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**From:** Jane Davies  
**Sent:** Friday, 13 October 2017 9:37 PM  
**To:** Digital Territory  
**Subject:** NTG 5 Year Digital Strategy Community Feedback - NT Library Website

**RE: NTG 5 YEAR DIGITAL STRATEGY COMMUNITY FEEDBACK - NT LIBRARY WEBSITE**

The *Northern Territory Library (NTL) Website* needs reform, I suggest the 5 year digital strategy should include collaboration with all stakeholders, none so important as the *NTL* management team and staff. Over a 3 year period between 2013-2016 the CLP government introduced an online interface to deliver the NT.GOV.AU website. As a result the *NTL* lost a dedicated web profile and is currently reviewed as the least effective of the seven Australian State Library websites (website reviews). The CLP digital initiatives introduced failed to meet global benchmark ICT standards and digitally divided the NT community in all areas including jobs, children, bush, community and trust, none more so than in the library, culture and heritage space.

**Personal Digital Story - NTL Website Review (1/9/2013) verse NTL Website (1/9/2016)**

In September 2013 as a Charles Sturt University (CSU) library student studying toward a Bachelor of Information Studies (Librarianship) I completed an Information Literacy Unit in which I investigated, research, evaluated to compare and contrast the 7 Australian State Library websites to Web 2.0 technologies being implemented to engage clients in the virtual world.

In 2013 the *NTL* maintained a dedicated website, was easily accessed using key word searches, the *NTL* physical space began offering 4 hours of free Wi-Fi understanding mobile technology is the ubiquitous trending concept in the 21st century learning environment, the website was attractive showcasing the cultural symbol of the Banyan Tree as the logo, an internal photograph of the library added an emotional visual aspect, the webpage listed cultural events and activities to promote community interest and to engage the global environment via a virtual gateway to the unique environment to entice tourists, the subject reference databases could be accessed without constant syntax errors and navigability included easy to read contact details and the Parliamentary Library Service (PLS) was visible. In 2013 the trending Web 2.0 technologies were being integrated into the library ecosystem to proactively meet community needs.

The 2013-2016 CLP digital initiatives failed to collaborate with stakeholders, failed to connect the government departments and provide public government reports, failed to provide authentic, relevant, timely and accessible information for either clients or staff, failed to procure critical and resilient infrastructure to service remote communities and integrated trending Web 2.0 technologies. The recruitment process changed where the focus was no longer a merit based process, the HR department failed to understand the skills and abilities of digitally literate librarians who are integral to educating ICT to library clients. The CLP funding increased to Tourism NT rather than supporting the *NTL*, this is reflected in a culture lacking innovation, accountability and vision. The state library is a publically funded tax-payer institution and empowers whole communities. Tourism NT promotes digital literacy training and competes with private enterprise, I suggest the ALP government lead with ideological change to drive cultural change as the NT should mature to become part of the 21st digital environment and disrupt the growing digital divide between 2013-2016.

I am writing a report, producing a YouTube Video and a Podcast which will include three recommendations to include:

- NTG cultural change to embrace innovation, transparency, accountability and strategic digital global engagement
- NTG Stakeholder collaboration to include NTG, DCM, NGO's, community groups & linked global organisations.
- NTG Procurement process to be transparent to include critical and resilient ICT infrastructure.

Many Thanks  
Jane Davies