Every Member an Advocate

10 steps to successful advocacy - your guide inside

Advocacy PD - upskill for a bright future

Access 2010: Seen, heard and tweeted
Election of

**ALIA**

Vice-President

and two Directors

**Call for nominations**

Nominations are called for ALIA Vice-President (President-elect) and two positions on the Board of Directors of ALIA as incorporated under Corporations Law.

The Vice-President (President-elect) and the two positions on the Board of Directors will be elected by the membership at large.

Nominees must be personal members of the Association and will represent the interests of the organisation as a whole rather than those of a particular constituency.

The Vice-President and Directors will assume office at the Board meeting following the Annual General Meeting in May 2011.

The Vice-President (President-elect) will assume the Presidency following the Annual General Meeting of the Association in 2012 until the 2013 Annual General Meeting. The term of office of Directors will be until the Annual General Meeting in 2013.

Nominations must be in writing and must be signed by two financial members of the Association and include the consent in writing of nominee. Nomination forms must be accompanied by a current curriculum vitae which provides full details of academic and professional qualifications and a 100-word statement of professional concerns. The curriculum vitae should be arranged under headings of present position, previous positions and professional activities. A standard colour portrait photograph must be included.

Nomination forms are available from ALIA National Office and via the ALIA website.

Nominations close at 5:00pm Wednesday 12th January 2011 and should be sent to the ALIA Executive Director by mail to P.O. Box 6335, Kingston ACT 2604; by email to sue.hutley@alia.org.au; or fax to 02 6282 2249.

Every Member an Advocate features in inCite this month.

inCite is the news magazine of the Australian Library and Information Association. It presents perspectives on issues relating to library and information science.

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Every Member an Advocate features in inCite this month.

“Now believers, go forth and proselytise”
- Library Provocateur, page 9
Feedback to your Board of Directors

Board members welcome your comments and feedback. Please feel free to contact a Board member at any time.

Email: feedback@alia.org.au with your comments.

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Frontline

By the time you read this, the local and regional National Advisory Congresses (NAC) will be over and we’ll be preparing for the national NAC link up. While the NAC provides an opportunity for members to meet with Board members and exchange views and information about ALIA, part of the consultation involves a reflection on the outcomes of last year’s meetings with members. As attendance has been low, here’s a taste of the discussions.

The theme for the NAC last year was lobbying and advocacy and the main issues raised are available at http://www.alia.org.au/governance/nac/2009:

Some examples of what has been achieved:
- Rollout of the Every Member an Advocate Program, including workshops and a toolkit
- Introduction of the ALIA Advocacy Advice Service, including the development of the Federal Election Campaign Kit
- Marketing developed for different sectors, and
- Continued communication and marketing of advocacy activities

Furthermore, ALIA has been advocating and making submissions to government on the NBN, cyber-safety, school libraries enquiry, and the book industry. We are also a founding partner of the Safer Internet Group and the National Year of Reading 2012. And the Association has responded to numerous local and state issues around the country, along with continuing our tried, true and successful campaigns of Library and Information Week and National Simultaneous Storytime.

As I’ve mentioned before, ALIA is a ‘broad church’, so I’m sure there are groups and sectors which have not been included in our activities over the past year. At the National Roundtable held in May this year the issue of ALIA advocacy was discussed. The Roundtable advised ALIA that it should lobby and advocate on high level issues of strategic and national importance. ALIA of course has the advantage of being an independent organisation and can comment and respond to issues where members may be unable to do so, due to employment or conflict of interest issues.

However, as a member-driven professional organisation, it’s equally important that we equip our members to be advocates as well. To malign a much-used saying, advocacy begins at home.

Very often, particularly on local issues, the best advocates are those who are involved and fully understand the situation, hence the importance to ALIA and each member of the Every Member an Advocate campaign.

With responsibility comes obligation. While ALIA acknowledges our important role in lobbying and advocacy for and on behalf of members and the LIS sector, it is equally important that we do so in a manner that preserves and maintains the reputation and integrity of the Association and our members. The same is also true for members who advocate on behalf of ALIA. The issues need to be significant, the facts well researched and the lobbying and advocacy undertaken in a professional and respectful manner.

We shouldn’t forget that we are all advocates for our own libraries. We are the ones who regularly meet with clients and stakeholders and, as such, we are in positions where we can influence outcomes affecting our organisation. The ‘they’ says more often than not think that this is the role of management and not their job. How wrong could they be? There is a role of advocacy in everybody’s job, even though it’s not written into position descriptions.

As a library manager I invariably get brickbats about services, resources, and the like. Our VC has established a blog with and for students, so now there is an opportunity for students to send the brickbats about the Library directly to the Vice Chancellor. And yes, I have received a few ‘please explain’ or comments from his office. In fact, every time I get an email from his office with the heading ‘student comment’ I grit my teeth and think,”what now!?” but the other day I had another teeth-gritting experience, only this time my grimace had turned into a grin. A student had written to the VC commending the library on the actions taken by a staff member regarding some noisy students (thanks Kate!).

Kate and every other staff member who works with our clients have the potential to turn potential advocates into complainers (or vice versa) by how we approach our jobs. I’m sure it’s the same in your organisation.

On an entirely different matter, it’s budget preparation time for ALIA National Office staff, with the budget being presented to the Board at its December meeting. Although we have seen a small growth in membership this year, it doesn’t mean that we don’t have financial constraints. I can assure you we certainly do. Like any organisation we need to live within our means, and the Board is determined that we do just that.

To end on a positive note, congratulations to Andrew Wells on being made a Fellow of ALIA, and thanks to the lively crew in Darwin for an engaging NAC. The dinner that followed was definitely Moorish!

Graham Black
ALIA President
graham.black@alia.org.au

Interested in Lobbying and Advocacy? Contact Graham to discuss your Board nomination.
Every member - yes, that’s You!
This past year has enabled a clear and obvious focus on advocacy for all parts of the Association. Graham has discussed some of the National Advisory Congress outcomes from last year in his Frontline.

On other key achievements in the advocacy area from the past twelve months:
- The Board established the ALIA National Partnerships Standing Committee, an ongoing committee with representatives from the five key library sectors - specials, TAFE, university, national and state, public and schools.
- In an election year we created an Election Kit that was localised to add relevancy.
- The Every Member an Advocate workshops were held and the advocacy advice service established.
- These workshops contributed to the professional development of our members in the area of lobbying and advocacy skills.
- ALIA conducted an important Roundtable meeting with 14 national library associations and bodies represented.
- Significant contribution to the school library and teacher librarian government inquiry including submissions, videos, and public hearings.
- The Public Libraries Advisory Committee undertook the development of National Public Library Standards (due for completion by the end of 2010).
- The Specials Library Advisory Committee completed the Special Library Guidelines and have started work on the statistical project for the special sector.
- The Every Member an Advocate kit was developed and is available on the website.
- The Special Libraries Advisory Committee added a range of advocacy materials to their wiki.
- For Library and Information Week we created sectoral resources and great ideas for each sector.
- The TAFE Libraries Advisory Committee held an advocacy-focused meeting to discuss the issues for that sector.
- We have reported back to the members about our advocacy work in a variety of reports and summaries (and this edition of inCite).

I was also pleased to present a keynote at the IFLA WLIC on our national Australian advocacy initiatives. http://www.ifla.org/ifla76
We hope that ALIA members will recall what they have seen and learnt about advocacy and lobbying in coming years - and remember the phrase every member is an advocate. You may say that you do not need the skills and concepts discussed at the workshops right now, nor the range of materials ALIA has produced – but advocacy should be for every day. Our thanks to Sue McKerracher for undertaking the Every Member an Advocate workshops around the country this year.

NBN – ALIA working for you
One of the key areas that the Association will focus on in 2011 will be the rollout of the National Broadband Network. ALIA has been asked to contribute to the research project funded by the Institute of Broadband Enabled Society (IBES) at the University of Melbourne Assessing the Potential Barriers to the Adoption of High-Speed Broadband by Australian Business. I will be presenting a keynote address to the CSIRO Broadband Summit in Hobart in November, http://www.csirobroadband.com/ identifying the important role that the variety of Australian Libraries will contribute to the rollout. Public Libraries which are in the first site and regional rollout areas have been contacted to form a communication and best practice network to facilitate library-related case studies. We will be continuing to advocate to government on this important national infrastructure, with equality of access and availability of Australian content at the top of the list of our key messages.

Members directly support national advocacy through their financial contribution, but it benefits everyone (including non-members). How can we tell the story on the importance of supporting the national Association in these efforts? That is part of your role as a member. You may have seen my #Top10for2010 - Top Ten Reasons to Join a Library Association http://top10for2010.wordpress.com

Help write the future of books in Australia
The Australian Government’s Book Industry Strategy Group (BISG) has called for submission regarding the future of books in Australia. Comments will be sought on the Terms of Reference for the Group (available at http://www.innovation.gov.au/bisg) which will examine how the Australian industry can prosper in the digital marketplace:
- considering the immediate challenge of making the supply chain for printed books more efficient
- exploring how the print and electronic supply chains might be integrated through the development of viable business models
- engaging with other advisory bodies, organisations and Australian Government agencies that have an interest in this issue.

Please provide your comments to contribute to the ALIA submission by Monday 6th December 2010 to submissions@alia.org.au

The Librarians 3
With the latest series of the ABC TV show coming to an end, we should be reminded that this comedy has also contributed to the advocacy of our profession. Whether we like it or not, libraries will continue to be a part of the Australian comedy scene, immortalising us. Use the TV series as conversation starters with your friends and non-library colleagues to enable more productive discussions about the importance of libraries. And you could also send your friends a link to The Little Book of Public Libraries to talk about the real public libraries. http://www.alia.org.au/publiclibraries

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For more information on LibraryThing for Libraries contact: library@thorpe.com.au
BOO!

Everyone one loves to be scared, whether just a little bit of a lot, so get ready for the **SCARIEST** Summer Reading Club yet!

The **HAUNTED** website complete with **CREepy** interactive games will be available soon for your **LITTLE MONSTERS** to get involved.

In the meantime, visit the Summer Reading Club Wiki for all your **SPOOKTACULAR** program ideas and resources

[www.summerreadingclub.org.au](http://www.summerreadingclub.org.au)

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**Empower your library users**

To find and get items from anywhere in Australia*

- Users search Libraries Australia and find the item they want
- They complete a simple online form
- Your library proceeds to get their item

*If your library is a Libraries Australia member with Enhanced Requesting activated.


