



INFORMATION ENTERPRISES AUSTRALIA PTY LTD

ANNUAL REPORT
2003—2004



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Directors Report

The end of this financial year brings with it the preparation for *Information Enterprises' 18th birthday* celebrations. *Information Enterprises Australia Pty Ltd (IEA)* as Management Company for *Information Enterprises* is now in its seventh year of operation. These are significant milestones for any small business and I am very proud to have contributed to the success of both entities.

This year, as with last, has seen global, national and state events have an impact on all businesses. Again, Australia and Western Australia has fared better than most in terms of the economy but this does not mean that we can be any less diligent in ensuring that we work smart and offer the best service and value for money to all our clients and potential clients.

This year we have built on the foundations we laid last year, in implementing new initiatives, and the results are positive.

- Our customer service system, FastTrack, has allowed us to keep in touch with all our clients on a weekly basis and track the contact. It has also allowed us to reacquaint ourselves with some clients who we may have lost touch with. We are also able to view and measure our performance from statistics and client evaluations that are recorded in the system.
- The integration of the payroll system with FastTrack, has allowed us to be far more effective in completing the payroll and invoicing processes. And there is a better audit trail to allow us to answer any queries regarding pays or charges very quickly.
- Our sales breakdown now shows a far healthier diversification of income streams due to the restructure of the organisation, which resulted in an increase in consulting and training services being available to clients.
- A review and change to the production and marketing of the Australian Records Retention Manual saw an increase in sales by 70%, and a decrease in production costs by 26% from last year.
- The allocation of a dedicated person to marketing and projects has resulted in a more global presence for *IEA*. Subscribers from overseas receive our free monthly e-zine, *Information Overload* and **Lorraine Bradshaw** is a regular guest contributor to the UK based *FreePin*, a web based information resource for information professionals.
- Research and development is nearing completion for the production of a new publication aimed at small business.

All this has been achieved with a reduced compliment of staff. This year **Kay Hack** made the hard decision to reduce her workload. Kay has had a few health problems and has tried very hard not to let them get on top of her, but at the end of the day Kay's health is very important and so we convinced her that it was OK to go part-time. Kay is now dedicated to supporting our quality system.

To take up the slack **Rachel Moylan** took on the role of Finance Officer and is supported by **Andy Moylan** as a part-time Office Assistant. Yes, they are related.

As always, I would like to acknowledge the work and effort of the *IEA* staff, and the contractors, who all present themselves in a professional manner to our clients and prospective clients. Without the dedication of all those who work for *IEA* I would not be in a position to speak of the achievements of the company and I am ever mindful of this fact when I present this report. To that end I thank specifically:

Gail Murphy who has been very busy presenting training courses and developing Record Keeping Plans and Retention and Disposal Schedules for government agencies having to meet the requirements of the State Records Act. In addition, she has found the time to continue her work as part of the employment services team and personally has given time to support the WA Branch of the RMAA.

Rachel Moylan for becoming the central hub for the employment services and the friendly voice for each and every client, registrant and contractor that contacts our offices.

Kay Hack for remaining a part of the team and keeping our quality systems on track.

Lorraine Bradshaw for being willing to explore everyone's ideas and expanding market knowledge of the IEA brand.

Andy Moylan for doing all the "jobs" given to him and completing them with such enthusiasm and wit.

Kelly Clarke for providing support with legislative research for the Australian Records Retention Manual.

Franca Bianchi for her attention to detail and complete honesty. Franca provides a solid support to me in managing the finances of the organisations.

David Stevenson who has gone beyond the call of duty out of loyalty to continue to support our IT network when he was overworked with his own job. David will be leaving us next year, which will allow him to have weekends and nights free instead of having to visit our offices to upgrade systems.

With such a team of dedicated people how can we not continue to thrive?

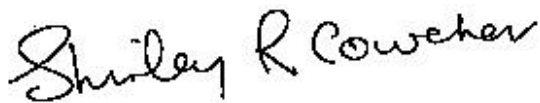
Next year will see some new challenges for which we will commence planning in September.

