazel.dobbie@archives.gov.nz).



## New Interwoven RM Product Combines Paper and E-Records



Interwoven Australia's new Managing Director  
**Chris Lynch**

**SYDNEY:** Leading ECM provider Interwoven has launched Interwoven Records Manager (IRM) 5.0, which it claims addresses the full spectrum of recordkeeping challenges.

Integrating with Interwoven's WorkSite 8 collaborative document management system, IRM 5.0 is designed to enable the unified management of e-records, documents and emails.

The new product was created to meet exploding worldwide demand for records management software. Chris Lynch, who recently flew from Hummingbird to become Interwoven Australia's new Managing Director, told *IQ*, "According to Forrester Research, RM experienced a 200% increase in licence revenue sales from 2004 to 2005." \*

Lynch said that IRM 5.0 enables firms to seamlessly classify, declare and manage email, paper, and electronic records. Using WorkSite 8, users can access records via the Web, Microsoft Outlook, or the desktop.

A central interface enables users to create and manage the retention policy, retention periods, and disposition rules, and specify trigger events. Retention policy is enforced across physical, electronic and email records. Those records can be declared at any level of project hierarchy - single document, folder, matter, or client.

The new interface also enables centralised compliance control, covering retention policy, ethical walls, standards, security policies, and circulation. Built on a highly-scalable service-oriented architecture, IRM 5.0 is designed to be

applied by small or large organisations.

The IRM 5.0 product, which was launched by Interwoven at ARMA 2005 in Chicago, is now available in Australia and New Zealand.

\*Forrester Research, 'ECM Growth Outpaces the Overall Software Market,' July 2005.

## ABN AMRO Sells AUSDOC to Brambles

**SYDNEY:** The private equity arm of ABN AMRO has announced the sale of AUSDOC Information Management to Brambles for \$260 million.

AUSDOC, which provides offsite records storage, records management, document destruction, and data protection services in Australia, Indonesia, and Canada and employs 500 staff, was acquired by ABN AMRO in 2002.

In an October 13 press release, ABN AMRO said, "AUSDOC has been a tremendously successful investment." The sale is conditional on ACCC and Foreign Investment Review Board approval, which is expected before year's end. For more information: [www.abnamro.com.au](http://www.abnamro.com.au).

## Something For Nothing? 80-20 Releases Free MS Sharepoint Add-On for RM

**MELBOURNE:** Specialist Australian governance, risk management and compliance (GRC) solution developer 80-20 Software is offering its Compliance Server free of charge to Microsoft Sharepoint users.

80-20 told *IQ* that with Sharepoint now the leading means of team collaboration on electronic documents, the 80-20 Compliance Server provides

a quick and inexpensive way of providing full enterprise records management.

Mark Ross, CEO of 80-20, said the software being given away "would normally cost tens or even hundreds of thousands of dollars. We expect to recover our investment in Compliance Server through increased market awareness of 80-20 Software and subsequent sales of our Leaders Online solution in which the Compliance Server is a component."

80-20 was recently listed among the top 100 private technology companies in Asia by global online business magazine *Red Herring*.

The final release of 80-20 Compliance Server can be downloaded free of charge at [www.80-20.com/complianceserver/](http://www.80-20.com/complianceserver/).

## Analyst Says to Look to Boston for ODF Lead

**SYDNEY:** Australian information analyst Dr Kevin McIsaac has told *IQ* that organisations with statutory requirements for information availability should review the Massachusetts State Government's Enterprise Technical Reference Model, for insights.

The State of Massachusetts has introduced a policy that all its Executive Department documents must be stored in Open Document Format (ODF) or PDF by 2007, to ensure that public records are freely available for their full lifecycle.

Dr McIsaac, head of research with META group for many years and now a consultant to IBRS and Ideas International, told *IQ* that experience with other open standards such as ASCII, TCP/IP, SQL and HTML backs this decision.

He points out that ODF is supported by a wide range of free and commercial applications, including OpenOffice, StarOffice, Koffice, Abiword, eZ publish, IBM Workplace, Knomos case management, Scribus DTP, TextMaker and Visioo Writer.

Microsoft is the notable exception,



and McIssac predicts that MS will resist ODF to attempt to maintain control over a critical standard in one of its most profitable product lines. Despite that resistance, McIssac says he is confident that ODF will become the common standard within 6 to 8 years.

## German Raider Report Sponsors New Hunt for Sydney

**PERTH:** A coded report of the November 19, 1941 battle in which the German maritime raider HSK *Kormoran* sank the Australian cruiser HMAS *Sydney* off the West Australian coast has generated a new undersea hunt for the wrecks of the combatants.

In August, the Australian Government announced a grant of \$1.3 million toward the latest search for the *Sydney*, which disappeared with all 645 crew following the battle. The *Kormoran* sank slowly enough for 317 survivors to take to her boats. After those survivors became prisoners of war in Australia, the raider's skipper, Captain Theodor Detmers, secretly recorded full details of the battle in a German dictionary.

The *Weekend Australian* reported in September, to prevent his Australian interrogators finding his report, Detmers used a coding system, placing a faint dot beneath letters in the dictionary. When those letters are isolated, the full report emerges.

American-born, British-based underwater search expert David Mearns recently obtained the dictionary from Detmers' nephew in Germany and decoded the report. He believes he has now pinpointed the much disputed last resting places of both ships.

Mearns is working with Perth-based HMAS Sydney Search Pty Ltd, a not for profit company headed by Bob Trotter, a former RAN Commodore, which secured the government grant once Mearns tendered the German report.

While the grant only covers half the \$2.6 million required for the new search, Trotter told the *Weekend Australian* he is confident that other funding will be found to enable it to commence by year's end.

## F For Filing is H For Handy



**PERTH:** West Australian information management company Information Enterprises Australia (IEA) has published a new book designed to help individuals and small business manage and store information.

Called F is for Filing, the book has a tent design and is intended to sit on desks and provide quick and easy reference when records and information management questions arise.

Sections cover subjects including Customers, Employees/Contractors, Finance, Insurance, Legal, Tools & Equipment, and Vehicles. The book retails for \$27.50 (including GST) plus \$5 postage and handling in Australia, \$25.00 plus \$5 P&H to overseas buyers.

IEA also publishes the Australian Records Retention Manual. For more information on IEA publications, email: [admin@iea.com.au](mailto:admin@iea.com.au).

## Objective On Fire In SA

**ADELAIDE:** Objective Corporation has landed two South Australian Government EDRMS contracts, one for the state's fire and emergency service body, the other for SA Housing Trust.

The South Australian Fire and Emergency Services Commission, (SAFECOM), was created last year to bring the Country Fire Service, Metropolitan Fire Service, and the State Emergency Service under one umbrella.

SAFECOM selected Objective to provide an enterprise-wide document and records management system to separate existing record management systems within each organisation.

The final selection process came

down to three products. SAFECOM's CEO, Vincent Monterola told *IQ*, "Testing of the three products on the SA Preferred Supplier Panel was rigorous. Objective was by far the most suitable in meeting full requirements and future needs."

Monterola added, "Objective was the only supplier that had the capacity to be developed towards use as an emergency response tool."

Meanwhile, the South Australian Housing Trust will use an Objective EDRMS across its 17 regional offices to capture, store and retrieve data. The Objective solution will be used by 700 users and will eliminate silos of information throughout the Housing Trust.

The Housing Trust is a state government agency which provides public housing, private rental assistance, and housing programmes for young people and clients with special needs.

Objective told *IQ* that their solution will also enable the Housing Trust to better meet its freedom of information obligations and the requirements of the South Australian State Records Act of 1997.


## Crime Pays for Objective in WA

**PERTH:** The Corruption and Crime Commission of Western Australia and the state's consumer protection agency have both judged in favour of Objective Corporation information management solutions.

The Crime and Corruption Commission was set up in 2004 to investigate allegations of misconduct covering 130,000 WA police and public officers in more than 600 state and local government agencies.

Objective told *IQ* that the Commission will use its EDRMS to manage information ranging from interview transcripts to video and audio material and exhibits used as evidence.

The WA Department of Consumer and Employment Protection (DOCEP) has chosen a 900-seat Objective EDRMS. DOCEP was created in 2001 by the amalgamation of three state government agencies including consumer protection.

DOCEP told *IQ* that their new EDRMS will particularly improve the processing of incoming forms, covering business names, REVS, and travel agent, real estate, and finance broker licensing. 





# Letter from London



After spending the Northern summer in Britain, *IQ* Contributing Editor **Mike Steemson**, ARMA reports on the state of RIM affairs

## New Public Records Keeper Appointment Tops Britain's Busiest RM Year

**'She's brilliant, young, female and heads up one of the UK's leading cultural institutions. She is the petite Natalie Ceeney.' Thus began a gushing newspaper feature on the woman who, on October 17, became the Keeper of the Public Records in Great Britain's National Archives.**

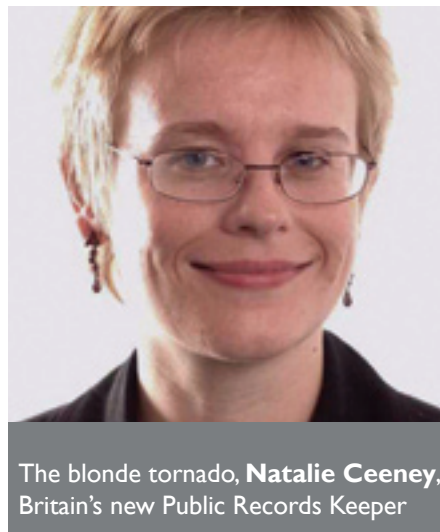
She's a career woman, 34-year-old management consultant with a degree in mathematics and politics, and a former British Labour Party activist with a reputation as a cost-cutter. She succeeded Mrs Sarah Tyacke, who retired after 13 years in the top seat. The appointment, announced in August, topped off what was one of the busiest recordkeeping news years ever for the UK.

The normal British Summer news "silly season" did not happen this year. Usually, the northern holiday season leaves the media scrambling for copy but this year the news never stopped. It ran the emotional spectrum from the ghastly 52-death London suicide bombs to the IRA's "peace" declaration and the joyous moments of the capital's Olympia 2012 success and England's defeat of Australia's cricketers in the Ashes test series.

A news glut hit the British recordkeeping world, too. In addition to Ms Ceeney's success, there was

the revelation of forged documents unearthed in National Archives files. They brought grim warnings of tampered World War II history. And, throughout the Civil Service, the effects of Mt Blair's hyped-up Freedom of Information Act were creating havoc.

The British Standards Institution (BSI) launched a "Raising Standards Worldwide" campaign in conjunction with the government Department of Trade and Industry (DTI) and the private sector Confederation of British Industry (CBI), kicking off with a mission to China. The International Records Management Trust (IRMT) released free software tools to test ERM infrastructures



The blonde tornado, **Natalie Ceeney**, Britain's new Public Records Keeper

and e-record management readiness. Exciting times!

Natalie Ceeney's promotion didn't meet with unbridled enthusiasm. London's big-circulation *Daily Telegraph* saw sinister political motives in the appointment, commenting: 'Miss Ceeney used to work for the management

consultants McKinsey, a senior partner of which has just been appointed as head of the Downing Street policy unit.' It added, darkly: 'It is the first time that the job has changed hands since (British Prime Minister) Tony Blair came to power in 1997.'

One former colleague was reported as saying: "She is a small tornado and very tough. She will have sympathies with the role of the Archives because she is pro-public bodies, but now she has the ruthlessness of the management consultant."

The *Telegraph* said that National Archives archivists were concerned that she would bring her enthusiasm for methods of modern business with her. It reported that academics at the British Library, where Ms Ceeney was operations director before her elevation, 'privately criticised her robust, commercial approach in a formerly serene academic world that she has described as part of the knowledge industry'.

Professor Geoffrey Martin, a former Public Records Keeper, was quoted as saying: "It sounds a very drastic step. Thirty-four is extremely young. For somebody to be appointed simply on managerial grounds is a new departure."

Sir Max Hastings, a well-known historian, one-time *Daily Telegraph* editor and user of the Archives, grumbled: "To end the tradition of appointing experienced scholars and archivists and start putting management consultants in their place sounds exactly the sort of thing one might expect from this Government."

The comments brought cheerful mockery from one Web blogger who

filed: 'Oh, the horror! The rustling of *Daily Telegraphs*! The frantic creaking of corduroy!'

And the lady herself? She, too, has a sense of humour. A media scribe asked her what, if anything, would make her life complete. The diminutive Keeper-to-be declared: "Being four inches taller would be good." What makes her laugh? "Irreverence."

But the business steel is always there. She recently struck a deal giving Amazon.com rights to the British Library's entire catalogue as a searchable database linked to dealers' sales lists. And she set up an encryption technology deal with Adobe and Elsevier Science, the world's leading publishers of scientific, technical and medical journals, to deliver online material from 2,500 titles such as British medical journal *The Lancet*.

In a recent interview, Ms Ceeney outlined a business philosophy declaring: "The task for us is defined by the fact that we are the cutting edge of IT challenges. Information needs and customers' demands are changing and developing so rapidly that everyone here has to change with them. That is the challenge we face in managing change in our business." National Archivists: you have been warned.

## FOI for Whom?

**British civil servants got five years' advance warning of the Labour Government's Freedom of Information Act. It was law in 2000, to come into full effect at the beginning of this year. Was the public sector ready by January 1? Is the Moon made of green cheese?**

Eleven months into the public's right to ask any question it likes, central and local government offices are besieged by queries sinister, mysterious and idle that are driving public servants mad. (See also, *Industry News* item earlier in this issue, 'UK Public Bodies Struggling to Meet FOI Demand'.)

At dinner with a central government manager in London, I learned of one agency's special department of 35 staff created to deal with the new workload.

My host commented: "The questions are not all from journalists, either. Anyone in the world can ask, not just British citizens. It's Tony Blair's 'Open

Government' plan, with which we've got no argument. But it's causing us a good deal of grief. We just hope the pressure will come off once people have got tired of it."

Not all questions have to be answered. If the subject is ruled to be against good order and security, an answer can be refused. But they all have to be investigated.

One regular 'customer', an entrepreneurial American, each month wants to know how the month's FOI questions have been answered. He indexes the answers, puts them on line and charges his users. He earns grudging respect from fazed FOI staff for his cheek.

"We're learning, though," said my host. "The Act requires a response within 24 hours, so we write that we're dealing with the query. We must continue contact regularly, so we continue to say 'we're still looking'. You can extend the time for months in this way, but its very time consuming. So, staff really try to find answers as quickly as possible. It's easier in the long run"

Silliest question so far? 'How much did the department spend on stationery in 1995?' My fellow diner chuckled: "We had no idea and couldn't find out. We don't keep such records that long. We told the questioner something like 'stationary is included in the sundries budget'. It seemed to be a satisfactory reply."

Most sinister question? "Ah! Can't tell you that one. Too sensitive even to tell you the question!" The mind boggles!

## Forgeries on File

**The *Daily Telegraph* broke the forgery news with a 'Files on Himmler "murder" exposed as fake' headline.**

World War II British Government Cabinet records held by the National Archives had been used to substantiate claims that British intelligence agents murdered SS leader Heinrich Himmler in 1945.

The Telegraph discovered that the controversial papers were forged. Modern, digital duplication processes and a traced signature had been used. The feature commented: 'It seems certain that the bogus documents were

somehow planted among genuine papers to pervert the course of historical study.'

Reichsfürer SS Himmler, the founder and officer in charge of the Nazi concentration camps, died after swallowing a cyanide capsule while in the custody of British forces. Subsequent stories suggested that he escaped to South America and that the man who suicided was, literally, a dead ringer.

The National Archives, formerly the Public Record Office, was aghast at the disclosure. It hurriedly issued a statement: 'The National Archives takes this extremely seriously and we have launched our own official investigation.'

Later, the institution revealed it had widened its search to more suspect files, and in September announced: 'The National Archives has completed its investigation into the forged files. The results have been passed to the police for further investigation.'