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[Libraries Australia](http://www.librariesaustralia.org.au)
Some weeks ago, matters of a spiritual nature surfaced in the Provocateur household.

Quite out of the blue one night over dinner, our five year old ‘blessing from heaven’ looked up from willing her peas into another dimension, fixed her father with a steely gaze and casually dropped a singularly electrifying three letter word into the conversation.

As the world-weary parents of two intellectually curious children, we had long dreamed this moment and had both prepared short and illuminating discourses on the topic – mine replete with references. And that topic gentle reader?

Why the form and nature of G-O-D, naturally – we covered sex last year, and that was a dodder in comparison.

And so it was that last weekend, having fully explored the local Judeo-Christian traditions and suffused in the warm glow of ecumenicism, we found ourselves driving some considerable distance to a quiet Buddhist retreat in the country and their ‘Karma Klub’ for children. It was, sadly, an unmitigated disaster.

Now, the Book of Genesis notwithstanding, the Provocateur is not a card-carrying fan of snakes, particularly the venomous, biting kind. So, the appearance of a rather large and businesslike Eastern Brown on the veranda of the bush hall did detract somewhat from the meditation taking place within.

That crisis however, paled into relative insignificance when our spiritual guide finally called everyone back to order, dispensed with the meditation (better to have all eyes alert and scanning for snakes) and instead invited the children to discuss the concept of ‘spiritual aspiration’ with their parents.

Spiritual aspiration! As an adult with university degrees I’m not entirely sure I know what that concept means. For our children, such esoterica was the final straw. In rasping stage whispers, they both declared themselves keen to scare up another life-threatening serpent; anything to take the edge off their boredom. And so we all shook our shoes very carefully and quietly departed.

Turning to the topic of this month’s sermon then, I can’t help but think that many of our colleagues in the library profession feel similarly confused about the concept of ‘advocacy’. What does it mean for the profession, and more importantly perhaps, at a personal level for them?

Recently, I enjoyed reading Dr Rachael Kohn’s book Curious Obsessions in the History of Science and Spirituality, published by the ABC in 2007. Kohn is the producer and presenter of ABC Radio National’s The Spirit of Things and in Curious Obsessions reminds us that many of the best ideas in the world, including libraries, have been, in their time, labelled eccentric or mad. The very fact that these ideas survived though is in large part testimony to the eccentricities and obsessions of some very interesting individuals.

In Chapter 3, Mad About Books, Kohn applies her thesis to private libraries of the late medieval and renaissance period; a time when the religious orthodox saw ‘bibliophiles who fell foul of the Church...tortured for their curiosity and desire for knowledge.”

Kohn relates the story of Abbot Orazio Morandi, an ambitious 17th century monk from Tuscany who enjoyed the patronage of the powerful Medici family and used the largesse they bestowed to indulge his passion for banned books. Banned, that is, by order of the all powerful Catholic Church. Kohn reminds her readers that lists of banned books are still issued by the Vatican today.

During his lifetime, Morandi collected and protected a substantial private library covering topics including, but by no means limited to, astronomy, astrology, occult sciences and a smattering of erotica. Mindful of the power of the Roman Inquisition, Morandi – cleric, seer and proto-librarian – cultivated many influential friends. His lending records included several cardinals, at least one Pope, and noblemen too numerous to recount; all of whom had at one time or another ‘patronised’ his library. Unfortunately for Morandi, collecting knowledge was not enough – he also felt moved to use it, albeit with what he thought at the time to be the best intentions. Thus he achieved considerable notoriety as an astrologer and soothsayer. In the early 1700s, in church dominated territories, this was a dangerous vocation – astrology had been banned by the Vatican on pain of death in 1586.

So why did Morandi pursue the occult? For the simple reason that many powerful people, including Pope Urban VIII, liked having their fortunes told. And furthermore, in return for his services (all provided on the ‘Q-T’ of course), they were prepared to offer Morandi the two things he craved most in life – new books and high-level protection for his library.

Eventually the Machiavellian politics of the period caught up with Morandi and he was arrested for what I will call here ‘honesty in astrology’ – telling a Pope he was not long for this world. Not surprisingly, many powerful officials feared what his trial might reveal about their reading habits and he was the victim of suspected poisoning in a Rome jail in 1630.

So what lessons are there for Australian librarians in 2010 from the tragic life of Abbot Orazio Morandi?

Well, for a start, unlike the concept of ‘spiritual aspiration’, I believe we all do need to understand what is meant by advocacy; and start practicing it on behalf of our libraries and profession in a real and meaningful way. I’m seeing precious little evidence of it at present.

While he could not do so openly, Morandi was, until the final year of his life, a very astute advocate for his collection. He was an exceedingly canny political operator who built strong networks of supporters at the highest levels of Italian society. I think librarians too often allow themselves to become the victims of the quaint and inoffensive stereotypes that still cling to members of our profession like static-charged cardigans.

When the political temperature rises, we blush coyly behind our hand fans and hope others will step forward to defend our honour. For supposed professionals, I think we are too often guilty of letting others, including our professional associations and large institutional libraries, do the bulk of the heavy lifting when it comes to advocacy. Sadly, the political reality of today is such that whatever they are able to do on our behalf will never be enough to guarantee a bright and optimistic future for libraries.

In a federal political system such as our own, it is critical that state and local concerns are advocated strongly by people on the ground, with reference wherever possible to national campaigns run by our many professional associations and state and national libraries.

One of my favourite advocacy initiatives of all time is the Libraries Change Lives campaign launched by the American Library Association in the mid-1990s. I still have the t-shirt and wear it with pride. It is black and exudes ‘street cred’ and on the ground, with reference wherever possible to national and state and national libraries.

And so it was that last weekend, having fully explored the local Judeo-Christian traditions and suffused in the warm glow of ecumenicism, we found ourselves driving some considerable distance to a quiet Buddhist retreat in the country and their ‘Karma Klub’ for children. It was, sadly, an unmitigated disaster.

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Libraries do change lives – we all know it. We’ve witnessed it first hand across reference and circulation desks and will tell this to any librarian at any library conference around the world.

And that’s our trouble. Librarians love preaching to the converted – it’s so much easier and enjoyable than the alternative.

But if I may return to the spiritual musings that presaged this month’s column, what happens when the ranks of the converted start to thin and the ‘congregation’ shrinks? How do we answer to the unbelievers? And significantly, how do we convert them to our way of thinking – our beliefs?

ALIA urges every member to be an advocate. I’ll say Amen to that!

Now believers, go forth and proselytise!

library.provocateur@gmail.com

The opinions expressed in On the Edge do not necessarily reflect those of the Australian Library and Information Association. On the Edge aims to promote discussion, engagement, and interest in the monthly theme.
Lib Prov gets the figures wrong

Dear Editor,

By flourishing handfuls of statistics, including those about the supply of dentists, the Library Provocateur asserts that there is an excess of ‘library schools’ in Australia. The research is flawed in several respects. (inCite October 2010)

Unfortunately the LP’s statistics completely overlook the fact that all Australian universities are more dependent on funds from overseas students than they are from any other source. Thus library schools are part of organisations which do not cater primarily to domestic needs; they are providing export commodities on a very large scale. If your readers are in any doubt, my university proudly announces that it achieved the status of Victoria’s ‘Exporter of the Year’.

In one breath LP regrets that there are insufficient research students, whilst in another LP suggests that we need fewer university courses.

In addition, LP ignores the fact that the research students who undertake higher degrees of all sorts, many of which - not specifically labelled as ‘library studies’ - will not show up in LP’s official statistics as such. Thus I supervise students researching under the rubric of ‘Master of Information Technology (Research)’ and ‘Doctor of Philosophy (Information Technology)’, even though they are studying libraries and librarianship. Their work is extremely valuable to all of the information professions.

LP concludes by suggesting that ALIA liaise more closely with universities for PD purposes. As I understand it, each party is content with the current multifaceted relationships which function as full partnerships, if not as marriages.

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Farewell to a “towering figure” in library and information profession

Well known British Librarian Maurice Line has died in England. Maurice made several visits to Australia and will be well remembered by his professional contemporaries in this country. I remember him as a stimulating colleague and valued friend and mentor.

Derek Fielding

[Editor’s note: Many will remember Maurice’s humorously but effectively titled publications, including How golden is your retriever? and Ignoring the user: how, when and why: the bonfire of the author’s vanity. The British Library plans a celebration of his achievements in the profession, however details were not confirmed in time for publication.]

Note to Members

We welcome letters on any issue of relevance to the library and information sector. It is important to note that the opinions expressed in Letters to the Editor are those of the authors and not necessarily the official policy of the Australian Library and Information Association.

Deadline for letters is available on the website and they should be no longer than 250 words. Please include your name and postal address as anonymous correspondence will not be reproduced.
This year the QUT Information Professionals Alumni Chapter were extremely pleased to be able to offer not one, but two, bursaries to the ALIA Access 2010 conference. In line with the conference theme, we were able to offer a bursary to an alumnus and to a current student in the Masters of IT (LIS) program. The bursaries were awarded to Kelly Johnson, QUT LIS student, and Elizabeth Smith, from Wide Bay TAFE. Both bursary recipients gained some valuable insight and information from the conference and also had a lot of fun.

Elizabeth Smith of Widebay Institute of TAFE was the recipient of the QUT Alumni Bursary. She writes:

My attendance at the ALIA Access 2010 conference, having been in the library wilderness for a few years, gave me the opportunity to reconnect with colleagues and friends I had not seen for a number of years. This seems similar to the way I have been reconnecting to friends on Facebook and the only way I have been using Web 2.0 technology. I learnt that there is so much more I could be using Web 2.0 technology for and the conference certainly opened my eyes to the different applications that could be used within the library sector. It was the first conference I had attended where it was possible to tweet into the different streams with questions and ideas. Some attended one stream whilst following another through the Tweets. I regret I didn’t take up this opportunity but it seemed successful and will, I am sure, be used again in other conferences.

As a TAFE librarian I attended the TAFE Stream, where I heard thought-provoking presentations, innovative ideas and some which just made me green with envy – 45 subscription databases at Southbank, versus two at my library!

Stand outs for me were: Michael Coghlan from TAFESA spoke about the way Web 2.0 is changing the locus of control to everybody as we can all contribute, share and connect on the web, and the positives and negatives this has.

