



# NFSA: STRATEGIC VISION FOR A DIGITAL ARCHIVE



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NATIONAL FILM AND SOUND ARCHIVE OF AUSTRALIA

COLLECT / PRESERVE / SHARE

A photograph of a white lighthouse with a black band around its upper section, situated on a dark, silhouetted cliff. The lighthouse's lantern room is illuminated with a warm yellow light, and a small red light is visible on its side. The sky is a deep blue gradient. In the foreground, a wooden fence runs along the edge of the cliff.

We envision the  
NFSA to be **smart,**  
**connected** and **open**  
in order to have  
maximum impact  
and relevance  
in society

# STRATEGIC VISION

This strategic vision sets out a new focus for the NFSA to ensure that we continue to grow as Australia's national audiovisual archive into the future. Our vision is supported by a firm belief that the future of audiovisual archives is digital.

Three central themes underpin everything we do:

## INDIGENOUS CONNECTION

We work with Indigenous communities and partners to showcase Indigenous Australian stories and works, to provide training opportunities in audiovisual conservation and to ensure the appropriate management of Indigenous audiovisual collection materials.

## KNOWLEDGE AND INNOVATION

We speak with authority, and focus on new concepts and technologies to increase our impact, efficiency and output.

## COLLECTIVE GENIUS

We foster a community that is willing and able to generate new ideas, encouraging our internal and external stakeholders to contribute to finding solutions to our challenges.

# INTRODUCTION

The National Film and Sound Archive is the national agency concerned with the visibility, usability and sustainability of Australia's audiovisual heritage. Our mission is to collect, preserve and share our national audiovisual collection – past, present and future – in order for others to learn, experience and create with it.

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We must be a digital leader in the sector while continuing to honour our analogue origins.

As a 'living' archive, the NFSA represents the diversity of Australia and is the most significant and engaging place for encounters with our memories, stories, creativity and imagination. Recorded sound and moving image are perhaps the most vivid forms of expression known to humanity. Our view of culture is that of continuity. We form close bonds with the creators of our audiovisual heritage, and we share the collection so its stories form an ongoing part of the evolution of our culture. Working in an inclusive, collaborative way with creators, users, communities and partners, the NFSA ensures that the stories in the collection are shared as widely and as deeply as possible.

The NFSA was formally established in 1984. Today the national audiovisual collection includes over 2.8 million items, encompassing moving image and sound production from Australia's earliest days to the present.

In 2018 the NFSA is entering one of the most exciting chapters in its history. As Australian galleries, libraries, archives and museums grapple with the challenges of adapting to the digital age, the NFSA is at the forefront of a shift towards the digital, 'always on' archive. We must lead the sector in how to collect, preserve and share Australia's audiovisual material in the formats and ways in which it is being created today. At the same time, we are the stewards for a vast analogue collection, covering almost every format of audiovisual creation over the last hundred years.

To ensure that we remain relevant and that we continue to evolve along with the creators and users of Australia's audiovisual heritage, we will implement **five priorities for action**.

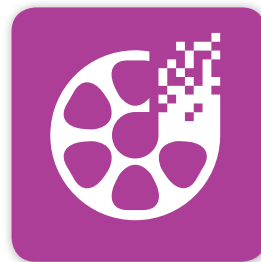


# PRIORITY 1: DIGITISE THE NATIONAL AUDIOVISUAL COLLECTION

**By 2025** we will digitise over 40,000 audiovisual collection items every year.

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Collection material is deteriorating at a faster rate than we can currently digitise it. We estimate that by 2025 our magnetic tape collection will no longer be accessible due to degradation and technical obsolescence – and many of the other formats in our collection face similar threats. In addition, our audiences now expect to be able to access and use collection material in digital format on demand. We need to evolve with these expectations and dramatically increase our rates of digitisation to ensure that the national audiovisual collection is available and accessible into the future.



*We will:*

- > Implement the NFSA Digitisation Strategy, which commits to prioritising digitisation as a core program of activity
- > Increase our capacity and capability to manage digital preservation of all collection formats
- > Embrace new technology and automation, wherever possible, to increase our rate of digitisation
- > Digitise the national audiovisual collection so that it is preserved and accessible.

