

Picture Australia

Marketing Plan

2008-2010

February 2008



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<http://www.flickr.com/photos/rustie/2171110933/in/pool-re-pictureaustralia>

As part of the Re-Picture Australia project, A selection of images courtesy of the following:

1. King George V Memorial Children's Playground
www.cityofsydney.nsw.gov.au/ArchivesWeb/scripts/ExtSearch...
2. Mug shot of Herbert Ellis. Presumed Central Police Station, Sydney, ca.1920.
collection.hht.net.au/firsthhtpictures/picturerecord.jsp?...
3. [BHP Steelworks, Newcastle, 1950,
nla.gov.au/nla.pic-an23529460
4. Borovansky Ballet performance of Fonteyn season starring Bryan Ashbridge, Her Majestys, c. 1957
nla.gov.au/nla.pic-an24040027

Overview

The Picture Australia marketing plan sets out directions and goals for staff and Picture Australia members to follow in promoting the site over the next 3 years. It focuses strategies to meet target audiences needs and to exploit promotional opportunities provided by annual events, festival and conferences.

The 2008-2010 Marketing plan moves Picture Australia advertising towards online and screen based opportunities and away from previously print based media including flyers and postcards.

Background

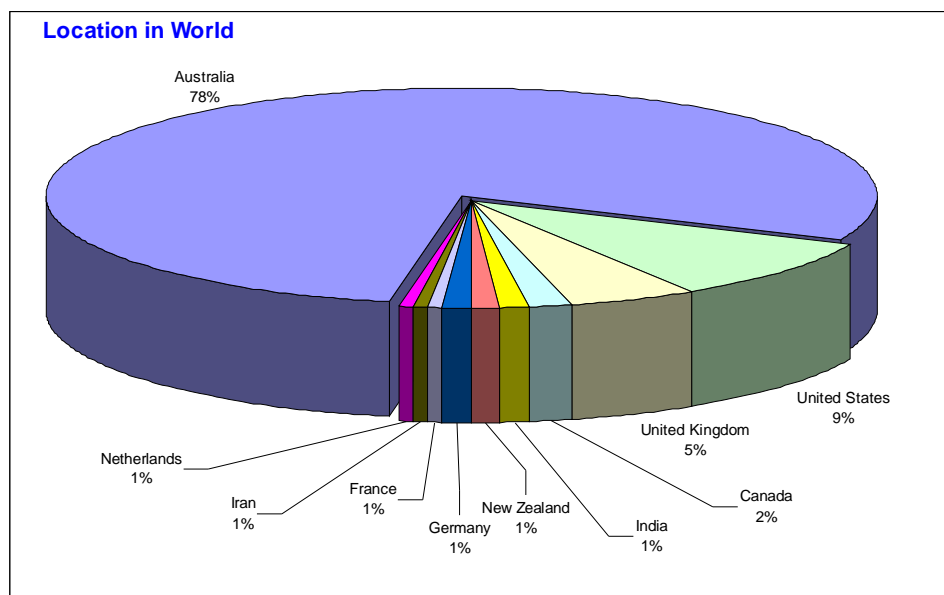
The Service has experienced strong growth as a result of the combined effect of the Flickr project and Google seeding initiatives.

| | |
|---------------------------------------|-----------|
| Average page views per month for 2005 | 471,295 |
| Average page views per month for 2006 | 1,456,758 |
| Average page views per month for 2007 | 1,872,620 |

Analysis of Picture Australia's statistical reports reveals not surprisingly that most Australian users access the service from the larger states.

Location in Australia (# of visits):