The forgeries were found among historically highly-sensitive records of the Churchill War Cabinet, including papers from the then head of the Special Operations Executive, the Earl of Selborne, and Brendan Bracken, the Minister of Information and head of the Political Warfare Executive (PWE).

The Telegraph came up with a most intriguing line of thought. It reported: 'The forged documents suggest that Himmler was killed by a PWE agent called Leonard Ingrams, the father of Richard Ingrams, the former editor of *Private Eye*.'

Richard Ingrams and his splendid scandal-mongering weekly *Private Eye* have long been thorns in many sides, not just the Government's. It's food for thought!

**PUBLISH YOUR  
CASE STUDY**

**See page 57  
for details**

## BSI Goes Worldwide

**The British Standards Institution's worldwide standards initiative came little over a month after its successful conference on energy saving and standardisation in the Chinese capital, Beijing.**

The global project was described by the BSI as 'an integrated marketing communications campaign targeted at big business to raise awareness of the benefits of standardisation'.

It was part of a wider national strategy co-sponsored by the DTI, CBI and BSI to increase the profile and use of standards enabling businesses to be more efficient, productive and innovative.

BSI Group Chief Executive, Stevan Breeze, said: "This campaign will take us into the boardroom where we will demonstrate that standardisation provides tangible fiscal benefits to business and the economy".

A recent DTI report disclosed £2.5 billion (approximately AU\$6 billion) per annum worth of benefits to the UK through standardisation. The report also estimated that BSI's standards had contributed 13% of the growth in labour productivity in the post-war period.

I wonder if those nice people at Standards Australia and Standards New Zealand have been listening and learning?

## ERM Tools Online

**IRMT management applications - the Records Management Capacity Assessment System (RMCAS) and the E-Records Readiness Tool - are both available from the Trust website at [www.irmt.org](http://www.irmt.org) and are both hosted on the British National Archives website.**

RMCAS was funded by the World Bank and designed to help assess records and information systems in the public sector as a 'means of evaluating whether the infrastructure and capacity exist to manage records effectively and, at the same time, to provide a methodology to identify problems and begin to plan solutions,' says the Trust.

The E-Records Tool is a brief questionnaire that divides e-records readiness into 12 high-level components, laws, policies, procedures and so on, for a framework for managing electronic records. The RMCAS provides more in-depth evaluation if the readiness tool finds problems.

I've not seen the software yet, but I know the International Records Management Trust - a charitable arm of the University College, London, founded and overseen by Dr Anne Thurston, a dedicated and knowledgeable records management 'missionary' to many Third

World nations. With antecedents like theirs, these programs are definitely worth a look.

## British Surprises

**British RM consultants are busy, busy, busy... and loving it.**

US companies, caught with first generation technologies and grand old cultures, are increasingly turning to them for record fire-fighting duties. The old ways are not necessarily the best, it seems. The Brits can still pull off surprises.

And, talking of surprises, my elder son, a Londoner, got engaged to a lovely South London girl mid-Summer. I couldn't be more delighted. He's 41 and it's about time he settled down. The sweet life goes on in London just as it does everywhere else. Isn't that great?

All the best, MIKE 



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# FUTURE VISION



**Kemal Hasandedic takes over as the new National President of the Records Management Association of Australasia at a time when RIMs face increasing challenges and change. Here, he shares his vision for the future.**

**IQ:** Kemal, congratulations on your election. How long do you see yourself staying in the RMAA's top job?

**KH:** Assuming the Queensland branch is happy with my representation, and the Board feels I am performing well, the term is for 3 years with a maximum of 2 consecutive terms, as stated in our constitution.

**IQ:** Records management is a fact of life in government, but there are still many businesses which still don't have proper records management programmes in place. What can the RMAA do to make them aware of the dangers of neglecting RM?

**KH:** The board has recognized this particular issue and has decided to form alliances with other bodies to promote RM within their own arena. We have an excellent theme for IAM in 2006 – 'personal records' - where we will showcase the importance of an individual's personal records and offer suggestions on how to protect them in the event of some disaster.

Utilising the skills of our Marketing and Event Manager we are designing posters that can sell RM to specific target audiences, so they can get a feel and understanding how RM can impact on how they do business.

We are also in preliminary discussions with Standards Australia to look at designing a framework, or providing assistance, to the small to medium business enterprises meet

their recordkeeping requirements for such organisations as the Australian Tax Office. We regularly undertake seminars on RM throughout Australia and NZ that are open to anybody to attend.

**IQ:** Several vendors at the Perth RMAA Convention in September told *IQ* they believe the RMAA is too focused on government, and should actively broaden its membership and appeal, to more widely encompass the corporate world. What is your reaction to that?

**KH:** It is true the RMAA has had a heavy government focus, but this was because the government sector at all levels has had either legislation or a requirement to provide transparency and accountability of their activities to the public who are ultimately their shareholders.

They have established the framework through legislation to govern how RM will be undertaken in the public arena. They have for many years recognised RM as a necessary evil in some regards, and put the time and energy towards improving their own RM practices. They support the Association by sending their RM staff to professional development seminars and being RMAA members.

Up until the crackdown on corporate Australia, the private sector has been very loose in maintaining records for transparency and accountability purposes, let alone recognising the business benefits of good recordkeeping practices.

This is a generalisation. There are several astute businesses



that have identified RM as a core component to their viability and an important cornerstone to prosperity.

We are encouraging branches to get the private sector on board so we can get their views and attract the private sector to the profession. I've seen a change in trends over the last few years as we make inroads into the private sector.

The national conventions are undertaking topics that have an appeal to more than just government attendees.

By undertaking strategic alliances we are getting the RM message to other bodies who are definitely not government - for example the law and accountancy professions. These professional bodies have well established relationships with the

Australasia. The recent roadshow was prime example of our commitment to assist these branches, and it was well received.

**IQ: What other locations have you considered for new RMAA branches?**

KH: The Association is looking at other Pacific and Asia rim countries as possible areas for expansion and spreading the RM gospel. Fiji and Singapore, for example. We would offer our support to establish an interested body of RM individuals within Papua New Guinea, but I don't see a branch in PNG in the next 3 years.

## Up until the crackdown on corporate Australia, the private sector has been very loose in maintaining records for transparency and accountability purposes

private sector and we will hopefully utilise the alliances we are building to strengthen and grow the importance of RM to the corporate sector.

**IQ: A vendor commented to IQ that the RMAA had never changed in the 20 years he has been associated with the industry, and he expects it to continue to be staid, unadventurous, and government-centric for the next 20 years. What's your reaction to that?**

KH: To be honest, I'm surprised by that. I believe the Association has changed remarkably under the stewardship of our Chris Fripp. We are now a professional association rather than a volunteer one. We have made great inroads in areas such as education, professional development and alliances, to name a few. All I can say is 'watch this space' as the initiatives undertaken and identified within the strategic plan are implemented.

**IQ: In Britain, the Records Management Society recently announced the ambitious plan to double its membership within three years. Do you have similar recruiting plans?**

KH: The short answer is NO. I don't believe numbers are the important benchmark. I believe committed individuals to this profession are more important than having a lot of people doing nothing. I have strong views on why a person should want to be a member of our association, and we are blessed that we have such commitment. I will and can only encourage others to get involved.

**IQ: Smaller RMAA branches, such as Northern Territory, sometimes struggle to organise local events because of their lack of members and resources. What is the Association doing to help them?**

KH: We have recognised the tyranny of distance and are taking seminars to the smaller states and country areas of

**IQ: The relatively new New Zealand Branch has been going ahead leaps and bounds. Do you have any targets for NZ?**

KH: They have been going very well. The board has no expectations of the branch in relation to increasing their membership base. We have supported them in undertaking events - their vendor showcases have been very successful - to promote RM in NZ, and will continue to do so.

**IQ: The New Zealand Public Records Act has been quite a milestone in that country. Are there things Australian legislators can learn from that bill?**

KH: The Act will be great as it reflects changes in technology, legislation and recordkeeping practices, and it appears to be less prescriptive. I think it is very similar to those states that have this type of legislation within Australia.

The only comment I have on legislation in general is that I think we need consistency across the board within Australasia. This will make it easier for the RM professionals and the businesses which operate in other states or countries.

**IQ: The RMAA Recordkeeping Roadshow seems to have been a great success, encouraging professional upgrades among members and proving a useful recruiting project. In fact, in New Zealand, the 2005 Roadshow stimulated the professional upgrade of the member who became the new branch president. Do you have plans to make the roadshow an annual event?**

KH: Yes, it is our intention to continue with the roadshows, as they have been very successful. They also were targeted outside the metropolitan areas.

**IQ: Earlier this year, the RMAA re-signed a Memorandum of Agreement with the Australian Society of Archivists in which both agreed to work more closely together. Is the close**

working relationship envisaged by the MoA happening in practice?

**KH:** In many areas the MoA is successful. Could our relationship be better? I think so, and one of my tasks is to introduce myself to the ASA and other like aligned bodies and see what is happening in our respective arenas.

**IQ:** Do you ever see a time when the RMAA, ASA and other like-minded associations will combine?

**KH:** No, unfortunately. The RMAA recently tried to reignite the concept of an overarching body, but with the advent of CARA it was not supported by the ASA at this time.

**IQ:** A number of vendors at the Perth Convention suggested that the RMAA and other like-minded organisations should hold a major joint event, say, every two years, in a major centre such as Sydney or Melbourne, and several Convention delegates considered that an idea worth exploring. What are your thoughts on that?

**“I think we’re being presumptuous if we even think we have the tiger by the tail”**

**KH:** We have had joint events. Our conference in Tasmania was a joint venture between the ASA and RMAA. Similarly an offer was made for the Canberra convention last year to share a common day, as both our events were scheduled there in the same week, so, effectively, were back-to-back. I see no reason it can why it can’t be discussed, but we will need to know more on what the purpose of the major joint event is.

**IQ:** As an alternative to the above, it has been suggested that the RMAA and ASA hold their annual conventions side-by-side or back-to-back in the same location. What are your views on that?

**KH:** Off the cuff I think that could be a great idea. As we have many members who cross over into both disciplines there may be synergies and savings for the delegates to attend both events. It would of course need to be discussed by both boards, but I will ensure it is raised at our December board meeting.

**IQ:** It has been suggested that the daily newsletter issued at RMAA Conventions be made meatier and emailed to every RMAA member at the time of the Convention so they can see what’s happening, and what they’re missing. Is that a valid idea?

**KH:** Like everything, resources is an issue. It takes a lot of effort and work to produce the newsletters. And I am not sure that we should add to the plethora of uninvited emails to a person’s desktop.

**IQ:** We all saw the sad photograph in August’s *IQ* of the

government worker in Banda Aceh struggling to recover land title records following the tsunami. Are there any plans to send RMAA volunteers to Third World countries on short-term missions, to advise and assist locals with RM issues?

**KH:** The RMAA offered to support and arrange qualified professionals within the RM industry for just that disaster. But in this instance we were not taken up on the offer. I am certain that we could offer to coordinate and approach interested practitioners, when such an event occurs in the future.

**IQ:** What changes do you see in store for records and information management, in the next 12 months, and over the next five years?

**KH:** I believe we will continue to see a consolidation in the vendors and products being marketed. The Association is still changing and we have set some ambitious targets for ourselves over the next couple of years.

One such initiative is developing a program to attract teenagers into our industry and getting this into our education

system. Another is getting RM professionals recognised as a profession and therefore accepted within the ‘professional stream’ for awards and conditions.

**IQ:** In *IQ*’s February issue, Ross Gibbs, the Director-General of the National Archives of Australia, said that in the recent past new technology had corrupted and marginalised good recordkeeping. Is that situation changing in your view?

**KH:** I believe Ross was spot on when he said that regulators in government are becoming more serious about the need for good recordkeeping, and the standards that have been developed will have a positive impact on the technology biased RM solution suppliers.

**IQ:** As we highlight in this issue of *IQ*, the wonder of the Web is presenting unfathomable problems for information managers – problems such as Web rot. And electronic records theft is threatening the security of online business. Is the Internet all it’s cracked up to be? Do we have a tiger by the tail? Or are we simply experiencing teething problems?

**KH:** I think we’re being presumptuous if we even think we have the tiger by the tail. More likely, we are holding onto the tail and we are going for a very bumpy ride. I think this is a huge area where, as RM professionals, we should have a voice in how the Web and our entities’ involvement are managed.

**IQ:** Is there too much focus on electronic records today? Or not enough?

KH: For larger organisation electronic records are critical and whether they are being treated properly is another issue. No, there isn't too much focus on e-records. But don't forget, paper is still here today, and we have to manage the mix to the best of our abilities.

**IQ: Next year's RMAA Convention in Cairns in your home state of Queensland is shaping up well, with a great venue and some interesting overseas speakers signed up. How many delegates do you expect?**

KH: We are budgeting on 400, as per the guidelines established by the Board to reduce the financial risks faced by the Association each year. Personally, I think we will get 600-plus, and I welcome everyone to what will be an excellent event in a beautiful part of the world.

**IQ: What is your vision for the future of the RMAA?**

KH: As it says in our corporate plan - to enhance and promote the reputation and role of recordkeeping and information management professionals, which in turn will benefit the business community and the public interest.

Personally I want to challenge each and every one of us to take off the blinkers, if they are in place, step up to the plate, and promote ourselves by getting involved in what it is that we provide to our organisations.

**IQ: And what is your vision for the future of the records and information management industry?**

KH: I believe we have the tools to make a difference, if we accept the challenge. If we don't, then the accountants and IT industries will sell their skewed version of RM.

We - and I mean each and every one of us - has to get the enthusiasm back, and sell how RM is in critical for our society and the survival of our respective entities. We have the skills and knowledge of what needs to be done and how it should be undertaken. But will your readers join me and others on this journey?

## The New National President

Forty-one-year-old **Kemal Hasandedic**, the RMAA's new National President, was born in Cooma, NSW, although he hastens to add that he was conceived in Queensland. For the past ten years he has been Records Manager with Thuringowa City Council - Thuringowa is adjacent to Townsville, Qld - and previously held a similar post with Mulgrave City Council, (Cairns).


Kemal holds the University Certificate in Public Sector Records Management (Edith Cowan University), a Masters degree in Business Information and Innovation and a Graduate Diploma in Document Management through RMIT Melbourne.

Joining the RMAA in 1995, he became a member of the National Board in 2000, being elected National Vice President in 2004. A former President of the Queensland Local Government Records Management Association, he won the RMAA's J Eddis Linton Award for Outstanding Individual in 2004.

Kemal is also a member of Queensland State Archives' SRIP Review Panel, and a member of Standards Australia's MB-007 Knowledge Management Review Committee. He has presented numerous papers on subjects ranging from knowledge management to email, Web management to competency standards.

whilst developing and enhancing excellence in information management. And your readers' active participation is vital if we are going to make a difference today.

I like to think of an old scouting motto that's entrenched into my memory. Whenever we were packing up from a camping trip, the scout leader used to say, "Remember we leave this site in a better condition than when we arrived." In RM terms, this is a legacy I would be proud to be associated with.

**IQ: Thank you, Kemal. May the next three years be productive ones for you and the Association.** 

## Interwoven Records Manager — National Solution Briefings

Interwoven is holding a series of breakfast solution briefings where we will show case innovative approaches on how information can be managed across your organisation.

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**November 23rd — Crown Plaza Hotel — Canberra**

**November 24th — Westin Hotel — Sydney**

**November 25th - Sheraton Hotel - Perth**

<http://www.interwoven.com/news/index.html> or contact Interwoven on 0800 232 959 for New Zealand or 1800 232 959 for Australia to register for these events.





# Taking Records & Information Management out of the Basement

**After Chris Fripp stepped down as National President of the Records Management Association of Australasia (RMAA) in September, *IQ* asked him about his six busy years in office, during which RIM has gained a new profile.**

*IQ:* Chris, how did it feel, waking up the day after stepping down as RMAA President, after 6 years in the job?