The first of these will be the results of the State Government's Mandatory Common Use Contract for Temporary Personnel. If IEA is successful in its tender response then we will be establishing new systems to meet the needs of the contract. If we are unsuccessful we will be seeking new markets to fill the gap. The interesting point of the contract is that it is set up purely for Temporary Personnel so IEA has the opportunity to educate government agencies in the differences in placing a temporary contractor and placing a person to complete a contract. The first being for labour, which comes under the contract, the other is for service, which does not.

The other challenges we will face as a minimum this next year are to:

- increase training services in terms of courses offered and methods of presentation.
- release a new publication on to the market.
- redesign and launch a new web site.

And why should this next year be any different in that all of us at IEA will face the challenges with enthusiasm and excitement. The only constant is that everything changes.



Reports from the Divisions:

Employment Services

Information Enterprises Australia's Employment Services has been rather busy, we have seen a wide variety of Clients requesting our services including local, state government, private industry and academic institutions.

In all we have placed 64 people in fixed term contracts. The average length of each contract was 4 weeks, a significant increase from last year. In all the Employment Services completed 196 jobs for 44 Clients.

Our contractors have assisted clients with placements to cover annual, sick and long service leave, as well as special projects, some of which this year have included file conversions, archiving projects and stock taking, with the general trend being for records management personnel rather than library staff. This is due to a number of factors, including the adherence to the State Records Act 2000 and a growing acceptance by organisations of the importance of record keeping and the management of information in general.

As well as assisting our Clients with their short term staffing needs we have also assisted Clients by sourcing suitable candidates for permanent placements. This year we have filled 7 permanent placements, including a Records Trainee, Records Officers, a Law Librarian and a Knowledge Manager.

Consulting Services

The last financial year has been a demanding and varied one for the Consulting Services Division. January and February 2004 was a busy period with all of our efforts concentrated on providing compliance checklists and the development of Record Keeping Plans (RKP) for clients in local and state government. After the success of our first RKP for the Fremantle Ports, which received a "gold star" from the State Records Office in 2003, IEA's Consultants were kept extremely busy developing RKP's for the following clients:

- City of Rockingham.
- City of Wanneroo.
- Coal Miners Welfare Board.
- Economic Regulation Authority.
- Esperance Port Authority.
- Lotterywest.
- Shire of Merredin.
- Tourism Western Australia.
- Combined RKP for the Office of Gas Access Regulation, Office of the Western Australian Independent Gas Pipelines Access Regulator, Office of the Gas Disputes Arbitrator and the Western Australian Gas Review Board.

One of the benefits of the hard work put in by IEA's Consultants in the development of RKP's was the great working relationship we have developed with the staff at the State Records Office (SRO). Working closely with the SRO has allowed IEA to have a much greater appreciation of their requirements and a greater understanding of the processes involved in the evaluation of RKP's and retention and disposal schedules.

After the March deadline for the submission of the RKP's, we were able to draw breath, but not for long as a number of consulting projects commenced. Over the last financial year we have provided the following services:

- Development of retention and disposal schedules for Lotterywest, ChevronTexaco Australia Pty Ltd, Coal Miners Welfare Board and the Office of Gas Access Regulation.
- Provision of strategic advice and support to BP Refinery (Kwinana) Pty Ltd, Fremantle Ports and Edith Cowan University.
- Compliance Checklists and System reviews for the Department of Education and Training, Capricorn Society Pty Ltd, Southern Communities Advocacy Legal and Education Service Inc, Shire of Merredin and the City of Albany.
- In-house training for the Department of Justice, City of Rockingham and the City of Albany.

- Thesaurus development for Tourism Western Australia.
- Disaster review for the Shire of Manjimup.
- Assistance with evaluation of records management software for the Shire of Augusta - Margaret River.
- Completion of the implementation of records management system for the Coal Miners Welfare Board.

