Future planning

academic dreaming - future students picture
their future library
landmark study puts a price on victorian libraries
national simultaneous storytime flips hundreds of thousands of feathers around the nation
The entry level of the Morris Miller Library on the Sandy Bay campus was extensively refurbished during 2010 as part of the second stage of the University of Tasmania Master Plan. The Morris Miller Library now delivers 24/7 access to learning hubs, increased study space, enhanced wireless access, redeveloped high-use reserve and reference collections and improved client and staff facilities. The project was funded through the Federal Government’s Capital Development Pool (CDP) and Teaching and Learning Capital (TLC) funds.
"For every dollar invested in Victorian public libraries, $3.56 of benefits is returned to the local community. This translates to $681 million in community benefits each year."

- Dollars, Sense and Public Libraries Report (see story p9)
The Australian Bureau of Statistics, 2006 Adult Literacy and Lifeskills Survey into the literacy levels of Australians highlighted an astounding situation – that 46% of the Australian adult population struggles without the literacy skills to meet the most basic demands of everyday life and work. Almost half of us who can’t read newspapers, follow a recipe, make sense of timetables, or understand the instructions on a medicine bottle.

What is the future for our nation if its citizens don’t possess the basic literacy skills to effectively participate in society? What are the social consequences for those who cannot gain employment or participate in our democratic society? What of the economic consequences where lack of literacy skills inhibits staff learning and development or even the basics of understanding health and safety instructions?

What is the future for libraries if a large proportion of our nation lacks the basic skills to access and use our services?

ALIA is a Founding Partner of the National Year of Reading 2012 – a year in which we hope to turn the nation’s attention to this embarrassing statistic, celebrate the joy of reading and reignite our collective interests in reading. The Founding Partners also include the various public library associations and State Libraries across Australia.

ALIA and the other NYR2012 Founding Partners are lobbying government, talking to philanthropic organisations and forming partnerships with publishers, booksellers, employers, media organisations, businesses, writers and others to make National Year of Reading 2012 a year to remember.

You’ll find details of our first NYR2012 program, a writing competition called Its never too late...to learn to read, on page 25. This event is linked to Adult Learners Week 2011 - during which NYR2012 will be officially launched. We will be keeping you up to date with more news of activities in each issue of InCite as the program unfolds.

NYR2012 creates opportunities for libraries and librarians across all sectors to highlight and celebrate reading in all its forms as well as the critical role of libraries in this space. Whilst ideally linked to the core business of public and school libraries our thinking should not be limited to these sectors.

For special libraries there is opportunity to engage with parent organisations in a different way, perhaps by highlighting the importance and joy of reading, or working with literacy organisations to improve the literacy skills of staff.

For academic and TAFE libraries there is the opportunity to highlight reading for inspiration and pleasure – as well as for education.

The National Year of Reading 2012 website www.love2read.org.au contains all the information you need to participate in this important event.

My challenge to all ALIA members is to contribute one program, event or initiative to the NYR2012 calendar. It would be great to see each ALIA group support NYR2012 in an active and real way, perhaps by organising an event or providing support to other events. You can get started right now by signing up for the enewsletter on the website.

This is a real opportunity for the profession to come together and have a positive impact on the literacy skills, and the future of our nation.

Margaret Allen
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Dictionary of Sydney gets a social life
To celebrate its first birthday and 600th entry, the Dictionary of Sydney has turned to social media and launched a facebook page and blog, where readers can interact with the content developed by historians, academics and cultural institutions. dictionaryofsydney.wordpress.com and www.facebook.com/dictionaryofsydney

Open public sector information principles launched
The Australian Information Commissioner launched Principles On Open Public Sector Information. The Principles provide a framework for government information management in Australia, setting out the central values of open public sector information - that it be freely available, easily discoverable, understandable, machine-readable and reusable. The Principles were developed by the Office of the Australian Information Commissioner through a process of public consultation, and draw on considerable work in Australia and overseas into best practice government information management. For more information see: www.oaic.gov.au/infopolicy-portal/reports_infopolicy.html

LC transforms bibliographic framework
Transfoming our Bibliographic Framework (www.loc.gov/marc/transition/news/framework-051311.html) – a new statement from the Library of Congress, has been made available for early review. There will be more news on the statement following the upcoming annual conference of the American Library Association. A website has been established for the Bibliographic Framework Transition Initiative at www.loc.gov/marc/transition.
“Be the change you want to see in the world” – Mahatma Gandhi

What will the future hold? “Nobody knows,” could be one answer. And is it fate, luck or planning that gets us there?

While some would say that fate will take its course in our futures, others believe in good planning – like the British Army for example, with their famous ‘7 P’s (en.wikipedia.org/wiki/7_Ps_(military_adage)). Whatever your perspective on how the future happens, it is important that we all undertake planning, for our libraries, our own career, for our personal and professional development. I believe circumstances play their part but that we can create our own futures. And I hope that ALIA can be of assistance to all of our members so that you can be the change you want to see for your own future and for the future of Australian libraries. As you ponder that all-important future, you might like to take a look at the Association’s Strategic Plan, now available at www.alia.org.au/governance.