CF: It was a strange feeling. A bit of relief, and a bit of sadness. I have always enjoyed the role, and the support that I got. The Association has been a big part of my life.

*IQ:* How does your wife Lois feel about the change?

CF: Lois has always supported me on this role and the many other national roles I've held since 1990. But she was looking forward to spending more time with me.

*IQ:* How much support did you receive from your employer during your time at the head of the RMAA?

CF: Sutherland Shire Council has been very supportive, allowing me time off to attend meetings, functions, seminars, and conventions. Especially when I was involved not only as national level but also at branch level, the local government chapter, and national and international standards committees,

plus being on the speaking circuit. The Council is looking forward to having me back.

*IQ:* During your time at the helm, the RMAA has grown into a very professional organisation that has taken records and information management out of the basement and into the boardroom. You've expanded to New Zealand, appointed a full-time CEO and a Marketing and Event Manager, and turned *IQ* into a sleek industry magazine. What is your proudest achievement?

CF: There have been many proud achievements. But the one that stands out is the CEO's appointment. This matter had been on and off the National Board agenda since the early 1980's, and was put off because of lack of funding.

It was a brave move to increase the fees to budget for a CEO who would progress the RMAA from an industry-based association to a professional body and increase membership. Kate Walker has done a great job in this new role. With her vision and passion for the Association she has greatly assisted its growth.



File room photograph courtesy State Records Office of Western Australia

The next greatest achievement was expanding to New Zealand. This was a great move, and the New Zealand branch continues to grow.

**IQ:** In recent years the RMAA has become involved in ISO and other standards development. Is this a particular interest of yours?

**CF:** The Association initiated the push in the early 1990's to have an Australian Standard in Records Management, with David Moldrich chairing the committee. This committee has continued to grow and has developed many new standards.

I was given the opportunity to be part of both the Australian and international standards committees, and it has been exciting that Australia is seen as a leader in setting RM standards.

The Australian standards committee is a very dedicated group of professionals.

**IQ:** Next year, Susan McKinney, President of ARMA in the US, will be a keynote speaker at the RMAA Convention in Cairns. Is this as a result of a conscious decision by the RMAA to broaden its international links and profile?

**CF:** Since the launch of the International Records Management Standard in Montreal in 2001, I was in contact with both the President of ARMA at the time and the CEO to discuss ways of working together. The

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## *TAKING RECORDS MANAGEMENT OUT OF THE BASEMENT*

Continued from page 25

agreement at the time was for mutual sharing of knowledge and for working together on international standards.

**IQ:** How is the RMAA perceived by RIM professionals overseas?

CF: The RMAA is the second-largest records management association in the world, and has many talented and highly skilled members, many of whom are seen as leading visionaries in the industry worldwide. The Association is seen as progressive, and overseas RIM professionals often look to Australia for advice.

**IQ:** Is there scope for the RMAA National President and other senior Association representatives to speak at overseas industry events?

**The RMAA is the second-largest records management association in the world**

CF: Most definitely. I had the privilege to speak at a number of overseas industry events, particularly in Singapore, where the RMAA is looking to establish another branch. This is a good way of promoting the Association.

**IQ:** In May this year you re-signed an MoA with the Australian Society of Archivists designed to broaden cooperation between the two associations. Some members of the industry suggest there's scope for much closer working ties with the ASA. Joint conventions, for example. Or even amalgamation. What's your view?

CF: Both the RMAA and the ASA saw it as important to where possible work together and share resources. This has been in place for a while, and will continue to be. The very first joint convention happened in Tasmania, and it worked reasonably well. But it also had its frustrations. Plus, a back-to-back conference was held in Canberra.

But some differences in the way each organisation operated, and past traditions, meant that the MoA would continue. Amalgamation is not on the agenda.

**IQ:** What was the highlight of your term as National President?

CF: Working with a great team of records professionals, at all levels. Getting out and meeting with members in each of the branches. Having the opportunity to make a change. Seeing the Association grow and become more professional. Having the opportunity to make a change.

**IQ:** What is the most challenging aspect of the role?

CF: Managing time... between family, work, speaking engagements. Working on branch and local government chapter events. And the demands of not only having the responsibilities of a director of a company (which the RMAA is), but also as chair of the board. Providing leadership, vision, and direction. Remaining positive and focussed when things were not always positive or when tough decisions had to be made.

**IQ:** We've seen FOI legislation in Britain and the new Public Records Act in New Zealand create new RIM positions in those countries. What new legislation would likewise stimulate RIM employment in Australia?

CF: Each of the state records or archival authorities have brought in legislation over the past few years which has seen a dramatic change in the perception of records management, and has stimulated many high-paying positions around Australia.

Each is similar, but different, so if there any legislation that I would like to see introduced it would be an amalgamation of all those pieces of legislation into one.

**IQ:** If you had your time over again, what would you do differently as RMAA National President?

CF: Probably nothing. I'm very proud of my achievements. But most of those achievements would not have happened without the dedication and enthusiasm of all the directors who have served with me over my 6 years, and more recently the dedication of our new CEO.

**IQ:** Is there anything you would have liked to have seen eventuate that didn't?

CF: Stronger strategic alliances with private enterprise, and with other professions such as legal, accounting, and so on. This is starting to happen with the work the CEO has put in to date, and I'm sure it will continue to strengthen.

**IQ:** What advice would you, or did you give your successor as National President, Kemal Hasandedic?

CF: Kemal has been part of the RMAA executive and board for a number of years, and he knows where we have been and where the Association is going. But I would say to Kemal, continue the vision to grow the Association through education, professional development programmes, and standards development.

Also, be responsive to the members and encourage the great staff we have to continue to use their initiative and skills in providing the best service to our members. Most importantly, lead by example. The road may get tough from time to time, but it is a very rewarding and honorable position. Serve us well.

**IQ:** And what are you going to do with all that spare time now?

CF: I'll still be involved at New South Wales branch level, as Treasurer. But mainly I'll be spending more time with the family, and learning how to garden and cook.

**IQ:** Thanks, Chris. Enjoy the gardening and the cooking. 



## RIM WORLD OBSERVATIONS by Kenneth Tombs

# OFF the RECORD



## Is There a Cure for Information Inflammation?

**I**nformation is a blur. Faster than light it moves, blending past, present and future into sound and light bites, repeated in ever varying combinations according to personal taste or political whim. In other words you can't trust a poxy thing you read any more, or so it seems!

Are we facing information overload with any real value from it zeroed out? Is such cynicism valid? Information on the bus, online, offline, tramline, wireless. It's even interference-free in the coffee shop, and guaranteed to be unavailable just when you need it, if you can find it.

Information seems to feed us all day in the rush to respond to an email, while remaining superficially involved in this abstract thing of ours. We create it, store it, shift it, file it, yet making sense of it remains the biggest challenge our society faces, and one our industry must fulfil to keep that monthly pay cheque coming. If we can't do this then everyone else is damned.

To some, info is as tangible as gold, to be weighed, measured, bartered and sold. To be produced and worked with as if in a sardine factory, or on a production line. Information can be husbanded like farm animals to promote the strongest and remove the weakest, then used to misdirect or achieve a personal agenda while avoiding career limiting situations.

Is it actually a weapon of mass destruction – there are some weird views of information going round.

Surely, information is the greatest enigma of our world. Yet all it does is represent what we did or thought - good, bad and ugly – yet indifferently. Information doesn't care one jot what it represents.

So, does today's hyperventilating machinery mean we produce more material as we get better educated, as opposed to keeping stuff just in case? Does the information industry exist for no other reason than we have faster toys to play with? Does relevance matter as long as it just keeps coming?

In two decades of exploding information we saw many world class organisations crash, brought down by the belief they could understand their customers by computer screen alone. Naive or what! Corporate damage by information overload happens. Forget about info-terrorists. All too often we are our own worst enemies.


Information comes no more or less from ourselves, the adage 'rubbish in rubbish out' has never been more true. The problem is, we have less control over the rubbish and what we get out.

Have we truly abdicated responsibility and handed control to others? Or is censorship ending, as it's now so easy to bypass those 'others'. More likely it's both, with a conspiracy theory thrown in for good measure.

Information has become the glue that binds us together, or fragments our societies. Imagine the world if the Romans had stopped playing with slaves and developed effective communication. Reflect on how the British administered India for a hundred years on 300-hand written foolscap pages a week – if only we could today.

All too often we think of information as being something in its own right, and it isn't. We could run our businesses and lives with a fraction of the information we work with each day. Think of the money saved for that office Christmas party! Chuck away those old CDs on your desk, purge those hard drives, I dare you...

On reflection, no don't - you might sue me!

A campaign for real information anybody? 

### The Author

Guest columnist **Kenneth Tombs** worked for a number of major ICT suppliers in the UK before establishing an education company. Since then he has coaxed and blackmailed individuals to establish the thinking behind the BSI legal admissibility practices. Additionally, he helped initiate the former EROS digital preservation programme for the UK's National Archive.

A director of Document Law, and of The Performance Trust Ltd, Ken works extensively with the UK Office of Government Commerce, and several service providers. His forthcoming book *Making Out With Decisions* is an irreverent miscellany 'with pictures' on the practical aspects of making a choice.

Uniquely, he was nominated four times for the American Institute of Certified Records Managers Leahy award, and never won it! Ken lives in the South of England with his partner Christine, one horse, a dog, and, according to the season, their three children.

Some things in life, he says, are just not meant to be taken seriously, such as email addresses: [ken.tombs@warmfuzzies.co.uk](mailto:ken.tombs@warmfuzzies.co.uk). See also, [www.theperformancetrust.org](http://www.theperformancetrust.org).

# DIGITAL DEMONS!

## The Challenges Facing Online Publication

By Roxanne Missingham

There are demons in the works of the Web, and earlier this year a forum was held in Canberra to discuss growing problems associated with publishing government documents and reports online. It generated great interest, and, as this report demonstrates, highlighted significant problems now facing anyone publishing online.

**T**he Digital Amnesia Forum was organised to discuss and identify issues relating to digital government publications and was requested by the Peak Bodies Forum of Australasia's peak library organisations, which had identified significant issues facing the Australian library sector, and developed a national plan of action.

Over 150 participants from Australian states and territories and New Zealand attended this seminar, held by the Australian Library and Information Association (ALIA) and sponsored by the National Library of Australia and the National Archives of Australia, on Thursday 21st April 2005.

Patrick Callioni, Division Manager, AGIMO, Department of Finance and Administration, set the scene with a keynote speech about the prolific nature of current Australian government publishing and the nature of the federated approach where all agencies have responsibility for their own publishing.

The overall policy, he says, is to make all government publications and services available online. There are many

legal obligations contained in the National Library Act, Archives Act, Copyright Act, Evidence Act and Freedom of Information Act. The closure of the government bookshops, due to lack of use, has led to a rethink in the roles and issues in providing access to government publications.

To Callioni's mind, critical issues include understanding what a publication is and taking actions to overcome any possibility of digital amnesia, or loss of electronic publications. He attributes the cause of digital amnesia to the decrease in hard copy, increased electronic communication, such as email, and inadequate preservation of it, combined with poor recordkeeping and data management practices.

Devolution of responsibility for publications makes it harder to track and manage publications, he says. There is also a failure to appreciate new forms of publication. He identified two problems – discovery and retention. Discovery issues, he says, are critical for the success of [www.australia.gov.au](http://www.australia.gov.au).

While metadata is the basis for the underlying structure for discovery, Callioni proposed that a semantic web would emerge in the longer term, based on alternative forms of data. Permanence of resources is a more difficult issue because of the lack of guidance and controls.

Callioni pointed out that there are approximately 1150 government web sites, many with different search engines, interfaces and styles. There are many questions that need to be asked. Are we using the best technology? The right technology? And are resource discovery mechanisms effective?

A strategic review of metadata is being undertaken by AGIMO, the National Archives of Australia and relevant stakeholders. AGIMO will work with the National Library of Australia to improve the coverage of the publications website and develop strategies to ensure that agencies register all their publications with the National Library.

Callioni forecast that technical storage issues, including technical obsolescence, may never be completely resolved and that policy and guidance must be established as the cornerstone for changing attitudes towards electronic publications and their retention. Discovery mechanisms are developing rapidly and will help address issues of communication with the public. Permanence, he said, is the new challenge for immediate attention.

Jack Waterford, Editor-in-Chief of the *Canberra Times*, commented on the difficulties faced by the media in finding government information and publications. He suggested that web publishers are not, by and large, readers and therefore run the risk of creating websites that are not truly user friendly.

He recommended that media savvy users be taken into account, as research into *Canberra Times* readers had found that many read several papers, listened to news on the radio and television and also used the Internet.

Waterford described the frustration of trying to find older material, having to use resources which were published on the Internet in individual chapters, and publications which are surrounded by marketing material. He expressed concern about a lack of managing for permanence exemplified by gaps in ministerial records.

Ian Oi, Special Counsel with law firm Blake Dawson Waldron, noted that digital amnesia “rips holes in the commons” through link rot, where links break and searchers can no longer locate resources. He described the importance of Creative Commons, such as the AShare initiative to ensure long-term free access to resources through alternative copyright arrangements.

He says that an information commons approach enables storage of resources and depends upon effective tools, such as legal deposit. The lack of legal deposit for digital publications puts long term access at risk. Equally important are adequate means for finding resources and preserving them in context, particularly older content, such as past versions.

Oi noted that increasingly government is covered by a complex range of legislation, and e-government activities may create new rights and obligations, adding more complexity. And there is potential conflict between the imperative to tackle legal amnesia and legislative requirements.

Kerrie Burgess, Research Coordinator with the State Library of New South Wales, described research into the role of public libraries in providing support for e-government.

Helen Hopkins, Executive Director of the Consumers'

Health Forum of Australia, spoke of how her Forum members are concerned about information overload. The Internet has provided increased access to information, however issues such as printing and reading large documents, actually finding information and having appropriate information are critical.

As an example of the problems faced by online information seekers, Hopkins told of how the Department of Health's website did not provide basic facts about generic medicines, although

Healthinsite provided some information links.

Hopkins was also concerned that her Forum contributed to reports which either are not published or disappear. For example, a trial of Mediconnect health records had not (by the time of the seminar) resulted in a published record of the extensive research, which could mean that the next stage is not informed by this research.

A focus group held in the Western Sydney suburb of Campbelltown had found the public wants Web access, but find *too much* information. And it is hard to judge what is quality information. In addition, websites, Hopkins points out, do not always cater to the needs of inexperienced users.



**Jack Waterford,**  
Editor-in-Chief of  
the *Canberra Times*,  
who says that Web  
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*DIGITAL DEMONS*, Continued from page 29

Senator John Watson, Chair of the Senate Publications Committee and member of the Standing Committee on Publications, noted that his committee is interested in the availability of both print and online material, including issues such as distribution, preservation and metadata.

He also spoke about the challenge for all agencies including dealing with versions of reports, cross linkages and making more use of metadata for resource discovery.

Senator Watson expressed concern over the lack of legal deposit of digital publications which preclude easy collection and preservation in the National Library's digital archive, PANDORA.

Toss Gascoigne, Executive Director of the Council for the Humanities, Arts and Social Sciences (CHASS), described research which indicates broad concerns about the disappearance of Web resources and the complexity of providing access to current and older materials. (See Toss Gascoigne's article 'Has Web Publishing Become a Can of Worms,' in this issue of IQ.)

Steve Matheson, Head of the Information Services Branch with the Australian Bureau of Statistics (ABS), said that the ABS delivers its service extensively online. The complex ABS website, with approximately 195,000 web pages and over 110,000 downloadable files, had over 50 millions pageviews in 2003/04.


ABS print publication will continue to decline - over the next two years by approximately 15%. He described the ABS access model as a means of making sure that the website reaches all types of users. He was also one of several speakers who raised the question of what constitutes a publication for the future.

Matheson also stressed the vulnerability of data, which ABS addresses through retention policies. He also said the ABS has an outreach program providing access through public libraries which it supports with training and access to publications.