Sophie McDonald from the University of Technology, NSW inspired many to think about how to use Web 2.0 in their libraries to make them more fun, engaging places for the clients. Thanks for introducing me to the concept of QR codes; I had to go and ask what they were and my colleague had demonstrated one to me. Now I need a new phone.

Judith Peacock from QUT introduced QUT’s new StudyWell resource which provides new students with tips and tricks on how to study in just three clicks. I am thinking this might be worth considering in the TAFE environment. A fairly dry subject topic about a study skills module was presented in an entertaining and engaging manner.

The live link up with Stephen Abram of Cengage/Gale worked successfully and he provided a thought-provoking presentation on the issues libraries need to face to prepare for the future, in terms of books, media, collections, mobility and legal frameworks. He predicted the way ebooks would develop but I hope that this won’t herald the end of the paper-based books because (call me old fashioned) but I still prefer the feel of a book to the IPAD I got to test out, even though they had some good applications.

I found the sessions on the marketing of special libraries useful as we are always looking for ways to better market to our clients in TAFE. Again Web 2.0 could have its uses in this area and this is one area my library is already branching into with a library blog http://widebaytaferics.blogspot.com/ I understand the sessions on library leadership were extremely good and I wished I had tweeted into them. Oh well, next time. I also understand that the discussions taking place in the Library Camp were successful and are probably still going on in the Web 2.0 environment.

So I have concluded that I really need to get more involved in Web 2.0/Library 2.0 and learn more about future technologies but I will fight for the preservation of the hard copy book. It hasn’t had its day.

Kelly Johnson received the QUT student bursary to attend Access 2010. She writes:

A recurring piece of advice from my lecturers is to be open to new experiences and say yes whenever possible. That isn’t often easy but going to networking events like those hosted by the QUT IP Alumni Chapter is an excellent way to learn from a diverse group of colleagues, build confidence, enhance professional development and, most importantly, have fun. When I heard about ALIA Access, I didn’t know much about it but I decided to take a risk and was generously given the chance to attend free of charge. I wouldn’t have been able to go on my own, so I determined to make the most of this rare opportunity. As a current MIT-Library and Information Science student at QUT, attending ALIA Access 2010 was an amazing and eye-opening experience.

So what was it like attending a conference for the first time? Well, I did not know what to expect and was apprehensive walking into the convention centre knowing no-one. Before the conference started I had been following the ALIA Access Twitter feed and blog which was excellent preparation and increased my excitement. Then I just had to show up.

The first day I attended the library tour of North Brisbane public libraries. As a novice, what I know about public libraries is limited to my personal experience as a member and theory from readings and lectures. In practice, visiting just three
nearby libraries showed a wide range of options and ideas on how to deliver services. But I was more impressed with my fellow tour mates than the libraries themselves. Most of them were public librarians with years of experience and they were full of questions and comments, both negative and positive. Looking at each service through their eyes, I gained a host of different perspectives and real world practical ideas about librarianship. This kind of experience is important for students and new grads to reinforce critical thinking about what we encounter in the workplace. Also the value of sharing ideas with colleagues was obvious.

The second day I devoted to the New Grads stream. In general, it was a hard decision to pick which streams to attend but this one was a pretty obvious choice for me as I explore my career options. It was amazing to have a whole day dedicated to developing new professionals. It made me feel confident I chose the right area of study and that there are many ways to use my degree. The main thing I got from the day was an emphasis on getting involved at whatever level is comfortable; such as writing articles, doing independent research or volunteering on committees.

If you didn’t get to Access 2010, check out the papers at http://conferences.alia.org.au/access2010/program.html

Snapped in Brisbane
A rare moment when the ALIA Board is all in one place at one time. Back (Left to Right): John Bayliss, Julie Rae, Graham Black, Andrew Hocken. Front (Left to Right): Gill Hallam, Kate Sinclair, Margaret Allen.
A strategy for diversifying public library income

Maybe you are anticipating budget cuts. Maybe your library is administered by a poor council, your state government’s revenue is affected by the global financial crisis, or maybe your conventional funding sources are just never going to provide the wherewithal for a 21st century service. An antidote to the worry about a contraction of the bottom line is to broaden your income base. Alice Springs Public Library (ASPL) is putting this strategy into action.

Last year Alice Springs Town Council (ASTC) obtained Deductible Gift Recipient (DGR) status for ASPL from the Australian Tax Office. A DGR can receive gifts or donations for which the donor can claim a tax benefit. A donor can be an individual or an organisation – any ‘body’ required to pay tax. It makes possible two potential income sources: private support and some philanthropic trusts. (Not all trusts grant to organisations which are DGRs; some also require that the grant recipient be an Income Tax Exempt Charity. As most public libraries are operated by corporations, they are ineligible for this status and therefore for funding from this source.)

ASTC was motivated partly by a concern to limit rates rises. It was also a gesture of support because even though library expenditure is only a very small part of Council’s budget, the allocation isn’t likely to increase significantly.

Utilising our DGR status has involved development of a strategy for broadening our income base incorporating new funding sources and retaining conventional ones. There are a few reasons for writing a strategy:

- public libraries are such excellent organisations that everyone can come up with good ideas for raising money; a strategy helps focus activity
- pursuing diversified income sources might be an unfamiliar activity; a strategy guides its introduction and helps people adjust to the concept
- this activity may have to be incorporated into existing staff capacity; a strategy enables that to happen effectively, avoiding a burden on staff already fully occupied or a diminution in the organisation’s core functioning
- building a new activity on existing strengths or fundamental principles increases the likelihood of success; a strategy makes clear how they and the new activity fit

Our strategy is built on these principles: ASPL’s mission, consistently good customer service, best possible collection management and programs, consistent allocation of benefit across all library activities, and communication with the Library’s community, in this instance about fundraising activities and expenditure.

There are five elements to the strategy: government funding, from all levels, corporate sponsorship, grants from government, corporations and philanthropic trusts, private support, and enterprise. The first element – government funding – will remain the most important source of ASPL income. The remainder are new activities, or existing activities that will be pursued more actively. The balance between sources will change, risk will be spread and viability enhanced.

Staff have already pursued some of these opportunities, particularly corporate sponsorship. Doing this before the strategy is completed may seem to counter the first reason for developing it – efficiency - but people’s enthusiasm is not to be quashed; and in the real world it is rare to complete a plan before some implementation has begun. Indeed, implementation often serves to refine the strategy. The Library Manager has kept an overview of the strategy’s development and staff participation.

The enthusiasm of some notwithstanding, implementation has required cultural change, affecting internal and external stakeholders. Working with internal stakeholders such as staff has involved:

- achieving management support
- talking through the concept and activities thoroughly, acknowledging the shift
- incorporating people’s ideas
- expecting people to accept the culture shift and allowing them to participate as they choose
- training for those who are interested
- making use of opportunities that don’t require buy-in, e.g. through modifying position descriptions where appropriate as vacancies occur
- incorporating the new activity in all planning as a matter of course, e.g. making it part of the status quo

External stakeholders include individuals and potential funding organisations. Both groups will require encouragement and education to consider supporting a library. We will:

- describe what their money will be spent on
- demonstrate the value to the community of a viable library
- emphasise to individuals the tax benefit of their support and its contribution to their community
- explain to enterprises the return to their business
- meet granting bodies’ selection criteria and acquittal requirements

Are you interested in trying this? This information will help: The Australian Taxation Office website (www.ato.gov.au) provides comprehensive information about DGR and how to apply for endorsement.

The Australian Business Arts Foundation (www.abaf.org.au) provides support for cultural organisations through training, advice and feedback about strategies like ASPL’s, and advice about individual fundraising activities.

Similarly, Our Community (www.ourcommunity.com.au) is a social enterprise organisation that provides advice and training for community groups and not-for-profits, including in the area of fundraising.

The Fundraising Institute of Australia (www.fia.org.au) is a peak body for people and organisations involved in fundraising. The FIA provides training, professional development and networking opportunities for members.

ALIA has a sponsorship guide for ALIA groups; it can apply to any sponsorship opportunity.

If you don’t ask for money you won’t get it; if you do, you might. Be prepared:

- ask for money
- describe what it will be spent on
- explain the benefits
- explain why you’re asking them and not someone else

Good luck.

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Library users are the best advocates

Recent economic hardship has seen local and national governments around the world target libraries as a cost cutting measure. It may be tempting in these straitened times to spend time lobbying government for more money, or to cut back opening hours or services in the hope of demonstrating a more concrete return on investment. Rather than attempting to please or convince government, however, we are better served by focusing on another group: library users.

In Wallasey, England, hundreds of protestors marched on a town council to protest the closure of local libraries. In Los Angeles citizens marched to save the Los Angeles Public Library, and in Philadelphia people protested in the freezing cold and were ultimately successful in saving their libraries. At the New Mexico State University, researchers spoke out recently against cuts to library subscriptions, “the lifeblood of the university”.

Here in Australia, historians and archivists managed to rally the public to significant protest, thus preventing the closure of some parts of the National Archives, despite their highly specialised nature.

To have users who will advocate for libraries, we need to offer something to users that they value enough to speak out in support. This may be access to the internet, a wonderful readers’ advisory service, or a quiet place to read. Ensuring the value of library services to users may mean accepting that services and spaces look very different than they have in the past: we are living in a changed information environment, and the onus is on libraries to ensure that we stay relevant and useful. If libraries manage to provide what users want, however, we will never lack for advocates: not only will users advocate for us, but they will spur the general public to do so as well.

In reality, libraries and librarians are an interest group, one of hundreds of interest groups, like farmers, gun owners, public servants, animal lovers, doctors ... The strength of an interest group lies not in the justice and truth of its cause (though that may be a factor) but in having friends—people who appreciate what we do and are prepared to speak in our defence.

One is always reminded of Manley Rice-Davies, who was told that Lord Astor, at the trial of Dr Stephen Ward, had denied any involvement with her: “Well, he would, wouldn’t he?” It is one of the classic lines in politics. People will view what we say about libraries with scepticism. But they will listen to people who value what we do.

The corollary is: if we can’t persuade our users to support us and speak up for us, we will never persuade anyone. And why should we expect to?

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PD for advocacy

Advocacy (n): the act of pleading for, supporting, or recommending

Library and information managers are advocating every day – recommending books, journals, and websites, enthusiastically explaining their suite of services, promoting the activities of their organisation, and delivering campaigns on behalf of community and government.

Some are responsible, in a more formal way, for advocating on behalf of their own organisation or department to those responsible for allocating funding. All library professionals should be advocating their own profession to the wider community.