This issue also features a comprehensive list of library and information education courses currently accredited by ALIA. Educators in, and for, the profession are integral to a successful formula for the future and with that in mind, we’re keen to recognise their efforts and proud to be launching our accredited educator logo in this issue – see page 12 for more information.

As it is ALIA membership renewal time, it is a good time to plan for your next year of membership: will this be the year you register for ALIA PD or join a Group? We have two great conferences in Perth in September – the Library and Information Technicians 2011 conference and New Librarians Symposium 5. There’s no doubt the future as best we can imagine it – will be up for discussion. Will you be in the room? I hope the articles your colleagues have submitted to this issue will get you thinking.

LIW, NSS – and The Wiggles

It was a very eventful 2011 Library and Information Week, and we have to thank our sponsors at the Australian Communications and Media Authority once again for their valuable support. ALIA is working closely with the ACMA and in this issue we highlight some of the important work that is being done in the area of cybersafety, and how libraries can continue to be a part of this.

Our thanks must also go to The Wiggles for joining with us to encourage Australia to become a reading nation. Take a look at the community service announcements and how to use them at your library, or just share them with family and friends. National Simultaneous Storytime is always a highlight – this year celebrated everywhere from the Parliamentary Childcare Centre to the UK via Mt Gambier Library’s webstreaming. Seems the Minister might become regular at the Parliamentary Childcare Centre if the requests for more on the day are any indication.

Advocacy during LIW included the tabling in federal parliament of the final report of the Inquiry into School Libraries and Teacher Librarians and the launch of the ALIA/ASLA School Libraries wiki, as well as ALIA’s attendance at the public hearing for the Inquiry into the Role and Potential of the National Broadband Network.

LGMA and ALGA

We were recently represented at the Local Government Managers Association and Australian Local Government Association’s conferences in Cairns and Canberra. This was an opportunity to showcase libraries and the National Year of Reading 2012 to key decision makers and politicians. We will be reporting in more detail on this in a future issue of InCite.

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School Libraries Inquiry: Final Report tabled

The House of Representatives Standing Committee on Education and Employment Inquiry into School Libraries has tabled their final report and the Australian School Library Association (ASLA) and ALIA say there’s serious effort ahead for both governments and the profession. ALIA and ASLA have launched a Facebook campaign and wiki resource. More at www.alia.org.au and schoollibraries2011.wikispaces.com/

Conference countdown

Have you organised your registration and planned your visit to Perth for the Library Technicians Back to Basics and New Librarians Symposium 5 conferences? Two conferences, one beautiful city - and too many colleagues and friends to count. Check our conference page in this issue for more details and be there.

Christine Mackenzie elected to IFLA Board

We congratulate Christine Mackenzie, CEO of Yarra Plenty Regional Library, on her election to the International Federation of Library Associations and Institutions (IFLA) Governing Board. While Christine is our only Aussie representative for the 2011-13 period. She follows a proud Australian tradition of contribution to IFLA, where a significant number of our professional colleagues have shared their expertise and talent through the Board, IFLA staff and IFLA committees and initiatives and, in turn, brought back to the Australian library and information community a world perspective.
LIW WRAP UP

LIW STUFF FOR EVERYONE AT BAYSWATER, WA

From drums to quartets, storytime to an animal petting farm, this library service had something for everyone during Library and Information Week.

The City of Bayswater Library Service celebrated Library and Information Week (LIW) with a variety of events for all ages. Celebrations commenced in the week preceding the official launch with a Parenting Workshop and special storytime featuring African drumming group Rhythm Fix. The drumming workshop set the tempo for the week which wound down appropriately with the soothing sounds from the Nebula String Quartet.

In all, our three libraries hosted thirteen adult and young people’s events over a week and a half. Our brief was simple: entertain and inform. Events organised for adults included a cooking demonstration by chef Emmanuel Mollois, a meet-the-author with local crime author David Whish-Wilson, an Ancestry.com workshop and a guitar performance and workshop.

An exciting array of events was presented for children. Most notable was an activity held at our Bayswater Branch. The activity was held in a park behind the library and was structured around National Simultaneous Storytime. To give the event a higher profile, an animal petting farm was included on the program. Bayswater Library’s Assistant Librarian Carolyn Wynn read this year’s book Feathers for Phoebe to over 100 children and 60 adults. Fortunately, Carolyn has, when required, a voice that projects well. It was a fantastic NSS with the sun shining as only it can in Perth.

Other events for young people held included the Drippy Dragon Show for pre-schoolers and two after-school activities: the ever popular SciTech science after school workshop Horton Hears a Who and a meet-the-author event with young adult and children’s author Julia Lawrinson.

In all the week went well. Attendee feedback was very positive but although we ramped up our promotional activities, numbers at some adult events were lower than we’d have liked. Plans are already being laid to improve our promotional activities for next year’s events. We think we have the programming mix right - getting the message out is the next challenge. But isn’t it always?

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A “DEADSET WINNER” FOR LIW IN QUEENSLAND

Clients and non-library staff members mingled with the library staff at a High Morning Tea to celebrate Library and Information Week at the Tropical North Queensland TAFE Library.

