

The Future of Libraries Forum

Presentation by Hon Dr Mal Bryce

Tuesday Oct 25th 2005

Perth. Western Australia

Presentation Outline

- A reference to our changing world and the need for us all to change.
- The emergence of the Learning Community.
- The collocation and integration issue for some key institutions.

The Changing Shape of our World ?

From the Old to the New Economy

**Industrial
Economy**

Transactions
Distribution
Boundaries
Ownership
Tax
Censorship

**Transition through
Digital Era**

Transactions
Distribution
Boundaries
Ownership
Tax
Censorship

**Knowledge
Economy**

**New Model
New Ways
New Rules**

The Old Paradigm

The New Paradigm

Exponential Change

IN

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***The successful
economies of the
world today are “The
Emerging Knowledge
Economies”***

THE KNOWLEDGE ECONOMY

Is an economy based on the production, distribution and use of knowledge as the main driver of growth, wealth creation and employment across all industries.

Source: WA Knowledge Economy Task Force 2004

Four pillars of the Knowledge Economy

The World Bank



A dynamic information infrastructure: to facilitate the effective processing and dissemination of information



An educated and skilled population: to create, share and use knowledge to it's full potential.



An efficient innovation

system: capable of tapping into the growing stock of global knowledge.



An institutional framework:
that promotes the efficient use of knowledge
and support for entrepreneurship.

The driving forces behind the Global Knowledge Economy

- ① **The ICT Revolution.**
- ① **Widespread International Deregulation.**

**The Digital or ICT
Revolution of the 1980's
and 90's has
fundamentally changed
the way we do many
things**

- How we learn
- Where, how and when we work
- How we communicate
- How we take our recreation
- How we market, buy and sell things
- How we organise our lives

The New Online Environment



Extraordinary levels of investment, world-wide, are being made in telecommunications infrastructure and services.

UNIT COST OF TRANS ATLANTIC TELEPHONE TRAFFIC 1960 - 95

Cost per hour
(US\$)

