

CSIRO Publishing

e-xtending content and reach

CSIRO Publishing has spent much of the last five or more years reinventing itself. Having moved from a subsidised operation and part of the information group in CSIRO, the publishing arm is now a self-sustaining, market-focused business. This was borne of necessity, in order to survive in a competitive and technology-driven environment. Today CSIRO Publishing is a dynamic publisher driven by a dedicated team with a strong belief in delivering world-class science outcomes from Australia, both online and in print.



CSIRO Publishing has had to explore ways to expand readership and potential market for its publications. It has focused on publishing internationally authored papers that fit within the scope of its journals, which are increasing the importance and reach of CSIRO's publications in the world market. Some of the journals it publishes now have up to 80 per cent of subscriptions from outside Australia. CSIRO Publishing is also co-publishing books that have an international focus with respected publishers such as Cornell University Press, Island Press and CABI Publishing. This is showcasing locally produced content on the world stage.

In the journals publishing group, the focus is on providing new services through electronic delivery. In 2003, CSIRO Publishing launched a new website; in 2004 it began delivering COUNTER compliant usage reports, reference linking through journal papers, and the ability to download citations. This year it has turned its focus to digitising the print archives for as many journals as possible. CSIRO Publishing has just added full PDF archives back to volume one for five journals, with more to follow. In 2005, this content is available to subscribers on a trial basis. The next priority is to become Open URL compliant, which will be achieved in the coming months.

These growth activities at CSIRO Publishing have not only been limited to content delivery. Recently the business invested in international partnerships to facilitate access to journal content outside Australia. It is no secret that the People's Republic of China is a growing economy, and one of the few countries where library budgets are increasing. It is a market where content is in demand but, until now, online access has been limited due to the prohibitive costs of international broadband access fees. All of CSIRO Publishing's journals are now being promoted by Swets Information Services and delivered through CERNET, the China Education and Research Network, linking Chinese universities and research institutions directly to SwetsWise Online Content.

Another international partnership has CSIRO Publishing currently working closely with NRC Research Press from Canada to develop electronic submission and peer-review systems. Next month CSIRO Publishing will launch OSPREY (Online Submission and Peer Review), which will bring greater efficiencies to the current peer-review system.

After all of this electronic emphasis on journals, have books been forgotten? Although the market demand is much higher for journal content online, CSIRO Publishing is still exploring e-book opportunities. Many new titles are now available through NetLibrary, and trials are underway to work with James Bennett through their e-Title initiative. The books team assesses each new title for e-sales potential and some selected new titles are being sold in electronic format from CSIRO Publishing's website [<http://www.publish.csiro.au>]. And despite all of this e-content activity, the books team is still successfully publishing up to fifty new titles per year in print, with many available through the website shop.

So, it would be safe to assume that online content delivery for journals and the web bookshop are fundamental to the success and growth of CSIRO Publishing. Although the requirements to stay competitive are often challenging, there is definitely a desire from the Publishing group to offer a viable and quality, not-for-profit alternative to multinationals and the overseas science community from Australia.

Jennifer Griggs, marketing manager, CSIRO Publishing

inform >>> innovate >>> inspire



Australian
Library and
Information
Association

ALIA's premier awards

Nominations are now being called
for the following premier awards of the
Australian Library and Information Association

HCL Anderson Award

The HCL Anderson Award is the Association's highest honour that can be bestowed on an Associate member of ALIA. It is awarded in recognition of outstanding service to the library and information profession in Australia, to ALIA, or to the theory of library and information science or to the practice of library and information services.

Applicants are required to be financial members of ALIA.
This award is peer-nominated.

Redmond Barry Award

The Redmond Barry Award is the Association's highest honour that can be bestowed on an individual not eligible for associate or technician membership of the Association. It is awarded in recognition of outstanding service to or promotion of a library and information service or libraries and information services, or to the theory or practice of library and information science, or an associated field.

Nominees do not need to be a member of the Association. This award is peer-nominated.

Ellinor Archer Pioneer Award

The Ellinor Archer Pioneer Award recognises pioneering work in new areas of library and information science. This may involve a one-off product, a new service or program or development of an existing service, but must incorporate a future-oriented approach.

Applicants are required to be financial members of ALIA.

The nomination may identify a specific group or unit within an institution. This award is peer-nominated.

Nomination forms

Nomination forms and further information:
<http://alia.org.au/awards/>

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Nominations close 1 August 2005