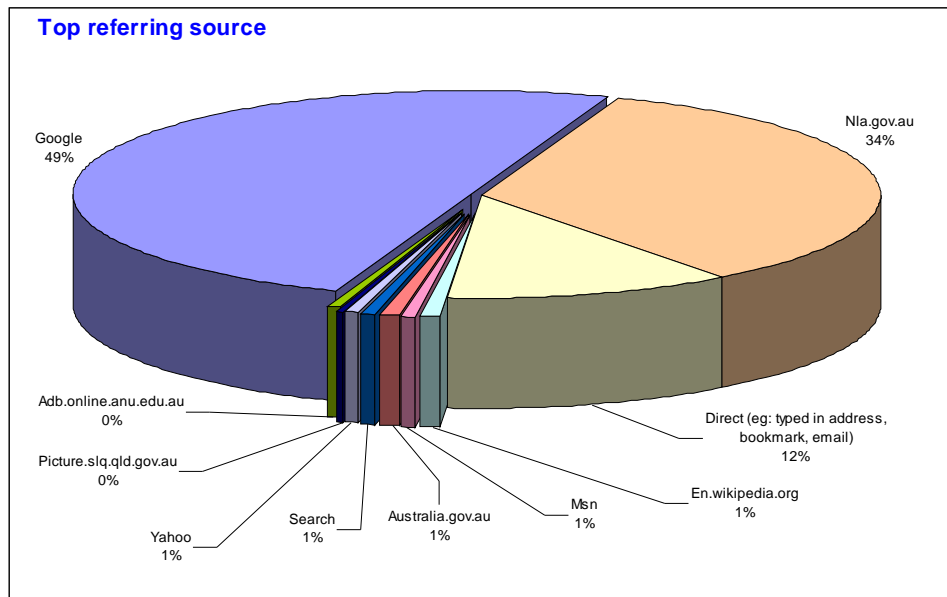
| | |
|-----------|--------|
| NSW | 78,918 |
| VIC | 48,733 |
| QLD | 32,705 |
| SA | 12,338 |
| WA | 8,175 |
| ACT | 8,109 |
| Not known | 4,724 |
| TAS | 3,174 |
| NT | 530 |



Approximately 22% of users access Picture Australia from international locations.

Peak usage months are May and August. The site is mostly used during the working week between business hours. Anecdotal evidence suggests that usage growth builds from the start of the academic year to the time that assignments would be due and drops off accordingly.

Increasingly external search engines are playing a major role in bringing users to the site.



Most people find the site through Google 49%.

The term Picture Australia is ranked in the top two record retrievals in Google and appears ahead of the Library's own Picture catalogue.

Target Markets

Picture Australia has three target markets:

- researchers and users
- potential and current participants
- Flickr contributors.

1. Target Market - Researchers and general public

Documentation on User target markets is drawn from the Final Report on a Survey of Users of the Picture Australia Service for the National Library January 2004.

Picture Australia types of users include:

- Students 21% - from primary through to tertiary
- Teachers 9% - from schools, colleges and universities
- Librarians 8%
- Genealogists and local historians 13%
- Researchers (academics / historians)
- Publishers and authors
- Patrons of Participating agencies
- Other cultural agencies.

Brand statement

Picture Australia... one simple search many collections

| General Public | What they are most interested in | What they expect from Picture Australia | Strategies |
|---|--|--|--|
| Browsers | Looking for images on a topic of interest | An expansive and inclusive collection of images of Australiana Efficient delivery of the online image An understanding of the Australian culture through images Ease of use | Promote the service as detailed in the marketing plan Ensure technical infrastructure is efficient, effective and regularly reviewed Continue to develop trails of relevance and interest that reveal the significance of past and present artefacts Ensure the user interface is easily navigable Survey users and participants and encourage informal feedback |
| Researchers (including independent researchers) | Finding the image they are looking for or images relating to their information needs | Good quality metadata to facilitate research Interpretive information about images to promote further research The ability to order the desired image Ease of use The option to share their research through a user profile on the home page | Develop collaborative relationships with educational institutions to investigate value added services Review user interface and navigable efficacy |

Key messages

- Search great cultural institutions for Australian images
- See pictures of Australia's past and present including: photographs, objects, maps and works of art
- Request print quality copies
- Australia's richest online pictorial resource

2. Target Market - Participants and potential participants

This market segment includes:

- The 106 libraries, museums, galleries, archives (including agencies in consortia) that already contribute images to Picture Australia
- Other Australian museums, galleries, archives and libraries that may in the future want to join
- International institutions with Australian collections of interest
- The National Library of Australia
- The Australian Government

Brand Statement

Maximise exposure to your collection and work collaboratively to make accessing images easier.