The TAFE’s hospitality students served excellently prepared refreshments appropriate to the occasion, with cucumber and other sandwiches and a selection of premium teas on offer. We were truly privileged to have the services of two terrific and talented student performers who provided all sorts of music throughout the function.

Reference Librarian Dr Brian Stevenson spoke briefly to guests about the history of libraries, noting that Cleopatra received the world’s second largest library as a wedding present from her beau, Mark Antony, and that Casanova spent some of his later working years as a librarian – and some of his time in the library working on his fast-paced autobiography.

Other activities included a trivia quiz featuring many – well, quizical – looks from contestants trying to determine whether or not broccoli had a measurable IQ and if a German scientist had really made a playable record out of chocolate over 100 years ago (true, on both counts).

For the Library Treasure Hunt, we took the liberty of adapting the ALIA theme for LIW, We find stuff!, and set the clients to finding ‘stuff’ – sorry, ‘treasures’ in the library with the clues embedded in library items. All participants agreed that the function had been successful. Client Stephen Johnstone congratulated us on providing “a wonderfully thought-out luncheon [that had] a sense of culture that modern society lacks, a warm and welcome reception, and lovely music,” and “a dead set winner in terms of delivering an underlying message that libraries can be lots of fun.”

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On Wednesday 25 May, at 1,102 locations - ranging from small outback libraries and schools to Immigration Detention Centres and Parliament House Day Care in Canberra - 170,548 children shared a reading of Feathers for Phoebe by Rod Clement, a wonderfully illustrated Australian tale about self-acceptance and learning that appearances aren’t everything.

COMING TO YOU LIVE FROM THE LIBRARY

Victoria’s Kingston Library & Information Service has taken to the airwaves, broadcasting its services loud and clear to the community courtesy of 88.3 Southern FM Community Radio. Nola Brooks was on the spot to report.

Kingston’s library staff are regular guests on Terri Adam’s Kaleidoscope program but in May broadcasting was undertaken onsite, with a two hour show broadcast from the Parkdale Branch Library. The program was devised to showcase a day in the life of a busy library with a program of staff interviews.

Kingston patrons were able to able to hear about the why and wherefores of book selection and purchase, the variety of a reference desk shift, the joy of delivering story time and children’s services, the passion of genealogists patiently researching family history, the needs of teens and students, and the current challenges presented by social media and 21st century technology in meeting the needs of the Kingston community.

The program was co-hosted by Carolyn Milton, Marketing and Promotions Librarian, who co-ordinated the library staff speakers and also participated in a play reading, Five Minute Shakespeare-Romeo and Juliet, a winning entry for Kaleidoscope’s Annual Radio Play Competition for Year 10 students at Parkdale Secondary College.

Specialist staff appearing included the Collections Coordinator, Information Services Librarians, and Children’s Services Librarians, who eloquently described their roles, the many facets of staff engagement with patrons and a picture of modern library life.

Also featured were live music performances from local group The Weathermen, headed by staff member Sebastian Cunningham, which found an appreciative audience from Parkdale borrowers.

The broadcast is available as a podcast on the library website, library.kingston.vic.gov.au and was so well received that Southern FM has requested to do another show.

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RACING AROUND THE LIBRARIES

Libraries + trivia + bikes = Librarygaine, a rogaining event on bikes around the city of Newcastle, or as one organiser said, “add a pirate hat and it’s a perfect day”. ALIA Hunter took the ‘librarians find stuff’ theme outside and challenged the public to try to find the libraries. “Thirty-one! Aren’t there only 10?” one participant said.

Participants had to cycle to library checkpoints and answer questions. It was indeed an almost perfect day – perhaps we can add piracy next year.

The ALIA Hunter organising committee, Evadne Lewis, Na Guo and Catherine Knight had a ball organising it and are keen to do it again next year, so bring your bikes and we will see if you can find the libraries.

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ALIA Hunter hits the road: Evadne Lewis (seated) registering the first LIW Rogain team of Clark Gormley and Matthew Bulbert

Students get their finery on for NSS at Marryatville Primary School, SA

Carole McKee and Trish Walker as Phoebe share NSS at Nambucca Library, NSW

Watched by the nation: Simon Crean dropped in to share in the story at Parliament House Day Care, Canberra.
Not only are we all grappling with the future of work as we know it, we are also trying to deal with the future workplace. This month we have invited Tony Wilson, executive coach and Director of Teamcorp Australia to share his thoughts as the balance of power in the workplace shifts towards the employee. The business sector is learning big salaries don’t cut it anymore and while libraries traditionally haven’t ever had that option, we’re in the same dilemma when it comes to creative enticements to hang on to our talented staff.

The global financial crisis meant that many people were forced to cling to their jobs as a safety measure, but the game is about to change. Workers are in a state of renewed confidence, the balance of power is shifting towards the employee and many people are seeking new employment in 2011. In fact, the speed of this shift and the impact it could have on the corporate world could take a lot of companies by surprise.

Here are four ways to shape up or watch your talent ship out.

