Audiovisual Archive Management System (AVAMS) Project

Overview of Achievements

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Project Manager

22 August 2014
Overview of:

• NAA Audiovisual Archive
• AVAMS project scope and budget
• Achievements of AVAMS Project
• Future plans
National Archives of Australia

- 400 staff in 8 offices
- Significant holdings (millions) of paper and audio-visual records
- Responsibility to collect, manage and make accessible to public and agencies
- Sydney office holds most AV and has state-of-the-art AV digitisation labs
Sydney Office

• AV digitisation labs with specialised equipment and staff
• Ongoing digitisation of analogue into digital for the last 10 years
• Specialised storage for AV – shelving and environmental control in multiple repositories
• Holds analogue, digitised and born digital AV, approx 1 million items.
NAA Audiovisual Archive

• Government-funded broadcasters: Australian Broadcasting Corporation (ABC); Special Broadcasting Service (SBS)

• Government audiovisual school: Australian Film Television and Radio School (AFTRS)

• Government politicians: e.g.: Prime Ministers Holt, Whitlam, Hawke, Keating, Howard
Audiovisual Archive

- Department of Defence, Defence forces, Australian Security and Intelligence Organisation (ASIO)
- Office of Film and Literature Classification, Australian Antarctic Division
- Film Australia Collection (NFSAA stewards, NAA store/preserve)
### 30 Km AV Assets: 600,000 items

#### Largest Holdings

<table>
<thead>
<tr>
<th>Agency</th>
<th>Km</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australian Broadcasting Corporation (ABC)</td>
<td>18</td>
</tr>
<tr>
<td>Film Australia Collection</td>
<td>6</td>
</tr>
<tr>
<td>Defence &amp; related</td>
<td>3</td>
</tr>
<tr>
<td>Australian Film Television and Radio School</td>
<td>1</td>
</tr>
<tr>
<td>Australian Antarctic Division</td>
<td>1</td>
</tr>
</tbody>
</table>
Drivers for AVAMS Project

FOR AUDIOVISUAL WE WANT:

• Capability for better description
• Ability to capture preservation treatments
• Better physical control (carriers/containers)
• Ability to manage workflows for born digital and digitised content
Primary Aims

• Procure and implement purpose built AV asset management system
• With integrated analogue and digital capability
• Enterprise level, scalable, robust solution
• Automated metadata interchange with primary management system

RecordSearch
Secondary Aim

• Procure and implement a digital preservation system for Audiovisual items (AV Digital Archive)
• Separate to Asset Management System
• Be based on agreed digital preservation principles
AVAMS Solution has:

• Replaced the PSaMI (Preservation Sound and Moving Image) Filemaker Pro database at Sydney with an enterprise collection management system
• Not replaced RecordSearch, but works with it to exchange metadata
• Replaced the existing system backup (CommVault) for AV items with an AV Digital Archive
# AVAMS Project Summary

<table>
<thead>
<tr>
<th>STAGE</th>
<th>DATE</th>
<th>ACTIVITY</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage 0</td>
<td>2006</td>
<td>Develop Business Case and Cost Benefit Analysis</td>
<td>$300,000</td>
</tr>
<tr>
<td>Stage 1</td>
<td>2007-2008</td>
<td>Develop/release RFI</td>
<td>$300,000</td>
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<tr>
<td>Stage 2</td>
<td>2008-2010</td>
<td>Develop RFT</td>
<td>$350,000</td>
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<tr>
<td>Stage 3</td>
<td>2010-2012</td>
<td>Release RFT</td>
<td>$1 mill</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Evaluate responses</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Choose supplier</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Contract negotiation</td>
<td></td>
</tr>
<tr>
<td>Stage 4</td>
<td>2012-2014</td>
<td>AVAMS Solution (System) Implementation</td>
<td>$5 mill</td>
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</tbody>
</table>

**Total:** $7 million investment over 8 years
Delivering our strategic priorities 2012–13

Our Corporate Plan 2012–13 to 2016–17 outlines our key priorities for the next five years, and provides pathways to deliver them. These are the deliverables for 2012–13.