| Stakeholders | What they are most interested in | What they expect from Picture Australia | Strategies |
|-------------------------------|---|---|---|
| Participants | <p>Increased access to their images</p> <p>Increased visibility of their institution</p> <p>Increased revenue from the sale of high quality images</p> <p>Information of professional relevance</p> <p>Reports on potential contemporary image acquisitions</p> | <p>Greater visibility as a custodian of public collections (not just images)</p> <p>A consistent level of support from National Library</p> <p>A strong collaborative relationship with the National Library</p> <p>Access to expertise on metadata standards</p> <p>Statistical reports on use of their collections</p> <p>The opportunity to contribute to the direction of the service</p> | <p>Promotion and publicity of Picture Australia as detailed in the marketing plan</p> <p>Continue to provide prompt, accurate and relevant support to all participants</p> <p>Regularly review and disseminate relevant technical information</p> <p>Maintain constructive collaborative relationships with participants</p> <p>Maintain regular communication with participants on the services progress</p> |
| National Library of Australia | <p>Increasing access to public collections</p> <p>Sustainable resourcing</p> <p>Achievement of Corporate Objectives</p> | <p>Qualitative and quantitative data indicating increased access to the collections</p> <p>Efficiency gains in the administration and operation of the service</p> <p>Public and government recognition of a premier online service</p> | <p>Adhere to national and international standards</p> <p>Aim to achieve the performance measures as determined within the Library's Portfolio Budget Statement and Balanced Scorecard reporting framework</p> <p>Monitor media coverage and response to the service</p> |

| Stakeholders | What they are most interested in | What they expect from Picture Australia | Strategies |
|-------------------------------|---|---|--|
| Australian Government DEHA | Achievement of the Library's Portfolio Budget Statement agreed outcomes | Demonstrated efficiency and effectiveness Access for all Australians including regional Promotion of Australia to international audiences | Survey users and participants and encourage informal feedback Develop the Single Business model to provide users with cross collection media access Continue to support and encourage small regional and local institutions Continue to develop robust collaborative relationships with major international cultural institutions |

Key messages

Picture Australia is value for money:

- No hidden charges
- Request a copy revenue can offset annual membership fee
- Extensive advertising and promotion to target markets
- Involvement in picture trails and projects with key partners such as The Le@rning Federation

Picture Australia delivers efficiencies in workflows

- Given that online visits to cultural institutions now far exceeds physical visits, Picture Australia is an effective means to maximise labour productivity and meet the expanding public demand for access
- Work collectively to develop long term strategies to address issues facing the collections sector in the digital age

Rich functionality

- Picture Australia can be searched externally through an ever expanding research network (see Business plan p5)

Monitoring, Evaluation and control

- Regular surveys of user satisfaction
- A democratic process to contribute to the directions of the service through the Picture Australia Annual meeting and representation on the Picture Australia Advisory Committee
- 24/7 access to monthly statistical reports itemising collection access

3. Target Market - Flickr Contributors current and potential

Brand Statement

Add your creative product to the nation's visual record

| Stakeholders | What are they most interested in | What they expect from Picture Australia | Strategies |
|---------------------|--|---|--|
| Flickr contributors | Participating in an active online community producing, debating, exhibiting and distributing Australian image culture. | Correct attribution Print and online publications opportunities Requests to use images Request for copies Potential acquisition Increased profile and hyper distribution of their work | Annual Flickr member award Picture Perfect sponsorship for Asuka book. Membership representation at the Picture Australia Annual meeting An artistic program that engages them as an audience in an active conversation about Australian image culture |

Key messages

- 'Picture Australia: Ourtown' group is seeking your perspective on Australia's rural and urban spaces and work places. Assist us to keep the national collection current by taking contemporary location shots of historical images already in Picture Australia.
- 'Picture Australia: People, Places and Events' group is seeking images of social, political, contemporary and or historical events of national significance.
- The 'Re-Picture Australia' group provides public-domain images for you to 'mash-up' into new artworks by sampling these historical images and incorporating your own illustrations and photographs to create new montages and meanings
- The project has two objectives to increase the number of contemporary images in Picture Australia and engage with new audiences
- The project offers the Library a unique means to access a diverse collection of images of national significance produced by individual Australians.
- The project is *putting the library in the flow of users*.

Competitor analysis

Collection Access Network (CAN) is Picture Australia's only public competitor in the collecting sector. CAN is a free service targeting the museum and smaller collecting agencies. Currently CAN is not harvesting data but manually uploading from CD. Picture Australia does have webcrawl and OAI harvesting capability. Participation in Picture Australia does require an annual fee although this is under review.

CAN and Picture Australia are currently working together on the implementation of a federated search project using OpenSearch protocol.

Google Images does not as yet have a request a copy function.

Commercial stock image sites

There are many commercial stock image sites including Fairfax and News Limited Photos

that charge a fee for a request a copy fee. Picture Australia's request a copy fees vary between institutions. Anecdotal evidence suggests that publishers and advertising agencies are seeking quick turn around times for images.