**Invest in development**

Employee attitudes are becoming inspired by a changed value set, and conventional sweeteners such as high salary or generous leave are not necessarily the major keys to employee attraction or loyalty. In fact, the number one thing workers will want out of their jobs as we head into the future is a company with great leaders and a solid plan to develop their people.

From what I’ve seen from working with dozens of workplaces around Australia, many organisations don’t provide regular feedback to their staff, let alone have a formal employee development program.

This is a costly mistake.

As busy managers give less and less time to developing their people, organisations are losing the very employees they need to succeed in the long term. I strongly believe employers should do everything in their power to ensure they are engaging their staff this year or potentially risk an exodus of talent.

**Let them achieve more**

Many employees will instead be expecting ‘unconventional’ bonuses from their job in 2011.

First, autonomy will be a huge draw card. Being given a job to do but not being trusted to do it properly is a major reason why workers will move on in 2011. Micromanagement has been begrudgingly tolerated in the past but it is starting to send people straight to the competition.

A sense of achievement may sound ‘fluffy’ but it must not be underestimated – the reality is it will also be at the top of the wish-list. My observations are the vast majority of people work very hard and want to do a good job – but many are lacking that all-important feel good factor at work. Allowing people to achieve, and removing all the barriers to making that happen, produces the right physiology for people to achieve even more, and this provokes performance chemicals that actually foster employee loyalty.

Rewards don’t have to be a pay increase or a monetary bonus either. Sincere and regular feedback goes a very long way. 2011 will see people wanting to move to a job with good internal systems where their achievements are measured, and celebrated.

“*The big question many candidates will be asking of their potential employers isn’t always going to be “What’s the remuneration?” These days it will be more along the lines of “What’s your plan for me?”*

What’s in it for me?
– Tony Wilson

Each month, **OPINION** features contributions from invited guest writers. The opinions expressed in this column do not necessarily reflect those of the Australian Library and Information Association.
Create team culture and consistency

This year is also about teams and team culture. In other words, a real sense of belonging at work.

Feeling part of a team is absolutely crucial to any workplace and employees will really want a sincere boss who takes the time to build relationships. If people feel alienated from one another or their managers, it won’t be long before they leave.

Many organisations only focus on building their team once or twice a year but it really needs to be an ongoing process. Creating a solid team culture this year (and every year) should be the number one priority for every organisation regardless of structure or size.

Consistency will also be a huge buzz word in 2011. The GFC caused a lack of consistency in many workplaces and the end result is an overwhelming number of unsettled workers.

This year will be all about fairness, delivering on expectations and keeping the goalposts still. If people get a whiff of double standards or favoritism, they will think about moving on.

Set a plan for your employees

Finally (and perhaps most importantly), professional development and training offered will be one of the top reasons people stay or leave an employer in 2011. The big question many candidates will be asking of their potential employers isn’t always going to be “What’s the remuneration?” These days it will be more along the lines of “What’s your plan for me?”

How companies develop their staff will be a major magnet for new talent seeking a position where they can thrive and stay long-term. People want a career with a growth path and a solid plan in place to develop their skills. And it can’t be wishy-washy – employers will be expected to stump up real, measurable strategies for how they intend to cultivate good performers.

Get all of this right, and workplaces are on the way to becoming employers of choice in 2011.

The reality is, the financial crisis left somewhat of a hangover in many workplaces and many people are now getting ready to move on – the grass is looking much greener and a large number of workplaces will have to shape up or the talent may indeed shift out.

Tony Wilson has invested over 15 years to high performance management. His new book, Jack and the Team that Couldn’t See, is out now, RRP $22.95, and available to order at www.tony-wilson.com.au. This article was first published in Anthill Magazine at http://anthillonline.com/shape-up-bosses-or-your-talent-will-ship-out-and-other-workplace-tips-for-2011/
LET THE FUTURE BEGIN!

Our feature contributors this month seem to be following on from our electronic and digital theme in the June issue, so our feature contributions are very focused on the ‘how’ of what we do. And we’re taking innovative steps to find the answers. At University of Technology Sydney, the library team asked the school students who will be the library users in the future what they wanted. As well as the request for awesome chairs, the collaborative process took an unexpected turn.

Meanwhile public libraries rejoice! A landmark study in Victoria has put hard numbers against the benefits this sector provides to that state and they’re more than happy to tell us how. Read on, and let the future begin!

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Much has been written about “the library of the future” and quite a few libraries have been so dubbed. But “the library of the future” very quickly becomes “the library of the past” unless it continues to evolve, to address – and preferably anticipate – contemporary needs. This is an enormous challenge in a time in which technologies, information sources and expectations are changing daily. How can we make available the knowledge of the past in an accessible and appropriate way? How can we ensure that the knowledge of the present and future is useable today and tomorrow? What services will characterise future libraries and what will underpin them? And who will we be, the library staffers of tomorrow and beyond?

A new university library is a centrepiece of the very ambitious redevelopment of the University of Technology, Sydney CBD campus so these questions are at the top of our minds. Some aspects have been determined: it will continue to be a leading edge digital library, three-quarters of the library’s physical collections will be in an underground Library Retrieval System, learning spaces will be diverse and exhilarating, and specialist facilities will support researchers and community and industry access. But what will our service model be? And who will we be?