This year also saw the departure of a number of our contract Consultants to greener pastures. We said Au Revoir to Helen Starkie, Carol Dasey and Janet Tombelson. With many thanks to you all for your contribution to our Consulting Services.

Training

Training continues to play a significant part in IEA's day-to-day activities. Our senior consultants and trainers, Shirley Cowcher and Gail E Murphy were joined this year by Marita Keenan of Alchemy Knowledge Solutions, which allowed us to offer more training courses during the year. In all we ran a total of 30 courses with 186 participants, an increase of over 70% on the same time last year.

Our practical, hands-on approach to training allowed us to offer courses on the following subjects:

- An Introduction to Records Management;
- An Introduction to Business Classification for Records;
- Developing and Maintaining Business Classification for Records;
- Practical Indexing;
- An Introduction to Retention and Disposal;
- Developing and Maintaining a Retention and Disposal Schedule;
- Occupational Health and Safety;
- Disaster Planning and

We were also able to offer in-house training to the Department of Justice, City of Rockingham and the City of Albany.

As with all of the services that IEA provides to the library and records management communities we are constantly looking at the development of new courses and initiatives. The results of these discussions and planning will be shared during the next few months.

This year also saw IEA being invited by the Australian Library and Information Association (ALIA) to become a CPD training partner. For those people on the ALIA CPD program all IEA's training courses can now count as part of the assessment. In addition, IEA gives a 10% discount to all current members of ALIA and registrants of IEA's employment services.

As part of our continued improvement to the services that we provide, IEA is looking to become a "Registered Training Organisation" during the next financial year, allowing us to provide even more services to the library and records management communities in Australia.

Publications

The Australian Record Retention Manual

In the 4 years since IEA took over the writing and production of the Australian Record Retention Manual



(ARRM) we have made significant changes to the layout and content of the manual. The 2003 edition saw a much-needed re-write of the Retention and Disposal Schedules, making them a lot more user friendly. We also added overseas legislation that impacts on Australian record keeping, and the total number of individual pieces of legislation reached a staggering 1662. Whilst we added several hundred new pieces of legislation to the manual, we also changed nearly 1,000 pieces of legislation already covered in the manual.

We saw an increase in market share by 70% with Subscription Sales increasing by 30%, with copies going to America and the UK for the first time.

With the growing importance of record keeping world wide, we will be looking to further expand the scope of the ARRM with the next edition, and will introduce a sister publication to the manual in the near future.

The First 4 Minutes: Understanding the Selection and Interview Process

The e-book *The First 4 Minutes* continues to make steady sales. We all know that you only have a few minutes to create the best impression on a potential employer, this book has helped countless people find employment.



It's not just about wearing the right shoes, a suit and a tie (if you're a man) or a short skirt if you are a woman, but how you shake hands, conduct yourself, whether you appear nervous or confident, too laid back or uptight, it's not just about answering the questions in the way you think the interviewer wants to hear them answered – it's about being honest (but not blunt), about being prepared. The book looks at the numerous types of interview you are likely to face in your quest to find work – from telephone to videoconference, from a one on one informal "chat" to a panel interview. The book also takes you behind the scenes to find out what it is that potential employers are looking for, why they ask the questions that they do, and what they expect of you, as the potential new member of staff.

Industry Links

Newsletter "Information Overload"

From humble beginnings, the subscriber base for our newsletter has grown by over 190% since the first issue. The newsletter now reaches 8 countries including India, New Zealand, United Kingdom, USA, Singapore, Zaire, Belgium as well as all our own states and territories.

We also publish a "registrant resources" edition, which reaches over 200 people each month.