Adrian Cunningham, Director, Standards and Initiatives with the National Archives of Australia, discussed the NAA's strategic approach to digital recordkeeping in government, including the Archives' digital preservation project.

He described the role of Australian Government Locator Service (AGLS) metadata in supporting online resource discovery, noting that the semantic web initiative also relied on metadata supplied by resource creators or owners.

Cunningham said the Archives' policy and guidelines for archiving Web resources states that Web archiving strategies can use a mixture of object-oriented or event-driven approaches to capturing Web records. Appraisal disposition of Web resources within the Archives' records disposal authority framework must be undertaken by agencies. Preservation, he said, is vitally important for a strategy to ensure long-term access.



**A new set of questions  
needs to be asked about online  
publications including whether  
appropriate technology and  
delivery strategies are  
being used**

Pam Gatenby, Assistant Director General, Collection Management with the National Library of Australia, summarised the key issues of access and permanence. She noted that a survey of resources with urls in the National Library's catalogue found that approximately 14% had "link rot" and no longer worked.

She noted that identifying, describing and storing resources required considerable effort and that while the Library's PANDORA archive contained many government publications, it required more resources to expand its coverage.

Gatenby noted that the Library was undertaking a full snapshot of the Australian Web in 2005. However, these resources would not be available to users unless the Library is able to negotiate blanket permission to allow users to access all government websites.

She added the lack of legal deposit for online publications including government Web sites meant considerable effort was required to obtain permission for access.

Keitha Booth, of the e-government unit, State Services Commission of New Zealand, reported that the NZ Government's initial e-government policy was that the Internet would be the dominant means of enabling ready access to government.

By 2007, she said, networks and Internet technologies would be integral to the delivery of NZ Government information, services and processes. A progress report in late 2004 concluded that all agency websites provide access to government information.

The e-government unit manages functional (FONZ) and subject (SONZ) thesauri and maintains a central repository for the .govt.nz portal metadata. At least one keyword from each

*DIGITAL DEMONS*, Continued from page 30

thesaurus must be included in each record and there is a quality assurance process for approving service and document records on the portal.

Booth noted that New Zealand has mandatory requirements for website accessibility and has funded a national digital heritage archive managed by the National Library of New Zealand.

## Key Issues That Emerged

The Australian government is now primarily online as part of the Government Online strategy. Publishing is predominantly online, and the strategic issues now emerging for consideration reflect a maturing in assessing online delivery.

A new set of questions needs to be asked about online services and publications including whether appropriate technology and delivery strategies are being used.

The aspiration of placing all services and publications online is near, however whether the delivery method is appropriate has yet to be measured. Complex issues exist in relation to audience needs - some, such as healthcare consumers, have sophisticated needs for accurate detailed information.

Analyses of types of users, such as that done by ABS, give more insights, and new or novice users require greater assistance. Service models for resources and e-government services are still in development and need to evolve to meet changing understanding of consumer need and profile.

Legal issues, including the use of creative commons concepts should be explored to ensure access to government resources.

Libraries, particularly public libraries, can enhance access and utilisation of e-government. Adequate access, however, through public terminals and support through library staff assistance, requires greater funding.

Future resource discovery tools are likely to be influenced


through the semantic web. These tools will rely on metadata which need to be intelligently and accurately applied.

Guidelines are required to ensure that government publications are reported to Australian Government Information Management Office (AGIMO) and the National Library Australia to enable information about these publications to be made available to the public in an acceptable and useful format.

The Web publishing process needs to incorporate the supply of information for resource discovery to support access and utilise cross linkages.

Permanent access needs to be addressed as an issue urgently, before more information and publications are lost – AGIMO, the National Archives and National Library all have a contribution to make to solving this problem.

Ongoing management of resources is required to prevent link rot, and to ensure that as organisations change, their resources/publications remain accessible.

And, finally, the National Library Australia needs to have the right to collect, ensure access to and preserve electronic publications of all Australian government agencies. 

### The Author

**Roxanne Missingham** is the Canberra-based Director of the Australian Libraries and Information Association, or ALIA. The Digital Amnesia Forum was conducted to further ALIA's objective of ensuring free flow of information for Australians.



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# Has Web Publishing Become A Can of Worms?



By Toss Gascoigne

**The issue of tracking down government reports is a growing problem in Australia. Originally published on the Web, many reports have become unavailable or difficult to find.**

**G**overnment departments are increasingly using the Web as their primary means of publication. It's quicker and easier and gives much better access in today's wired world. And they save money by printing fewer hard copies.

The problem arises when reports are removed from the Web or re-located to a new URL. This may be as time moves on and webmasters, under pressure to run a tidy site, decide to cut some of the older material. Or it may be when departments merge or split, and the material is moved to a new address but without leaving a trace behind so it can be tracked.

There are no national protocols for how Web-based material should be selected and preserved and made available

in a systematic way in Australia today. This is a cause of concern to researchers.

Just how significant is the issue? I asked the people who subscribe to the newsletter of the Council for Humanities, Arts and Social Sciences:

'The ALIA seminar "Digital Amnesia" will address issues relating to the access and management of government publications online. The context is a concern that a number of significant publications have disappeared from a range of government websites. Have you had experience of this? If so, could you provide details?'

One thing became clear, almost instantly - the issue is important. The message was sent at 7 pm on Friday, and within two days I had received over 100 responses.



Respondents gave examples of reports that had disappeared, described their battles to track down material as departments were amalgamated or split, talked about the issues caused as new technologies replaced the old, and proposed possible solutions. Interestingly, a significant number - just over half - said they had not encountered the problem.

Material which had been available on the Web but has now disappeared included:

- The AGPS Style Manual, available in full on the Web a few years ago.
- All ministerial releases prior to 2004 have been recently removed from the Northern Territory Government website.
- The National Plan for Women in Agriculture and Resource Management came out in the mid 1990s. It was endorsed by 130-odd State governments and rural industry

organisations, and formed the basis for policy and action for a number of years.

Typical of the stories was:

"I teach a course on Youth and Society. One of essay topics is Youth Allowance. There was a major evaluation of the program online at the beginning of the semester and I included the website reference for students. Come week 6 when they are doing the essay the link has disappeared. There is simply a generic message saying the page cannot be found."

One librarian had asked her colleagues to nominate reports they could not find. She then set out on a determined hunt to see if they were really missing. She found them, but concluded that:

"All of the publications were still available somewhere, but that was often due to good luck, and not the good management of the government agencies that created them. Five of the seven

# Do WCM Software Houses have the Answers?

***IQ* put the question of Web rot to a variety of leading software houses with expertise in Web Content Management.**

A spokesman for Vignette ventured the opinion that Web rot may not have a technical cause but be a workflow issue, where the identifying information has become uncoupled from the content in the course of use.

"The material has not disappeared," he said. "It's still in there. It's the link that has been lost."

Tower Software expressed similar sentiments. And workflow problems can result from by any number of causes, said the Tower man.

But Interwoven's Andrew Antal disagrees. "Part of it is software, part of it is people and process."

"I believe the cause of the problem is the infancy of the Internet as a communications medium," says Robert Holliday, Managing Director of Red Dot Solutions, a Sydney-based Hummingbird company. "Along with inadequate information architecture design."



Red Dot Software's Managing  
Director, **Robert Holliday**

"Most websites are not designed to cater for the storage and retrieval of archived information," Holliday told *IQ*.

"The exception being news websites which are turning their archives into a profitable venture."

So, is there a solution? "To solve this problem," says Red Dot's Holliday, "organisations can design their websites to incorporate archiving searching functionality."

WCM specialist Holliday says the latest WCM systems, such as Red Dot's, have inherent records management capabilities and can give workflow functionality to enforce the review of content at regular intervals.

"The review of content can provide content owners with the ability to remove content permanently or move content to an archive area of the website."

Interwoven's Antal agrees. It's that review capacity of the latest second generation WCM software which enables content to be tracked and retired, he says.


"Second generation WCM solutions such as Interwoven's have a far cleaner interface than the original first generation software, and integrate with Word. Only a handful of the latest WCM solutions have that capacity."

Antal says this means secretaries and marketing staff can now manage their own Web content, where older software has

an approval hierarchy which often goes all the way to the IT department. "Typically, IT is the bottleneck," he says of the older software. "And IT cannot keep up with managing the website."

Can those missing links be retrieved? Andrew Antal says that a 'versioning' capacity should be in all WCM systems, to look back, retrieve and retire published material, but some older systems lack that capacity.

It seems that, on older WCM systems, as new material is published, older material can be subverted and lost forever. In other cases, IT managers simply remove old material to make way for new.

So, is your organisation requiring your website to do more than its software can manage? Is your IT department unable to keep up with WCM demands? Can new WCM systems solve the problems? Maybe you should look closely at how your Web publishing is managed, before the Web rot sets in. 

## HAS PUBLISHING BECOME A CAN OF WORMS?

Continued from page 33

titles had disappeared from the website of the creating agency, with no redirects or other assistance given to the would-be reader about how to find the new location."

The crucial point for her was that, while they remained available somehow, somewhere, their discoverability was

records Bill, *Industry News*, in May's issue of IQ). Perhaps the answer to the issue in Australia lies in the adoption of a legislation with a similar intent to NZ's Public Records Bill:

"The Bill establishes a framework under which public records can be managed; ensures that the record keeping requirements of the Bill extend to as broad a range of government activities as practicable; and provides for the

**While they remained available somehow, somewhere, their discoverability was almost impossible**

almost impossible. All of the titles in this small study were reported missing by librarians, all sophisticated users of the Internet.

"My impression from this small study is that TO THIS POINT, we have not yet suffered a serious loss of government information. I have not yet been able to identify any significant government publication that has disappeared altogether. However, there are certainly significant government publications that have disappeared from the creating agency's websites.

"Government information is definitely dispersed, some of it is VERY hard to find, and the fact that some of it remains at all is thanks to the whim of the Internet Archive harvesting robot, rather than to any policy, strategy or plan of Commonwealth agencies."

Why was this material moved from the websites? Sometimes it was because IT managers wanted to keep the websites manageable and streamlined, and moved old material off as pressures mounted. Old bookmarks become useless when websites were redesigned. And significant documents are sometimes not seen as significant at the time, and it's only in hindsight that we realise they have important historical value.

"The loss of 'old' material seems to occur most often where a website has gone through an upgrade, change of staff or change of management, or when a major project and its attendant publications have come to an end. Usually older publications are re-located as the structure or focus of the website changes, to make way for new versions or new publications - they are finally removed when they no longer attract much traffic or seem out of place."


One person said that he never expects to find reports more than a couple of years old on a government website. "I presume that a range of issues are involved including changes of government, changes of bureaucrats at the top and a desire to take a different policy direction from the one mentioned in the report."

All these issues were compounded by the march of technology: new software means old reports can become hard to read even if they are available.

Respondents were united that a protocol needed to be developed, funded and implemented across government. Some thought the answer lay in an expansion of the PANDORA archival system run by the National Library of Australia.

One correspondent from New Zealand pointed to new legislation passed in April, (see *'Kiwi Legislators Pass Public*

preservation and accessibility of public archives. In order to achieve these objectives, it provides a legal framework under which public records are created, stored, preserved, disposed of and made accessible.

"The growth in email and the Internet has created a new set of challenges, which the Bill addresses by requiring agencies to create and maintain records and to make them available over time. Agencies will also need to seek the approval of the Chief Archivist before they destroy records." 

### The Author

**Toss Gascoigne** is the inaugural Executive Director of the Council for the Humanities, Arts and Social Sciences (CHASS). Before joining CHASS, Toss was Executive Director of FASTS and helped build it into a powerful voice for working scientists. His innovations included "Science meets Parliament" Day, and science forums at the National Press Club.

CHASS is a Canberra-based advocacy body which has sprung to prominence by organising a series of events and meetings to increase access to the decision-making process and new funding opportunities for people working in the sector. These events have included regular meetings with the Minister, members of Parliament, and bureaucrats in DEST and other Departments.

CHASS writes submissions, proposes ideas for change and mobilises the energy of people working in the humanities, arts and social sciences. CHASS currently has 129 Member Organisations. Its free electronic newsletter is available on registration at the CHASS website: [www.chass.org.au](http://www.chass.org.au).

This article is an edited version of Toss's address given to the seminar 'Digital Amnesia, the challenges of government online', organised by the Australian Library and Information Association (ALIA), at the National Library of Australia on April 21. (For a detailed report of that seminar, see 'Digital Demons', the previous story in this issue of IQ.)



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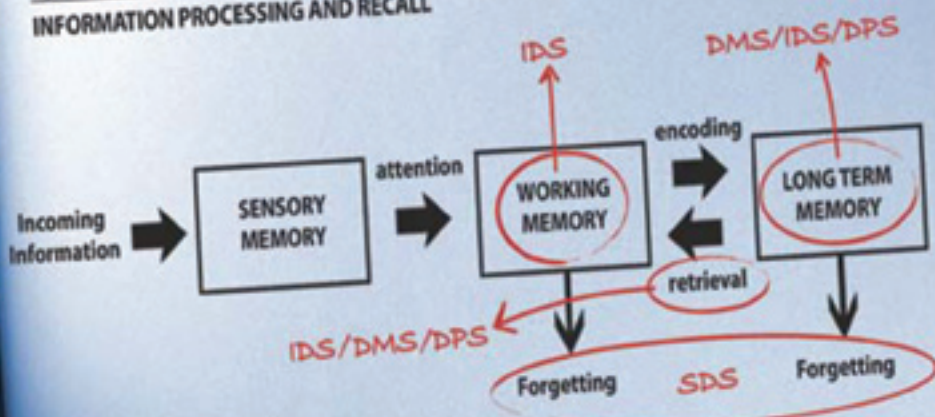
## THE BRAIN AND MEMORY FUNCTION

There are three types of memory - sensory memory, short-term (working) memory and long-term memory. Information is passed from sensory memory into working memory by attention, which filters stimuli to those which are of interest at a given time. Long-term memory function is used for storage of information over a long time. Information from the working memory can be quickly recalled as needed.



figure 11.a

### INFORMATION PROCESSING AND RECALL



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# Manhattan Revisited: Tales of Records Saved and Lost on 9/11

**It wasn't only businesses in the World Trade Center's twin towers that suffered on 9/11. Many tales of records saved and lost emerged from surrounding streets. Here, ALISON SIMKO, subject, with her husband Robert, of last issue's 'From the Dust of 9/11' IQ Interview, gives us an update.**

**B**ig business seemed to fare best. The New York Stock Exchange and Mercantile Exchange resumed trading within days. Most financial institutions, real estate companies, and other major corporations had back-up systems in place.

Mid-sized companies coped. An international architecture firm, Gruzen Samton, was based in a landmark 19<sup>th</sup> century building at 90 West Street opposite the World Trade Centre. On 9/11, the building was pierced by flaming debris and burned for hours.

Though stored in heat-proof containers, most of the firm's data was lost because the vaults melted. Financial and marketing records, images, blueprints, and historic documents were all turned to ash, as well as valuable artwork on the walls. The building stood, but it was a wrecked shell.

I interviewed one of the firm's partners, Jordan Gruzen. He told me it took months, but their insurance company paid to have the company's records recreated. He told me of a peer, an architect based in the WTC's South Tower, who sensibly thought to store his records off-site – in the North Tower!

"One of the lessons we learned was that you have to store your records on a daily basis far off-site," Jordan Gruzen told me. Today, everything from accounts receivable to drawings are digitised and sent to a storage facility miles away. Mr Gruzen is grateful that no employees of the firm died on 9/11.

But there are a few cases where recovery did not go smoothly. An interesting comparison can be made between two major banks, one whose flow of information was not interrupted, one that was caught without a working disaster plan.



Deutsche Bank is the success story. With a direct connection by fibre optics under the Hudson River to a facility in New Jersey, Deutsche Bank was able to activate a Symmetric Remote Data Facility program and draw the entire bank's records from New York to New Jersey in four hours.