The ALIA PD team can help

We regularly include a range of courses in our line-up designed to support you as you gain confidence and better understand the most effective ways to advocate for your organisation or cause. Recent examples of our courses are: Making Your Case Successfully and Evidence-based Library and Information Practice, Promote Client Access to Literature, and our innovative Public Speaking with Confidence teleconferences.

Coming up with a killer fact to support your case is one of the most effective ways to advocate for your cause. Having accurate financial statistics that support your activities is imperative when speaking ‘accountant’. ALIA teamed up with TAFE NSW Sydney to offer Manage a Budget this month, an online, at-your-own-pace course designed to help you become a top-notch number cruncher. And there are a range of quick, easy, and cheap online mini courses always on offer through WebJunction such as Delivering the Message and Competitive Factors in Strategic Marketing. Marketing is, after all, just another variant of advocacy.

ALIA Training aims to offer you opportunities to learn and develop knowledge and skills in areas that are relevant to you. So it’s important that you also advocate for your own professional development needs and wants: tell us what you are interested in. Here are some new topics we’ve been thinking about for next year: EndNote training, teaching information literacy, Web 2.0, researcher support, and research practice.

What do you think? Send your PD wish-list to pd@alia.org.au.

Speaking of advocating for yourself, by gaining ALIA’s Certified Practitioner status you are able to advocate your skills and ongoing professional commitment to your employer, potential employers, and colleagues. Gaining this recognition is really very simple to achieve. Keep a record of your professional development activities throughout the year (reading, conferences, courses, employer provided training, and so on) in an e-portfolio, online with ALIA’s My PD, your employer’s professional development record, or through old-fashioned paper records in a folder. Ensure you meet the 30 point minimum each year, satisfy an audit should you be selected, and the post-nominal (CP) is yours. For more details: http://www.alia.org.au/education/pd/

Congratulations PD Competition Winners

Renee Holman – PICS Leading Library Teams in Melbourne
Jennifer Burgess – PICS Introduction to Library Metrics in Adelaide

We look forward to reading about your experience in an upcoming issue of inCite.

Want to win a free registration at a range of PD courses offered by ALIA’s training partners throughout the year? Visit http://www.alia.org.au/education/pd/pd.services/competitions.html

Kirrin Sampson
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I'm advocating for advocacy. This is surprising, if you have met me, I don't strike people as a card-carrying librarian (although my ALIA card is probably somewhere in my wallet). Until graduating last year, I may have mumbled something about working in IT at parties; and the only two things I know about advocacy I learnt from my Latin lecturer.

The first: Latin verbs, advocare: first conjugation, to call on, summon. In law, to call in the assistance of, speak on behalf of, to advocate. The second, his explanation of why a multimillion dollar marketing campaign for classics was not a necessity, even in a modern world which brands the field as irrelevant. In my experience, this is as untrue for classics as it is for librarianship. And there can be a more powerful weapon than advertising. Graduates - who by their expertise and dedication, by applying their critical skills in new situations, by taking pride in the contribution of their work - speak on behalf of their profession.

I was reminded of this discussion (which both armed against specific stereotypes and inspired) during Kate Davis's recent ALIA Access conference paper Pimp My Career: How to Get Ahead in Library Land which made me examine my library career and encouraged me to do better. I recognized how lucky we are as librarians, to have supportive networks, mentoring, and an active professional association. I also realized that there is an important role for library graduates in advocacy: in defining our contribution for association. I also realized that there is an important role for supportive networks, mentoring, and an active professional association.

This role is not necessarily glamorous or large scale and I have probably wasted opportunities in the past, waiting for the perfect platform when, in fact, I have peers, acquaintances, clients outside of libraryland who have limited insights into our profession.

So for me, it's not so much advocacy starting at home - but in the workplace and at parties. For me, advocacy is not a prepared statement, a repetitive slogan or a soap-box; it’s an awareness of those moments when I can redress stereotypes, misunderstandings, and deprecations which slide into commonplace interactions.

The most obvious opportunities are when we're jokingly asked what librarians will do for a job when books have been superseded by digital technologies, whether we get bored shushing students, and what do we do all day anyway? I like to point out that librarians actually exist independently of books. In the ancient near east, they were cataloguing clay tablets and inscribing, curses for those who refused to return them long before anyone in western civilization bound paper (or invented library fines). A friend likes to point out e-books will require just as much selection, evaluation, and organization for access as their physical counterparts. Whatever the response, the goal is to look past the book. Librarians are not synonymous with books, but with information.

Whatever the medium - from codex to Wikipedia - librarians are focused on the information: its quality, its relevance, its accessibility - regardless of gender, socioeconomic background, ability. (And as there is over 3000 years worth of collective human thought and knowledge, you will forgive us if we're not quite ready to entrust it solely to the interblag.) Inside the profession, we are as aware of the new challenges of accessibility in the information age and which the digital native generation face in engaging with information as we are of the changes that have replaced well known complexities and inconveniences. It is easy to forget that from the outside it just looks as if there are less books to organize.

As for the shush factor, many adjectives are nominated in debate about which professional aptitudes make a successful library staff member. I am yet to see ability to shush rank above 86, and from my advantageous position inside the profession, I am defiantly rejecting 'boring'. ‘Dedicated’, ‘passionate’, ‘attentive’ – these adjectives are all part of our best capabilities, but my favourite is ‘curious’. Librarians' “curiouser and curiouser” approach ensures lifelong learning is implicit in our jobs. We're constantly exposed to unfamiliar authors, broadening ideas, current research. This is evident in experimentation with new technologies. Few industries have embraced Web 2.0 with the same drive to open communication. In few other careers can you engage with the professional literature and share career expertise through Twitter and blogs as much as in articles. In few jobs is innovation so highly prized.

There's an excellent, efficient, three word answer for these questions: We help people. Helping clients is how I would most readily define my career preference, motive, and routine. From my own experience in academic libraries, I realize the value of helping people, from something as small as a semicolon in a reference, to empowering someone with the skills to fulfill their potential. Those of us that work on the frontline, on the aptly named help desks, are in some ways the luckiest as we see the direct assistance a library provides in action. Perhaps this should be the primary image we advocate for the 21st century.

From these reflections it is apparent I do not possess an oratorical voice. However, just as new graduates hope that our efforts are reflected in the quality of our work, I’m aiming that even in daily interactions, in the questions I answer about my job, in the services I offer – I can be a better advocate for libraries.

Liz Alvey
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New generation, old questions

Several years ago at the Canberra Institute of Technology I was one of three students of Generation Y (born between 1982 and 2001). The majority of the students, we learned from the getting to know you games played at the start of class, were ex-public servants looking for a career change or people who had volunteered or worked part-time in libraries. Alarmingly, there were only three males in the class of around 25 students, this number dropping to one after the first six months.

Every industry has its ‘type’ of person. The IT industry tends towards men and increasingly men under 30, perhaps due to the gaming generation. Ask many in the library industry when they decided to gain training in the field, and they will not say that it was their first career choice. Many I know have come from teaching, administration, the public service, and some from the IT and accounting fields. While this allows for a diverse range of skills in the industry, it also means that it lacks the ‘new’ skills that school leavers can bring.

I overheard one of our mature age students in class ask how to use a scanner: she was told to go and ask her children. It wasn’t that the teacher didn’t want to explain, it was just that she knew her children would almost definitely work out how to use it a lot faster than their mother, and could then help her to learn.

Often new technologies require training and months of practice to master and incorporate into the workplace. The younger generation, for reasons unknown, are often more adept at the latest ‘trend’ in IT. In the same way, they can bring fresh eyes to the workplace, helping to connect with a different client group and helping the library environment to update to the changing needs of its younger clients. This isn’t just because they are younger; it is because they have not been exposed to the long-running stereotypes of what a library is. Most Generation Y people would never have used a card catalogue – they just know they can find a book faster by searching on Amazon.

Most school leavers don’t begin a career in the library industry. Having worked in the industry for several years now, I have come to see that many think of the library as a place of study, or as somewhere that you can work part-time after school. They do not see the behind-the-scenes, the inner workings, the career. I am constantly correcting my friends and family when they ask if all I do is sit at the loans desk or shelve books. It’s not that they want to bring down my chosen profession, it’s that they honestly don’t realise what goes into running a library. Many are surprised to know that there are nearly 30 people working in my current library, most in offices that can’t be accessed by patrons. Libraries put a lot of time and effort into promoting themselves as places to go to read and study, few promote it as a place to build professional skills.

One student was shocked to find I had a Diploma in Library Studies: “But what do they teach you, how to loan books?” he asked, astounded. I patiently explained to him that the majority of my courses were IT and management. I learned to create databases, program macros, and create websites, I can pull apart a computer and rebuild it in less than an hour, and I can run a team of staff and manage a budget – all on top of the cataloguing, networking, and researching skills I developed. In fact many of my classes were combined with the IT students (it was like high school again with the IT boys on one side and the library girls on the other). By the end of our conversation, the student walked away with a website noted in his notebook for the CIT course in Library Studies. I like to think I may have contributed to the future career of another librarian, but, at the very least, I have educated another Generation Y student about how large a role their local library employee plays in their education and in the community.

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Success behind the scenes

Some of the most successful advocacy occurs out of sight and never receives any publicity. This activity is aimed at heading off a problem before it is enshrined in legislation or lands in the media spotlight’s sometimes unhelpful glare.

This is where a well-established advocacy program steps in to underpin a specific lobbying target. One example of such a quiet achievement was undertaken by ALIA in the mid 2000s, when a proposal was made to remove libraries in for-profit organisations from the definition of ‘libraries’ for interlibrary loan purposes. Remember that one? Probably not. It didn’t hit the headlines because it got stopped in its tracks.

In this case, the combination of facts and figures at the fingertips of ALIA’s then Copyright Officer, Moyra McAllister, and librarians across all sectors came together to head off a change that would have denied access to these collections through interlibrary loan because of the perceived unacceptable cost to copyright holders. Here’s the case Moyra and I librarians made so quietly yet so effectively:

- Corporate libraries form a valuable national resource for other libraries and are an essential component of the Distributed National Collection
- These libraries contain unique, highly specialised collections and resources not available through other libraries
- Corporate libraries are active participants in the collaborative activities between libraries to service the community, by participating in interlibrary loan schemes, listing their holdings on Libraries Australia and participating in specialist information networks such as Gratisnet (health libraries

- Publicly funded institutions such as hospitals, government departments and universities rely on these collections
- Interlibrary loan traffic was not on the rise, in fact it was in decline, due to innovations such as electronic licensing of materials, commercial document delivery services and increasing – and free – resources on the internet (The Council of Australian University Librarians (CAUL) and the National Library of Australia provided critical and credible statistics to demonstrate this argument)
- Interlibrary loans were unlikely to be abused by corporate libraries as interlibrary loan traffic was closely monitored; an unusual reliance on ILL from any one library would result in investigation and libraries can be excluded from the network for abuse of the system

If you are reading this having just completed an interlibrary loan to a corporate library, give a moment’s thought to this victory. It’s the reason you can still make those loan requests. And the reason it worked is that the arguments used to promote this change by agencies outside the library sector could be refuted, because the statistics existed and the network was effective.