To begin a discussion around those questions, and as one of a series of planning activities, UTS Library organised the by-invitation 2020 Academic Library Symposium on 31 January 2011. Attendees were mostly senior staff from Australasian academic libraries who were challenged during the morning by the ideas of researchers and research students, mostly from design backgrounds, to think radically about new libraries. The major finding was the realisation that collections have receded in importance. In a world awash with information, knowing how to find and use information and knowledge is much more important than the size of the on-site collection. Not surprisingly, online and increasingly mobile technologies are central but well-designed, diverse and adaptable spaces are also critical. During the afternoon these thoughts were infused by input from the Horizon Workshop presented by librarians of the future – those in the early stages of their careers – to stimulate discussion about the future library workforce. Group discussions focussed on skills, aptitudes and attitudes. Staff will need to be excellent communicators, collaborators and negotiators with inquiring minds, confidence, assertiveness and the ability to teach. ‘Professionalism’ becomes an attitude to one’s work, colleagues and clients rather than just possessing an ALIA-accredited qualification. Diversity and creativity are valued together with innovation and leadership. For academic library managers, this implies that we should be recruiting ‘good people’, those with the necessary attitudes and aptitudes, and then ensuring that they develop and continue to develop their skills appropriately in place of depending on a foundation library program.

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**GOOD PLAN BUT IT'S TAKING TOO LONG**

A commitment to continuing professional development is a commitment to ensuring that we as librarians remain focussed on our changing world as well as our changing industry. ALIA Sydney, as a group dedicated to continuing professional development in the library and information sector across Sydney, endeavours to provide opportunities for our community to engage with the changes that are happening all around us. When UTS Library approached us with the opportunity to contribute another perspective to their 2020 Academic Library Symposium, the Horizon Workshop for academic librarians of the future was born.

Working together with the ALIA NSW State Manager, Alyson Dalby, my goals in constructing the Horizon Workshop were seemingly quite simple, to gather academic librarians in the earlier stages of their careers and facilitate discussion about who the academic librarians of the future should be, and more practically, what support will be necessary to realise that outcome. Our delegates were selected from a range of institutions across academic libraries in Sydney to ensure coverage was as broad as possible. However, they participated in the workshop as individuals, not representatives of their organisations, and, to allow relaxed discussion, their anonymity was ensured. A program was constructed with plenty of time for open discussion and a toolkit of talking points was prepared.

However what we found in the workshop was not what we were expecting.

New – possibly startling - ideas that will build a strong future might have been what we desired to find, instead, we realised that we do believe that the industry has been on the right path for some time but we’ve been on it for far too long.

We should have arrived at our destination by now, and we haven’t, and the status quo persists. In too many cases, the foundations of trust and respect still feel like distant goals and opportunities to demonstrate diversity, creativity, innovation and leadership were much talked about but in reality were few and far between.

But we can be revolutionary. We can change into the professionals we need to become but we need to address the foundations first. To achieve this, trust and bravery will be required in equal measure for both teams to come to the table. Risks will be necessary but we can work together to make them calculated ones. I’m pleased to say that I have noted many of the participants of the workshop have, in the time since, been forging forward either in their own workplaces or in the wider profession and I for one, can’t wait to see what the next step will be.

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LANDMARK REPORT PROVES ECONOMIC VALUE OF VICTORIAN PUBLIC LIBRARIES

A ground-breaking study confirms that Victoria’s public libraries make a significant socio-economic contribution to local communities, providing solid evidence that public libraries are a good investment for funding partners. Jenni Pattinson explains the numbers.

The recent release of Dollars, Sense and Public Libraries, a report commissioned by the State Library of Victoria and Public Libraries Victoria Network, reveals that public libraries contribute $722 million in Victorian income and $120 million in Gross State Product each year.

For every dollar invested in Victorian public libraries, $3.56 of benefits is returned to the local community. This translates to $681 million in community benefits each year.

“Yet, according to the report, Victoria lags behind most other states, including New South Wales and Western Australia, when it comes to funding public libraries. John Murrell, President of the Public Libraries Victoria Network, said Dollars, Sense and Public Libraries verifies that investment in public libraries is money well spent. “The economic benefits can now be measured because of this landmark study which also reveals the public’s overwhelming support for public libraries,” he said. “More than 48% of Victorians (2.5 million) are library members with nearly two thirds surveyed using a public library in the past 12 months. In fact, public library members could fill the MCG more than 25 times over. But people want more. “We need to cater for population growth in regional Victoria and newly developed suburbs, while an ageing population means an increase in demand for home delivery services and specialised reading formats.”

Public libraries need ongoing commitment from funding partners to help cater for future technological and social challenges, which we believe, and can now demonstrate, provides an excellent return to the community. “With this report, we see that all public libraries now have the evidence they need to commence discussions with funding partners and achieve a level of funding on par, or better than the other States.” The Dollars, Sense and Public Libraries report was prepared by SGS Economics & Planning, an Australian urban economics, strategy and policy planning group.

It builds on and complements the last major body of research into Victorian public libraries, the 2005 Libraries Building Communities reports, which highlighted the vital role that public libraries play in supporting the community strengthening agenda.