Deutsche Bank had tested this plan, and workers in New Jersey, though horrified at what was happening out their windows across the river, had the presence of mind to activate the plan. The Deutsche Bank building, directly across the street from the South Tower, was terribly damaged, and is now being dismantled.

Several blocks away were the offices of another international bank. On 9/11 and in the days following, this bank found itself unable to process transactions, stopping numerous business and financial deals with global partners.

The collapse of the Twin Towers closed the bank, and more critically, the bank's back-up centre, located within blocks of the headquarters, on the same power, phone and water grids.

One high level executive told me, "What could never happen happened, and almost caused a meltdown in the world's payment system."

Because the crisis was so sobering, the Federal Reserve, the US central bank, now examines every US bank annually on data security and the quality of their disaster recovery plan.

Banks are now required to back up their customer records in secure, distant locations. It is a multi-billion dollar business to ensure that our most valuable assets – business records and data – cannot be wiped out by a manmade or natural disaster. 

Deutsche Bank, in the building displaying the US flag, saved its records on 9/11 via SRDF. Architectural firm Gruzen Samton, in the heritage building next to the bank (top picture), had to have their records recreated

Photographs by Robert Simko

## The Author

**Alison Simko** is Editor in Chief of New York City's *Battery Park City Broadsheet*. This article is an updated extract from the 'From the Dust of 9/11' presentation made by Alison and her husband Robert Simko, publisher of the *Broadsheet*, at the 2005 RMAA International Convention.

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# Information Therapy? Web Experience Design? What is Information Architecture All About?



With the Web increasingly dominating the way we do business, Information Architecture has become a hot topic. But, says AMANDA COSSHAM in this *IQ* overview, IA extends into all facets of the RIM environment.

**I**nformation architecture (IA) is not a new term, but has only recently permeated the consciousness of many librarians and recordkeepers.

The concept and the term were coined by Richard Saul Wurman in 1975<sup>1</sup> but were not widely used until the late 1990s. Wurman writes in 'Information Anxiety' about the problems of too much information, too much data, lack of meaning and lack of organisation.

'Today, most information isn't presented in the detailed form of a map to direct and guide us to new lands where we can find wealth or a wealth of information. Rather, it's fired at us like buckshot, with the hope that some might hit a target.

'In response, a group of people is emerging that feels like a life force – an undeniable drive – to make life understandable. They feel compelled to create a new world map with this barrage of data. They are the information architects.'<sup>2</sup>

Wurman suggests that 'Effective information architects make the complex clear; they make the information understandable to other human beings.'<sup>3</sup>

Debate rages over how to define information architecture itself, on both the IA electronic mailing list SIGIA-L and on the IA wiki.

'Defining information architecture is a re-occurring theme in all IA forums, and frequently leads to re-naming efforts as well, from information therapist to experience designer. Arguments dredge up the history of IA, from its birth in database design and Richard Saul Wurman's first coinage of the term to its development in the hands of Louis Rosenfeld and Peter Morville.'<sup>4</sup>

Comments on electronic mailing lists and in many other places discuss information architecture purely in terms of design of electronic systems. But IA is a term which can also be applied to the presentation of information in guide books, museum exhibits, railway timetables, city plans, maps,

statistical information and so on, and this is where its origins lie.

'At its most basic, information architecture is the construction of a structure or the organisation of information. In a library, for example, information architecture is a combination of the catalog system and the physical design of the building that holds the books.

'On the Web, information architecture is a combination of organising a site's content into categories and creating an interface to support those categories. It stems from traditional architecture, which is made up of architectural programming and architectural planning.'<sup>5</sup>

Rosenfeld, in an interview with *Design Matters*, spoke of the influence of the Internet and the WWW on the field: "... Wurman's definition of information architecture doesn't really scale well in the age of more complex information systems like websites. Like any designer, Wurman's definition is shaped by his contemporary medium - print."<sup>6</sup>

Wurman's book 'Information Architects'<sup>7</sup> previews some of the work of a wide range of information architects, and although Rosenfeld highlights where current developments are taking IA, it is also possible to argue equally that information architects have an important function beyond the Internet.

The *Wikipedia* provides a nice brief definition: 'Information Architecture (IA) is the art and science of structuring knowledge (technically data), and defining user interactions.'<sup>8</sup> Current definitions on the IA *wiki* identify four broad areas:

1. Information organisation/content architecture/LIS flavored, with its attendant skillsets of thesaurus design, taxonomy creation and label design.
2. Designing the support systems around the information structure including interaction design and information design.
3. User experience / experience design.
4. The process of creating systems that mediate information to and from users.'<sup>9</sup>



These are not mutually exclusive, but reflect the differences of background and practice in IA.

If information architecture is a profession, as Morrogh suggests in his book 'Information Architecture : An emerging 21<sup>st</sup> century profession',<sup>10</sup> then there isn't really any reason why there shouldn't be different types of information architect and different definitions of what is being done.

An obstetrician, a GP and a gastroenterologist may all be doctors, but they have very different areas of expertise. A reference librarian is not the same as a cataloguing librarian. And a sole charge librarian in a primary school has little in common with a sole charge librarian in a law firm, even though they all fit into the same profession, carry the title librarian, and may agree on broadest principles.

nevertheless provides a valuable starting point for investigation into IA, with an excellent IA guide.<sup>11</sup>

An equally useful, and more up to date, list is 'Web design references: Information architecture',<sup>12</sup> created by the University of Minnesota Duluth, with a very wide range of resources, from overviews to online tutorials - one of the best comprehensive lists available.

There are also tutorials and syllabus outlines on the Internet for those who want to go a bit further. Semantic Studios' 'Information Architecture Syllabus' is a good place to begin working out what IA is all about. It doesn't have the complete course, but it does provide a useful framework, and lists the readings for each part.<sup>13</sup>

It uses The Polar bear book (see below) as its main course

## Effective information architects make the complex clear

Morrogh's book as a 'foundations text' provides an overview of the evolution of communication systems from the spoken word to the television, and then the evolution of computer systems from ENIAC through to the present.

He outlines the 'unintended consequences of the information age' - information overload, information anxiety, junk information - and the role of the information architect in dealing with these consequences.

This takes us back to Wurman's 'Information Anxiety' and the pressing need of society to organise the incredibly large amounts of information we generate.

### Key Sources of Information

As with many professions, the latest information is available electronically. Unlike many others, much IA information is only available electronically, and they practise what they preach: it is very well organised.

There are some print publications, but many of these seem to have started life on listservs or blogs, and accidentally ended up in print. There are Web-based resource pages which enable the newcomer to get a grasp on the oeuvre quickly.

These include the Argus Center for Information Architecture, which still maintains a website of resources, despite having closed down in 2001. No longer updated, it

text, as do many other university courses. For a quick 'how to' tutorial, there's John Shiple's 'Information Architecture Tutorial'.<sup>14</sup> Shiple takes you through, step by step, and provides an outline of how to create a website. Lesson 3 is strongly reminiscent of the process of creating a records classification structure.

Louis Rosenfeld<sup>15</sup> and Peter Morville<sup>16</sup>, both originally librarians, have written the main text on information architecture: 'Information Architecture for the World Wide Web'<sup>17</sup>; commonly known as 'The Polar Bear Book', due to the illustration on the cover. They discuss the concept of granularity in relation to Web-based information.

'Structure, organising and labelling. It's what information architects do best. Structuring involves determining the appropriate levels of granularity for the information "atoms" in your site, and deciding how to relate them to one another. Organising involves grouping those components into meaningful and distinctive categories. Labelling means figuring out what to call those categories'.<sup>18</sup>

They note that, 'A website might present articles and journals and journal databases side by side. Links might lead to pages, sections of pages, or other web sites.'<sup>19</sup> This is contrasted with library card catalogues which provided access to books, not chapters or sections.

They go on to evaluate how you might order and arrange

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## WHAT IS INFORMATION ARCHITECTURE ALL ABOUT?

Continued from page 39

an organisation's information – partly in terms of the external website, but also in terms of intranets.

They point to the variety of ways in which organisations are structured, and the variety of (sometimes maddeningly illogical) ways in which these structures are defined, determined and labelled by those working in them, and the need for both granularity and for multiple levels of access.<sup>20</sup>

Wodtke's 'Information Architecture: Blueprints for the

## Records management is noticeably, and in my opinion, strangely, absent

Web<sup>21</sup> provides other interesting perspectives on how to organise and arrange the Web. Wodtke, who also creates *Elegant Hack*<sup>22</sup>, is the founder and publisher of *Boxes and Arrows*,<sup>23</sup> an e-journal which describes itself as: 'the definitive source for the complex task of bringing architecture and design to the digital landscape.'

'There are various titles and professions associated with this undertaking – information architecture, information design, interaction design, interface design – but when we looked at the work that we were actually doing, we found a "community of practice" with similarities in outlook and approach that far outweighed our differences'.<sup>24</sup>

Weinberger's *Journal of the Hyperlinked Organisation* covers many of these issues, with, for example, an excerpt on taxonomies, tags, faceted classification, folksonomies in the March 2005 issue<sup>25</sup>. His book 'Small Pieces Loosely Joined: How the Web Shows us Who We Really Are'<sup>26</sup> provides new ways of viewing the wider electronic environment and shows how the Internet is changing the way we view ourselves and social institutions.

The main place to go for the latest discussions and developments is the IA listserv, a very busy and thought-provoking list which is subscribed to by a number of those mentioned in this article.<sup>27</sup> This list also provides information about meetings of information architects round the world, including in Australia.

### The Author

**Amanda Cossham** has 18-plus years' experience as a librarian and library educator. For a number of years she ran the current awareness service for MPs in the New Zealand Parliamentary Library.

She is now a lecturer in information and library studies at Lower Hutt's Open Polytechnic of New Zealand, where she teaches undergraduate courses in cataloguing and classification, and in library and information issues. She also consults in the records and information management area.



## So, is IA just about Web Design?

No. Design is not just how to make something look better, it is also about how to make something function better. A well-designed library is pleasing to look at, but also easy to use, efficient to work in, and effective at storing its books and other resources.

So, from that perspective, design is hugely significant. But it goes beyond the presentation of information on a computer screen or ease of navigation of a website.

There are many texts on web usability<sup>28</sup> – and on print

usability as well. Edward Tufte's 'Envisioning Information'<sup>29</sup> is a broad ranging evaluation of the best way of presenting information – not only in terms of 'can this information be understood and used but 'does it look good, and is it appealing, and does the design of the presentation enhance the usability?'

There do not seem to be many qualifications available in IA. University of South Australia offers a single course; Charles Sturt has recently announced IA postgraduate qualifications; RMIT has a Spatial Information Architecture Laboratory and associated courses. There may well be others too, or at least others which are relevant to the broader discipline.

## IA and Records Management


As a whole, IA is clearly as different from records management as it is from librarianship. But so many of the elements are similar across all the information management professions.

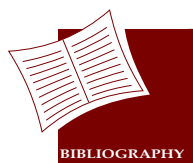
Classification, cataloguing, taxonomy, indexing, all the processes we work with as records managers to encompass, define and control organisational information, these could be enhanced by applying the principles of information architecture to them. The process of evaluation and definition of what information exists and how it shall be organised and presented is as much relevant to IA as it is to records management.

Despite the emphasis on organisations and their information, Rosenfeld and Morville do not include records management as one of the potential disciplinary backgrounds equipping people for this new profession.

Librarians and librarianship get a plug, as does graphic design, journalism, usability engineering, marketing, computer science, technical writing, architecture and project management.<sup>30</sup> Records management is noticeably, and in my opinion, strangely, absent.

The information architecture community is still reasonably small, although growing fast. There are no theories of information architecture as such (although there are many theories relevant to aspects of what information architects do, including those surrounding communication and understanding of information).

The development of practice and theory is going hand in hand, and is most exciting to watch. Information architects are a diverse group, from diverse backgrounds. Information architecture is what we do, in part, as records managers, or librarians, or information managers, or whatever our professional strengths are. 



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# TRIM Context

## Solving real problems



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# Have Archival Box Decisions Been Based on Flawed Assumptions?



**Despite today's focus on electronic storage, in many organisations the bulk of records are still stored in hard copy form and many millions of paper records of historical importance will be retained indefinitely. According to one industry expert, current buffered paperboard storage containers aren't up to the long-term task and should be superseded by polypropylene.**

**F**or over 10 years the major archives in Australia and New Zealand have been using buffered paperboard boxes for the long-term storage of paper records. But was the decision to go with buffered paperboard based on flawed assumptions regarding the chemical suitability of this board?

Darby Johns, Managing Director of Albox Australia, manufacturers of polypropylene archival storage boxes, thinks that is the case. "Australia prides itself on being a world leader in archival and records management practice," he told *IQ*. "Isn't it time for questions surrounding the suitability of paperboard boxes to be considered?"

According to Johns, buffered paperboard boxes have become outdated by polypropylene boxes. He says that while buffering makes paperboard last longer, it still can't stand up to poly for strength or lifespan.

He points out that the alkaline paperboard boxes can react with the contents of the boxes, which are typically acidic, causing deterioration. They can also be subject to water damage as well as deterioration through humidity, plus insect and rodent infestation, while polypropylene suffers from none of these problems.

Johns is also critical of the finger holes that are used in paperboard boxes. In giving access to fingers, he says, the holes

also give access to insects and variations in the ambient environment. In the opinion of the Albox chief, all these factors add up to a damning case against buffered paperboard boxes.

"The situation 10 years ago was of course quite different to that of today," Johns says. "Have time and new technology provided more and better options for conservation practice today? I believe so. But why have our archives been so slow to adopt them?"

"One very good reason was cost, but that is now invalid. Given the volume of orders placed for buffered paperboard, polypropylene is very competitive. Another reason that has been suggested is that polypropylene has not been around long enough to be proven to be acceptable.

"That is a lame excuse. Testing can be carried out by qualified laboratories in a matter of weeks. Polypropylene is used with complete trust in the packaging of the food that we buy today. Have those who have reservations confused polypropylene with the obnoxious PVC, because they are both plastics?"

"A strange anomaly in the archival world is that there appears to be no valid accepted test for determining archival quality. Probably due to the lack of alternatives, the Photographic Activity Test (PAT) developed by the Image Permanence Institute of Rochester, New York, has been widely used to test for archival quality on items other than photographic products.

"But inappropriately used, in my view. The PAT has even been used to

**The implications are very significant**



Above: Polypropylene boxes in an archival repository. Below: **Darby Johns**, outspoken Managing Director of Albox Australia




claim that buffered paperboard that has a pH of 8.6 is archival. The PAT has been used to grant archival status quite wrongly to some paper storage products.

"No one can tell you what is the maximum pH level allowed, other than to say that pH7, which is neutral, is ideal. The further you move away from that, the less archival it becomes. Polypropylene is pH7, and inert – it doesn't react with acid or alkaline contents."

Johns says that polypropylene is also actually environment-friendly, more so than paperboard. He puts the case that no trees are cut down to make the product, nor are animal by-products used. And, by their very nature, poly archival boxes are supposed to last forever so, theoretically, they will never present a disposal problem.

"There will probably always be a place for unbuffered paperboard in short-term archival storage because it is lower cost," he concedes. "But buffered paperboard as a long-term option has a limited future. On top of everything else, there are design weaknesses and OH&S factors in buffered paperboard boxes currently available."

But it is the environmental factors relating to the deterioration of paperboard archival boxes that Darby Johns is most concerned about.

"The implications are very significant both for the boxes now in archives 'protecting' our heritage and for future conservation practice." 



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# ISO 15489: The Global Din Grows Louder

By Michael Steemson, ARMA

**In the last 18 months, more non-English-speaking nations have translated recordkeeping standard ISO 15489 and still more are studying it, while information management training groups and consultancies worldwide have focussed on its dissemination.**

Since my last survey of the standard's spread, published in *IQ* in August 2004, ('The Worldwide Impact of ISO 15489'), and available on line at my website, [www.caldeson.com/1548904.html](http://www.caldeson.com/1548904.html), ISO 15489 has spread further and wider than almost any other international standard, with the exception, perhaps, of the suite of ISO 9000 quality standards.

