



INFORMATION
ENTERPRISES
AUSTRALIA
PTY LTD

Annual Report 2005 - 2006

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Directors Report

This year has seen the Annual Report produced a little later than usual. That's because the year ended in a big way with *Information Enterprises Australia Pty Ltd (IEA's)* inaugural 3-day seminar EDRMS: Local People Local Knowledge. It was a great success, both strategically and financially. My congratulations and thanks are given to Gail Murphy and Lorraine Bradshaw for the development and coordination of the whole event. More about that later!

This year has seen *IEA* remain stable in terms of income and expenditure; however, there have been significant changes in the management and focus of the *IEA* team. In December I took on a business coach as a means of helping me to consider *IEA* in terms of expansion and challenge. After being in business for nearly 20 years and having a stable team of employees I felt we needed to look beyond what we had been doing and what we could do differently.

As a result of considering my personal vision and mission, as an Owner/Director of *IEA*, I, and ultimately, the *IEA* team, also had to consider the vision and mission of *IEA*. It may sound strange that a company that has a 20-year history does not have a vision and mission, but I can assure you that many SME's intrinsically know why they exist but have never been able to put it in writing. This was our challenge. What is it that *IEA* does?

- Employment Services – fixed term contracts, permanent placements, selection assistance, writing CVs;
- Consulting – System reviews, implementations, tool development, mentoring;
- Training – awareness raising and skill transfer in records management and library topics;
- Publishing – Australian Records Retention Manual, F is for Filing, the First 4-minutes, Information Overload.

Yes, we do all that but, how is that all put in to one easy to understand statement? It should be the kind of statement that can be used over and over again, is easily understood and encourages requests for more information. After some soul searching I believe that the reason why *IEA* exists and the aim it has, is quite simple – even though it took a long time to get it fixed in our heads. What does *IEA* do?

Make business efficient, effective and accountable by putting their information in order.

It is what we have been doing all along but we have now been able to put it succinctly. As a team this helps us to look at every opportunity that arises and ask the question: Does this fit in with our vision statement? If it does then it is worth considering if it doesn't then we move on. This statement helps prevent us from being distracted by ideas that don't fit in with what we do and helps us consider ideas for new services, products or different ways of doing the same things because we know that they fit in with what we do.

As a result of this way of thinking *IEA's Training Services* has been successful in delivering a new range of training courses in relation to managing emails and searching the internet, as well as hosting the 3-day seminar:- **Electronic Document Records Management Systems: Local People, Local Knowledge**. This has resulted in a 260% increase in revenue with a 22% gross profit in this area of *IEA's* business. This could not have been achieved without contributions being made from all of the *IEA* team members, but specifically the success in this area can be assigned to **Gail Murphy**, who develops and provide most of the training, **Andy Moylan** who prepares all the training materials and provided administration support and **Lorraine Bradshaw** who markets the training

services and coordinated the speakers and the production of the speakers papers for the EDRMS seminar. This area of the business is one that we have a passion for and intend to expand over the next year, in particular it is our intent to provide training to desktop and powerusers of TRIM software, by gaining Tower Training Accreditation, and we will pursue the State Records Office to gain a license to provide Keyword AAA training.

In the area of *Employment Services* IEA's biggest challenge is the same as everyone else's - skills shortage. As a result we have not seen a growth in this area, it has remained the same. We are addressing this as best we can by keeping our fixed-term contract staff busy, moving them quickly from one contract to another. **Rachel Moylan** has been excellent in juggling our client's needs and contractor's availability. IEA is aware that this is not the most suitable solution and we have tried to think of new methods of attracting people with the suitable skills. This has resulted in our investigating methods of getting people trained in some of the elements and units of competencies in the Certificate III Business (Recordkeeping) so that we have a larger group of registrants to offer to our clients. IEA is in the early stages of investigation and negotiation in this area and we are aware that this is a long term strategy but strongly believe that this must be considered.

Whilst *Consulting Services* has remained stable in its sales, the role of **Gail Murphy** has changed somewhat. IEA now has a small team of highly experienced consultants who are placed with clients and **Gail's** role is now more related to supervision, strategic guidance and project management of the consultants. IEA is looking to expand the number of consultants it has available to meet the demands of the market and so we anticipate a growth in this area over the next twelve months.

This year has seen the IEA team face some challenges and many of those have been related to internal changes driven by our focus on clarifying IEA's vision. I am aware that whilst this process was taking place it was difficult at times for many of the team. I thank them for their willingness to contribute to the changes and for their trust in following me, even when I was not clear as to where the journey would take us. I will say that the journey is not yet over. I am grateful for the loyalty of all members of the IEA team and their never-ending enthusiasm for change and challenge.

I am looking forward to yet another challenging year that will allow IEA to provide a diverse range of services to a diverse range of clients.

Shirley R Cowcher

Employment Services

The Employment Services had a steady year during 2005-2006. The skills shortage made it an interesting and challenging year trying to source available and experienced Contractors to undertake fixed term contract.

We have placed 52 people in fixed term contracts and completed 155 jobs for 48 Clients during the course of the year.

