



Charter of Operations 2009-10 National Film and Sound Archive

The primary responsibility of the National Film and Sound Archive (NFSA) is to manage the national audiovisual collection, and to build, preserve, interpret and make accessible that collection, in accordance with the *National Film and Sound Archive Act 2008* (NFSA Act) and the *NFSA Collections Policy and Statement of Curatorial Values*.

The NFSA plays a key role in the development of Australia's audiovisual cultural heritage and places the highest priority on ensuring that all Australians are able to experience and enjoy the accessible treasures held in the collection, from the 19th century beginnings to the present. Of particular importance is a strong commitment to the principles and practices of collection stewardship to ensure the selective collection and responsible management, care, preservation and interpretation of audiovisual works to the highest curatorial standards.

Establishment of the NFSA as a Statutory Authority on 1 July 2008 provided the NFSA with a clear and coherent legislative basis which reflects its national cultural and collecting role. The NFSA has full responsibility for the national collection of over 1.4 million items, comprising film, video, audio recordings, associated documentation and artefacts, and new media material relevant to Australia's history and culture.

The NFSA acknowledges its leadership role in film and sound culture and its broad cultural mandate as embodied in its legislation. This mandate is expressed through the principles and values which guide the NFSA in meeting the Government's expectations - see Guiding Principles at Attachment 1.

These principles are underpinned by the Strategic Objectives outlined in the NFSA's Corporate Plan 2009-10 to 2011-12:

- *National Leadership*
- *Collections, Knowledge and Connection*
- *Inspiring Experiences, Engagement and Learning*
- *Valued Strategic Relationships and Partnerships*
- *Innovative People and a Creative NFSA*

The objective of this Charter is to identify the key priorities through which the NFSA will meet its commitment to its stakeholders and ultimately exceed the Government's expectations. Of particular focus during the coming year will be:

- making the collection accessible to the widest possible audience including through curated exhibitions, scholarly study, outreach programs and online

- building the collection to represent more fully the diversity of communities and cultures in Australia, including continuing to give particular emphasis to the Indigenous collection and proactive engagement with Indigenous communities
- being an international leader, particularly in the Asia-Pacific region, by providing assistance to regional archives with the management and conservation of their audiovisual collections.

Following is an outline of how the NFSA's strategic objectives will meet Government requirements.

Strategic Objective - National Leadership

1. The NFSA will provide national leadership within the broader collections sector by:

- Conducting surveys to identify the preservation needs of Indigenous community based collections, in collaboration with the Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) and other Indigenous audiovisual collecting organisations as appropriate.
- Developing collections which reflect the cultural diversity of Australia and being a socially inclusive organisation.
- Continuing to build and promote the National Registry of Recorded Sound and the National Registry of Audiovisual Collections.
- Raising the profile of Arc as Australia's premier archival screening venue through expanded screenings of world cinema, supported by public talks, fora and debates with influential film and cultural industry figures.
- Representing the NFSA through the International Association of Sound and Audiovisual Archives, International Federation of Film Archives, and the Association of Moving Image Archivists.
- Contributing to the development of international standards for the audiovisual archive sector, particularly digital preservation standards.
- Delivering preservation workshops at the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) conference in India in 2010.
- Providing leadership and support to audiovisual collecting bodies within the Asia-Pacific region, including leading a survey of archival collections and preservation infrastructure in Papua New Guinea, and over time the South East Asian and Pacific region, to identify skills gaps, size and condition of collections, and resource and infrastructure requirements.

2. The NFSA will work collaboratively with the other national collecting institutions

2.1. Exploring operational efficiencies through shared services by:

- Developing a strategic approach to common repatriation, storage, preservation and digitisation issues through the Heads of Cultural Institutions (HOCl).
- Updating the National Registry of Audiovisual Collections.
- Implementing opportunities for cooperation through fora such as the Corporate Management Forum and the HR, Facilities Management, Finance and Information, and Communication Managers Forums.
- Sharing knowledge on digital archive practices through the Managing Australian Government Digital Information Resources (MAGDIR) forum.

2.2. Jointly agreeing on the parameters of their collecting policies and avoiding duplication by:

- Continuing to develop and refine our collecting policies, including working through HOCl to develop a strategic approach to common collection acquisition issues and to avoid areas of potential overlap.
- Developing and implementing strategies which promote conservation of the collection through the National Collections Preservation Committee.