10

1

0.1

0.01

1960

1965

1970

1975

1980

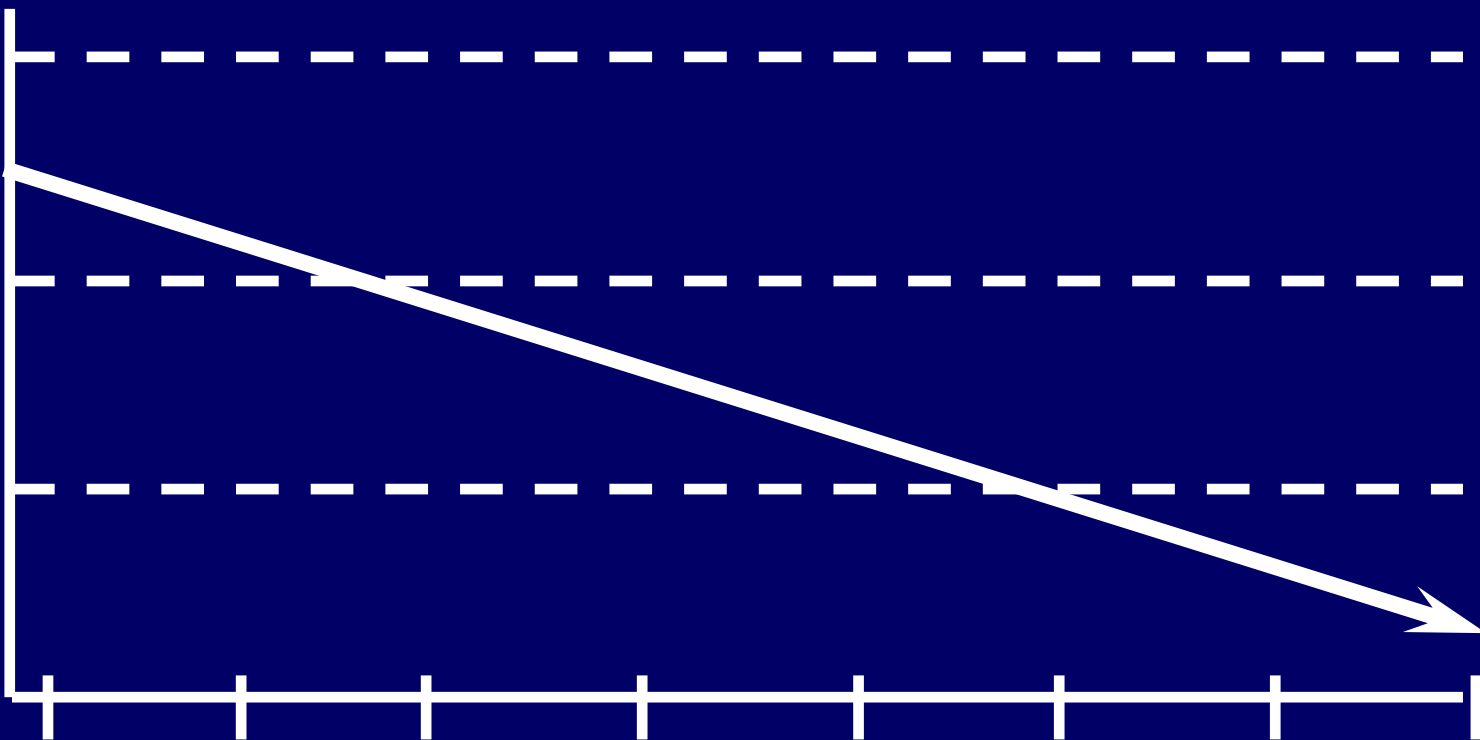
1985

1990

1995

Year

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Diffusion of communications technologies – worldwide.

Time taken to reach 50 million people

Radio	38 years
Television	13 years
Personal Computers	16 years
The Internet	4 years

Growth in Deployment of Telecommunications Devices...worldwide

	1995	2005
Personal Computers	235 million	700 million
Internet Users	40 million	1 billion
Cellular Phones	91 million	1.3 billion
Instant Messaging	nil	> 600 million accounts

