



# Newsletter

August 2006



## RFID at the item level delivers returns in libraries

Gold Coast City Council (GCCC) Library Service will become one of the first library services of its size to simultaneously implement 3M™ RFID across its entire network of branches.



Imagine you decide to drop by your local library (at the busiest hours of course since that is the only time you can go there), you walk in, the long lines you expected are non-existent, "my lucky day" you think. As usual you sit down at a computer to browse for your books. You go down the aisles, you notice that one of the librarians is giving a reading session for children, "that would be wonderful for Malcom, I'll bring him along next time." You find all the books where they are supposed to be, "definitely my lucky day". A librarian comes up to you, smiling, and you exchange comments on one

of your books, she advises you on another book that you would enjoy, and once again the book is at the right place. You go to the 3M SelfCheck™ System, scan your library card, and put your stack of items on the counter and it's done! The 3M SelfCheck System also tells you that the item you reserved online is now available for collection. A lucky day? Not really, you have just experienced RFID in your library!

RFID in libraries will certainly help the Australian public be more aware of the benefits of the technology.

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## Getting the Most Out of RFID

The Australian Department of Communications, Information Technology and the Arts has developed a RFID starting guide for SMEs



*Getting the Most Out of RFID* has been developed in consultation with RFIDAA and GS1. It has also been reviewed by the Auto-ID Laboratory, Adelaide. [Read the description](#) and [download the pdf](#) on our website.



### Links, events, & discounts

- On RFID Journal read how [an Australian firm has begun using its information-security consultancy](#). Learn also about [New Zealand retailer The Warehouse planning an RFID pilot](#).
- On the Australian IT read how [Telstra call for RFID test customers](#)
- 19th to 22nd of September: [Australian Library & Information Association \(ALIA\) Biennial Conference](#), Perth Convention Exhibition Centre.
- 4th & 5th of October: [How To Use RFID Applications In Your Government Organisation](#), Washington DC, USA.
- 9th & 10th of October: [RFID Germany](#), Frankfurt, Germany.
- 7th, 8th & 9th of November: [RFID/USN KOREA 2006](#), Seoul, South Korea.

=> More on [www.rfidaa.org/links](http://www.rfidaa.org/links) and [www.rfidaa.org/events](http://www.rfidaa.org/events)

### Editorial Measuring the value of investing in RFID knowledge and awareness

Australian businesses are demanding ROI from IT initiatives and innovation.

It is the view of RFIDAA that traditional measurements of return have flaws.

Measuring the value of technology improvement is often difficult given the wide scope of influence and impact that new applications can

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### Victorian Government continuing to promote overseas opportunities through RFIDAA

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### RFIDAA AGM: a new board elected and a MoU signed with GS1

The Annual General Meeting of RFIDAA took place on the 15<sup>th</sup> of August at RFIDAA offices in Melbourne. Members

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### RFIDAA at RFID World

RFIDAA was proudly present at RFID World on the 8th and 9th of August at the Sydney Convention and Exhibition Centre. It was the third edition of the only event in Australia devoted entirely to RFID. Speakers included **Dr John Mo**, Team Leader, *CSIRO Manufacturing and Infrastructure Technology*, **Jonathan Loretto**,

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## RFID World 2006 (from page 1)

General Manager, *Telstra Extended Enterprise Solutions*, **Maria Palazzolo**, CEO, *GS1 Australia*, **Annika Johansson**, RFID Project Manager, *Volvo*, **Peter Cole**, Research Director and Professor, *The University of Adelaide*, **Jasver Foo**, Business Development Manager, *Zebra*, **Malcom McKeith**, Director Visibility Programme, *Australian Department of Defence*, and more.



Our Vice Chairman, **Cal Anderson**, delivered a speech to the delegates attending the conferences entitled *RFID and Cross Enterprise Applications*: "Let's do something different about RFID when we return to work. Let's get the executive attention about RFID applications...". You can listen to the speech on [www.rfidaa.org](http://www.rfidaa.org) and download the presentation.

Around 165 delegates attended the different conferences over the 2 days. In the coming newsletters we will have various articles featuring the exciting topics of the conferences such as the National Demonstrator Project and the National Livestock Identification Scheme.



Nearly 300 visitors came to the stands



From left to right: **Cal Anderson** (Vice Chairman) RFIDAA, **Barry Kruger** (interim Qld State Chairman), **Julien Marchand** (RFID Consultant).

area where 24 exhibitors were displaying their latest products and services related to RFID. The RFIDAA stand attracted a lot of interest from the visitors and numerous companies decided to sign up as members. RFIDAA was happy to catch up with its current members and exchange lots of ideas on working collaboratively in the coming months.