“I would encourage all library managers to visit our website, download a copy of the report, and use the information to assist their own efforts in obtaining ongoing funding commitments.”

Dollars, Sense and Public Libraries is the culmination of three years extensive research conducted to provide empirical evidence of the economic contribution of public libraries in Victoria.

To measure the economic benefits, SGS used a combination of three valuation techniques: financial savings (how much people would have to pay a commercial provider for the same products and services), travel costs (how much time, cost and effort people were willing to put into accessing public libraries), and contingency valuation (how much people would be willing to pay to keep public library services available for the community).

As a result, the report identifies how Victorian public libraries stimulate their local economies through direct outlay on goods and services, staff wages and spending triggered by people’s use of the library.

Mr Murrell said the report also demonstrates that for an annual investment of $36 per person, Victorians have free access to information and entertainment valued by those surveyed at an estimated $419 per year. “In providing a safe, welcoming community space, libraries connect people to friends, families, potential...
Space, time and technology have been at the forefront of Curtin’s planning for the future accessibility and satisfaction of their patrons. Chloe Lyons reports.

The next few years will hold some very exciting changes at Curtin University Library with advancements in technology, research and spatial arrangements. We are working hard on a range of initiatives aimed at maximising the accessibility of our real and virtual learning and research resources to place us at the forefront of academic libraries.

By 2013 it is predicted that mobile phones will overtake PCs as the most common device used to access the internet. Curtin University Library has responded to this by creating mobile versions of the library website and our study and research tools, LibGuides, to provide clients with anytime, anywhere access. We are continually developing mobile access to the library website to ensure clients get the optimal experience when they arrive at our site.

In April 2011 we launched an interactive Curtin University Library app. The app provides quick and easy access to library resources directly from an iPhone, iPad or iPod Touch, allowing clients to search the library catalogue, find out when items are due in, view maps of the various library branches and find out how many computers are available before they get to the library. They can also check the library news and keep in touch with us via phone or email. Having already been downloaded by more than 1000 devices, an updated version of the app is already underway and it will include information on the library’s opening hours and a barcode scanner which will also read QR (Quick Reference) codes.

The library is using QR codes to encourage students to use their mobile devices as interactive learning tools. By scanning QR codes placed at key locations around the library, users will be able to gain access to valuable education support resources like the LibGuides, all in the palm of their hands. So far the library has used the QR codes on shelf ends directing students to a relevant LibGuide offering them in depth information on a particular subject and in promotions, but the possibilities they present are almost endless.

Curtin University Library’s collections now include thousands of e-books. While these are readily discovered and accessed through searching the library catalogue, they are often overlooked by clients who prefer to browse. Clients who no longer need to come to the library building as often as they used to have also commented on how they miss making serendipitous discoveries by browsing the shelves and having their eyes caught by an attractive cover or catchy spine title. Responding to these needs, the library is launching a virtual bookshelf where clients will be able to browse the covers and spines of electronic and hard copy books seamlessly through the library website, as they would if they were looking at a bookshelf.

The library remains committed to helping Curtin researchers gain maximum exposure to their work via the University’s research repository, espace@Curtin. In line with this the library has created a geographical downloads map within the repository which displays the geographical regions where espace items have been downloaded, allowing authors to monitor their exposure. The map also allows users to view the most popular Curtin authors and papers over varying time frames.

As for the future of the library building itself, our planning initiatives are focussing on providing clients with innovative ways to use library spaces. A café and al fresco area integrated within the library building will allow clients to choose the environment in which they wish to work, whether it is outside, sipping a hot coffee or in one of the diverse client areas within the library. Twenty-four hour opening and more extensive use of self-service facilities will provide clients with what they want, when they want it.

And by reducing the size of the collection space the library will ensure clients have more innovative spaces to research and learn.

Chloe Lyons
Communications Officer, Curtin University Library
chloe.lyons@curtin.edu.au
ECU is a leader in information science research and teaching. Over the past two years, ECU staff and students have won industry excellence awards sponsored by ALIA and Google. All courses are available on-campus and online. What’s more, commencing first year, full-time students may be eligible for a free Netbook computer. With flexible, multi-disciplinary graduate programs, the road to a career in information services is open.

For more details, call 134 ECU (134 328), email futurestudy@ecu.edu.au or visit our website.

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Welcome to our 2011 education lift-out. In these pages you will find all the library and information qualifications currently accredited by ALIA. And welcome too, to the official launch of the ALIA accreditation logo – our new user-friendly identification for currently accredited qualifications. Wherever you see this logo, you will know the course or program advertised has current accreditation from ALIA.

What is accreditation all about?
ALIA accredits courses at librarian and library technician level, typically every five years. Course accreditation is a critical element of the Association’s responsibilities as the peak body for the profession and we work with education providers and other key stakeholders including students and employers to ensure the accreditation process identifies courses designed to equip graduates with the knowledge, skills and capabilities to enter the workforce and provide a high standard of information and service provision to their clients.