Contractors have been placed with Clients to cover annual leave, sick leave, and long service leave as well as to assist with special projects some of which this year have included, archiving projects and stock taking.

The general trend for demand is for Records Management personnel, although some organisations are asking for a

combination of both library and records experienced personnel.

As well assisting our Clients with their short term staffing needs we have also assisted Clients with their permanent recruitment needs, by sourcing suitable candidates for permanent positions. This year we have assisted with 5 permanent placements – these included a Records Trainee, Records Officer, Records Manager, Information Officer and Knowledge Manager.

We have also used our expertise and knowledge of the industry by participating in the interview panels for 2 of our Clients. We have also provided our Clients with advice on job description forms and other recruitment issues.

Consulting Services

This past year has been an interesting one for Consulting Services and we have undertaken a range of diverse consulting projects. These have been undertaken in both the private and public sectors. Public sector clients are now working towards meeting the requirements of their Record Keeping Plans so the range of tenders has been varied. This year has also seen contract Consultants come and go, with farewell to Lisa Read White who left us for a new role in a large corporation and a huge welcome back to Helen Starkie and Janet Tombleson, who have both come back to work for IEA. Sally McBride also provided BP Refinery with some valuable assistance in regards to the deployment of Documentum and Burns and Row Worley with a plan of action in regards to electronic document management.

Gail E Murphy's role expanded this year, as she added project managing the team of contract consultants to her schedule.

Gail also undertook a number of consulting projects including the development of retention and disposal schedules for the Department of the Premier and Cabinet, Disability Services Commission and a business classification scheme for the Capricorn Society. Other projects have been the development of a Freedom of Information Statement for the Town of Claremont, advice, support and strategic assistance to a number of clients including the City of Rockingham, the Greenwood Hotel and BP Refinery.

Our Contract Consultants began records management implementation projects for Lion Ore, the Independent Market Operator and the Economic Regulation Authority. Support was provided to the Mindarie Regional Council, City of Rockingham, Immersive Technologies and Nyaarla Projects Pty Ltd.

We have also had the opportunity to attend the Consultants and Educator's

Forum hosted by the State Records Office. This is a great information sharing vehicle in which local consultants, educators and the staff from the State Records Office discuss issues which affect the records management community. Other events attended included

demonstrations of records management software, seminars relating to compliance, fraud and cyber crime and networking breakfasts hosted by the Records Management Association of Australasia (RMAA) and the Fellowship of Information and Record Keepers (FIRK).

Training Services

Providing training courses in records management continues to play a significant part in IEA's day-to-day activities. During the year we ran 30 courses at IEA's offices including:

- An Introduction to Records Management;
- Classification and Indexing of Business Records
- Advanced Internet Searching
- Marketing Records Management to Your Organisation
- Developing a Business Classification Scheme for Records;
- Retention and Disposal of Business Records
- Frontline Customer Services
- Developing and Maintaining a Retention and Disposal Schedule;
- How to Effectively Use the Australian Record Retention Manual (ARRM)

- Building work life balance: The Power of Personal Goal Setting
- Effective Time and Task Management
- Dealing with Difficult and Demanding Customers
- Effective Presentation Skills
- How to create and sustain a culture of innovation and change
- How to write a collection management policy for your library

In addition to the many courses run in IEA's own premises, our training room was used by a number of outside organisations in order to conduct training, and Gail E Murphy also ran an additional 7 training days with clients. Providing a cost effective solution to organisations need for continuing personal and professional development.

Publications

The Australian Record Retention Manual (ARRM):

Each year the Australian Record Retention Manual undergoes considerable re-work to ensure that we bring you the most up to date information regarding record keeping in Australia. The new manual contained an additional 118 pieces of legislation taking the total to over 1926 individual laws that have an impact on record keeping. There were 205 pieces of legislation amended to comply with changes to the law and 57 pieces of



legislation were repealed throughout the year.

IEA also sent copies of the manual overseas highlighting the importance of Australian legislation and publications on the world stage.

The Australian Record Retention Manual (ARRM) Update:

In April of 2006 we issued the very first ARRM Update newsletter. This quarterly newsletter was sent to all purchasers of the Manual. As you know this unique

publication is published annually. However, there are many changes throughout the year, to legislation, which can impact on the record keeping requirements of individuals and organisations across the country. The question was – how do we pass on the information in a timely manner? Whilst we are looking at ways to get the entire manual and the updated information to purchasers and subscribers – we felt that readers would appreciate an interim solution to our problem. We will of course keep you posted on the future developments of the manual.



F is for Filing: a simple guide to managing and storing necessary information for individuals and small business:

This publication continues to sell well. For those people who didn't make it to our Inaugural Seminar on EDRMS (all attendees received a copy of the book), copies are now available for preview and purchase from the Small Business Development Corporation bookshop in Hay Street, Perth.

The First 4 Minutes: Understanding the Selection and Interview Process:

This publication was re-written during the first part of 2006. As with all things published, some of the material contained in the first edition was out of date. As has already been mentioned, the last couple of years has seen a huge demand for people in the information sector, and this needed to be reflected in the book. But rather than simply update those sections that were obviously out of date, the book was stripped back to its base components and re-written completely. As with all of IEA's publications, we feel that if you are going to be investing in one of our publications, we needed to ensure that you were going to receive the most up to date information whilst receiving good value for money.