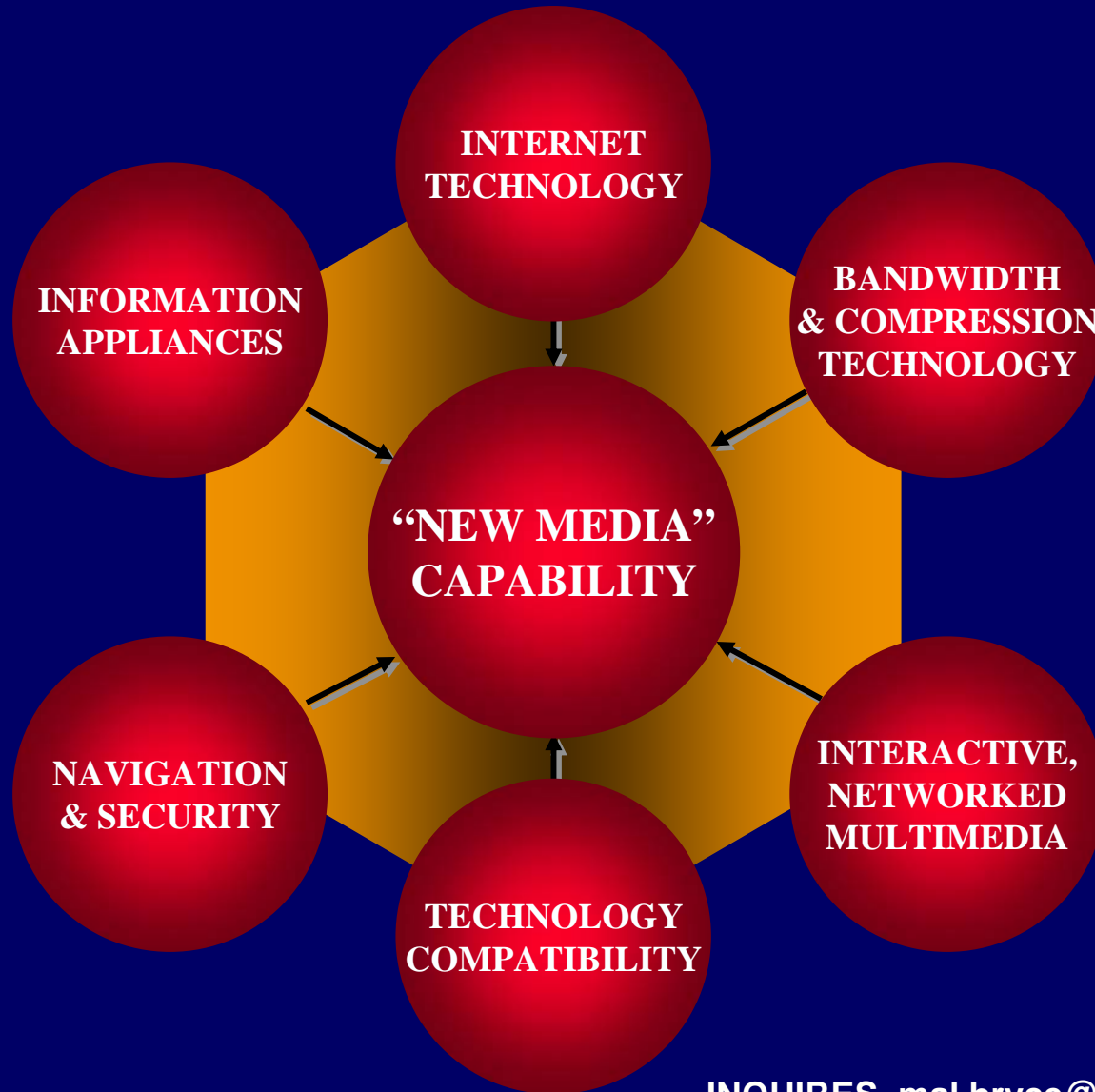
2000 - 2015

A Period of Extraordinary Convergence

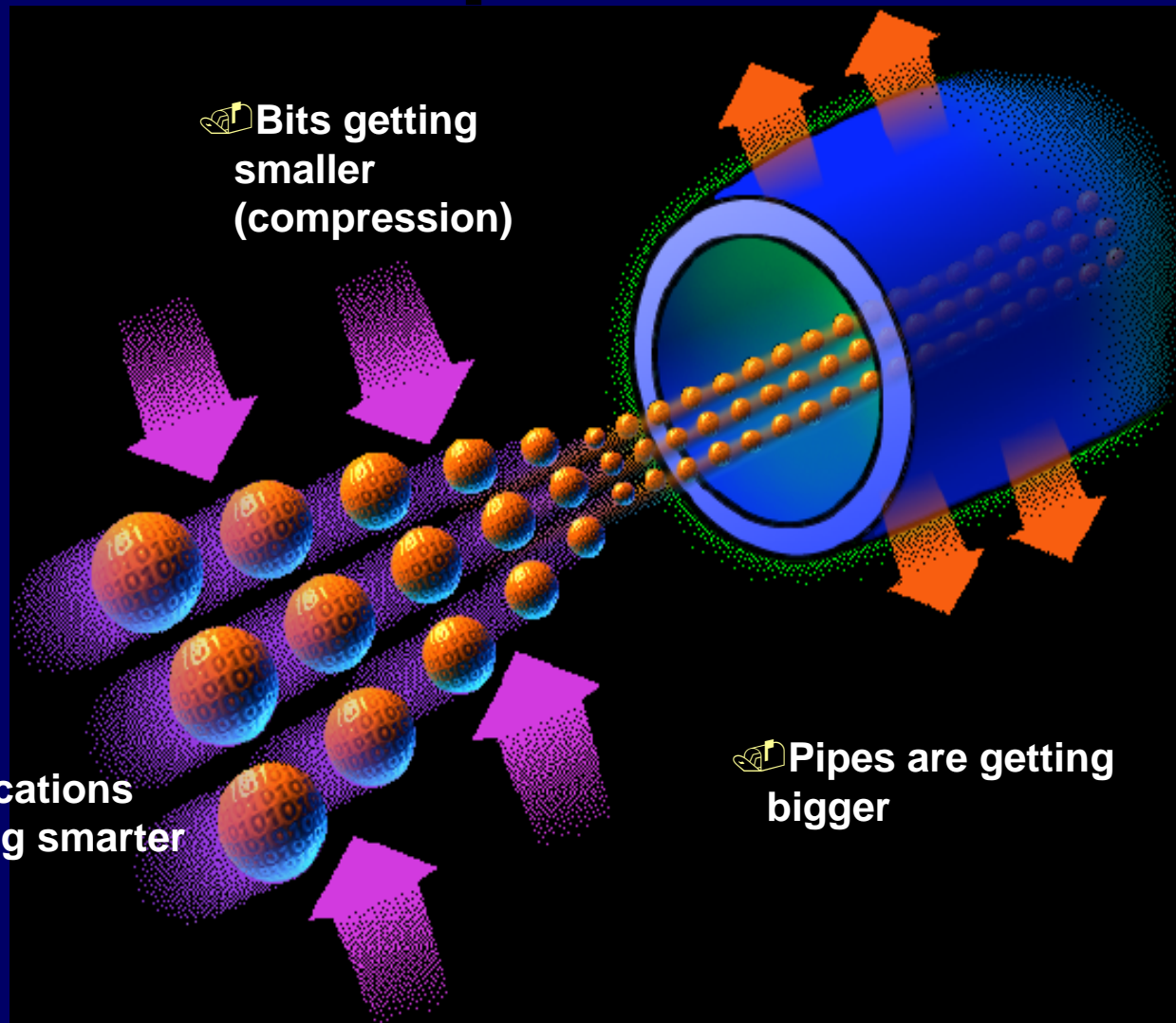
- Telephony
- The Internet
- Television
- Computing
- Radio
- Publishing