1. Developing a workforce that is professional, capable, flexible, innovative and engaged
   - Improve the Archives’ capability to deliver its outcome
     • Release draft capability framework
     • Update and release performance management guide
     • Review professional environment
     • Secure additional interim accommodation
     • Roll out ICT strategy and implementation plan

2. Ensuring contemporary storage capability to secure and preserve the archival resources of the Commonwealth
   - Deliver a purpose-built facility to meet the Archives’ future preservation needs
     • Obtain PAC approval of National Archive Preservation Facility
     • Complete planning for Chester Hill redevelopment
     • Develop long-range national storage plan

3. Providing leadership and support for the transition to digital information and records management to digital information and records management capability across the Australian Government
   - Provide advice to government on the progress and strategies to achieve digital priority
     • Progress digital transition; announce target
     • Conduct pilot on digital information and records management and practice
     • Conduct whole-of-government survey of information and records management processes
     • Conduct whole-of-government survey of information and records management processes
     - Implement the target program

4. Building business effectiveness to deliver innovative, responsive and appropriate services that meet the needs of government, the Australian people and other key stakeholders
   - Ensure information is readily available for public access
     • Finalise review of access manual
     • Pilot mobile device application for citizens of Canberra
     - Investigate strategically aligned online access programs and partnerships
     - Provide a capability to ensure business effectiveness and their whole of government framework
     - Implement the ICT strategy plan 2012–13 to 2014–15

   (Digital Transition and Building Capability)

Highest NAA Strategic Priority for 2012-2014 is to implement AVAMS
Chosen Solution

http://www.tmd.tv/mediaflex


naa.gov.au
AVAMS Project Scope

• Implement Mediaflex as the Enterprise Collection Management System for AV
• Implement Mediaflex Archive + systems and hardware as the AV Digital Archive
• Implementation of i-Mediaflex as the search front end
• Integration/enhancement of RecordSearch (the primary Enterprise Collection Management System for NAA and paper collection) with Mediaflex for Metadata exchange.
Scope continued…

• Metadata migration from FileMaker Pro database (PSaMI) and RecordSearch into Mediaflex (approx 1 million items)
• Digital Asset migration from system backup CommVault and other locations into AV Digital Archive (160 TB)
• Documentation for project and system
• Training approx 200 staff at 5 offices in Mediaflex
2 year Implementation

AVAMS Activity

Timeline

- Aug 2012
- Dec 2012
- Apr 2013
- Aug 2013
- Dec 2013
- Feb 2014
- Apr 2014
- June 2014
Project on time and under budget

• May 2014
  – Configuration and customisation finalised
  – Switch of shelving control for AV from RecordSearch to Mediaflex
  – 2 day shut down of RecordSearch and PSaMI
  – Successful metadata migration over weekend
  – 20 May 2014 Go Live and Roll-out to staff desktops

• 30 June 2014 End of User Acceptance Testing and Phase 1 User Training
• 30 September 2014 end of 90 day Warranty Period and Phase 2 User Training
• October 2014 - ongoing maintenance and support
NAA AVAMS Project Team

Photo:
Senior Business Analyst, Jamie Cooke
Business Analyst, Nathan Andrews,
Project Manager, Rose Holley,
Data Analyst, Rahnee Alvarez,
ICT Co-ordinator, Lola McKinnon

Not in photo:
Business Analyst, Tim Muir
Operations Liaison, Brendan Somes
Operations Liaison and Communications Officer, Caroline Ashworth
ICT Liaison and Analyst, Celia Blake
Training Co-ordinator, Allison Graycon
TMD Project Team

• Australia:
  – Carlton Smith (Project Manager and Technical Lead)
  – Craig Marshall (Systems Engineer)

• UK:
  – Developers
  – Data Analyst

• USA:
  – User Guide Writer
Implementation Method

- AVAMS Project team based at Sydney and Canberra
- Contractors from TMD working onsite
- IT staff and AV Data Team supporting project teams
- Wide stakeholder involvement
- Phased approach
- Test and training systems in place
Planning and Control