If there’s one lesson to learn here, it’s be prepared, with your facts and figures ready and a healthy professional network of on whom you can call and with whom you can share.

Helen Roberts and Moyra McAllister
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SAGE is offering the SAGE Deep Backfile Package of 400+ SAGE journals in the fields of business, humanities, social sciences, and science, technology, and medicine for lease or purchase.

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Your guide: ten steps to successful advocacy

During 2010, ALIA has been running free (for members) Every Member An Advocate workshops around the country. Events have taken place in Adelaide, Brisbane, Cairns, Canberra, Darwin, Hobart, Melbourne and Sydney, and the last three workshops will be held on 15th and 16th of November in Perth. Sue McKerracher of The Library Agency has presented these workshops for ALIA. Here she summarises her top ten steps towards successful advocacy for your library.

1. Think about it

We’re all driven by our ‘to do’ list and something like advocacy is often well down the page. We don’t make time to develop our advocacy plan because there are so many more pressing issues with fixed deadlines attached. So, the first thing we need to do is to make time to think about advocacy and to set out a simple plan. If you’re on your own in a special library, this has to be a solo activity, but it is so much better if you can gather a group of colleagues and work on this together. Here’s a starter list of questions to ask yourself:

What position would you like to be in three years from now? For most of us the answer would be something along the lines of “secure, valued, well-funded”.

What position are you starting from? Think about a scale from under-funded, under-valued and insecure through to well-funded, valued and secure. Where are you currently on that scale? This will give you a sense of how much ground you have to make up.

What are the obstacles you face? These could include individuals who don’t understand what you do, the organisation and the challenges it faces, and the wider political, economic, social and technological landscape (otherwise known as a PEST analysis).

What are the opportunities and factors in your favour? Again, these could be PEST-driven, or they might include a supportive management team, an expanding organisation and a growing need for library and information services.

From this you can derive the ‘who, what, where, when, why and how’ which will be the basis of your advocacy plan. It helps to keep a record, but don’t feel you have to write a weighty document. Keep the paperwork to a minimum and your plan short, simple and achievable.

2. What will make people sit up and take notice?

We know what a great job library and information professionals do, but we can’t assume that there’s a universal understanding of the need for, and benefits of, libraries. Non-users are likely to think of library and information services in terms of books. They are less likely to think of librarians gathering the latest information for researchers in so many specialist fields – health, government policy, the law – and they are unlikely to be aware of the savings to the organisation, for example by negotiating subscriptions to journals and e-resources through the library.

Motherhood statements about providing information and knowledge, inspiring creativity, and promoting social inclusion are good and true, but for advocacy purposes, they need to be supported by some convincing facts.
Gathering the evidence

Ideally, you should develop messages to demonstrate that people like the service you provide, that they use the service you provide, and that this delivers a positive financial benefit to the organisation or the community, even taking into account the cost of providing a library and information service.

We need to find creative ways of proving that library and information services provide a good return on investment in order to protect our current position and improve our security of tenure in the longer term.

It will be no news to anyone that people in general think libraries are a good thing, but that doesn’t cut much ice with an organisation that is looking for ways to cut costs. If your evidence is based on feel-good statements, it is time to consider gathering some hard facts to support the fact that you are indispensable and worthy of further investment.

The good news for public libraries is that a great deal of work has been done in the area of assessing economic value, and it is reasonable to state that public libraries return at least $3 for every $1 invested in them. Find more information about this on the ALIA website http://www.alia.org.au/advocacy.

There are also reports about the economic return of academic libraries. One of the latest and most comprehensive from the Association of College and Research Libraries in the US can be found here http://www.acrl.ala.org/value/. However, special libraries are so individual that each has to find its measure. One of the ways that has emerged out of the Every Member An Advocate workshop is for library and information professionals to ask library users how much time they have saved them by finding the necessary documents and references. In a health situation, for example, the time and cost saved could equate to the employment of a full-time nurse.

Creating collateral

Just as it is important to document your advocacy plan, it is also important to note down your evidence and turn it into useful materials. Create a fact sheet and use this as the basis for a script for you and your colleagues for any presentation opportunities you may have. Develop an ‘elevator pitch’ – a 15-second description of your library and information service that will impress any senior people you find yourself next to in the lift, or the coffee queue. Attach the fact sheet (updated as necessary) to every appropriate report and budget submission. Also draft a ‘boilerplate’, a single paragraph summary with links and contact information that can be used as the sign off for any letter or document. This is ALIA’s media release boilerplate:

It’s said that people need to hear the same thing six or seven times before it sinks in, so don’t be afraid to repeat yourself.

Friends and supporters

Advocacy works best if there are a number of voices all saying more or less the same thing. This carries so much more weight than a lone voice.

Library users can provide an army of advocates, and recent retirees from the senior management team are often vocal allies, no longer confined by the constraints of employment within the organisation.

What works especially well is to have unexpected and influential partners in place. ALIA has done exceptionally well in collaborating with Google and Yahoo! to form the Safer Internet Group to lobby against ISP-level internet filtering. By sourcing partners outside the library and publishing world, the Association has achieved considerable impact with government.

An added advantage is that friends and supporters are often better placed to make use of social media to advocate for your library. Where you and your colleagues may be barred from setting up a Facebook account or blogging and tweeting about the library’s achievements, your users won’t face the same restrictions.

Australian Library and Information Association

The Australian Library and Information Association (ALIA) is the professional association for the Australian library and information services sector. It seeks to empower the profession in the development, promotion and delivery of quality library and information services to the nation, through leadership, advocacy and mutual support. ALIA represents the interest of 6,000 members, the profession and Australia’s 12 million library users.

http://www.alia.org.au

There are 1480+ public library service points: That’s nearly twice the number of McDonald’s restaurants in Australia

9.9 million, nearly half the population of Australia, are library members

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It’s said that people need to hear the same thing six or seven times before it sinks in, so don’t be afraid to repeat yourself.
Making your case

Ask your friends and supporters to provide some evidence of their interest in and commitment to your library online, through social media, and in the real world with letters and quotes which they are happy for you to include in reports, grant applications and budget submissions.

Record positive comments from library users about the benefits to them and their satisfaction with the service, and pepper these throughout reports, add them to posters and notices, feature them on your web pages.

Use your email signature to let people know what’s happening in the library and how well you are performing. If the email signature itself has to be in a house style, there should still be nothing to stop you adding a line of type as part of the sign off after your name.

Although it is extra work, consider producing your own annual report – maybe eight pages of facts, pictures, quotes and other information about your library or information service, which you can send round to the senior management team and distribute to other important influencers.

A calendar of events

Advocacy is about being visible, and a lively calendar of events is one way to achieve this. ALIA provides a series of opportunities during the year, such as Library Lovers’ Day and National Simultaneous Storytime. Library & Information Week in May is a flexible event that can apply to any library and information setting.

While ALIA-initiated occasions can form the backbone of your calendar, it’s important to consider the agenda of your target audience. If there is a special anniversary, a high profile visit, or the launch of a major initiative, help celebrate it in your library. Show the organisation, council or government department that you support their strategic goals.

These events provide a useful opportunity to persuade people who don’t usually come into the library to pay a visit and it’s far easier to impress non-users when you have them on the spot than it is at a distance.

AUSTRALIAN PUBLIC LIBRARY FACTS

- 1402 public libraries
- 78 mobile libraries
- More than 110m library visits
- More than 9.9m library members - 46% of the population
- Nearly 41.5m items to use and borrow
- More than 11,600 computers for public use

It costs $882.3m to run Australian public libraries but they return at least $2.6b-worth of community benefits.
Every Member an Advocate

Using the media

Many of the library and information professionals who attended the Every Member An Advocate workshops were unable to speak to the media, but if you are in the more fortunate position of being able to send out press releases to newspapers and online publications, it’s a good way to raise the profile of your library.

You can also contribute to inCite and other library sector publications and it is good to be proactive with any internal newsletters and journals. In-house editors are usually only too pleased to have volunteers submitting news items and features.

The printed word still has incredible power so use the available media to advocate for your library.

Securing your advantage

While advocacy is a fairly subtle activity, it is possible to be too diffident and leave people unclear about what it is you are trying to achieve. Don’t be afraid to be open about your long term aims and state them clearly at the appropriate moments. For example, at the end of a presentation you might ask a direct question, “I set out to show you the value of our library and information service. Have I done so?” It gives you some idea of how far you have gone along the scale towards your desired outcome.

Don’t confuse advocacy with lobbying

In this feature, we have talked about advocacy rather than lobbying. The two are often mentioned in the same sentence, but they are different and require a different approach and tone of voice.

Advocacy is the continuous process of promoting positive messages about your library and information service. It is something that never stops.

Lobbying is a much more specific activity, within a defined period, with a clear goal in mind. The important thing to remember is that great advocacy creates a strong platform for lobbying initiatives.

For more advice, information and resources, go to http://www.alia.org.au/advocacy.

How do public libraries compare?

Virtually every library has computers for public use, most offer internet access, and nearly all provide at least one form of IT training or support.

There are more visits to the library than there are trips to the cinema

84.7m cinema admissions in 2007, compared with 109.6m library visits in 2007-2008

If you’re looking for a film for the night there are 290 blockbuster and 430 video ezy stores, compared with more than 1400 public library branches.

Annual public library expenditure per capita (excluding materials – new books, DVDs, etc) averages $34.98 – that’s less than a family would spend on a trip to the movies
Library always on school agenda

As a currently non-financial member, albeit one who plans to rejoin soon and who was always a member as a student, I would like to share my experiences of advocating for my library and show how important it has become for me to find the ability to re-join ALIA as soon as I am able.

I am a librarian of 17 years, with time in my career spent mainly in the public library sector where my experience has been that everyone is an active advocate and this certainly achieves wonderful community-based outcomes.