Reproduction request a copy comparison

| | |
|---------------------|---|
| Fairfax photos | <p>6 x 8" = \$30.00</p> <p>8 x 10" = \$40.00</p> <p>12 X 16" = \$70.00</p> <p>16 X 20" = \$90.00</p> <p>Turnaround time 7 - 10 working days</p> |
| News Limited photos | <p>6 x 8" = \$30.00</p> <p>8 x 12" = \$40.00</p> <p>12 x 18" = \$90.00</p> <p>Turnaround time 7 - 10 working days</p> |
| SLNSW photos | <p>A4 = \$48</p> <p>A3 = \$78</p> <p>A2 = \$125</p> <p>A1 = \$270</p> <p>A0 = \$470</p> <p>Turnaround time 15 working days</p> |
| SLVIC photos | <p>A4 = \$35</p> <p>A3 = \$55</p> <p>A2 = \$85</p> <p>A1 = \$135</p> <p>Turnaround time 15 working days - delivery time not guaranteed</p> |
| SLQLD photos | <p>5 x 7" = \$21.20</p> <p>6 x 8" = \$22.30</p> <p>8 x 10" = \$23.50</p> <p>12 x 16" = \$42.40</p> <p>16 x 20" = \$65.00</p> <p>20 x 24" = \$73.10</p> <p>Turnaround time - in order of receipt - no guarantees given</p> |

If the Library was able to support a request a copy service for the digitised newspaper images coming into Picture Australia this may assist to make the Picture Australia's request

a copy service more competitive.

Strategic marketing goals

| Goal | Strategy | 2008 | 2009 | 2010 |
|--|--|--|---|------|
| 1 Attract new researchers and users | Students from primary through to tertiary | <p>Liaise with Ask Now to encourage students to access Picture Australia and load there images to our Flickr groups</p> <p>Research online learning sites such as Studywiz and investigate inclusion as a collaborator</p> <p>Pilot pre screening cinema advertising in 3 states</p> | | |
| | Teachers from schools, colleges and universities | <p>Promote 'Re- Picture Australia' to Australian Teacher of Media (ATOM), Art schools and Institutes of Technology</p> <p>Create download posters (A3) sets for teachers on particular themes</p> <p>Advertise in NCETP publications</p> | U3A seminars | |
| | Librarians | <p>Give a presentation at the VALA conference</p> <p>Organise presentation to Western Sydney Library Group and the High Country Library Corporation</p> <p>Mail out to school librarians</p> <p>Promote the service to school librarians</p> | Remove fees for Libraries to join Picture Australia | |
| | Genealogists / local historians | Get listing and links for Picture Australia on genealogists databases, directories and online resources | 12 th Australasian Congress on Genealogy & Heraldry - January '09 - Auckland, NZ | |
| | General Public | Investigate In flight print and ambient advertising in key travel periods e.g. Grand Prix Formula One / Fashion week | | |

| Goal | Strategy | 2008 | 2009 | 2010 |
|-------------------------------|---|--|--|------|
| | Researchers (academics / historians) | <p>Provide a user profile (template) on the home page for people to profile their own image research</p> <p>Liaise with NLA News Editor to commission writers and historians to cover themes that cross collections within Picture Australia.</p> | | |
| | Publishers & authors | Promote Picture Australia at Book Fairs and at the Writers Festival | Engage a writer to deliver a distributed narrative project through our Flickr groups | |
| 2 Attract new participants | Maintain current Participating agencies | <p>Maintain and build the members area of the site providing up to date information on statistics, advertising and events</p> <p>Provide good customer service</p> <p>Clarify copyright issues, roles and responsibilities</p> | | |
| | Attract new participants | <p>Articles in professional journals</p> <p>Provide a print and downloadable poster from their collection</p> <p>Attract interesting cross discipline collections that can be used to promote the service as a whole e.g. PADIL</p> <p>Liaise with staff in the NLA's Asian Reading room to identify potential participants that may have collections of Australian material</p> <p>Email out to agencies that have expressed interest in the past</p> <p>Promote the service internationally through the London Picture House stock image fair.</p> | | |

| Goal | Strategy | 2008 | 2009 | 2010 |
|--|--|--|--|------|
| 3 Attract new Flickr members to the NLA's project | Promotion of Flickr photographers work | Send Flickr report to Picture Australia Participants Include Flickr Photographers work in NLA website and publications Public screenings NFF & Vivid | Produce a Picture Australia Flickr catalogue | |
| | Encourage debate and interaction | Inform them of the Library's projects and activities in the Web 2.0 environment Invite a representative to PA Annual meeting | Involve artists and writers to activate, review and create interaction with Flickr group members | |