- Prince2 for Governance
- Agile, iterative for software development
- Close, collaborative, co-ordinated working relationship between TMD and NAA project teams on site.
Stakeholder involvement

Approx 200 NAA staff have been involved in:

- Functional requirements
- Workflow analysis
- Documentation/specification review
- Testing developments and feedback
- Training before Go Live
- Acceptance Testing
- Go Live
- Project Governance and Reporting
AV Lifecycle managed by AVAMS Solution
Mediaflex Modular System

- Transfer (Acquisitions)
- Description
- Storage
- Lending
- Digitisation
- Searching
- Reporting
- Tracking
Mediaflex Data Model Layers

Key:
- Direct relationship and linkage if in-between layers (Season and Sub-version) do not hold data
- Potential relationship and linkage if in-between layers (Season and Sub-version) hold data
- Potential relationships and linkages created from Groups Layer
- Direct relationship and linkage showing ownership

Layer Numbers

1-12
Mediaflex showing data layers
Learning Curves

1. New data model that is more complex than RecordSearch or PSaMI with more data layers – all staff will have to understand new model

2. Changes to terminology. Mediaflex uses terms already in use at NAA but to mean DIFFERENT things e.g. ‘lending’. Learning curve to understand what is meant by NEW terms e.g. ‘media item’.
Learning Curves

3. Having 2 collection management systems in place – which one controls what? RecordSearch for Paper and Photos and Mediaflex for AV.

  e.g. Metadata: RecordSearch is still master for Agency Name and Series Number for all records, while Mediaflex is now master for AV Media Item.

  e.g. Archival Process: RecordSearch still controls access examination for all records, but Mediaflex now controls acquisitions and storage of AV.

Easier for staff dealing solely with AV to understand and learn the new changes. Hard for staff that are using both systems on a daily basis, or not dealing with AV very often.
Learning Curves


5. The concept of ‘workflows’ in Mediaflex to manage tasks and projects
Mediaflex-RecordSearch: A Symbiotic Relationship

Key
- Functions
- Data for Interchange
- One way interchange

Data Interchange

Mediaflex

- F1. AV Admin
- F2. AV Description
- F3. AV Lending & Storage
- F4. AV Res
- F5. Staff Searching
- F6. Digi AV Mgmt
- F7. View AV Content
- F8. AV Review

RecordSearch

- F10. System Admin
- F11. Series Reg
- F12. Provenance Reg
- F13. Agency Contacts
- F14. Indicators
- F15. Disposal Class
- F16. All Non-AV Functions
- F17. Staff & Public Searching
- F18. Reference Enquiries
- F19. Access Clearance

Mediaflex

- F1. AV Transfer
- F9. AV Reporting

RecordSearch

- F1. AV Transfer
- F9. AV Reporting
**RECORDSEARCH – MEDIAFLEX RELATIONSHIP**

- **Mediaflex**
  - Audiovisual Records entered, updated and maintained here.
  - AV-related processed here except: Series, Agency, Contact registration and maintenance; Access Clearance
  - AV Version Records (read-only) migrated to RecordSearch
  - New/edited AV Versions (read-only) updated every 24 hours
  - Agreed Intellectual and Technical AV Data migrated to Mediaflex

- **RecordSearch**
  - Series, Agency, Contact information and non-AV records entered, updated and maintained here. Access Clearance and all non-AV-related activities processed here. AV records from Mediaflex will be read-only post-Mediaflex implementation.

- **PSaMI**
  - New/edited AV Version Records (read-only) updated every 24 hours

- **S&R / TLL**
  - Legacy AV item will not be visible in Search & Retrieve and ‘frozen’ in TLL

Staff involved in AV-related activities (eg AV Preservation, Transfers, Lending, Storage, Reference, etc)