Moving to a primary education setting in 2009, I have had to re-learn all there is to know about advocating, promoting, marketing and supporting a library service. My submission to the recent parliamentary inquiry into school librarianship has fired my enthusiasm and helped me to ‘keep on keeping on’ in an industry where library professionals are sometimes being forgotten or obliterated.

My very first Library Manager inspired me in the early years of my career. Anything was possible with hard work and justification. A very proactive Local Government also allowed the library services that were (and still are) delivered to be funded, meaningful, community-focused and properly evaluated.

Later in my career, I have been fortunate enough to also work for one of the youngest Library Managers in NSW and I believe the passion that she has given me, the entire staff, and the community has been a wonderful example of advocacy working well. People who ‘get it’ about libraries are their best advertisement.

In my current position, I have attempted to re-ignite the passion for the school library. Although its importance is always there, simmering away, I feel that a strong Teacher Librarian presence is essential to really have the library as the hub of the school. We need to continually find ways to serve all our ‘customers’ – the staff, the parents, the students, the future students.

I try to be very visual to the students and staff, constantly sharing and talking about books, online resources, technology and information. Keeping reading and lifelong learning on the agenda in the school is the way that I have been able to advocate for why this library service is important.

Our library blog, moving to an informative web based library management system, school newsletter articles and forming strong networks with our local public library has enabled my school library to be ‘seen’ and ‘heard’. The new BER investment in our library will change it dramatically, both aesthetically and in the way it will provide meaningful resources for all of the school.

By constantly talking about the library, I am advocating for its survival.

Having a strong, supportive leadership is another aid to advocacy in a primary school setting. Although much of my time is spent teaching; my role as the LIS professional is valued by my Principal. The way I represent the library has meant that the physical building is on the agenda, but so too are the unseen things that the library can provide.

I have printed off and used the Every Member An Advocate kit provided by ALIA. The quotes are on the wall by my workspace and I use them often. Libraries are a lifetime.

As long as I am able to, I will continue to advocate for the library where I work. I am in a wonderful position now where I work occasionally in a public library and often in a school library. I will continue to try to be a part of the push for outcomes and promotion of what we can do together if we try.

It is a long haul but it is worth the passion. I urge ALIA to run the Every Member An Advocate workshop again as I was unable to make the Sydney one. This is where we can unite and advocate for the future of funding of library services and library staff and all that they provide.

Thank you so much for the opportunity to have a say. I do hope to be in a position to re-join ALIA soon.

Kim White
rkdk20@bigpond.net.au

[Editor: The Every Member an Advocate kit has been made freely available online as part of ALIA’s commitment to leadership for the profession. However, the Association’s voice can really only be as strong as our membership and we look forward to welcoming you back Kim when you will have access to many more resources only available to members].
30th anniversary for Central Australian Aboriginal Media Association

Top priority given to preservation

As CAAMA (Central Australian Aboriginal Media Association) celebrates its 30th year, the need to preserve outdated forms of media in their library is seen as top priority. Established in 1980, CAAMA is an Aboriginal-owned and controlled community-based organisation with a mandate to promote Aboriginal culture, language, dance, music, and to provide training and employment to Aboriginal people.

The CAAMA group is made up of radio broadcasting, an independent music label, a film and television production house and technical services. Many significant names in the industry commenced their careers at CAAMA, including Warwick Thornton and Rachel Perkins.

CAAMA houses one of the largest collections of indigenous records outside the national archives. The content of the CAAMA collection is vast and varies greatly, from archival music, languages and life stories, to people’s dream-time stories and community stories, and historical events, such as the hand-back of Uluru.

Communities in central Australia have for many years recognised both the changes happening around them and the importance of preservation so they can share their stories amongst families and protect it for future generations.

The key priority for the CAAMA library is the migration of outdated and old media to the newer formats for preservation. CAAMA houses 10,000 videos in various formats that date back to the organisation’s origins in 1980. CAAMA keeps its collection in a climatically controlled environment to preserve the audio and video material from degrading until it can be digitised. Though this is in place, older media within the collection is still deteriorating, hence the urgency to take quick action to try and prevent further damage to these precious historical resources.

Technological changes are happening at almost impossible speed and the new media calls for newer, more expensive equipment as well as trained personnel to do the work of transferring the old to the new. In addition, every year CAAMA adds new videos and music to its constantly expanding collection which then raises the issue of the need for more appropriate space.

CAAMA will continue to pursue its mission of leadership in indigenous media and, in doing so, will continue to promote the social, cultural and economic advancement of indigenous people. This collection is valuable to Australia as a nation – a part of its true identity. It is also an intrinsic part of the heritage of the world’s indigenous people.

Sylvia Perrurle Neale
Library Assistant
s.neale@caama.com.au
AskNow chat reference: trendsetter service bows out

Back in August 2002, before Google was a household name and anyone had heard of an iPhone, a new and innovative service called AskNow made its online debut.

Since then however, the information landscape has changed considerably. The dominance of Google and social networking sites such as Facebook and Twitter have had a dramatic impact on user behaviour. Chat is now only one communication channel among many, and AskNow has seen a substantial decline in usage in the past five years. As new technologies take centre stage, AskNow partners – the National Libraries of Australia and New Zealand, and the State and Territory libraries across Australia (NSLA) - are launching new projects in reference collaboration.

Looking back

Using OCLC QuestionPoint chat software, AskNow aimed to connect users with high quality information through the convenience of immediate, online communication with library professionals. At the time, AskNow took the ground-breaking approach of staffing the service collaboratively, with librarians from the National Library of Australia and all State and Territory libraries taking part. The service became international in 2003 when the National Libraries of New Zealand and Singapore joined the roster. Over the years, 22 public libraries across several States have also contributed.

The collaborative aspect of AskNow has been one of its real strengths. Operating 50 hours a week across five time zones, participating libraries could offer a service by joining forces they would have struggled to staff individually. On its first day, the service fielded 45 enquiries - despite receiving no formal publicity or promotion. Usage over the first months was steady, but the official launch on 20 January 2003 prompted an immediate surge. AskNow recorded 568 enquiries the next day alone. It didn't take long for the education sector to discover the service and a promotional campaign aimed at regional Australia in 2003 also generated interest. By December 2003, a dedicated team of AskNow operators had provided answers to over 45,000 enquiries on a wide range of topics and had received many accolades for the high quality of their responses.

In addition to students wanting homework help, questions range from family history and hobbies, to market research and census statistics. The interactive chat software enables librarians to push webpages to users as well as provide guidance on search techniques. Some of our favourite questions include “how can I find info on minefields in Tasmania?” and “I need a Russian translation of Happy Birthday”. One user was obviously thinking ahead by telling us, “I’m interested in family history as well as breastfeeding”. Librarians sometimes take questions as referrals so they can provide more detailed responses. Each question concludes with the user receiving a transcript, including URLs sent during the chat, and a link to a short feedback survey.

Despite many satisfied customers, some consistent themes have emerged through feedback. Users have high expectations, often forgetting they are talking to a person not a search engine, and the collaborative approach can confuse users who expect to be chatting with a librarian who has detailed knowledge of their local library.

Looking forward

Over the last year or so, the National Libraries of Australia and New Zealand, and the State and Territory libraries across Australia (NSLA), have instigated a series of projects entitled Reimagining Libraries - http://www.nsla.org.au/projects/rls/. Ten different projects are exploring how libraries can embrace social networking and find new ways to expose library collections and promote user engagement. Just one example is the launch of the Australian search engine Trove (http://trove.nla.gov.au/) which makes it easier for people to find, use and engage with resources held in collections around the country.

The Reimagining project looking at how we deliver reference services, including chat, is called Virtual Reference. The Virtual Reference Project Group is focussing on effective ways to promote reference services and reference librarians’ expertise in a Web 2.0 world.

Tasks include standardising reference policies across institutions and developing criteria for cooperative development of research guides. One major initiative is implementing a common software platform across institutions to facilitate seamless transfer of reference questions between NSLA libraries and with Trove.

As part of Reimagining, the Virtual Reference Project Group has considered the future of AskNow. AskNow has been an excellent model for successful reference collaboration, but chat can be resource-intensive to offer and is now only one of many ways that the public can engage with libraries. This is reflected in the service usage: the number of chats handled in 2009 (15,949) is a 58% decrease on the number handled in 2004 (37,773).

Given the decline in AskNow usage and the development of Trove, NSLA plans to discontinue the AskNow service at the end of this year and focus collaboration on non-synchronous channels and ‘one-to-many’ reference activities. Chat will continue as a local service in some NSLA libraries, as one of a suite of services that capitalise on innovative technologies and changing user behaviours.

Aileen Weir
Manager, Virtual Reference Services
National Library of Australia
aweir@nla.gov.au

Stay up to date with new developments in NSLA collaboration and repositioning by subscribing to the Reimagining Libraries newsletter at http://www.nsla.org.au/projects/rls/newsletter
A few months ago, I wrote that we’d soon be seeing some renewed action on the accessibility front and although many web workers won’t have noticed much sign of it so far, there’s quite a bit of activity happening in some areas. Before I start though, there’s just one thing I’d like to clear up. Accessibility is important, and everyone should know this. Many people in the web development game don’t know it (or choose to ignore it) but if I wrote about it every week that would be counterproductive. So I don’t. So now seems a good time now to give the topic (in its various aspects) a little airing.

**Why now?**

The Web Content Accessibility Guidelines version 2.0 (WCAG 2.0) were published in December 2008. (See them in all their glory at [http://www.w3.org/TR/WCAG20/](http://www.w3.org/TR/WCAG20/)) In this country the Australian Human Rights Commission is responsible for the Disability Discrimination Act 1992, and that requires websites to be accessible to all people. On top of that, many organisations have an internal requirement that their sites achieve a high degree of accessibility – and this is particularly true of governments at all levels. The agency leading the push is the Australian Government Information Management Office (AGIMO), which has developed a strategy ([http://tinyurl.com/2bqgvou](http://tinyurl.com/2bqgvou)) that federal, state/territory and local governments have agreed on. The strategy will help those government agencies plan how to achieve the necessary compliance levels over the next four years. So that’s why you might be hearing a little more about the subject just now.

**What a screen reader sounds like**

In introducing people to the concept of why accessibility matters, I’ve found it useful to show them how a screen reader – as typically used by blind people – works, and the simplest example is one produced by the University of Washington called WebAnywhere ([http://webanywhere.cs.washington.edu/wa.php](http://webanywhere.cs.washington.edu/wa.php)). It’s best used as an illustration of the concept rather than as a testing tool, partly because accessibility testing is quite a specialised task and is best carried out by someone familiar with a range of screen readers.

