



## URLs/AGLIN Seminar

Advocacy and Libraries Proposed Program

28th August

National Library of Australia

8:45am-9:00am	Registration
9:00am – 9:15am	Welcome [URLs Convenor – Rebecca]
9:15am – 10:00am	<u><a href="#">Sue McKerracher (ALIA)</a></u> <b>Orthodox, maverick and seriously left field</b>
10:00am – 10:45am	<u><a href="#">Anne-Marie Slattery (Australian Government Libraries Information Network)</a></u> <b>Is advocacy the answer?</b>
<b>10:45am – 11:15am</b>	<b>Morning tea</b>
11:15am – 11:45am	<u><a href="#">Diane Costello (Council of Australian University Librarians)</a></u> <b>Finding your CAULing</b>
11:45am – 12:30pm	<u><a href="#">Gary Lom and Jo-Ann Bathurst (Sydney TAFE)</a></u> <b>"Grow the Love" - Library promotion</b>
12:15pm – 12:45pm	<u><a href="#">Cynthia Love (CSIRO)</a></u> <b>Libraries Transformed: Adapting and promoting library services in challenging times</b>
<b>12:45pm – 1:45pm</b>	<b>Lunch</b>
1:45pm – 2:35pm	<u><a href="#">Paul Kloppenburg (William Angliss Institute Vic)</a></u> <b>VATL &amp; the Three C's: competitive, co-operative &amp; contestable</b>
2:30pm – 3:00pm	<u><a href="#">Roxanne Missingham (Australian National University)</a></u> <b>Survival: hard decisions in hard times</b>
<b>3:15pm – 3:45pm</b>	<b>Afternoon tea</b>
3:30pm – 4:15pm	Panel discussion (Chair: Sue McKerracher, Members: Kym Holden, Paul Kloppenburg, Gary Lom and Jo-Ann Bathurst)
4:15pm – 4:45pm	Damian Lodge (ALIA)
4:45pm – 5:00pm	Wrap up [URLs Convenor – Rebecca Kemble]



## Abstracts

### Sue McKerracher: *Orthodox, maverick and seriously left field*

There are many different ways to approach advocacy and no guarantees of a positive result. Sue's talk will look at the needs of the sector, highlighted in the ALIA Futures reports; at strategies for library and information services that have worked (and a few that have failed), and at the 10 steps to creating a campaign which has a good chance of success.

### Anne-Marie Slattery: *Is advocacy the answer?*

What's happening in Government Libraries: Recent library closures, library reviews and changes in library service delivery models has raised questions for Australian Government libraries.

### Diane Costello

Diane will give a brief outline of the various ways CAUL represents the interests of university libraries. She will talk about the communication strategies and techniques that she has found most useful when negotiating with vendors on behalf of CAUL and CEIRC (CAUL Electronic Information Resources Consortium). Diane will pass on tips and tricks for negotiating and advocating that participants can use in their own professional lives.

### Jo-Ann Bathurst and Gary Lom: *"Grow the Love" - Library promotion*

In Semester 1 2014 we delivered a professional development unit for ALIA entitled "Grow the love." The unit was designed to encourage and assist those in the library industry to investigate ways to promote their services and resources to new and existing stakeholders or clients. This was felt to be particularly important at a time in which economic and political factors are leading to funding constraints in all library sectors.

Proceeding from the basic principle of encouraging discussion and the sharing of ideas, and focusing on practical outcomes, the 6 week course gave us an interesting insight into the current state of play in Australian libraries, as well as making us appreciate the commitment and creativity of those who work in them. We'd like to share the love with you.

### Cynthia Love: *Libraries Transformed: Adapting and promoting library services in challenging times*

CSIRO has recently downsized in response to a reduction in its budget. This presented the library service with the challenge of accommodating a reduction without going into 'terminal decline'. This presentation will discuss the trends facing research libraries and outline the actions taken to preserve the resource delivery and key services as well as diversify into new areas and realign with a new structure for the organisation.

### Paul Kloppenborg: *VATL & the Three C's: competitive, co-operative & contestable*

Paul will be speaking about the Victorian Association of TAFE libraries in the light of the historical context of TAFE libraries, and the recent policy drivers that are challenging and transforming both the sector and TAFE libraries.



**Roxanne Missingham: Survival: hard decisions in hard times**

"Nobody knows the troubles I've seen could" be the anthem for many library directors. But somehow we keep on keeping on. I will reflect on the strategic position that we need to take on board, the nature of thinking about the whole environment and some lessons from the greats such as Warren Horton.

**Damian Lodge: ALIA – Building a strong case for advocacy through research and ROI**

This presentation will discuss the many challenges ALIA faces in advocating on behalf of the profession and of its members.

## Bio Details of Presenters

**Sue McKerracher, Australian Library and Information Association**

Sue McKerracher joined ALIA in 2012. Before that she was well known in library circles as director of The Library Agency, the team that delivered the National Year of Reading 2012 on behalf of 15 founding library partners. Between 2008 and 2012, she also worked with state libraries, public library services, local councils, state government departments, several not-for-profits, a publishing house and a university. Prior to coming to Australia in 2007, she was involved with the UK Museums, Libraries and Archives Council and the British Library. Sue started her career as a journalist and latterly worked in marketing and communications for a number of multi-nationals, including Unilever and Ernst & Young.