General Staff

Public

- **Reports**
Workflows in Mediaflex
<table>
<thead>
<tr>
<th>#</th>
<th>Job Type</th>
<th>Client</th>
<th>Complete By</th>
<th>Source Title(s)</th>
<th>Operator</th>
<th>Ref.</th>
<th>Status</th>
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<tr>
<td>1</td>
<td>Media Prep.</td>
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<td></td>
<td></td>
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<td></td>
<td>In Progress.</td>
</tr>
<tr>
<td>2</td>
<td>Digital Ingest</td>
<td></td>
<td>30/03/14 08:00</td>
<td>AIMS Fitzroy Island</td>
<td>Simon Da...</td>
<td>NAA.2573</td>
<td>Ready</td>
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<tr>
<td>3</td>
<td>Digital Tools</td>
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<tr>
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<td></td>
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<td>In Progress.</td>
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</table>

- **Audio Preservation**
- **Film Preservation**
- **Film Sound Preservation**
- **AV Lending & Storage**
- **Reference**
- **Lending**
- **Archival Description**
- **Transfers**
Groups in Mediaflex
# Storage Management in Mediaflex

<table>
<thead>
<tr>
<th>Location / Storage</th>
<th>Capacity (m)</th>
<th>No. Items</th>
<th>Free Space (Length. (m) / %)</th>
<th>Location Marked as Full</th>
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<tbody>
<tr>
<td>Sydney</td>
<td>15404.52</td>
<td>251242</td>
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<tr>
<td>Security Vault 1</td>
<td>103.5</td>
<td>402</td>
<td>70.62</td>
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<tr>
<td>Area 42</td>
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<td>402</td>
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<td>Working Vault</td>
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<tr>
<td>Holding Area</td>
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<tr>
<td>Area 138</td>
<td>81</td>
<td>957</td>
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<td>Area 144</td>
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<td>IV Conditioning Room</td>
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<td>Area 129</td>
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<td>Area 134</td>
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<td>Area 140</td>
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<tr>
<td>Area 142</td>
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<td>16</td>
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</table>
AV Digital Archive Console
Digital AV infrastructure
Mediaflex Training

- Finalise Functional Specifications and System Solution Doco (64 documents)
- Develop User Guides (100)
- Develop Training Schedule and 24 Training Modules
- Set up training facilities
- Create training database
- Train staff at 5 offices (140 people) before, during and after roll-out.
Success! Mediaflex in use at NAA
Major Project Achievements

• Completed project on time and under budget
• Mediaflex is now in operational use at NAA as the primary collection management system for AV
• AV Digital Archive implemented and operational
• Successful metadata migration
• Digital asset migration in progress
End Benefits for NAA

System:
- Enterprise system accessible to all NAA offices with AV
- Ability to undertake archival functions better for AV (transfer, description, lending, storage)
- Improved management of AV born digital and digitised content
- Efficiency gains with streamlined processes e.g. transfer and lending
- Capacity to ramp up transfers of AV born digital content direct from agencies
- Greater security and management of AV assets in AV Digital Archive
- Capacity for improved discovery of items due to new AV data model
- Capacity to automate creation of digital access copies
End Benefits for NAA

Staff have increased:

• Capability and skills in system implementation and roll-out e.g. functional specification review, system testing, system training, data analysis.
• Understanding of project management.
• Knowledge of state-of-the-art digital asset management systems and their functions and capabilities.
• Knowledge of archival processes and operations at NAA through extensive workflow analysis.
• Sense of pride in this major achievement.
Future plans NAA

- Ongoing Mediaflex training
- Transition Mediaflex and AVAMS into ‘business as usual’
- Review staffing needs and structure to support increased digital AV activity.
- Liaison with agencies about AV metadata requirements, templates and transfer of born digital files
- Utilising more Mediaflex digital functionality
- Improve public discovery and digital delivery of AV items by harnessing the AV data model, file exchange protocols, i-mediaflex web browsing facility, Mediaflex and RecordSearch API’s, and use of automated workflows e.g. to create access copies.
- Review AVAMS/Mediaflex in a broader organisational context
Future plans TMD

• Establish Australian Mediaflex User Group for clients:
  – National Film and Sound Archive
  – National Archives of Australia
  – DAMsmart (AV digitisation Contractor)

• Mediaflex team of 3 based in Australia permanently (Director, Systems Engineer, Web developer) to support clients.

• Mediaflex Roadmap and Enhancements
Your story, 
our history

Our Project...your questions?

naa.gov.au