2.3. Developing frameworks and strategies around common areas of collection management by:

- Identifying innovative, achievable and sustainable business model options for dealing with digital collecting, preservation and access challenges and imperatives in partnership with the National Library and National Archives.
- Jointly developing standards and frameworks on audiovisual preservation issues, including sharing information and expertise on specialised preservation skills training for staff.
- Participating in the Copyright and Cultural Institutions group (CICI) to develop cross-institutional standards and frameworks for managing copyright issues in collection materials.

Strategic Objective - Collections, Knowledge and Connection

3. The NFSA will undertake activities which will develop stronger links with the broader creative sector and assist it to develop and grow by:

- Regularly reviewing and updating the *NFSA Collection Policy* and *Statement of Curatorial Values*.
- Attracting outstanding researchers and practitioners to study and interpret the national collection and to publish or exhibit the results of their research through the Scholars and Artists in Residence research fellowship program.
- Implementing a revised approach to publication of the NFSA Journal.
- Offering an Internship Program for students in collaboration with tertiary institutions, both nationally and internationally.
- Delivering accredited audiovisual preservation training programs in-house in collaboration with accredited national and international training institutions.
- Partnering with the Australian Research Council Linkage Grant Project A Case Study of Australian Regional and Rural Cinema Exhibition with Griffith University.
- Encouraging a greater understanding and awareness of Indigenous collections and their curatorial context in partnership with Indigenous communities.
- Sharing and promoting copies of the contextualized works preserved by the NFSA/ American National Film Preservation Foundation collaboration through the **Film Connection - Australia/USA** project.

- Partnering with the private sector, including with Deluxe Australia to restore a further five film works for inclusion in the lending collection.
- Encouraging high profile speakers from the creative sector to engage with the NFSA and its work through the annual Longford Lyell Lecture (moving image) and the annual Thomas Rome Lecture (recorded sound).
- Building upon the NFSA's suite of awards by: introducing:
 - the NFSA Award for Sound Heritage, in line with the Award for Film Preservation (Ken G Hall), to recognise significant achievement in the preservation and promotion of sound heritage.
 - an award in association with the Southeast Asia-Pacific Audio Visual Archives Association (SEAPAVAA) to recognise outstanding contributions to the cause of moving image preservation for people working specifically in the SEAPAVAA region.
- Further developing the online Technical Glossary of Terms and specialist helpdesk advisory service, including audiovisual demonstration materials.
- Developing a research community online using rapid publishing tools to share knowledge and to support research by the creative sector.

Strategic Objective - Inspiring Experiences, Engagement and Learning

4. The NFSA will ensure widest possible access to the collection by:

- Increasing engagement with Indigenous stakeholders, opening up access to Indigenous material and identifying and returning copies of culturally significant works.
- Partnering with national and international film festivals to showcase key titles from the national collection.
- Overhauling collection user information and simplifying access pathways, subject to curatorial standards, copyright and protocols, including by creating an integrated online search tool to improve collection search and access requests including at access centres outside Canberra.
- Enabling community interaction online through social networking, blogs and online games with groups formed around shared interests.
- Encouraging new audiences through the delivery of public access programs including enhanced promotion of Big Screen, Black Screen, School Screen and *australianscreen online*.
- Exploring possibilities to incorporate curated recorded sound access programs into existing national programs, including developing a sound component to complement *australianscreen online*.
- Developing strands of cultural programs focused on special communities including the socially marginalised.
- Developing and delivering an extensive set of facts sheets which highlight collection holdings relevant to Queensland localities, histories and related interests as part of NFSA's recognition of Queensland 150th year.

- Developing a program to celebrate the centenary of Canberra in 2013.
- Providing communities affected by natural disasters and other events with highlights from relevant collection material.
- Completing a scoping study to redevelop the remaining public spaces at NFSA's Headquarters in Canberra.
- Delivering a rolling program of small exhibitions for visitors with a focus on the potential for these exhibitions to travel beyond Canberra.
- Completing a restoration project plan to identify high profile restoration projects, and associated outreach and programming opportunities.
- Releasing a NFSA-curated DVD of Wake in Fright (1971) in conjunction with Madman Entertainment.