[Photo gallery on www.rfidaa.org](http://www.rfidaa.org)

## Victorian Government continuing to promote overseas opportunities through RFIDAA (from page 1)

A key role for our Association is to be the contact point for interest expressed from overseas that comes through government. This is increasing given the wide degree of business interest in RFID and opportunities to promote members capabilities is a major area of our focus. The government also host many delegates from overseas and promotes RFIDAA through their facilities and publications. Trade shows, with government assistance and subsidies, are also happening monthly.

[Read the press release from MMV](#)



## RFIDAA referenced in the Victorian Supply Chain Action Plan

On September 6, there will be another industry forum on the actions required as driven by the Victorian government in improving supply chain efficiency and productivity. The government again demonstrates its leadership in providing incentives and support for supply chain initiatives.

[Download the pdf of the action plan](#)



## RFIDAA forms close relationship with RFID related trade shows

Your Association is building a calendar on the relevant trade shows to consider. With assistance from government as well as leading trade show organisations such as CeBIT and Terrapin, RFIDAA is being presented a wide range of options to promote to our membership base. We look forward to announcing our local calendar of events for 2007 shortly.



## RFIDAA building a Membership Directory

We are anxious to get your feedback to our initiative to promote our members to companies and organisations contacting the RFIDAA for help with RFID services, advice and systems. This directory will be developed with membership support and will be a new initiative for the new RFIDAA board. We look forward to your input and participation in this initiative.

## RFIDAA engaging with industry on RFID business needs

As the government aligned RFID Association, we are taking a practical and realistic approach to RFID adoption. This program involves clarifying and confirming business needs and benefits from RFID. Using methodology established to confirm the business case, we seek industries wishing to allocate resources to work with us. The model involves appointing a 'coach' within industry to assist us to ensure the business issues are real and specific.

[rfidaa@rfidaa.org](mailto:rfidaa@rfidaa.org) for more information

Interested in becoming a sponsor or a member of RFIDAA?

E-mail us at [admin@rfidaa.org](mailto:admin@rfidaa.org)

Visit our website: [www.rfidaa.org](http://www.rfidaa.org)

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## RFID at the item level delivers re- turns in libraries *(from page 1)*

### Returns of RFID in Libraries:

- ☑ increased productivity
- ☑ enhanced customer service
- ☑ answer to the labour shortage
- ☑ finding missing items
- ☑ reduced risk of injuries (OH&S)
- ☑ improved collection management

Nowadays libraries are busier, patrons expect more services and because they are more technology savvy they expect their library to have the latest technology. However library budgets and staff resources are not keeping pace with the increasing demand for new services. Because of

this more and more libraries are choosing to implement RFID to boost their productivity.

*"Globally RFID technology is a hot topic for libraries. By undertaking such a large-scale implementation Gold Coast City Council have raised their profile within the library community,"* Product Manager for 3M Library Systems, Mr Eoin Geaney said. *"Councils and Library Services across Australia and the world will follow the success of this RFID project over the coming months,"* he said.

Gold Coast City Council have undertaken a comprehensive change management process that has ensured all staff are familiar with the new technology and kept up to date on the progress of the implementation project. The library has converted over 80% of the 700,000 items in their collection to RFID in just over 3 months.

*"[RFID] has been my obsession for several years"* said Ms Leona Jennings at the 3M RFID demonstration conferences on 23<sup>rd</sup> August at the 3M Australia headquarter in Sydney. The Coordi-



*Leona Jennings and Eoin Geaney checking out books at a 3M SelfCheck Station. 3M RFID conferences, August 2006*

nator, Library Services Management Projects, explained to other librarians in the audience, all the processes she went through since the initiation of the project in December 2003. She gave advice on how to fund the case for RFID and how to get the funding. *"Think about your most routine work process, now imagine cutting the steps it takes to perform that task in half. What capacity would that give you for customer service?"* She also added that they had been waiting for the price of the tags to decrease: *"The ongoing tags are the most expensive cost"*. The price average for a tag in the industry fell to 90 cent.

Beenleigh Library was the first to go 'live' on the 24<sup>th</sup> of August with the remaining libraries going 'live' in October 2006. *"Customers love it"* reports Ms Jennings, *"Kids think it's pretty cool"* and *"elderly people feel good about mastering the system"*. *"We are even getting lines at the self check-out because everybody wants to try it and forgets there is still a circulation desk."*

According to Ms Leona Jennings, the main reasons Gold Coast City Council selected the 3M One-Tag RFID System was because of its proven ability to:

- ☐ improve efficiencies and ergonomics in the workplace,
- ☐ increase productivity and enable staff deliver higher levels of customer service;
- ☐ its compliance with the ISO standards (18000/3 & 15693)

The latter is an important criteria for libraries because it means they can source their tags from other vendors and could have the possibility of mixing and matching their existing equipment. (read more about this issue in coming newsletters).