Producing a “Digital Content” Revolution

Technology that is driving the change.



Bandwidth and Compression



Broadband Defined.

(ACCC in Australia.)

Broadband is any high speed connection greater than 200Kbps (in the last mile) over a mix of media.

Broadband Defined: “Big or Serious Broadband”

- 10/100 @ Home (Megabits)
- 1/10 @ Work (Gigabits)
- Wireless all around

Ref: Reed Hundt. New America Foundation 2003

Recent Studies Tell Some Home Truths About BB in WA

- “Enabling a Connected Community”
(ICT Forum and TIAC) 2004
- “Telecommunications Needs Assessment”
(DOIR) 2003/4

Some of the “Home Truths”

- WA does not have world class broadband Infrastructure and services
- BB is not available in WA at globally competitive prices.
- Serious attention needs to be paid to the development of content and applications

Some of the “Home Truths”

- Some State and Local Gov't “Planning Regulations” are having a negative impact on BB Infrastructure investment.
- Based on “Market Forces” alone there is little prospect of reliable and affordable BB for many parts of WA

Broadband Deployment:

Subscribers per 100 inhabitants

Australia ranks 20th behind

- Korea
- Canada
- Iceland
- Denmark
- Belgium
- Netherlands
- Switzerland
- Sweden
- Japan
- USA
- Finland
- Norway
- Austria
- France
- Germany
- Spain
- UK
- Portugal
- Italy

Source: KPMG Australia's Broadband Future 2004

The Community Response to the Global Knowledge Economy ??

Emergence of
the
“Creative Community
and the
Learning Community”.

What's in a NAME ?

- Online Communities
- Digital Communities
- Connected Communities
- Tele Communities
- Smart Communities
- Creative Communities.
- Learning Communities

Creative Communities

.....are communities which have the ethos, the infrastructure and the environment that encourages and facilitates the use of people's imagination to continuously develop new and original ideas, concepts and objects.....

In essence.....Creative Communities

- Have achieved a modern technical and learning infrastructure.
- Nurture a continuous learning environment.
- Place a high value on innovation.
- Involve the integration of community institutions.
- Are not limited by geography and encourage communities of interest.
- Guarantee freedom for individuals to be creative.

Some challenging thinkers

- Margaret Boden
- Tom Peters
- Jeremy Rifkin
- George Gilder
- Richard Florida
- Peter Drucker
- Robert Reich
- John Howkins
- Charles Landry
- Kate Oakley

The collective challenge

- Relish Diversity.
- Tolerate Differences.
- Reward people skills.
- Celebrate our authenticity
- Learn endlessly, borrow and re invent.
- Attract an energetic “Talent pool”
- Permit failure
- Nurture our uniqueness
- Know when to break the rules.