Strategic Objective - Valued strategic relationships and partnerships

5. The NFSA will ensure widest possible access to the national collection by undertaking partnerships with other Commonwealth, State, Territory and local government agencies by:

- Collaborating with the ABC to release volume 2 of *Sounds of Australia*.
- Renewing and further developing *australianscreen* partners to include sound with NAA, ABC, SBS, Curriculum Corporation, AIATSIS and The Le@rning Federation.
- Showcasing the national collection online in collaboration with *The Le@rning Federation Schools Online Curriculum Initiative* (Curriculum Corporation).
- Building on the strategic partnership with the Australian Centre for Moving Image to improve delivery of access outcomes for the national collection.
- Reinvigorating strategic relationships with the State Libraries to provide increased access to the national collection.
- Collaborating with radio networks: ABC, commercial and community to promote and disseminate NFSA recorded sound programs and collections.
- Working with institutions which use the collection in their exhibitions, such as the Powerhouse Museum and the Melbourne Museum.
- Partnering with the Sydney Festival and Legs on the Wall (performance company) for a combined live theatric and film event that will profile the *Corrick Collection*.
- Partnering with the Sydney City Council in a creative collaboration with leading sound artist, Nigel Hellyer to support the rejuvenation of The Glebe Wireless House using sound recordings from the national collection.
- Collaborating with Screen Australia, State film funding agencies and sound recording organisations to ensure delivery of production works for inclusion in the collection.

6. The NFSA will engage strategically and work collaboratively with Australian Government, State, Territory and local governments and Cultural Ministers Council on key initiatives by:

- Working cooperatively with the Department of the Environment, Water, Heritage and the Arts and other portfolio agencies on portfolio initiatives, including promoting the extension of legal deposit to audiovisual works.
- Contributing to, or leading initiatives that support, the strategic priorities of Government and Cultural Ministers Council.
- Continuing to work cooperatively with the Minister and the Department, keeping them informed and responding to requests in a timely manner.

Strategic Objective - Innovative People and a Creative NFSA

7. The NFSA will attract, develop and retain people with the skills and capability to build a culture of innovation and excellence by:

- Implementing fully the new NFSA Collective Agreement 2009-2012.
- Developing and implementing a People and Culture Strategy with associated action plans and new initiatives, including a Learning and Development Plan.
- Organising the annual staff exchange program with the Jeffrey Selznick School of Film Preservation George Eastman House (USA) covering theory, methods, and practice of archival work and film preservation.
- Initiating an annual staff exchange program with an international sound-based archive to support professional development in sound archiving practice.

8. The NFSA will comply with relevant governance and legislative requirements

- Implementing fully the new NFSA's Corporate Plan 2009/10 – 2011/12.
- Refining the business planning framework and calendar of organisational business planning.
- Monitoring legislative compliance by the Audit Committee.

9. The NFSA will pursue opportunities to secure revenue from other sources.

- Investigating additional external revenues by examining:
 - the use, role and functionality of the exhibition space, cafe and shop
 - use of collection materials and preservation activities
 - specific sponsorship arrangements

Relevant documents

National Film and Sound Archive Act 2008

2009-10 Portfolio Budget Statement

2009-10 – 2011/12 NFSA Corporate Plan

NFSA Collection Policy and Statement of Curatorial Values

Guiding Principles Statement

The NFSA aspires to:

- Be the world's premier archive of Australian film, sound and emerging new media cultural heritage.

The NFSA mission is:

- To excite people's curiosity and inspire their creativity through development, preservation and an informed understanding of Australian film, sound and emerging new media heritage, its cultural diversity and significance.

The NFSA values:

- **Stewardship** – We will collect, care, preserve, manage and interpret the collection to the highest curatorial standards.
- **Professionalism** - We will be a reliable source of authentic evidence of Australia's audiovisual heritage.
- **Community** - We will develop partnerships that extend the NFSA's networks and complement its status as a national institution of international renown.
- **Leadership** - We will share our expertise.
- **Diversity** - We will embrace diversity in all its forms especially our Indigenous cultures.
- **Openness** - We will access to the collection through events, programs, online and with staff.
- **Innovation** - We will showcase expertise through innovative research, service provision, outreach and web based programmes.
- **Curiosity** - We will create relevant and stimulating learning opportunities to inspire visitors and users.
- **Agility** - We will be responsive, adaptable and flexible.

The NFSA expects that its people will:

- Be committed to the NFSA and APS Values and Code of Conduct.
- Strive for excellence and be recognised for their professionalism, integrity and innovation.
- Behave openly, respectfully, honestly and fairly to others.
- Embrace diversity in all its forms.
- Work together as a team, respecting a balance of tradition and innovation.

The NFSA values its people through:

- Respect for staff skills and depth of knowledge.
- Professional development and life long learning.
- Providing a safe working environment.
- Reward and recognition for team and individual achievements.