Other important factors were its simplicity of implementation, 3M's 35 years experience working with Australian libraries and their local technical service and support infrastructures.

*-Julien Marchand, RFIDAA-*

full article & + details about the 3M solution, [www.rfidaa.org](http://www.rfidaa.org)

### List of libraries using 3M RFID technologies:

1. Redcliffe City Library (Aug 05)
2. Marrickville Library (Dec 05)
3. West Ryde Library (Dec 05)
4. Swansea Library (Feb 06)
5. Altona Meadows Library (Feb 06)
6. High Court of Australia (Feb 06)
7. Liverpool City Library (March 06)
8. Beenleigh Library, Gold Coast City Council (Aug 06)
9. Belmont Public Library (June 06)

### 3M RFID with enhanced Tattle-Tape security

10. ACT Health Service Library
11. Brisbane City Council, Wynnum Library
12. Commonwealth Parliamentary Library

### Tips for our members:

1) Update your profile on RFIDAA website to reflect the latest change. Visit your profile at [www.rfidaa.org/member-directory](http://www.rfidaa.org/member-directory) and email us the changes you wish to make.

2) Do you have exciting projects happening around RFID? Submit an article to be published in the RFIDAA newsletter. Email us at [rfidaa@rfidaa.org](mailto:rfidaa@rfidaa.org)



## RFIDAA AGM: a new board elected and a MoU signed with GS1 Australia (from page 1)

From the left to the right:  
*Cal Anderson, David Sanders, Phill Kenny, Rolf Zimmerman, Adam Sandiford, Fiona McDonald, Chester Lennard, Steve Bridges, Ian Watt.*

The Annual General Meeting of RFIDAA took place on the 15<sup>th</sup> of August at RFIDAA offices in Melbourne. Members and sponsors witnessed Ian Watt, RFIDAA chairman and Mark Fuller, COO GS1 Australia, sign a Memorandum of Understanding (MoU) defining the relationship between the two organisations. The audience then elected the new board. Mark Fuller, retired as a Director, Former director Mike Clarke's resignation was also accepted.

The new board is constituted of 7 directors who will work for RFIDAA to achieve its objective on a voluntary basis.

->From the existing board:

- † Ian Watt (AEC): Chairman
- † Cal Anderson (Datanet) : Vice Chairman
- † Steve Bridges (Midcomp): Director

->Newly elected directors:

- † Adam Sandiford (CA): Treasurer
- † Chester Lennard (Electro-Com): Technical Action Group
- † David Sanders (Bestrane): Director
- † Phill Kenny (Bryn Systems): Public Officer

NB: Bill Johnson (Regni) and Rolf Zimmerman (SMS) are seconded appointments who will actively work with the board of directors.

About the MoU: An agreement was executed between GS1 and RFIDAA to continue to work together on standards based RFID adoption. GS1 has the responsibility to represent EPCglobal in Australia and RFIDAA acknowledges the need for their leadership, member communications and standards leadership. The role of RFIDAA is recognised by GS1 to focus on Australian industry and government needs and programs.

We look forward to the continued relationship to help both organisations membership.

*Next step:* The new board will run an internal half day workshop early September 2006 to revisit and revise the RFIDAA strategy.



## Editorial: Measuring the value of investing in RFID knowledge and awareness (from page 1)

have. Data capture applications in particular can positively stimulate work force behaviour and achieve ongoing advantages in quality, process improvement and data integrity.



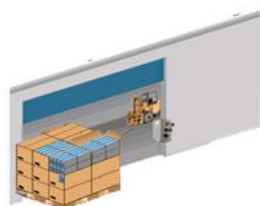
Closed loop, real time processes have rarely been obtainable due to technology restraints. This forced process cost estimates and covered up many of the costs related to poor business processes. Evidence is available in the profitability improvements companies have achieved in using real time data collect systems.

Think about how you would invest in internet applications if you could do it again. Would you not spend some time and effort up front in understanding how your applications could benefit from this type of network and capability?

RFID, being a disruptive technology, will have an ongoing influence in the quality of data on which business systems are based. In turn, RFID will provide companies the opportunity to compete like never before. Precise, real time transactional analysis and information quality is the basis for 7-9% faster growth in analysis conducted by AMR research (references available).

Therefore RFIDAA offers Australian businesses the opportunity to test and validate financial and business logic behind the importance of information quality in their transaction management systems. Gartner quoted that ROI is 25% faster where ERP systems are fed by accurate data collection.

Advanced consultancy papers are also available about the poor appli-



[Read the rest of the article on www.rfidaa.org/](http://www.rfidaa.org/)

Interested in becoming a sponsor or a member of RFIDAA?

E-mail us at [admin@rfidaa.org](mailto:admin@rfidaa.org)

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