**Anne-Marie Slattery, Australian Government Libraries Information Network**

Anne-Marie began her library career in the 1980's at the ACT public library while studying the Diploma of Library and Information Science at CCAE. Later she worked in libraries at the Patents Office, ACT Law Courts and CIT. When her children were young, she completed a Graduate diploma of Education and then worked in school libraries. In 2004 she became the manager of the Australian International Hotel School library which was under ACT government then privatized. In 2008, Anne-Marie joined CSIRO, Black Mountain Library and the virtual team that provides technical services including cataloguing electronic and print resources using RDA and the new web based library system. At present she is working on the consolidation of the CSIRO print collections.

**Diane Costello, Executive Officer, Council of Australian University Librarians**

Diane Costello has worked in and with university libraries since 1973. Since May 1995 she has been the (inaugural) executive officer of the Council of Australian University Librarians (CAUL). Diane coordinates CAUL's activities within the context of the strategic plan, promotes the interests of CAUL and its members, and manages the administration of the council's activities. She plays a key role in the negotiation and management of consortial agreements for the delivery of best-price electronic databases to Australian and New Zealand libraries under the banner of the CEIRC program.



**Jo-Ann Bathurst, Acting Head Teacher, Library and Information Studies, Sydney TAFE**

Jo-Ann has worked in public libraries and academic libraries. She has worked in all areas of public library work, particularly enjoying the roles of Children's Librarian and Reader Services Librarian. More recently she has worked as a researcher in the Education Faculty of the University of Technology, Sydney as well as a UTS lecturer in Adult Education. She is currently working at Sydney TAFE, starting out as a part-time teacher in Library and Information Studies, becoming a full time teacher in 2006 and Head Teacher in 2010. She enjoys teaching in the areas of reader education, customer service, web 2.0, reference work and research skills. She has also been involved in the development of all of the Library and Information Studies courses online as well as the development and delivery of ALIA PD programs delivered by Sydney TAFE.

**Gary Lom, Teacher, Library and Information Studies, Sydney TAFE**

Gary began his library career in 1987 at Woollahra Public Library and has worked as a librarian, often in Audio Visual or Multimedia roles, at Sydney University, College of Fine Arts (UNSW), Camberwell College of the Arts (London Institute), NSW Board of Studies, and SBS as well as some time as a public library casual. He joined the team at Sydney TAFE in 2005, teaching in a variety of areas including Web design, Research skills, Multimedia and Literature promotion. Gary is interested in the use of technology in education and has been involved in the running of several online professional development courses for ALIA in areas ranging through literature promotion, library promotions, Web 2.0, digital repositories and research skills.

**Cynthia Love, CSIRO**

Cynthia Love is the Executive Manager of Information Services at CSIRO, responsible for data management services and library services. She is back in CSIRO after a three year secondment as Director of Public Sector Data & National Collections with the Australian National Data Service (ANDS). Her professional background is in research libraries and data and information management, developing services associated with all. She has over 20 years' experience working with CSIRO, Australia's premier scientific research institution.

**Paul Kloppenborg, Manager, Learning & Information Services, William Angliss Institute**

Paul Kloppenborg is Manager of Learning and Information Services at William Angliss Institute. Paul was President of the Victoria TAFE Library Association between 2011-2013 and has been an ALIA TAFE library representative since 2011. He has worked as a librarian for nearly 25 years across public, university and TAFE sectors as well as in overseas libraries. More recently, he has presented and published on TAFE libraries, including research on funding and TAFE library services, special collections in vocational libraries, and models of HE and vocational libraries. Paul is currently adjunct lecturer for the Department of Information Studies at Charles Sturt University and his Ph.D is on library support and the scholarly information behaviour of HE academics in the TAFE sector.



**Roxanne Missingham, University Librarian and Chief Scholarly Information Officer, Australian National University**

Roxanne Missingham is currently University Librarian and Chief Scholarly Information Officer, Australian National University. She was previously Parliamentary Librarian and Assistant Director General, Resource Sharing Division, National Library of Australia. She has a long career in libraries and IT focused on the development of digital delivery and digital services. Formerly President of the Australian Library and Information Association (ALIA), she is currently convenor of the ALIA Advisory Committee on Public Sector Information.

**Kym Holden A/g Director Library & Information Service, Dept. of Education & Dept. of Employment**

Kym came to librarianship as a mature –age student and worked in a number of librarian roles at Australian Defence Force Academy Library, the Australian National University libraries, particularly the Law Library, as well as other roles such as Library Liaison Officer at the AMSA (Australian Maritime Safety Authority). Kym has been at DEWR since 2006. She is currently on the Executive of AGLIN and a member of the ALIA Public Sector Information Advisory Committee. She is also a member of the Advisory Committee for the CIT Centre for Information Communication Technology and the University of Canberra's Masters of Information Studies Course Advisory Group. She is the current President of the Australian & New Zealand chapter of the Special Libraries Association.

**Damian Lodge, President, Australian Library and Information Association**

Damian is the current ALIA President, and is a lecturer in Information Studies at Charles Sturt University, Wagga Wagga. He has over twenty years' experience in libraries in NSW, Victoria and Tasmania. Damian has previously worked as the Director for the Centre for Information Studies, and as the Manager, Client and Information Services at CSU Libraries in Wagga.