In fact, this issue is one that’s been examined in some depth by the people at Accessibility NZ in a blog post ([http://tinyurl.com/24p99ol](http://tinyurl.com/24p99ol)). They make the point that it takes a person experienced in the use of screen readers to do a proper test, in much the same way that an experienced wheelchair user is best placed to test how good a building ramp is. Then there’s the issue that a site should be accessible to a person just starting to use a screen reader, without much proficiency at all. It’s indeed a complex matter.

Anyway, back to WebAnywhere. I’ve found that it highlights a whole range of issues, including pages that use both ALT text and link text (resulting in the description of the link being read out twice) and the times when the order that elements are read out is quite different from the way that they’re displayed on the screen.

**Accessibility for all of us**

One pleasant surprise that I found in working through the Guidelines is that several will be useful to all users, whether or not they have obvious disabilities. Take time limits as an example. One guideline is that if a time limit applies to an activity on a website, there should be a way of adjusting it or turning it off. Having recently struggled with a banking application only to have it tell me I’d exceeded the time allowed just after hitting the final submit button, I like that one. Similarly, the requirement that error messages clearly state how the user hasn’t done what they should will be very welcome.

**It may be portable, but is it usable?**

The most contentious part of the new regime is bound to be the rules governing how to publish PDFs. It’s been recognised for a while that there are problems with this format, and although the good people at Adobe can provide useful advice on how to create your PDFs in such as way as to make them quite accessible, it’s not enough – and AGIMO and the AHRC have jointly decided that their advice will be that when a document is published in PDF form it must be accompanied by an equivalent in a more accessible format such as HTML or RTF.

This is bound to raise a few hackles, especially as many organisations will not be able to lay their hands on the original documents from which the PDFs were created. But rest easy: the rule applies only to new documents and not those that have been published before July this year. The advice to government Webmasters from AGIMO is that “unimportant or unpopular” content that can’t be converted to WCAG 2.0 should be archived or decommissioned, and this is where I have a problem with their stand. I think it does little for the concept of open government to take older material from a site just because it’s too expensive or difficult to upgrade it. But this, along with a load of other issues is bound to be discussed at length over the next few months.

**Discussion forums**

One of the best places to talk about this and other issues is on the blog that AGIMO has set up at [http://agimo.govspace.gov.au](http://agimo.govspace.gov.au/). It’s used to discuss a number of topics, but the accessibility posts are quite easy to find.

**A moderately useful post**

And to finish on a different note, the ABC’s Drum Unleashed is a site that’s been gaining more and more fame (and notoriety) even after the election. As with all of these places, the issue of moderation is taken very seriously. One of their moderators has written an informative and witty post at [http://tinyurl.com/2bot64a](http://tinyurl.com/2bot64a) about what they do and how they do it. If you’re ever fortunate enough to be given this sort of responsibility, you’ll find it a good starting point.

Kerry Webb
kwebb@grapevine.com.au

More on my blog
Across the story bridge:
Children’s Book Week 2010 launches a new author’s career

Bridging the Generational Gap at Rockhampton Regional Libraries

From a vibrant window display through to talks, presentations and emergent literary story sessions throughout the Region, the Rockhampton Regional Council Libraries provided a variety of experiences to extend this year’s Children’s Book Week theme.

Two talented staff members from the Rockhampton North Library combined their efforts to imagine a fantastic window display for Children’s Book Week for 2010. For the theme, ‘Across the story bridge’ a suspension bridge was fashioned out of wood, rope and paint by a willing partner of one of these staff members. This stunning piece of workmanship was the main feature of the window. Colourful cardboard people holding hands are seen reaching across the bridge, while books and interesting facts about bridges were hung and pinned around the display. Younig and old alike have been intrigued by the display; effectively bridging the generational gap.

The annual Children’s Book Week competition conducted by Council’s Libraries to Write and Illustrate a Children’s Picture Book attracted a fine selection of books targeting an early childhood readership. The brief to create a book using any subject, theme, format or style was open to library members of all ages, with competition especially fierce in the open category. A very successful presentation evening was held at the Rockhampton Regional Library during Children’s Book Week, with guest judge (and current CBCA Awards Coordinator) Lindell Lutton providing feedback and commentary about the entries. As a result of the competition, the winner of the open category is currently in negotiations with a publisher.

Linking two concurrent weeks proved especially effective for two other programs conducted during the week. Children and seniors were invited to dress up as a favourite storybook character for an event held at the Regional Library connecting the last day of Seniors Week with the start of Book Week. A 60 & Better Drama group presented a Fractured Readers’ Theatre presentation of Rapunzel, complete with Rapunzel creatively using denture paste to stick pimples on her face. Two young performance poets inspired the audience with poetry by a local author, with guest storytellers sharing the performance space.

Local authors shared stories of growing up in Rocky during the 1940s and 1950s, attracting a significant gathering to the Regional Library during the week. As part of the monthly Living Literature series at the Library, where local authors are invited to discuss their writing journey, the evening featured two families talking about their childhood experiences with archival film footage from the Rockhampton Regional Council’s Special Collections shown during the talk. Footage of events such as an annual picnic at the beach with associated running races, tarpaulin crawling, games featuring tyres, three-legged races and tucking into morning tea delighted patrons and authors alike and stimulated many joyful reminiscences.

Story sessions and outreach events at libraries throughout the Region further extended the joyous infectiousness of reading and fine books for young people during celebrations for Children’s Book Week 2010.

Debra Burn
Operations Manager
Rockhampton Regional Council Libraries

Across the story bridge: Children’s Book Week 2010 launches a new author’s career

The story bridge at Rockhampton North Library

Debra Burn, CBCA Co-ordinator

Bankstown TAFE Child Studies students star in Children’s Book Week

Children from Coolamon, (Bankstown TAFE Child Care Centre), were treated to a special story time session to celebrate Children’s Book Week.

As in past years, this session was carefully prepared and then presented in the library by our Child Studies Students. This provided an excellent opportunity for the students to practice the knowledge and skills gained in their course.

The children loved the songs and activities, along with the reading of the story The Wrong Book. Each child in turn received a certificate of participation, featuring the ‘Across the story bridge’ theme and balloons to take home. The session was a huge success all round and in appreciation of their efforts, the library staff presented the students with their own certificate and each received a letter of thanks from the Library Manager at a celebratory afternoon tea.

Barbara Storum and Phuong Cao
barbara.storum@tafensw.edu.au
For over 45 years, Gormans Removals have developed and built specialist equipment to take the hassle out of moving office and library equipment. We adopt a systematic approach to all moves. This includes detailed planning by photo taking and mapping to ensure all items moved go back to exactly the same place.

A major advantage of our stack moving system is that you can leave 98% of the books on the shelves. This maintains the catalogue order of the books and reduces the possibility of stock damage.

We work in conjunction with builders and carpet layers to ensure minimal disruption of your library services. Other library services include complete external relocations (i.e. building to building) using numbered trolleys to preserve the individual library cataloguing systems.

For further information, please check the Conference website or contact ICE Australia.

Sponsorship and exhibition opportunities
A wide range of fantastic packages have been developed to promote your organisation at the Conference. ALIA are offering special rates for organisations wishing to sponsor more than one ALIA Conference. Both Sponsorship and Exhibition options are currently selling, don't delay and miss out!

Follow us on Twitter
At a recent professional development session held at the State Library, Library Technician Andrew Kelly from Family Planning WA Sexual Health Services Library (FPWA) guided the Libtech 2011 Conference Committee through the wonderful world of Twitter. Join the Committee, now ‘tweet enabled’ and follow the Conference planning & preparation on Twitter.

Staying in touch with Libtech 2011
There are plenty of ways to keep in touch with what is happening.

Conference Website

Facebook
Find us at ‘ALIA National Library & Information Technicians 2011 Conference’

Follow us on Twitter
http://twitter.com/ALIAlibtec
Please use hashtag #ALIALibtec in your Tweets

Contact us directly
via email: libtech2011@iceaustralia.com

Save The Date – 5th ALIA New Librarians Symposium
16–18 September 2011
Sheraton Hotel
Perth WA

Sponsorship and exhibition opportunities available
Are you looking to target your products to graduates and new Librarians? Sponsorship and Exhibition opportunities are available for the ALIA 5th New Librarians Symposium 2011. A wide range of exciting sponsorship opportunities are on offer, however we are also able to tailor a sponsorship package to meet your needs and budget.

To receive a copy of the Sponsorship & Exhibition Prospectus please email nls5@iceaustralia.com

Call for abstracts deadline Wednesday December 15
Call for Abstracts are currently open with the closing date of submissions Wednesday 15 December 2010. Abstract submissions can be made online via the Symposium website http://conferences.alia.org.au/nls5/

Symposium website
To keep track of important dates and new announcements for the ALIA 5th New Librarians Symposium (2011) visit the Symposium website at http://conferences.alia.org.au/nls5/ and add us to your RSS feed. Please use the hashtag #NLS5 in your Tweets. For blog posts, Flickr photos, slideshare presentations, etcetera, please use the similar NLS5

Back to Basics – Perth 2011
12–16 September 2011
Sheraton Hotel, Perth WA

Call for abstracts now open
Abstracts for paper and workshop presentations for the ALIA National Library & Information Technicians 2011 Conference are now being accepted via the Conference website until Wednesday 1 December 2010.

Back to Basics aspires to provide a program that will stimulate discussion, challenge ideas, and encourage new thinking. Three program streams reflect and support the theme:

- Personal Development (the individual)
- Professional Development (the profession)
- Client Services (the client)

For more information, please visit the Conference website or contact ICE Australia.

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Social networking – the way it used to be

These days when ‘social networking’ is mentioned we tend to automatically think about things like Facebook and Twitter. The 15th ALIA Information Online Conference and Exhibition has certainly embraced this meaning of social networking and our online communities on Twitter, Facebook and LinkedIn continue to grow.

However, it wasn’t always this way.

I don’t know when it changed, but there was a time when networking meant catching up, face-to-face. We hadn’t forgotten this tradition. The 15th ALIA Information Online Conference and Exhibition offers plenty of opportunities to connect face-to-face with colleagues old and new.

The exhibition provides attendees with an opportunity to meet with information industry vendors, publishers, professional organisations and more. Over the course of the conference there will be plenty of time to explore the exhibition hall and all it has to offer.