The topics covered during the year are:

Information Overload:

- Issue 12 – August 2003 - The Impact of the State Records Act and accountability in Record Keeping
- Issue 13 – September 2003 - Marketing of Library and Information Services
- Issue 14 - October 2003 – Discrimination
- Issue 15 – November 2003 - Manager or Leader
- Issue 16 – December 2003 - Drug and Alcohol Policies
- Issue 17 – January 2004 - Knowledge Management
- Issue 18 – February 2004 - Casuals vs. Employees
- Issue 19 – March 2004 - White paper on electronic archiving
- Issue 19.1 – May 2004 - Follow up to electronic archiving
- Issue 20 – April 2004 - Searching the World Wide Web
- Issue 21 – May 2004 - Age Discrimination
- Issue 22 – June 2004 - Doing More With Less
- Issue 23 – July 2004 - Corporate Governance

Registrant Resources:

- Issue 12 – August 2003 - Minimum Conditions of Employment
 - Issue 13 – September 2003 - Marketing of Library and Information Services
 - Issue 14 – October 2003 - FAQ's
 - Issue 15 – November 2003 - Personal Development
 - Issue 16 – December 2003 - Drugs and Alcohol Policies
 - Issue 17 – January 2004 - Goal Setting
 - Issue 18 – February 2004 - CV or Resume
 - Issue 19 – March 2004 - Covering Letters
 - Issue 20 – April 2004 - Answering Selection Criteria
 - Issue 21 – May 2004 - Interview Preparation
 - Issue 22 – June 2004 - Public Speaking
 - Issue 23 – July 2004 - Networking
- Copies of the newsletters can be obtained from training@iea.com.au.

Weekly Job Lists

As an employment agency we are dedicated to finding work for people. One of the ways that we achieve this aim is by providing a weekly job list of advertised positions. Abstracted from the weekend West Australian, as well as local community papers, the job lists are distributed via the electronic list serves, which serve the

library and records management communities across Australia. This popular service has helped many West Australians find employment.

Sponsorship

In May 2004 Information Enterprises Australia sponsored the award for the Most Outstanding Student – Program Area of Library Studies at the inaugural awards ceremony held by the Western Australian School of Management and Business, Central College of TAFE. The recipient of the award, Miss Leanne Fisher is currently working as a Library Technician at St Hilda's secondary college.

And each year Information Enterprises Australia helps to sponsor the WA Special Needs Children's Christmas Party. All children are special, but knowing that we have made special children smile, is worth more than the pennies we give, but know that the pennies together create fortunes.

Articles, Papers and Other Writings

Gail E Murphy gave a presentation for Archives and Records Management Week 2004 for the Records Management Association of Australasia (South Australian Branch) on 26th May 2004.

Gail spoke about the Legal Requirements of Record Keeping in the Private Sector.

Abstract:

In today's world, the names - Andersens, Enron, HIH, WorldCom, Global Crossing, Ansett and British American and Tobacco are familiar to many people. Why?

Are these examples of poor corporate governance, poor financial management, risky decision making – Yes, they probably are, but they are prime examples of why organisations need robust and effective records retention and disposal programmes.

In the presentation, the emphasis was not on what has happened in the past but rather on what organisations have to do now, to meet the legal requirements of keeping records and what impact has Sarbanes Oxley and CLERP9 had on record keeping, not only in Australia, but also around the world.

Most organisations are aware of the ramifications of the law that affects their businesses, but how many of them know that there are over 1660 individual pieces of legislation, which affect the record keeping of companies within the private sector. The presentation highlighted the laws of evidence, limitations of actions, electronic transactions and the law of Tort, as well as legislation, which affects finance, human resources, occupational health, and safety. For a little light relief a number of rather unusual South Australian laws were highlighted!

Finally, the presentation looked briefly at the steps of implementing a records retention and disposal programme.

IEA has also been fortunate in having work published by a number of professional journals and organisations during the year. These are as follows:

"The Impact of the US Sarbanes-Oxley Act on Records Management World Wide" Freepint Issue No 161 17 June 2004

"What does CPD actually mean?" Incite, Volume 25, April 2004 p8

Our marketing and training coordinator, Lorraine Bradshaw is also a regular guest editor for the Freepint Jobs Update, a fortnightly e listing of library, records and information management jobs in the United Kingdom. (<http://www.freepint.com>).