# PRIORITY 2: ESTABLISH THE NATIONAL CENTRE FOR EXCELLENCE IN AUDIOVISUAL HERITAGE

**By 2025** we will be recognised in the Australian GLAM sector as the National Centre for Excellence in Audiovisual Heritage.

As Australia's only national audiovisual archive, the NFSA is uniquely placed to be a leader in the GLAM (galleries, libraries, archives and museums) sector in the collection, preservation, curation and sharing of audiovisual content in all formats. As our resources are increasingly stretched, we also need to ensure that we are taking a collaborative approach, partnering with other institutions in the sector, creators, industry and the tertiary sector. We must ensure that we use our expertise to speak with authority and to offer guidance and support in relation to audiovisual archiving for the GLAM sector.



We will:

- > Invest in knowledge and innovation across all of our core business areas, to become a sector leader and to build our capacity and skills
- > Partner with the tertiary sector, industry, collecting institutions and government to build our impact and output
- > Establish ourselves as a trusted digital repository for the collections sector
- > Build the NFSA's profile and reputation as a thought leader in the field of audiovisual archiving.

# PRIORITY 3: **BUILD OUR NATIONAL PROFILE**

**By 2025** we will be recognised as Australia's national audiovisual archive, a leader in our field, a source of vibrant, relevant and exciting engagement and the first point of call for audiovisual content.

As Australia's national audiovisual archive, the NFSA has a strong national focus. The collection contains a wealth of stories and content of relevance to all Australians, held in a format that lends itself to remote delivery and emotional engagement. We are committed to our national profile and will continue to grow digital delivery of content and ensure that we offer events that are engaging for, and available to, a wide range of audiences.



We will:

- > Establish a strong program of NFSA-branded events providing strong links to the national audiovisual collection
- > Revitalise the NFSA's program of high-profile exhibitions celebrating Australian audiovisual content at the NFSA's headquarters
- > Ensure that the NFSA engages audiences with online, onsite and offsite activities
- > Establish a targeted fundraising and sponsorship program tied to specific events and activities
- > Build our digital profile and online engagement activities.





# PRIORITY 4: COLLECT, PRESERVE AND SHARE MULTIMEDIA AND NEW MEDIA

**By 2025** we will be the national leader in collecting, preserving and sharing multimedia and new media content.

Since it was established in 1984, the NFSA has been tasked with building a collection that reflects the full diversity of Australia's audiovisual output in all formats. As technology advances at a rapid rate, the manner in which audiovisual content is created and consumed is also changing rapidly – and it is vital that the NFSA adapts so that we continue to build a collection that is relevant and representative. As part of this strategy the NFSA must look at collecting and preserving multimedia and new media – including online content (such as YouTube), games and VR (virtual reality) alongside more traditional formats.



We will:

- > Update our Collection Policy to encompass multimedia and new media
- > Work with our GLAM partners across Australia to ensure a nationally coordinated approach to collecting multimedia and new media
- > Build our skills and capacity in relation to archiving multimedia and new media
- > Build our relationships with the creators and consumers of multimedia and new media content
- > Establish the NFSA as an archive of multimedia and new media, along with more traditional formats for audiovisual content.

# PRIORITY 5: REDEFINE OUR PHYSICAL PRESENCE

**By 2025** we will have a strong physical presence which is fit for purpose, targeted, future-proof and nationwide.

As the NFSA transforms from an analogue archive into a digital archive, adapting to the changing nature of our creators and audiences, our physical presence must also change. The NFSA's current headquarters are no longer fit for purpose and we need to increase our national profile and connections with the creative industries and other national collecting institutions. We must also make sure that our physical presence in Sydney and Melbourne facilitates stakeholder and audience engagement; that it is targeted and future-proofed.



We will:

- > Pursue the construction of a new facility for the NFSA
- > Establish our presence in Canberra as a centre of innovation, with strong connections to the creative industries
- > Ensure that the NFSA has a visible presence in every capital city, with strong links to local audiovisual, film, broadcast, recorded sound and creative industry stakeholders
- > Maintain sustainable environmentally-controlled storage for the collection (analogue and digital) to ensure its long-term preservation and accessibility
- > Partner with stakeholders to increase the impact of our physical profile.



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The NFSA has Access Centres available  
in State Libraries in Hobart, Brisbane,  
Adelaide, Darwin and Perth.

**NFSA.GOV.AU**