The social program always draws a large crowd and it is guaranteed to be a great way to unwind, network and debrief at the end of each day. Your three-day registration fee includes tickets for the welcome cocktail party, the conference dinner and farewell drinks. If you are attending the conference on a day registration you can purchase tickets for the social event that is on that day.

The welcome cocktail party is our opportunity to welcome all delegates to the conference over a few drinks and some canapes.

The conference dinner is our signature event and a really fantastic night. For 2011 we will be entertained by comedian Jean Kittson. Jean will be our MC for the evening. Jean’s talents span speaking, writing and acting. She has appeared on radio, TV and treading the theatre boards. (You may remember her from ABC TV’s The Big Gig.) You will also be able to dance the night away to the John Field Band. Once they start there is fierce competition for space on the dance floor.

The farewell drinks wrap up the conference on the last day. It’s your last chance to cement those conference memories and start planning for 2013.

Don’t forget that early bird registrations close on November 26th 2010.

Save the date!

NATIONAL

1 Nov–10 Dec Syd Inst of TAFE and ALIA Training PD Course, Manage a Budget. Online, self-paced. Contact the ALIA PD Team, ph 02 6215 8222, pd@alia.org.au

ACT

Please check the website for details: www.alia.org.au/events/act.html

NSW

18 Nov Final planning of PreXmas Delite. opportunities to advancing children and youth services in libraries across NSW. Contact Alexander Mills, ph 02 6543 1913, alexm@uhrl.nsw.gov.au

NT

Please check the website for details: www.alia.org.au/events/nt.html

QLD

Please check the website for details: www.alia.org.au/events/qld.html

SA

Please check the website for details: www.alia.org.au/events/sa.html

TAS

24 Nov ALIA Tas committee meeting. All ALIA members welcome. We meet on the last Wednesday of every month. Contact Ian Morrison, ph 03 6233 7474, ian.morrison@education.tas.gov.au

VIC

Please check the website for details: www.alia.org.au/events/vic.html

WA

15 Nov 2pm - 5pm Every Member An Advocate Advocacy within larger organisations, $0 ALIA members, $50 non-members [GST incl]. Contact Robyn Ellard, ph 1800 020 071

16 Nov 9:30am - 12:30pm Every Member An Advocate Advocacy targeting government State Library of WA - Mid West Room $0 ALIA members, $50 non-members. Contact Robyn Ellard, ph 1800 020 071
Sydney symposium puts translators on centre stage

The University of Western Sydney’s Writing and Society Research Group has hosted a symposium this month bringing together literary translators from Australia and overseas to explore issues confronting the internationalisation of literature.

Group representative Professor Ivor Indyk says as large-scale literary translation projects have been undertaken in recent years, new publishers have entered the arena and the study of translations has diversified.

According to Professor Indyk, literary translators are in fact “ambassadors for the global age”.

“They mediate between cultures at the highest level, yet their work often goes unregarded, or is taken for granted as a secondary part of the publication process,” he says.

Information about the Symposium is available from Suzanne Gapps on (02) 9772 6780 or visit: http://www.uws.edu.au/writingsociety

Over 500 libraries ‘Get Reading!’

This year’s Get Reading! campaign was bigger and better than ever before. Over 500 libraries took part in Australia’s largest annual celebration of books and reading, a huge increase on the 378 libraries that participated in 2009.

Previously known as Books Alive, the newly branded Get Reading! campaign ran from 25 August to 30 September and encouraged all Australians to ‘get lost’, ‘get fresh’, ‘get hooked’, ‘get real’ and ‘get comfy’ with a book.

In an exciting new development, this year’s campaign took the festivities right into the hearts of our communities with Outdoor Reading Rooms popping up in some of our cities’ most idyllic locations. For a gold coin donation to the Indigenous Literacy Fund, Australians enjoyed comfy furniture for adults and children, great reads, good coffee and author appearances at their favourite outdoor spots.

Wagga Wagga Library hosted one of the Outdoor Reading Rooms, which featured an interview with author Judy Nunn via a live to air broadcast by ABC Radio.

For the first time a revamped website featured first chapter downloads for most of the 50 books in both text and audio format, enabling readers to browse the guide, find a book they liked the sound of and then read or listen to the first chapter. This year also saw the introduction of an iPhone app and a limited edition series of free postcards featuring specially commissioned poems and distributed through cafes, bookstores and libraries.

“I think this year everything really came together, thanks to the enormous support from publishers, book retailers, libraries and the general public,” said Get Reading! Project Director Cheryl Akle.

“Libraries are always strong supporters of the campaign, but this year even more of them got onboard. We really couldn’t have done it without them. Libraries know how to inspire people to pick up a book.”

Get Reading! is an Australian Government initiative developed through the Australia Council for the Arts. Now in its ninth year, since 2001 the campaign has promoted over 380 titles, and resulted in the sale of an extra 1.56 million books in Australia.
Member to Associate
Karen Stone QLD
Anna Kinney QLD
Maple Chung QLD
Sarah Brown QLD
Teresa Chitty WA
Michael Symons VIC
Jennifer Stock WA
Aidwina Aidan Wing WA
Annette Sondergeld QLD

Member to Technician
Lynette Grevsmuhl QLD
Rosemary Lillicot QLD
Caroline Dadd NSW

New Associate
Deborah Tuck SA
Sue Macdonald VIC
Angela Morris VIC
Anne Pyers VIC
Michelle Sweeney VIC
Maria Morales Barrion NSW
Amanda Hope VIC
Alisa Spooner SA
Alison Hommem SA
Lisa Martin NSW
Philip Quail TAS
Helene Bellamy NSW
Hilary King QLD
Suzanne Hemming VIC
Josephine Morton NSW

New Library Technician
Philip Tang NSW
Kim Gough QLD
Amelia Burkit QLD
Lisa De-Anne Carley NSW

New Institution
Mark George Books TAS
Doncaster Secondary College VIC
Prince of Wales Hospital Medical Library NSW
Wavesound Pty Ltd NSW
Parsons Brinckerhoff Pty Ltd QLD

New Member
Sally Larsen NSW
Wei Tang QLD
Catherine Hall QLD
Sharyn Bancroft NSW
Penelope Duncan VIC
Catriona Tuite WA
Jeffrey Granger VIC
Michelle Jessica Guerra QLD
Janet Hackwood QLD
Illdka Koppen QLD
Jo-Anne Longley QLD
Kara Prados NSW
Uta Enneking-McQuillan SA

Blair Kelly WA
Maxine Bradshaw SA
Narelle Williams TAS
Penelope Doulgeris AT
Daniela Potenza VIC
Lyn Azzopardi NSW
Cathryn Ferencz TAS
Joshua B Gibson QLD
Lisa Kruesi VIC
Peter Maskell VIC
Michelle Manderson NSW
Judith Macgill WA
Susan Maskell VIC
Linda Vozzo NSW
Simon Rhue QLD
Stefany Tiong ACT
Deborah Welsh VIC
Katherine Stevens VIC
Kanthi Jayarajah WA
Durga Kamte VIC
Rachel Kerr VIC
Laure Liss NSW
Hayley Bawden VIC
Peta Dressel VIC
Felicity Riddle ACT
Suzette Boyd VIC
Elizabeth McColl NSW
Atlantic Meyer WA
Leanne Franklin TAS
Alexander Downie QLD
Sean Courtaney QLD
Veronica Howanietz NSW

Anne-Marie Nicholls NSW
Jim Kalogiratos VIC
Jennifer Moss QLD
Paula Rose Smith QLD
Peter Sahajdak NSW

Readmitting Allied Field
Wei Hu VIC

Readmitting Associate
Annie Tam HKD
Sandra Green WA
Katrina Macdonald VIC
Sonia Clemnets VIC
Fiona Emberton QLD
Nasim Iqbal WA
Victoria Maddock NSW
Jang Pannu VIC
Janet Barbier SA
Elizabeth Smith QLD

Readmitting Library Technician
Marinela Pufulete VIC

Readmitting Member
Anna Zielona WA
Jaye O’Hare NSW
Karen Cocks NT

Grand total: 103

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In this issue, you have read our Library Provocateur’s opinion that “we are too often guilty of letting others... do the bulk of heavy lifting” when it comes to advocacy. Even so, there are examples and inspirations aplenty throughout these pages showing how some libraries and LIS professionals have shouldered the load.

Of course there will always be minds we can’t change. We need to remember that too as we set about convincing others of our value and encouraging them to be our supporters. It’s only when we understand – and duly respect – contrary points of view that we can begin to be effective in changing attitudes and developing our support base.

‘Big pictures’ are notoriously hard to get across to audiences. Sometimes we just don’t quite have the language and sometimes we don’t really feel confident enough to try. Sometimes it’s too big a leap from the big picture to the daily grind and back again.

Several lifetimes ago, when working with a group of final year LIS students, I imported multiple past-President Alan Bundy for a session to give the students his vision of the profession and why these library folk-to-be should be members of ALIA. Not just members actually. Active members. Active in thinking through the issues, and as active as circumstances would allow in attending and contributing to the myriad activities, training programs and events the Association runs each year.

Forgive me Alan, for not remembering in detail everything you said (though I nodded in agreement a lot, I know). But this one thing has stuck with me in all the years since. Alan reminded the students – and me - that ALIA is the only organisation specifically charged, on behalf of our profession, with protecting the free flow of information in our society.

That’s what we’re really talking about here. When we convince parents to read to their kids, when we help a student find that important reference, when we put a business in touch with the one person who can make the gadget that will do the job. When we, as Liz Alvey puts it in her article Through the library glass... “help people”. That’s also what’s going on when we’re talking about convincing management to adequately resource the collection and support professional development.

All these fragments go together in that big picture of empowering our society by improving literacy, encouraging creativity and investigation and putting people in touch with the information they need. These are some of the hundreds of ways in which libraries change lives.

Sometimes it takes a comment such as Alan’s to crystallise the line of thought that gets us from ‘helping’ to the notion of a profession charged with a very special role in our community. Let’s not forget, in other countries, being in this profession can be downright dangerous.

As a member of the library and information profession, and a member of ALIA, you hold something very precious in your hands. Our future.

Please take good care of it.

Lee Welch
inCite Editor (Acting)
ALIA is committed to a sustainable future.

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Email enquiry@alia.org.au to take a greener approach with your ALIA reading!
Yes
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Advocacy: the act of pleading for, supporting, recommending