The world's interest is vividly illustrated by the growth of the Australia-lead ISO sub-committee that created the standard, ISO TC46 SC11<sup>1</sup>. In its pre-15489 days, from 1998 to 2001, the sub-committee, for which I was a member of the Australian delegation, consisted of only eight participating delegations from Australia, Canada, Denmark, France, Germany, Sweden, the United Kingdom and the United States. Three other countries had observer status.

Now, it has participation from 22 countries<sup>2</sup> plus 13 observer nations<sup>3</sup>, covering six continents and including several former Soviet Bloc states.

Under the long-time and founding chairmanship of Australian IM consultant David Moldrich, MRMA, the sub-committee is spreading its wings. Last year it completed a new standard for metadata, ISO/TS 23081-1:2004 Information and documentation - Records management processes - Metadata for records -- Part 1: Principles.

Now it is working on a revision of ISO 15489 and on new standards for records management relationships, access

frameworks and work process analysis for recordkeeping.

SC11's revision study of the records management standard has revealed a number of possible improvements and updates. The committee is looking at ideas like making Part 1 more principle-focussed and directed at management executives, moving more of the "how do's" to Part 2, the Guidance section, for closer attention by information management professionals.

Delegates are considering the effects of making the whole work more prescriptive, turning the "shoulds" into "shalls" and the "mays" into "musts". A lot more debate and work will come before release of the first draft standard.

## Iceland's Unique Version

Globally, new nations are taking strides into recordkeeping because of the current standard. The little North Atlantic state, Iceland, for example, joined the rush and on May 1, 2005, the Icelandic Standard Institution (Staðlaráð Íslands) published its translation of the standard, ÍST ISO 15489-1:2001, Upplýsingar og skjalfesting – skjalastjórn.

Icelandic translation is on the left part of the page and the English version is on the right, a unique format for the work. One of the nation's IM consultants, Sigmar Thormar, emailed drolly: "Icelanders don't know much about RM but we know a lot about publishing ... The Saga nation mind you."

In the United States, where many state legislatures have adopted the standard, the federal government has, so far, made



few definite moves towards adoption. However, the American National Standards Institute and ARMA International are talking about creating a "companion" document with a US focus, and an ARMA Task Force is working on its own ISO15489 Implementation Guidelines<sup>4</sup>.

The Spanish are taking a greater interest, too. After a slow start, the state's standards institution, Asociación Española de Normalización y Certificación (AENOR), has joined SC11 and has been working on translating the standard following an invitation only conference by its Technical Committee 50 (CNT-50) at the Ministry of Culture in Madrid.

The conference entitled 'Work on Norm ISO 15489:2001 Information and Documentation -- Records Management and its implantation in Spain', comprised more than a dozen papers from AENOR, the Spanish State Archives, university moderators and private industry.

The Spanish University of Zaragoza ran a four-day, 30-hour course on the standard earlier this year entitled 'Document management. 15489 norm ISO Records Management' that recommended "electronic document management planned in agreement with ISO 15489."

Baltic states neighbouring leading RM nation, Estonia, are developing their own translations. The Hungarian National Archives in Zagreb and the Egyptian Organisation for Standardisation and Quality Control (EOS) are working on versions. The Danish Standards authority has adopted it, and produced a translation.

In China, the government organisations are watching, but the universities are doing. Associate Professor An Xiaomi, an archival science don at Beijing's Renmin University School of Information Resources Management, has added to her Chinese translation with papers in English and North American journals like her recent 'Assessing records management in China against ISO 15489 and the implications'<sup>5</sup>.

In Britain, where the standard is part of the British Standards Institution's suite of recordkeeping publications, consultants are evangelising ISO 15489 in their courses and presentations.

Only last month, my old Records Management Society of GB colleague Jeff Morelli held a one-day seminar, 'Understanding and complying with the ISO 15489 RM standard', which the London consultancy host, TFPL, described as a "practical approach to implementing effective records management with reference to real-life case studies".

French consultants Ambre Associates<sup>6</sup> fly the 15489 flag, too, recommending it on line, saying it "constitutes a guide for the organisation and management of archived documents of any organisations, public or private, for the benefit of internal or external customers".


## The ISO 15489 Bombshell

The French version of the standard, NF ISO 15489, published by the Association Française de Normalisation (AFNOR) in April 2002, sent shockwaves through the gentle Francophone European archival world.

Quebec National archivist Daniel Ducharme, wrote in the July edition of the Swiss *Revue électronique suisse de science de l'information* (RESSI)<sup>7</sup> earlier this year: "Although it was quickly ratified by the Board of Directors of the Quebec Association of Archivists it did not arouse much other enthusiasm in Quebec and Canada.

However this was not the case in France and, more

widely, in continental Europe, where diffusion of the French version had the effect of "a small bomb in the medium of documentation and the file." He described the flurry of publications in French and English as a "rather significant promotional din".

He could have added German, Spanish, Egyptian, Chinese, Russian, Swedish and a Babel of other languages. The ISO15489 din is getting louder by the week. 

### The Author

**Michael Steemson**, ARMA, heads the New Zealand-based Caldeson Consultancy in business information management, after 35 years in London journalism. In the 1990's, he was for two years chairman of the Records Management Society of Great Britain and chaired a London-based consortium of IT consultants, vendors and academics that created the British Standards Institution's 1996 code of practice for the legal admissibility of electronic documents, PD0008.

He was a member of the Australia delegation on ISO's authoring sub-committee that created ISO 15489 and on the RMAA's New Zealand Branch Council. In 2002, he was appointed technical writer to the DigiCULT Forum of the European Commissions' Information Society directorate. He has spoken at information conferences in London, Edinburgh, Vienna, Istanbul, China, Singapore, Sweden, the Netherlands, Australia and New Zealand.

This report is an update on his 2004 *IQ* article 'The Worldwide Impact of ISP 15489', which won the 2004-2005 Objective *IQ* Article of the Year Award.



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EXPANDING  
THE HORIZON

# Why We Must Take the Risk

By Stephen Dando-Collins

## Who would have predicted what lay over the horizon for Berlin's Reichstag?

This recent picture inside the Reichstag's glass dome was taken looking down from above to the information console in the middle of the central pillar. People down below are looking at information panels recording the history of the building and its resurrection. Back in 1985, the Reichstag was still just a burnt-out shell after being torched in 1933 during the Nazi era - supposedly by disaffected Communists - with British architect Norman Foster's transformation that we see today still 14 years away



# of Getting Tomorrow Wrong

**Twenty years ago I asked many leaders in their fields to predict the state of the world come the new millenium, publishing the results in my book 2000 AD, (Pan Books). While some predictions proved accurate, it's fascinating just how wrong many of our visions for the future proved to be. But should a low success rate prevent us from today trying to predict what lies over the RIM world horizon?**

**W**hen, in 1985, I approached hundreds of leaders in their fields looking for their expectations and revelations about what lay in the future across a range of 45 subjects, Australian business entrepreneur Dick Smith told me, "I must confess that, being a skeptic, I have never been able to imagine the future."

Fortunately, skepticism didn't inhibit others from prognosticating about the future. Yet, no one predicted the 1987 stock market crash. Not a soul foresaw the fall of the Berlin Wall just two years later, while almost no one forecast the subsequent imploding of the Soviet Union and the end of the Cold War.

Who could? In 1985 all this was unthinkable. "Communism and capitalism will share the world in roughly the same distribution as now," said lecturer and political commentator Malcolm Mackerras, typifying the attitude of many.

## Energy & Technology

There was optimism among my 1985 collaborators about advances in solar energy. Justice Michael Kirby of the NSW Supreme Court predicted that by 2000 solar would be providing 17% of Australia's energy needs. Dr G F Donaldson, headmaster of Melbourne's Scotch College, was convinced that oil would be almost obsolete by 2000 and that fusion would be tantalisingly close.

West Australian author and artist Elizabeth Durack felt that, "We will have enough energy" by 2000, adding that, "The phobia regarding nuclear fuel will be a thing of the past." Canberra psychic Bridget Pluis was predicting the discovery of "a new mineral similar to coal."

Everyone felt there would be rapid advances in technology. But most felt it would be in areas such as 3D TV. "It'll be technically astonishing," said writer, broadcaster and wit

Phillip Adams, typifying the expectation. "Hologram 3D, with artificial smells. The same boring programmes."

Phillip was wrong on all scores, but he wasn't alone. As for TV programmes in the new millenium: "Bert Newton, Graham Kennedy and Ernie Sigley will still be at it," said RSL president Bruce Ruxton. At least he got one out of three right.



Entrepreneur **Dick Smith**, who, in 1985, said he had never been able to imagine the future

No one predicted the advances we've seen in telephony. Back then, fax machines were considered cutting edge. I was still two years away from getting my first mobile phone - it would be the size and shape of a house brick, and weigh as much.

In 1985, we were predicting that voice-activated computers would make keyboards redundant. None of my collaborators imagined schoolchildren would sport tiny cell phones that were also cameras and mobile messaging centres. Twenty years ago, repetitive strain injury, or RSI, was in vogue. It will probably reemerge before long as repetitive SMS injury!

Test cricketer David Boon felt that by 2000 we would be routinely flying in "something similar to the US space shuttle." Author and lecturer Rabbi Dr Rudolph Brasch was convinced that petrol would be "replaced in the majority of cars with some other type of type of easily-

available and non-polluting fuel."

Author Thomas Keneally predicted that by 2000 motor vehicles would be "solar or steam driven." University of New South Wales economist Professor Maurice McManus felt that "there will be automatic navigation on the roads by 2000," while Allan Roger, Professor of Architecture at Melbourne University, predicted that "small scale, locally self-reliant systems, in which people will explore high quality lifestyles not dependant on the motor car" would emerge by the new millenium.



WHY WE MUST TAKE THE RISK Continued from page 47

## Medical Advances

We had high expectations of advances in medical research back in 1985. Golfer Greg Norman: "Nobody will have cancer. The total cure will be found." Others weren't quite as positive. "The prevalence of cancer will be reduced by 50%," said Keith B Mather, Vice Chancellor for Research and Advanced Study at the University of Alaska. Noted Australian historian Professor Manning Clark concurred: "Cancer will be reduced by the year 2000."

HIV-AIDS brought a wide divergence of opinion. Rabbi Brasch felt that by 2000: "It will still exist but will be confined to a small group of people." British artist Susan Gamble predicted: "It will have disappeared long before 2000 AD." Tom Keneally was equally optimistic about AIDS: "Probably a minor virus ultimately cured by a capsule," he suggested.

Justice Michael Kirby predicted that by 2000 advances in biotechnology would have meant that: "The virus will have run its course, peaking in deaths in 1989, then tapering off as quickly as it appeared."

On the other hand, Greg Norman considered it potentially "the worst disease in the history of modern man." Likewise, Malcolm Mackerras felt that, "By 2000 AIDS will be much worse than now," while winemaker Len Evans considered it, "A huge worry for the future."

## Economic Change

Phillip Adams foresaw a beleaguered British government selling the royals to the Disney organisation to salvage the economy; they would end up resident at Epcot Centre in Florida. But Professor Manning Clark saw no future for the royals. "By the year 2000, the British royal family will be retired on full pension."

"By 2000 there will be greater evidence of capitalism in China," said Helen Reid, headmistress of Walford Anglican School for Girls in South Australia. "A major trading nation by 2000," predicted Professor Michael Rand of Melbourne University, as everyone foresaw the economic growth of China.

Professor Lester C Thurow of MIT in Massachusetts predicted the economic trouble ahead for Japan that would soon emerge, as did Professor Colin Mackerras of Queensland's Griffith University. Former Australian ambassador Barrie Dexter worried that Japan would develop robots in manufacturing to such an extent that "the level of unemployment" in Japan "will be so high as to threaten existing social organisation and lines of authority."

Even before two Gulf wars, the Intifada and suicide bombings, many people felt that the Middle East presented insoluble problems. A pessimistic Tom Keneally felt that "Israel will probably vanish under a host of enemies" by 2000. Jewish

community leader Malvina Malinek was more hopeful: "There will be some accommodation between Israel and the Palestinians and Jordanians."

When it came to money, almost everyone expressed similar sentiments to Melbourne psychologist Dr Bob Montgomery: "The monetary system will have gone plastic and electronic." Some, like newscaster George Donikian, expected that, "Money will be replaced by the card or chip."

Some saw the Australian dollar drastically losing its value. Broadcasting industry CEO Nigel Milan, today the head of SBS, thought it would fall "below one rouble" by the new millenium. "Twenty US cents" by 2000, thought Bruce Ruxton.

"The current monetary system might go under," said Elizabeth Durack, with Tom Keneally equally pessimistic about the monetary system. "When the latter collapses, about 2005, watch out!" he said. In Tom's defence, 2005 isn't over yet!

Bob Ansett, who in 1985 was still the high-profile boss of Budget Rent-a-Car, suggested that "a complete review of the international monetary system will occur; the end result will see further deregulation." Back then too, the airline Bob's dad Reg founded was sharing

the skies with Australian Airlines. Who in 1985 could have predicted the demise of an institution like Ansett Airlines? Certainly none of my respondents did, not even psychic Bridget.

## The Coming E-World

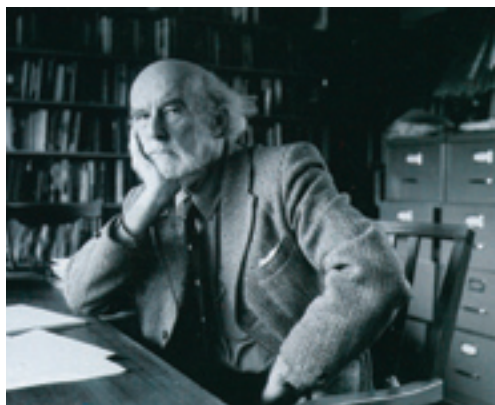
There were some Utopian visions out there for work and leisure. University of Queensland's Professor B S Saini felt that, "the term 'unemployment' will disappear as we know it today." Melbourne University's Professor Michael Rand felt that "social restructuring, including working hours and conditions," would largely eliminate unemployment by 2000.

The University of Singapore's Professor Keith Taylor forecast new patterns of work by 2000: "A four day week, longer holidays, sub-contracts, periodic re-education." And, "Leisure will be a problem." Back in 1985, they felt we would have difficulty filling the expected increased leisure time. Mind you, this was in the BTI era - before the Internet.

British artist Michael Wenyon predicted that by 2000, "We'll have better spelling, with automatic machine correction." He was right about the spellchecker of course, but he couldn't foresee SMS and emails spelling doom to spelling, grammar and punctuation.

Melbourne book publisher John Kerr was right on the money when he prognosticated that "the written word will be transmitted by basically electronic means" by 2000.

"The volume of the written word seems to have an irresistible tendency to increase rapidly," said economist



The late **Professor Manning Clark**, who predicted that by the year 2000 the British royal family would be "retired on full pension"

Photograph courtesy of Manning Clark House

Professor Maurice McManus. But he could not have imagined how that irresistible tendency would be enhanced by the electronic revolution.

"By 2000 AD, computers will be growing politically restless and demanding the vote," said a tongue-in-cheek Phillip Adams. "Computers will be doing all the work," Greg Norman suggested. "They will control our homes, and all the appliances in the home," George Donikian echoed.

"Every home will have its private computer," Justice Michael Kirby predicted, at a time when personal PC's were still a novelty. Today, the ABS estimates that there are computers in 66% of Australian households.

## Lessons for Today and Tomorrow

Intriguingly, while there has been some mind-boggling change since 1985, with many changes that weren't anticipated, some expected changes have not occurred as quickly as we thought they would.

Another lesson is that it's okay to be wrong. My respondents back in 1985 were brave enough to stick their necks out. We need more people like them. Many people are held back from taking a punt at what lies over the horizon through fear - of being wrong, of being ridiculed.