ALIA verifies qualifications for employers who are assessing job applications and also monitors library education globally in order to maintain important reciprocal recognition agreements with the Chartered Institute of Library and Information Professionals (UK), the American Library Association (ALA) and the Canadian Library Association (CLA).

Why have an accreditation logo?
Quality education has to evolve to meet the changing needs of the professions it serves. The accreditation process is focused on ensuring the quality of the course and its relevance to current and emerging library and information practice. We are very proud to be able to offer all educators offering ALIA accredited courses the opportunity to use the new accreditation logo, ensuring prospective students and their future employers can be confident that these courses are designed to deliver relevant and effective training. And that these educators are as committed to the future of the profession as you are.

ALIA ACCREDITATION: YOUR ASSURANCE OF QUALITY IN LIS EDUCATION

ALIA MEMBERSHIP – THE EMPLOYMENT EDGE
Eligibility for professional membership of ALIA can be a critical factor in a prospective employer’s decision to give you the job you really want.

Graduates of an ALIA-accredited course, and who otherwise meet the requirements of ALIA membership, may be admitted to Associate (Librarian) or Library Technician membership automatically.

If you hold a non ALIA-accredited qualification or a qualification gained overseas it may be possible for you to become eligible for Associate or Library Technician membership through a widened eligibility or overseas assessment.

Further advice is available at:

Want to know more?
ALIA’s accreditation criteria:
www.alia.org.au/education/courses/criteria.html
ALIA’s education policy statements:
Want to try your profession overseas?

Use of the logo is voluntary, however, and the process of accreditation takes some time to complete – especially for new courses. So it’s important to ask your prospective education supplier if they are accredited or working towards accreditation as part of your own assessment of courses for your needs. Or contact ALIA’s education team for an update.

The accreditation logo can only be used on currently accredited courses and carries a date to ensure that currency. Educators wishing to use the logo can obtain the artwork and guidelines for use from ALIA – just email us at education@alia.org.au.

Full details for currently accredited courses are always available on the ALIA website at www.alia.org.au/education/qualifications.
# CURRENT ALIA ACCREDITED COURSES