Quality Processes and Systems

In July 2005 IEA underwent its annual audit of the processes and systems relating to Employment and Consulting Services with Bureau Veritas Quality International (BVQI). In March 2006 Kay Hack our quality coordinator undertook a health check of our systems by conducting an internal audit. Whilst there were a few minor non-conformances it was found to

be due to software upgrades and improved performance rather than from not adhering to the system. The quality system in place at IEA continues to provide the framework around which we conduct our business and ensures that we continue to provide excellence in customer service.

Industry Links

Newsletter "Information Overload" and the Registrant Resources Edition:

Continues to grow in readership. Copies of "Overload" are sent to a direct readership of nearly 1,000 direct subscribers each month. With many more people reading the newsletters via our web site. It is gratifying to receive feedback on the many and varied topics that we cover, it is also pleasing to know that the material that we produce continues to be re-published in a variety of industry publications worldwide.

Sponsorship:

2006 saw IEA asked to sponsor the most outstanding student award In Library and Information Services – Class of 2005 at the Central TAFE Business School Awards Evening on 7th June 2006. As part of the award, Mr Mathew Hayes received a complimentary ticket to day one of IEA's inaugural seminar – EDRMS: Local People, Local Knowledge.



Matthew Hayes with his father and IEA's Director – Shirley Cowcher after receiving his award.

Trade Exhibitions:

IEA took part in the 2005 Small Business Expo at the Fremantle Town Hall, where we took the opportunity to promote our latest book – F is for Filing and to network with other small businesses in the area.

Seminars and Breakfasts:

In October 2005 IEA hosted a breakfast seminar with Kye O'Donnell of the City of Perth and Damien Hassan of the State Records Office on the subject of "**getting the job done**", and how the skills shortages in the records and information management industry has necessitated looking beyond the traditional methods of attracting people to the profession.

From the 14-16th June 2006 IEA held it's inaugural seminar on Electronic Document and Records Management Systems entitled "**EDRMS: Local People, Local Knowledge**" at the University Club of Western Australia. The event was well received with 21 speakers and over 100 people attending the event. Speakers' papers are now available from the event. If you would like to know more, please contact our offices. On the final day the event played host to the launch of the State Records Office of WA proposed new standard for the promotion of good recordkeeping practice in WA Government agencies. The "Making and Managing Digital Records (Exposure Draft) – Part One." The standard is available from the State Records Office of WA website - <http://www.sro.wa.gov.au/>

Presentations and Papers

During the year, Shirley Cowcher was asked to become a member of the Challenger TAFE Business Industry Board and the Fremantle Career Development Centre Steering Committee.

Shirley was also asked to be part of the judging panel for the IPAA Lonnie Awards. The Inaugural Award was to be presented to the government department who

showed the best recordkeeping reporting in the government organizations annual report. The award recognises the importance of record keeping as outlined in Principle 6 of State Records Commission Standard 2. The award was presented to South West Regional College of TAFE.

Shirley was also asked to part of a panel discussion at the IPAA WA Forum "Maelstroms and Milestones" event which looked at bringing together the pieces in the State Records framework and the implications of the State and Local sector.

Gail Murphy was asked to speak to library and records management students of Curtin University on employment opportunities in the industry.

And Lorraine Bradshaw gave a presentation on "Contract Work Opportunities" to the ALIA Library Technicians Group "Career Development for Library Technicians" Workshop in July 2005.

"What skills do you need today to get the job you want tomorrow?" Incite; October 2005 p6.

Continuing Professional Development

Continuing Professional Development continues to play an important part for staff at IEA.

Gail E Murphy attended the following:

- RMAA Annual General Meeting
- Knowledge One Seminar
- Managing Legal Compliance Seminar
- State Records Advisory Committee (SRAC) Meetings
- Fellowships in Record Keeping (FIRK) Breakfast seminars

Shirley Cowcher attended the following:

- ANZ economic briefing
- IPAA Seminar
- IIM Breakfast Seminars
- RCSA Superannuation Seminar
- Shirley attained recognition as an accredited professional member of the RMAA during 2003-2006.

Gail and Shirley both attended:

- Fraud Control Seminar
- Techniworks Demonstration and Seminar
- RMAA Breakfast Seminars
- Fremantle Chamber of Commerce Function
- RCSA Breakfast Seminars
- IPAA Cyber Crime Seminar

- State Records Office of WA Educators and Consultants Meetings

Gail, Shirley, Rachel and Lorraine attended:

- Demonstration of File CM Software
- Demonstration of AXS One Software

Shirley and Rachel attended:

- Workplace Agreements Seminar
- Shared Services Invoicing Seminar

Andrew completed courses in:

- Certificate IV in Business Management
- Advanced Excel
- Quickbooks
- And started the Diploma of Business (Frontline Management)

Lorraine, Andrew and StJohn undertook training in Quality Systems and Procedures