

MEDIA RELEASE

17 November 2006

FOR IMMEDIATE RELEASE

LIAC SUPPORTS DIGITAL CONTENT STRATEGY

The Library and Information Advisory Commission (LIAC) Ngā Kaiwhakamārama i ngā Kohikohinga Kōrero welcomes today's release of the discussion document on the New Zealand Digital Content Strategy, an essential plank of the government's Digital Strategy, by the Hon David Cunliffe, Minister for Information Technology, and Hon Judith Tizard, Minister Responsible for the National Library.

LIAC has endorsed the directions of the Digital Content Strategy during its development and is pleased to see the concept of NZ Online, one which LIAC devised in 2004, come to life. Unlocking, protecting and preserving New Zealand's stock of digital content is crucial if we are to achieve LIAC's vision of **"Aotearoa – New Zealand: a leading information democracy"**.

LIAC is currently involved in developing the concept of the Creative Commons – a model for managing intellectual property rights – and a vital part of content creation.

LIAC believes that public libraries have a strong role to play in realising the Connection goal of the Digital Strategy and continues to support the provision of internet access to New Zealand citizens through their public libraries by establishing a 'People's Network'.

'We have the digital vision, the infrastructure gets more amazing and capable and we will soon have a strategy to realise our connected future' says LIAC Chair, Brian Pauling.

The final strategy will provide a framework for and prioritise government's actions over the next five years.

Realising New Zealand's potential online began with the launch of Government's Digital Strategy in May 2005. An impressive programme has followed – the announcement of free-to-air digital TV, the cultural portal and Te Ara, the Broadband Challenge, the Advanced Network, "unbundling the loop" and the Community Partnership Fund. The e-Government Strategy was launched in Wellington last night. The Digital Strategy's goals – Content, Confidence and Connection – are coming together to transform the way that New Zealander's access and interact with information which is important to our lives, our business and our national identity.

LIAC advises the Minister Responsible for the National Library on library and information issues, including mātauranga Māori.

Library and Information Advisory Commission www.liac.org.nz
New Zealand Digital Content Strategy www.digitalcontent.govt.nz
National Digital Strategy www.digitalstrategy.co.nz.

