

# Beyond the Hype

2008 **WEB 2.0**

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## Keynote Speaker

**Christine Mackenzie**

### **Mainstreaming library 2.0 - realigning public libraries**

How do we capture the freshness and energy of social networking to reshape libraries and find new meaning? How do we pull the online and the physical together? How do we engage our staff and our stakeholders? Yarra Plenty Regional Library is engaged in answering these questions and is integrating Web 2.0 technologies that encourage the creation of content, with people interacting and participating online and in the library.

**Christine Mackenzie** is the CEO of Yarra Plenty Regional Library Service, a position she has held for nearly four years. Prior to this she was Manager - Library Services at Brisbane City Council for six years. Other positions she has held include Manager - Library and Information Services at Mornington Peninsula Shire Council in Victoria, and various senior roles in public libraries in Victoria.

Christine is a past President of the Australian Library and Information Association, and has held executive positions on various ALIA sections and branches. She has been chair of a number of committees including the Public Libraries Advisory Committee of the Library Board of Queensland and Viclink. She was a member of the Bertelsmann Foundation's International Network of Public Libraries, and is currently a committee member of the International Federation of Library Association's Metropolitan Libraries Section; the SirsiDynix Institute Advisory Council; and ALIA's Public Libraries Reference Group, Online Content Regulation Group and Awards Panel.