Change is inevitable. In 1999, Jeff Bezos, CEO of Amazon.com, told the NBC Today Show, "We know just 2% of what we'll know about e-commerce in ten years from now." So we should be making educated guesses on the direction of change, and profiting from change.

Logic should play a big part. In 1985, holographic artist Michael Wenyon predicted that holograms would one day be integral to business. Logical, when you think about it. Now, holograms not only sit on our credit cards, holographic medical records are revolutionising medical practice. And a new invention, the holographic Tapestry Drive, has outdated the CD as a storage medium.


Biometric signatures are changing document ID, while high compression electronic archiving means a 2-hour movie

can reduced by 96%. All these developments started with someone somewhere asking "What if?"

How do you think future change will impact you and your job? What if you were to ask "What if" and head down the road you foresee? Sure, you take a risk when you back a hunch. If you want a life without risk, don't get out of bed in the morning.

Last year, Professor Mike Pemberton, American RIM world doyen, told me that when he's trying to convince someone to implement a records management programme, he says to them: "It wasn't raining when Noah built the ark."

Start thinking today about the design of your personal 'ark', and be ready not only to survive in tomorrow's RIM world but to get ahead of the game and prosper. Have a go at predicting what lies over the horizon. Share your thoughts with colleagues. Develop future concepts and collaborative strategies. Give the future your best shot, and work toward the tomorrow you foresee.

And, like my collaborators twenty years ago, do it with conviction and certainty. You won't always get tomorrow right, but when you do, the rewards will be worth it. As Professor Keith B Mather, one of my 1985 contributors said, "My Chinese cookie say: 'Be often wrong, but never in doubt'." 

### The Author

**Stephen Dando-Collins** is the Editor of *IQ* Magazine. He is also the author of a number of books in which he usually looks back much further than a mere 20 years - *Caesar's Legion* and *Nero's Killing Machine* (Wiley) are histories of the legions of ancient Rome. His third book in the series, *Cleopatra's Kidnappers*, was published in hardback in the US last month. The paperback edition of his celebrated American history, *Standing Bear is a Person* (DaCapo Press), has also just been released in the US.



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# Looking Over the Expanded Horizon

## 22<sup>nd</sup> RMAA International Convention in Review

**It was a big ask for many – travel thousands of kilometres to Australia’s western seaboard to attend the ‘Expanding Horizons’ convention. Yet 403 registered delegates, 112 trade representatives, and sundry staff and other interested parties made the trip to the RMAA’s Perth Convention. And were they glad they did!**

**O**n the last day of the Convention, Tower Software’s General Manager Asia Pacific, Geoff Moore, was beaming. “This has been a fantastic convention for us!” he told *IQ*.

He wasn’t alone. Vendors and delegates alike sang the praises of the 22<sup>nd</sup> RMAA Convention. Those delegates had come from as far afield as New Zealand, and included senior officials such as Western Australia’s Auditor General, Des Pearson - who attended Convention sessions over two days. New York City keynote speaker Robert Simko found several sessions so interesting he joined the audience more than once.

Some of the best pieces of information from speakers came from adlibs and answers to audience questions. All the more reason to actually be in the audience.

Day one set the scene for three days of varied presentations. The dedicated Professor Fiona Stanley delivered

a fascinating keynote speech about research and recordkeeping in her specialised medical field.

“There hasn’t been a single breach in records linkage in 30 years in Western Australia,” she said, referring to privacy concerns about medical research records. Clearly, keeping accurate and secure records is a fundamental and critical part of the medical researcher’s job, even though they don’t consider themselves recordkeepers as such.

Professor Stanley was followed by Robert Markham from Forester, the influential US IT research firm. The lengthy title of his address – ‘Best practices in technology, organisation, implementation and planning for records management in the government sector’ – might suggest a tedious session. But it was far from it.

Websites, says Markham, are the most highly managed element of an organisation. Yet, he laments, they don’t come under records management “You should declare all documents



in an organisation," he says, "so you have a consistency of metadata."

"Dramatic changes are ahead for the ECM market here," he predicts. In many Australasian organisations, he says, Enterprise Content Management is "stovepiped". He estimates that less than 5% have an ECM strategy. "That's where we were in the US three years ago."

ECM is not a technology, he says, and an ECM strategy is vital. "You should have an articulated strategy that deals with all types of electronic content within an organisation." He adds, "The records management component is a key aspect of that ECM strategy."

Meanwhile, says Markham, only 20% of organisations in the Americas have records management programmes. The big RM growth area there, Markham says, is email. "The Americas are widely adopting email management."

In answer to a question on storage standards, Markham pronounced that "PDF/A is the best standard for long-term storage of electronic documents. One of the advantages is that you can't have viruses." The problem with XML, he says, "is you don't have a unique definition that PDF/A does."

After a brief rundown on e-government in WA by Celia Chesney from the WA Office of eGovernment, Samantha Spence of Hismelt in WA shared the challenges of records management in a mining company.

Next up, Gwen Buch of CALM WA detailed the award-winning RAT online training program. Gwen remarked that the acronym of a title originally contemplated – Corporate Recordkeeping Awareness Program – "Probably summed up the reaction of some people when told they had to be involved with the training programme."

Cassandra Findlay of State records NSW, speaking about competency standards, noted that in a survey conducted by NSW RMAA member Jenny Evans, 61% of respondents had no formal records or archives qualifications. Findlay said that in Australia and New Zealand the difficulty in finding qualified applicants means that many RM jobs remain vacant for long periods of time.

After Trissa Dent of Water Corp WA spoke about outsourcing, delegates rushed back to their hotels to prepare for the Convention's Official Dinner.

With the dinner's theme of Under the Sea, the Convention Centre ballroom was suitably decorated for the event. While only a handful of delegates went in fancy dress, a pair of suspect submariners, the captain of the *Titanic* and his elegant wife, and a one-eyed pirate all added colour.

A great band soon had the hundreds of delegates up on

the dance floor. Even Tower's Geoff Moore was seen dancing. "Well, something resembling dancing," he later remarked.

## Tears and Laughter on Day Two

It was a tribute to the drawing power of Tuesday's keynote speakers, Robert and Alison Simko of New York, that more than 400 delegates, some suffering from the affects of the night before, filled the auditorium that morning.

The Simkos, proprietors of the *Battery Park City Broadsheet* in Lower Manhattan, had come to speak on disaster and recovery in New York following 9/11. The headline in the subsequent e-newsletter of IT magazine *Image & Data Manager* summed up the audience reaction - 'Evocative recount of post-9/11 New York captivates RMAA audience'.

Following their presentation, the Simkos were approached by scores of audience members, some with tears in their eyes, who thanked them sincerely for sharing their moving experiences.

"It was a masterstroke to bring them out here," NSW delegate Ioho de Beer later told *IQ*. Said several other delegates: "We were so glad we were there for that presentation."

*IQ* readers would have seen the Simko story in our August issue. But the Simkos' presentation went much further, and it's worth getting hold of the DVD being offered by the RMAA which includes their live presentation, to appreciate the complete picture.

The Simkos' address was so affecting that three other speakers on this second day of the Convention made reference to it. One of those presenters was Iain Freeman of law firm Phillips Fox. In his speech, about privacy and copyright issues relating to intellectual property, Freeman used a term that was new to *IQ* – 'anonymised' – when referring to a document which has had the identity of its creator removed.

Freeman said that an issue increasingly concerning local government is the use of customer emails by councils on websites and in publications. He also made the point that it is a breach of copyright and privacy laws to publish an email or retransmit it to a third party without the originator's permission.

Kiwi drawing and map enthusiast Ken Scadden subsequently told us about managing unusual records, before Dr Joanna Sassoon of the WA State Records Office gave a professional presentation about archiving audio visual records.

Sassoon pointed out that "the contents of a trunk or a shoe box are an archive" if they contain papers or photographs. But, she said, "Photographs without context are a trace, not a record." As for archiving digital photographs, she doesn't think the quality of most of them warrants it.

Following TAFE WA lecturer Rosemarie Allen's presentation about competencies for records managers, the



Keynote speakers **Robert and Alison Simko** from New York deliver their 'From the Dust of 9/11' address. "It was a masterstroke to bring them out here!" Photograph by Louise Dando-Collins

LOOKING OVER THE HORIZON Continued from page 53

decks were cleared for the great debate. Putting the case for Education were Kerrie Monzo, Chris Colwell, and Marian Hoy. The speakers for Experience were Tony Caravella, Phill Bevan, and Matt O'Mara. And much laughter ensued.

Was it coincidence that the speakers for Education mostly used slides filled with text, while the Experience team used image-based slides? Caravella and Bevan seemed to be swinging the debate Experience's way, before New Zealand colleague O'Mara capped their witty case when summoned to summarise for Experience.

"I wasn't expecting to be called on to do this," he said, "but I'm experienced, so that's fine."

The audience voted resoundingly in favor of the case for Experience.

David Merry from the Australian Tax Office subsequently sent a chill down taxpayers' spines when, in his presentation on EDMS in the ATO, he remarked that, "All information collected is evidence."

Oddly, Merry handed out (taxpayer funded) calculators to reward audience members for questions. A wag up the back called, "Do we have to declare the calculators as gifts?"

of preservation, with 40% of e-docs in government being Word documents and 40% emails, Waugh noted, "Email is really tough to preserve over a long period of time."

Waugh is concerned that insufficient resources are being allocated to digital archiving. He said that NARA in the US has only put a comparatively paltry US\$306 million toward creating its digital archive, which won't be operational until 2012, so what hope do Australia and New Zealand have of creating effective digital archives?

What about CD life span? "That is probably determined by the physical damage you do to it through use and storage. That will govern the life of a CD more than chemical deterioration," Waugh said.

He was scathing about Digital Rights Management. "Never ever buy a DRM or allow your IT department to turn it on in your organisation. Government should never accept incoming email that has DRM attached to it. It should be bounced straight back!"

Stephen Bedford from NSW Commerce followed with a witty presentation on his pet subject, classification systems, which led us down a path from fleet management to goat management. (You had to be there.) Like Waugh before him,

**If you don't have standard, up-to-date preservation technology, worry, worry, worry!**

The day wrapped up with a presentation on online work processes by Steve Hill of AlphaWest, whose definition of 'online' had nothing to do with the Internet – online information in this instance was information shared by networked computers.

## Day Three – Breakfast With the Solution Stars

The Tower Software forum breakfast was so popular on Wednesday morning that people had to be turned away after 130 hungry delegates had squeezed in. The other breakfast forums, with Advanced Data Integration, Knowledgeone, Hummingbird and Objective, were also well attended.

The guest speaker at the Objective breakfast was the polished Peter Stampoultzis, Director of Information with the WA Department of Consumer and Employment Protection, who described his software solution decision process. Keep it simple, he advised. "If you can't draw it on a whiteboard, don't start."

Stampoultzis described how he had vendors present to a room occupied by a DCEP selection panel and 30 people from the rest of the organisation who would be affected by the choice. All completed a questionnaire, and, 90% of the time, panel and staff evaluated vendors exactly the same.

The day's Convention sessions kicked off with Andrew Waugh of the Public Records Office of Victoria making a sobering presentation on digital preservation. "If you don't have standard, up-to-date preservation technology," said Waugh, "Worry, worry, worry!"

And while email is currently top of people's mind in terms

Bedford adlibbed, rather than wedding himself to a script. It made for entertaining and informative listening.


We then heard Peter Ingwersen of WALIS WA on spatial data and Leanne Sullivan talking about space management - of 18 million client files at Centrelink Canberra.

After lunch Chris Colwell delivered his student paper on the value of higher education, followed by Dr Margaret McCabe of Curtin University on why transparency is harder than secrecy in governance. When Luke Naismith of Knowledge Futures Consulting asked, during his presentation on Knowledge Management, for definitions of 'knowledge,' an unidentified delegate responded sagely, "Without knowledge, data is nothing."

Next it was Master of Ceremonies Jon Doust rocking the house with his hilarious "Humour in the Workplace," before we were seeing Queensland's presentation for the 2006 Convention in Cairns. And then it was all over.

It was an impressive, entertaining, informative and professional Convention and Vendor Exhibition. There were the inevitable small hick-ups – display material for two stands never turned up and literally went West; three tables had missed out on food at the dinner due to a foul-up in the kitchen; technology very occasionally stuttered; and one speaker should package herself as a cure for insomnia.

But overall it was a triumph, and a credit to the RMAA. An impressed Tony Walls, Objective Corporation CEO Asia Pacific, told *IQ* that the RMAA is unique among the organisations he deals with, because it knows its constituency and keeps it focus. His advice to the Association? "Stay on message," he says.

See you in Cairns next year, when records meet the reef. 

# The Vendors' View

The Perth Convention proved hugely successful for vendors in attendance.

Tower Software's Geoff Moore told *IQ* that it's a myth that many RMAA members don't have influence in the purchase decisions relating to hardware and software. He said that Convention delegates often come equipped with detailed checklists. Even if some won't be making the decisions personally, they take the information and a recommendation back to decision makers in their organisations.

Moore said that, at one point on the second day of the Convention, Tower was making fifteen 45-minute presentations to delegates at once. Several other vendors told *IQ* that they also did their best business on this second day. This may have been because speakers Robert and Alison Simko drew the Convention's largest audience that day.

"We see more of our customers face-to-face over the three days of this Convention than during the rest of the year," said Pickford's ACT manager Colin Tulley, as a crowd milled around his stand.




Tower Software's  
Geoff Moore

Richard Tyrcha of Albox said this was the best industry exhibition he'd worked at for some time. Lora Bonacci of ACA Pacific, attending her third RMAA Convention, echoed the comment of a number of vendors when she said that her best business was often done during Convention sessions.

"A very impressive setup," said Pete Cassidy of Zetta Florence.

Like many others, James Roberts and his Hummingbird team lauded the venue. "Lots of space," he said.

Tower Software did record business, (pardon the pun). So much so, that by Convention's end they had signed up as double diamond sponsors for the 2006 RMAA Convention in Cairns. And many other vendors have already taken exhibition space for Cairns. The RMAA Convention, they told *IQ*, is, to them, the major industry event of the year.

*IQ* would like to thank Recall for the coffee, Pickfords for the dinner photo, Grace Records Management for the good oil, Codafile for the insights, and all the other exhibitors for their news and views. 



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# Convention Snapshots



## Did you hear the one about...?

**The conversation that took place at the Convention's Registration Desk on the morning of Day 2**

"I'm here to register for the Convention."

"The RMAA Convention?"

"I don't know."

"Well, what was it about?"

"I don't know. I was just told to come here and register. It had speakers, though."

"But, you don't know what they were talking about?"

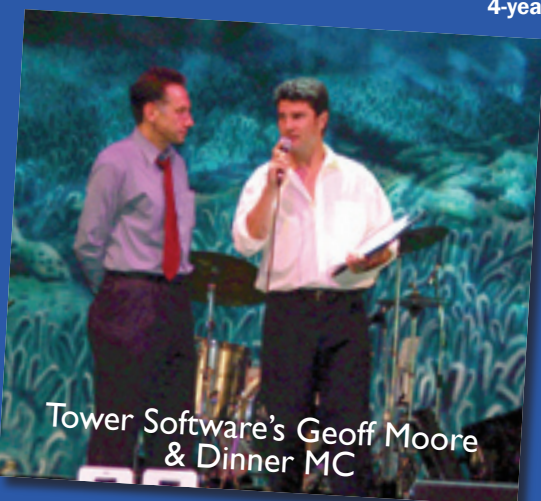
"No."

"Are you sure that it was here?"

It turned out the lost soul was supposed to be at a conference at Burswood Casino, the other side of town. No one knows what it was about.

## The Tower Ice Cube

Novelty clear plastic cubes, with flashing lights inside, were given out by Tower Software at the Convention's Official Dinner. WA delegate Mo Hendersen took one home to her 4-year-old son and told him it was a special IT thing. He took it to school next day for show and tell.



# J Eddis Linton Awards

The 2005 Awards were presented at the RMAA International Convention in Perth. The Outstanding Group award went to the Commonwealth Department of Education, Science & Training.