“The Kearns Report”

Achieving Australia as an
Inclusive Learning Society

Adult Learning Australia July 2005

Key drivers of the Learning Community recognized by Kearns

- Globalization
- Knowledge Economy
- Demography
- Technology
- Changes in Labour Markets
- Sustaining Communities

Kearns 5 Building Blocks for Lifelong Learning

- Empowering **individuals** as motivated and capable lifelong learners
- Sustaining and transforming **communities** through learning
- Using **technology** to extend learning environments and transform the way we learn.
- Developing **the workplace** as a key learning environment to underpin economic objectives.
- Extending and connecting **partnerships and networks** to build the learning community.

The Western Australian Telecentre Network

Origins and Evolution

- Program commenced in 1991.
- Today there are 113 operational Telecentres covering 100,000 people across 82 local authorities.
- Involves 160 full and part time jobs and 1200 volunteers.
- In 2004/5 they handled over 650,000 instances of information and service provision to local residents and visitors.

Origins and Evolution

- Grew from the need to improve access and equity in post secondary education in rural and remote communities.
- Underpinned by the principle of community ownership.
- In towns of 6000 pop or less !!!!
- Wide mix of revenue generating strategies.

Today

Telecentres have evolved into a far broader role as technology driven service delivery, capacity building and information/knowledge hubs

Range of Activities

Centrelink (68 Telecentres)

ATO services (27 Telecentres).

Medicare EasyClaim (54 Telecentres)

Library Services (21 Telecentres)

Bank Agency (8 Telecentres)

Employment Directions Services (105 Telecentres)

Homeswest (19 Telecentres, not contracted)

Veteran's Affairs (3 Telecentres)

Westnet ISP (over 70 Telecentres)

Future directions and priorities.

- Facilitating skills transfer, training and life-long learning.
- Provision of access to leading edge ICT technologies.
- Gov't information and service delivery.
- Facilitating and managing community web portals.
- Provision of ICT upskilling programs.
- Supporting community development.

**Synergies and Common
Interests exist in varying
degrees between many
community information and
service delivery institutions.**

The Key Community institutions.

- Community/Local Libraries (235)
- Telecentres (113)
- Learning/Family Centres (69)
- Visitors Centres (143)
- Business Enterprise Centres
- Arts Centres and Muzeums.

Why Contemplate Collocation or Integration?

- Single location for service delivery.
- Improved/enriched services.
- Greater sustainability.
- Less duplication of services and equipment.
- Less duplication of management committees.
- Internal efficiencies.
- Common WA/LGA Branding.

Some Concluding Thoughts about...

Collocation and /or integration
of Community Information and
Service Centres

**Remember:
the pivotal role of Local Gov't
& Local Planning**

Respect :
the great diversity of WA's 300
plus communities

**Recognize:
the Importance of Local
Uniqueness**

**Recognize:
the central significance of
Volunteers.**

**Vital Importance:
of
consultation and local ownership
of any initiative.**

**No Simple Template:
One Size does not fit all**

*In today's world every community should have
a contemporary centre to support and sustain
“Life Long Learning”.*

*Every such centre should incorporate the
concept of the Information Commons*

Key Question

Can or will Libraries and Telecentres
morph into a new vehicle to fulfil
this need?

Business as usual is not an option.

Appendix

Kearns 5 Building Blocks for Lifelong Learning

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1. Empowering Individuals

- Enables people to become self directed.
- Essential for 21st Century Literacy.
- Maintains employability.
- Quality of life and personal fulfilment.

2. Community Role

- Local Councils have a vital role to play.
- Community Learning Strategies are emerging in Australia.
- Best Examples: Hume Global learning Village, Yarra Ranges, Marion and Salisbury.

3. Role of Technology.

- ICT has fundamentally changed the way we learn.
- Digital Divide becomes a key issue.
- Not just access but content as well.

4. Workplace and the Economy

- Adapting to change.
- Generating new Knowledge.
- Maintaining skill levels
- Capacity for continuous innovation.
- Demographic change.
- The ageing of the workforce.
- Shifts in community values.

5. Extending Partnerships and Networks.

- Importance of the Skills /Learning nexus.
- Australia has growing number of learning partnerships and networks.
- Importance of International Linkages.
- NB. Regional differences.