ARCHIVES DISRUPTED

From Blockbuster to Netflix
Access & Engagement
Jenny Kidd
A/Director and non-expert
#1 PEOPLE FIRST

MISTAKE: we started with strategy
• Day of Things
• Staff led culture group
• The QSA Way
• Enviable ‘Working for Queensland’ survey results
• Half yearly temperature check
• Simple things – work anywhere in the building
• Ambasqador
DAY OF THINGS
The QSA Way

Staff-led culture
Staff volunteer ‘Greeters’ program
35% staff involvement
Friendly face to welcome visitors
#2 Kill Your Darlings

They’ll thank you for it
• Lose the jargon
• Lose the reverence
• Researchers will still come with you
• Move from informing to empowering
• Q-Album – community platform
• Think GLAM, Be GLAM
Q-ALBUM

• Mobile-friendly platform
• Multi media
• Thematically curated content
• Allows small community cultural groups to share digitised content
• Allows users to add own stories
• qalb@archives.qld.gov.au
#3 BE PLAYFUL

STOP EDUCATING
• Creatives in Residence – incl. Digital Artist
• Arcade Games
• #MuseumHack – edited our tours
• Creative workshops for adults and children
• Tell stories
• Experiment
CREATIVES IN RESIDENCE
PAC MA’AM & COPPER
#MUSEUMHACK-ED TOURS

- VIP experiences
- Themed
- Sharp and snappy
- Personal
- Fun
#4 CREATE EXPERIENCES

Have them coming back for more
• Go Fish & Go Fish - Indigenous Languages
• Memory Lounge
• VR – Birdcage of the Bay
• Gamification
• Quest
• Storytelling
• Creative workshops
• Place Invaders – community engagement
GO FISH
MEMORY LOUNGE

• Warm and welcoming environment in our Reading Room
• Connecting people with memories
• Starting conversations
• Helping people living with dementia related illnesses
• Creating new memories
BIRDCAGE OF THE BAY

- Escape from St Helena Island prison
- Crack the code and unlock the cell doors
- Hear storytellers weave tales of derring-do and murder
- See what life was like for prisoners and warders through VR
WHAT WE LEARNED

Focus outwards to visitors, not inwards to the collection
Strategy is important, but not more than people
Learn from others – BE GLAM

It’s ok to play

#1

People remember how you made them feel

• Experiences bring them back
• “Tell stories, make connections, create experiences” - Seth Godin
STRATEGY TREE & AUDIENCE ENGAGEMENT

Tools to get the job done

• What would GLAM do?
• Culture segments – new way of looking at audience
• Spectrum of audience engagement
• Strategy Tree
• New key appointments
2020 for Access & Engagement

- Meaningful engagement with Aboriginal and Torres Strait Islander communities
- Digitisation dilemma – to third party or commercialise?
- Podcasts
- Improved website experience
SEE YOU IN BRISBANE!

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Government Records and Discovery
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Director
You can never have too much learning
• Disruptive Innovation
• Lean Six Sigma
• Human Centered Design
• Museum Hack
#2 COLLABORATE

There is strength in numbers
Find partners in the same space trying to achieve the same goals and outcomes
Crime and Corruption Commission joint publication

Effective recordkeeping strengthens transparency

Read the joint CCC and Queensland State Archives guide for local councils

Are you receiving our email updates? www.forgov.qld.gov.au/recordkeeping
WORKING WITH DEPARTMENT OF LOCAL GOVERNMENT, MULTICULTURAL AFFAIRS AND RACING

- Live stream
- 45 Councils registered
- Questions asked generated further online advice
- Podcast joining recordkeeping and access parts of QSA
LEARN FROM OTHERS

• eLearning Module – Recordkeeping and You

• Recordkeeping Challenge based on the award-winning City of Sydney Records Challenge
#3 INNOVATE

There is always a better way
Joint project between QUT Chair in Digital Economy and QSA to develop and test a proof-of-concept of a compliant-by-default recordkeeping solution – QSABot
#4 WHERE TO NEXT

What else can we do?
Future disruption
• Our legislation
• Appraisal
• Schedule on a page
• Recordkeeping by AI
SEE YOU IN BRISBANE!

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