Accepting the Outstanding Group award on behalf of her Department, Meg Coonan told the large audience at the Perth RMAA International Convention in September that a team of 90 had worked on the project which had resulted in the award nomination by Veronica Pumpa of the RMAA's ACT Branch.

Entitled 'Recordkeeping: It's your business', the project which incorporated a web portal, printed manuals and extensive training for all staff, was described as being '*a bold and innovative approach to the serious business of accountability and good record-keeping*' by National Archives Director General, Ross Gibbs, and the J Eddis Linton Awards Committee agreed.

Insufficient nominations of suitable quality were received by the judging committee this year for either the Individual Award or Student Award. RMAA members are encouraged to start thinking seriously about individuals and student they can nominate for next year's awards. Entries for the 2006 Awards will open next May.

## 2005 RMAA Research Grant

**Christopher Colwell was awarded the 2005 RMAA Research Grant.**

Chris, from the RMAA's New South Wales Branch, plans to use the grant for completing his Master of Arts: Information and Knowledge Management thesis 'Ethics for high days: The social values of recordkeeping and information management professionals in Australia' at University of Technology Sydney.

## Jim Shepherd Award

**Although several companies would have made admirable recipients for this award in 2005, no entries were received this year, so, regrettably, no award was made.**

The rules of this award, which was inaugurated last year to recognise businesses which support the RMAA and the records and information industry, require companies to be nominated by an individual (who does not work for the company) or a Branch Council.


"It is disappointing to receive so few nominations when there are so many people and companies that could be recognised for their achievements," commented the RMAA's Marketing & Event Manager, Kristen Keley.



Accepting the 2005 J Eddis Linton Award in the Outstanding Group category is **Meg Coonan** of the Commonwealth department of Education, Science and Training, seen here with **Stephanie Ciempka** and **Veronica Pumpka**, both of the RMAA's ACT Branch. It was Veronica who nominated the winning team



Two Christophers and a cheque: **Chris Colwell**, left, accepts his RMAA Research Grant from retiring RMAA National President **Chris Fripp**

The RMAA revisit the Award criteria of all Awards regularly to ensure the criteria maintains a balance of fairness while maintaining the prestige of the Awards. This year the RMAA board will be revisiting the J Eddis Linton Awards to make nomination less onerous. 



# Objective *IQ* Article of the Year Award



**Mike Steemson** (left), winner of the inaugural award, and **Stephen Macintosh**, (right) who was awarded a Highly Commended certificate



**It came down to a final three, with an article on standards winning the prize. But another article impressed the judges so much they created a Highly Commended award.**

**O**ver the past eighteen months, *IQ* magazine has blossomed into a quality professional journal and proud standard bearer for our industry," said retiring RMAA National President Chris Fripp as he introduced the award presentation.

Chris put that blossoming down partly to the efforts of the journal's editor and also to the new production team at Comperation. But a magazine is only as good as its content, and it has been the contributions from RMAA members, he said, that have given the content of the journal its relevance and interest. Without their input, the RMAA would have no story to tell.

Articles which appeared in *IQ* and have been considered for the 2004-2006 Award covered subjects ranging from biometrics to emails, education to history, EDRMS to ethics. Many of those articles have been picked up by a RIM industry publication in the UK, have been published on intranets, have even been quoted by *USA Today*.

To present the awards, Chris introduced Gerry Williams, Objective Corporation's National Sales Manager Asia Pacific. Gerry said that from a shortlist of 11 articles, the judges for the 2004-2005 award came down to a final group of three articles which they felt best met the criteria. They were original, they had an involving, readable style, and they showed the author's thorough grasp of their subject matter.

While Laurie Varendorff's 'Trojan Horse Program' article qualified in all three respects, the judges would have liked to have seen the author discuss the implications of his subject in more depth.

Gerry said that the judges were so impressed with one

article, they awarded a Highly Commended Certificate, to Stephen Macintosh's 'Making DIRKS Work.' In the words of the Objective Corporation's judge: "I liked the frank and useful suggestions to the National Archives of Australia. Hopefully this will be helpful to the next agency embarking on a DIRKS project."


The 2004-2005 Objective *IQ* Article of the Year Award went to Michael Steemson, for 'The Worldwide Impact of ISO 15489.' Mike was in the UK at the time unable to be present to receive the award. When, several months before, he was told he'd been shortlisted, he said, "I've never been shortlisted before. It sounds painful."

Courtesy of Objective Corporation, Mike won a Canon IXUS 700 7.1 megapixel digital camera which features zoom lens and movie recording and playback with sound.

His article chronicled the worldwide impact of an Australian recordkeeping initiative which has now had a broad international impact. One judge commented: "I found it impressive for its breadth."

The judges felt that Mike's readable style and in-depth research made this article one that could be read and understood by people both inside and outside the industry, and was a great advertisement for records and information management.

After announcing the awards, Gerry Williams said, "I would like to encourage all of you out there to put thoughts on paper and fingers to keyboard, and to send emails zinging on their way to the Editor of *IQ* on any subject of interest to you and your peers.

"Not only will RMAA members be eligible for next year's award, but you will contribute to a great industry magazine and the continued development of our great industry." 

## Objective

**IQ Article of the Year  
AWARD**



## New RMAA Board Elected

**At its Annual General meeting in September, the Association elected a new National Board.**

The new Executive is headed by Queensland director Kemal Hasandedic as National President, with New Zealand director David Pryde as Vice President. ACT director Thomas Kaufhold is National Treasurer.

The other directors are Lyn Kickett (NT), Jeanette Inglis, (Vic), Donna-Maree Findlay, (SA), and Christopher Colwell, (NSW).

## IQ Archive Now Available Online

**Every article that has appeared in *InfoRMAA Quarterly* since the journal was first published in 1984 is now available online.**

This member's-only resource is available when you log onto the Association's website at [www.rmaa.com.au](http://www.rmaa.com.au) and go to the Informaa Archive.

## RMAA Snapshot:

The People Who Help Make Us Tick

### KRISTEN KELEY

Marketing and Event Manager




Kristen took up her per fulltime appointment in February this year, and, among many other things, took charge of organising September's highly successful RMAA Convention in Perth – previously, outside conference organisers had been employed to put together RMAA conventions.

The Adelaide-based Kristen had worked in records management for 17 years prior to her appointment, and volunteered at RMAA branch level and national levels for more than 10 years.

Kristen has been behind many of

the marketing initiatives of the RMAA over the past few years, including the rebranding of the Association, producing the annual Calendar of Events, and creating various posters and brochures. She introduced the online RMAA Gift Store, and oversaw the updating and redesigning of *IQ* which resulted in today's professional magazine.

"The RMAA is lucky to have two committed groups working in its best interests," she says. "One is the large group of volunteers at branch and board level who are passionate about the records management industry, the profession and the Association's success and growth. The other is a small group of staff who share that vision."

"I feel great satisfaction when something I have worked on achieves positive results," says Kristen, who adds that she looks forward to working closely with the Association's many committed volunteers on various projects in the future. 

# CALLING FOR SUBMISSIONS

## Publish Your RIM Case Study

**The RMAA is seeking records and information management Case Study submissions from government agencies, companies, academics and individual consultants to be considered for inclusion in a prestigious new sister publication to *IQ* to be published in 2006.**

This is your opportunity to share your valuable experiences, lessons and insights with your RIM colleagues. All practitioners in the field are welcome to submit proposals. RMAA members whose case studies are published will have the work credited to their CPD status.

Australia and New Zealand are considered RIM world leaders. Here's your chance to show why. If you have recently managed or are managing an interesting RIM implementation or training project or a related project such as disaster recovery, your industry peers will benefit from your experience, while you enhance your reputation.

Interested? You can download a proforma from the RMAA website, [www.rmaa.com.au](http://www.rmaa.com.au).

Or, to discuss a potential submission, contact:

Kristen Keley, RMAA Marketing & Event Manager, [marketing@rmaa.com.au](mailto:marketing@rmaa.com.au)  
Or, Stephen Dando-Collins, Editor, *IQ* Magazine, [editor.iq@rmaa.com.au](mailto:editor.iq@rmaa.com.au)

# Still Work to Do on Education Initiatives

**In September, the ASA/RMAA Joint Education Steering Committee (JESC) sponsored a breakfast seminar in conjunction with the 22nd RMAA International Convention in Perth, to update both delegates and members of the two associations who were in Perth but not at the Convention, on a number of education matters. Speakers were RMAA CEO Kate Walker and Marian Hoy, Committee Chair.**

Discussion began with issues still outstanding regarding the draft Statement of Professional Knowledge since a focus group meeting of 29

July 2005 in Canberra. The meeting considered that the draft statement was heading in the right direction, but still needed fine tuning.


The implications for both associations on the impending review of BSB01 Business Services (Recordkeeping) Training Package by Innovation and Business Skills Australia (IBSA) were also considered. This review was expected to commence in the last quarter of 2005. It was agreed that there was an expectation of industry input.

"That means us," Marian Hoy told *IQ*. "No one else will be making sure the package is still relevant and current."

Also discussed was the commitment of the RMAA to the professionalisation of the Association and issues with accreditation of tertiary courses. The

implementation of the Continuing Professional Development Scheme is a key component of the professionalisation, and, Kate Walker told the meeting, there has been a positive reaction so far.

Attendees were also provided with an update on the RMAA Competency Roadshow, which has had a 'back to basics' focus covering a range of matters, including drivers for the profession, competency training models and qualifications.

Marian Hoy told *IQ* that a detailed report of the meeting has been placed on the RMAA website, [www.rmaa.com.au](http://www.rmaa.com.au). She added: "Kate and I would like to thank all those who came so early in the morning and made such a valuable contribution to the issues being discussed." 



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To contact officers in RMAA branches, create addresses from branch initials as below, for example, [nsw@rmaa.com.au](mailto:nsw@rmaa.com.au) or [qld@rmaa.com.au](mailto:qld@rmaa.com.au)

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# THE HIROSHIMA CONTEXT

## RIM Relics With a Touch of Mystery Attached

**This year sees the 60<sup>th</sup> anniversary of the dropping of the first Atomic bomb, on the Japanese city of Hiroshima. The graphic Hiroshima photographs and postcards shown here belonged to the late Keith Renouf, father of Queensland RMAA member Steve Renouf. They're a grim record of the tragic event which wiped out two-thirds of Hiroshima on August 6, 1945. But equally interesting, even intriguing, is the story that goes with them.**

**A**lthough the formal surrender was not signed by Japan until September 2, within five days of the B-29 Superfortress bomber 'Enola Gay' dropping the nuclear bomb which killed an estimated 100,000 people in Hiroshima, the Japanese Government ordered its troops in the Pacific to lay down their arms.

Immediately, Allied forces occupied Japan. And, at the forefront of the occupation forces, special teams hurried to the cities of Hiroshima and Nagasaki to inspect the damage done by the two A-bombs that had precipitated the surrender.

Just who took the photographs on these pages is unknown. It may have been a Japanese photographer, it may have been an Allied soldier, a member of a team sent in very soon after the bomb was dropped. Steve Renouf came into their possession after his father died, finding them, along with a lot of other Japanese mementos including Nipponese currency, in a dusty old suitcase of his father's.

Like most WWII diggers, Keith Renouf, a former Australian Army officer, never spoke about his wartime experiences. So, when his son tried to fathom the meaning and origin of all the Japanese memorabilia, especially the

Hiroshima photos, he asked his mother Gwen if Keith had taken the pictures.

Gwen Renouf swore that her husband had never served in Japan,

so couldn't have been the photographer. But, as Steve kept probing, a strange tale began to emerge.

One day in 1945, immediately after the end of the war, Gwen had received a phone call from her husband. Keith told her that he had been involved in an accident with a Jeep. He said he had been court-martialed, and reduced to the ranks. He assured Gwen he was alright, and told her he was now stationed at an army camp in Tenterfield, New South Wales. Phone time was always limited in those days, so the couple talked briefly, and affectionately, before Keith ended the call.

A few minutes after Gwen hung up, the phone rang again. Telephone exchanges were then manually operated, with an operator plugging each call through to its destination. Gwen's caller this time was her best

friend, who worked on the local telephone exchange.

"Did you get that overseas call, Gwen?" asked her friend, with some excitement.

"Yes. But it wasn't an overseas call," Gwen replied. "It was Keith, calling from Tenterfield."

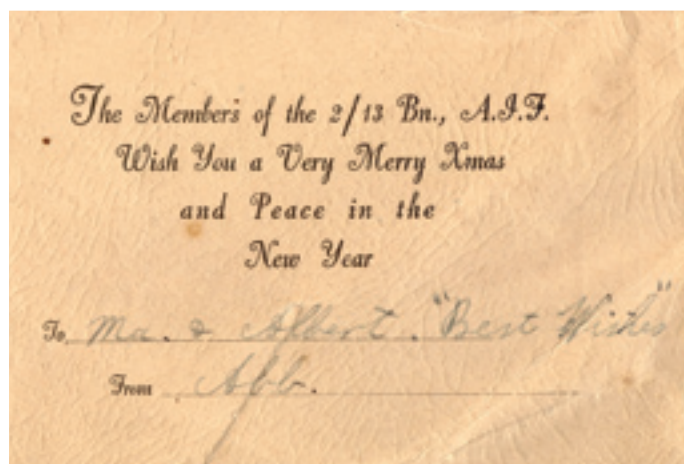


The city of Hiroshima, Japan, August 1945, after the first A-bomb had been used against human targets

Scenes of destruction and death  
in Hiroshima in August 1945,  
immediately following the  
detonation of the first A-bomb.  
And, centre, Keith Renouf's  
best mate Albie Kennedy  
is the man on the right.  
The identity of the  
other digger in the  
picture is not  
known.







#### THE HIROSHIMA CONTEXT Continued from page 60

"It was an overseas call, alright," the operator assured her. "All the way from Japan."

Gwen never asked Keith about that incident. But she must have suspected he was involved in top secret work. Especially after another strange wartime occurrence involving her husband and his best mate later came to light.


Keith Renouf's best friend was Albie Kennedy. Albie served in the AIF's 2/13<sup>th</sup> Battalion during WWII. It was a famous unit that fought at Tobruk and El Alamein in North Africa against the Germans and Italians, in Syria against the Vichy French, and then in New Guinea against the Japanese.

At one point, Keith told his mother, whom he affectionately called 'Ma', that from time to time he might send her a letter or card using Albie Kennedy's name. To let her know that it was really from him, Keith said, he would address her as 'Ma,' a title that Albie would never use – to him, Keith's mother was always Mrs Renouf.

In the collection in the suitcase, Steve Renouf found a 2/13<sup>th</sup> Battalion 1944 Christmas card. It was sent to Keith's mother, and says it's from Albie Kennedy. Inside, the handwritten message is to 'Ma' and Keith's younger brother. This, it would appear, is one of Keith Renouf's promised secret communications. And yet, Keith Renouf was never a member of the 2/13<sup>th</sup> Battalion.

What does this add up to? An unfathomable mystery. A mystery compounded by the sketch of a digger included in the Renouf collection. It's not of Keith, it's not of Albie. It's inscribed 'Kure, Japan. K Monden'. Is the sketch of K Monden, or by him? Did K Monden take the Hiroshima photographs?

Recently, Dr Joanna Sassoon of the Public Records Office of Western Australia said, quite rightly, at the RMAA Convention in Perth, that without context, photographs are not records. Yet, normally the identity of the photographer is not necessary to give us context.

We have context here – we know what the photographs illustrate, where, and when. It is a contextual record of a horrific event. But, in this case, were we to know the identity of the photographer, we would know so much more. Context, it would seem, is multi-layered. 

Top, the mysterious 2/13th Battalion 1944 Christmas card from "Albie". Bottom, the intriguing portrait of a digger, apparently drawn at Kure, Japan, with the name of K Monden inscribed





# Next Issue's RIM Relics – A Luftwaffe Album

Wartime photographs by the secretary to Nazi leader  
Hermann Goering record life on the other side



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