## UNDERGRADUATE AND POSTGRADUATE COURSES (LIBRARIAN AND OTHER INFORMATION PROFESSIONALS)

<table>
<thead>
<tr>
<th>STATE / INSTITUTION</th>
<th>Course <em>(available online/distance learning mode)</em></th>
<th>Accreditation Period</th>
<th>Contact</th>
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<tr>
<td><strong>ACT</strong></td>
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<td></td>
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</tr>
<tr>
<td>UNIVERSITY OF CANBERRA</td>
<td>Master of Information Studies in Librarianship*</td>
<td>Dec 2009 - Dec 2016</td>
<td><a href="mailto:sally.burford@canberra.edu.au">sally.burford@canberra.edu.au</a></td>
</tr>
<tr>
<td><strong>NSW</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>CHARLES STURT UNIVERSITY</td>
<td>Bachelor of Applied Science (Library and Information Management) - Hong Kong Program*</td>
<td>Dec 2006 - Dec 2011</td>
<td><a href="mailto:intoffice@csu.edu.au">intoffice@csu.edu.au</a></td>
</tr>
<tr>
<td></td>
<td>Bachelor of Information Studies*</td>
<td>Dec 2006 - Dec 2011</td>
<td><a href="mailto:inquiry@csu.edu.au">inquiry@csu.edu.au</a></td>
</tr>
<tr>
<td></td>
<td>Master of Information Studies*</td>
<td>Dec 2006 - Dec 2011</td>
<td><a href="mailto:rpymn@csu.edu.au">rpymn@csu.edu.au</a></td>
</tr>
<tr>
<td>UNIVERSITY OF TECHNOLOGY SYDNEY</td>
<td>Bachelor of Arts in Communication (Information and Media)</td>
<td>Jan 2007 - Dec 2013</td>
<td><a href="mailto:info@hss.uts.edu.au">info@hss.uts.edu.au</a></td>
</tr>
<tr>
<td></td>
<td>Graduate Diploma in Information Management</td>
<td>Jan 2007 - Dec 2013</td>
<td><a href="mailto:info@hss.uts.edu.au">info@hss.uts.edu.au</a></td>
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<tr>
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<td>Graduate Diploma in Knowledge Management</td>
<td>Jan 2007 - Dec 2013</td>
<td><a href="mailto:info@hss.uts.edu.au">info@hss.uts.edu.au</a></td>
</tr>
<tr>
<td></td>
<td>Master of Arts in Information and Knowledge Management</td>
<td>Jan 2007 - Dec 2013</td>
<td><a href="mailto:info@hss.uts.edu.au">info@hss.uts.edu.au</a></td>
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<tr>
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<tr>
<td>QUEENSLAND UNIVERSITY OF TECHNOLOGY (GARDENS POINT)</td>
<td>Master of Information Technology (Library and Information Science)*</td>
<td>Jan 2005 - Dec 2011</td>
<td><a href="mailto:h.partridge@qut.edu.au">h.partridge@qut.edu.au</a></td>
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<tr>
<td><strong>SA</strong></td>
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<tr>
<td>UNIVERSITY OF SOUTH AUSTRALIA</td>
<td>Graduate Diploma of Library and Information Management*</td>
<td>Nov 2009 - Nov 2011</td>
<td><a href="mailto:moira.lawler@unisa.edu.au">moira.lawler@unisa.edu.au</a></td>
</tr>
<tr>
<td></td>
<td>Master of Library and Information Management (Library Stream)*</td>
<td>Nov 2009 - Nov 2011</td>
<td><a href="mailto:moira.lawler@unisa.edu.au">moira.lawler@unisa.edu.au</a></td>
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<tr>
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<tr>
<td>UNIVERSITY OF TASMANIA</td>
<td>Graduate Diploma of Information Management*</td>
<td>1 Jan 2006 - Dec 2012</td>
<td><a href="mailto:malcolm.bertoni@utas.edu.au">malcolm.bertoni@utas.edu.au</a></td>
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<tr>
<td><strong>VIC</strong></td>
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<tr>
<td>MONASH UNIVERSITY</td>
<td>Graduate Diploma in Information and Knowledge Management (LIS Stream)*</td>
<td>Jan 2006 - Dec 2012</td>
<td><a href="mailto:steven.wright@monash.edu">steven.wright@monash.edu</a></td>
</tr>
<tr>
<td></td>
<td>Master of Business Information Systems (LARS Stream)*</td>
<td>Jan 2006 - Dec 2012</td>
<td><a href="mailto:steven.wright@monash.edu">steven.wright@monash.edu</a></td>
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<tr>
<td></td>
<td>Master of Business Information Systems Professional (LARS Stream)*</td>
<td>Jan 2006 - Dec 2012</td>
<td><a href="mailto:steven.wright@monash.edu">steven.wright@monash.edu</a></td>
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<tr>
<td>RMIT UNIVERSITY</td>
<td>Graduate Diploma in Information Management</td>
<td>Dec 2009 - Dec 2016</td>
<td><a href="mailto:sue.reynolds@rmit.edu.au">sue.reynolds@rmit.edu.au</a></td>
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<td>Dec 2009 - Dec 2016</td>
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<tr>
<td>CURTIN UNIVERSITY</td>
<td>Bachelor of Arts (Librarianship and Corporate Information Management)*</td>
<td>Apr 2009 - Apr 2016</td>
<td><a href="mailto:g.haddow@curtin.edu.au">g.haddow@curtin.edu.au</a></td>
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<tr>
<td></td>
<td>Graduate Diploma in Information and Library Studies*</td>
<td>Apr 2009 - Apr 2016</td>
<td><a href="mailto:christine.richardson@curtin.edu.au">christine.richardson@curtin.edu.au</a></td>
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<td></td>
<td>Master of Information Management (Librarianship)*</td>
<td>Apr 2009 - Apr 2016</td>
<td><a href="mailto:christine.richardson@curtin.edu.au">christine.richardson@curtin.edu.au</a></td>
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<tr>
<td>EDITH COWAN UNIVERSITY</td>
<td>Graduate Diploma of Science (Information Services)</td>
<td>Jan 2005 - Dec 2011</td>
<td><a href="mailto:m.brogan@ecu.edu.au">m.brogan@ecu.edu.au</a></td>
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<td></td>
<td>Master of Information Services</td>
<td>Jan 2005 - Dec 2011</td>
<td><a href="mailto:m.brogan@ecu.edu.au">m.brogan@ecu.edu.au</a></td>
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## TEACHER-LIBRARIAN COURSES

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<tr>
<td>CHARLES STURT UNIVERSITY</td>
<td>Master of Education (Teacher-Librarianship)</td>
<td>Jan 2008 - Dec 2015</td>
<td><a href="mailto:inquiry@csu.edu.au">inquiry@csu.edu.au</a></td>
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<tr>
<td>QUEENSLAND UNIVERSITY OF TECHNOLOGY (KELVIN GROVE)</td>
<td>Master of Education (Teacher-Librarianship)</td>
<td>Jan 2006 - Dec 2011</td>
<td><a href="mailto:mandy.lupton@qut.edu.au">mandy.lupton@qut.edu.au</a></td>
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<tr>
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<td>Graduate Diploma of Science (Information Services)</td>
<td>Jan 2005 - Dec 2011</td>
<td><a href="mailto:m.brogan@ecu.edu.au">m.brogan@ecu.edu.au</a></td>
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## DIPLOMA OF LIBRARY / INFORMATION SERVICES (LIBRARY TECHNICIAN)

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<tr>
<td>CANBERRA INSTITUTE OF TECHNOLOGY</td>
<td>Nov 2009 - Nov 2014</td>
<td><a href="mailto:judi.martin@cit.act.edu.au">judi.martin@cit.act.edu.au</a></td>
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<tr>
<td><strong>TAFE NSW</strong></td>
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<tr>
<td>HUNTER INSTITUTE</td>
<td>Nov 2009 - Jun 2012</td>
<td><a href="mailto:jennifer.banville@tafe.nsw.edu.au">jennifer.banville@tafe.nsw.edu.au</a></td>
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<tr>
<td>ILLAWARRA INSTITUTE®</td>
<td>Nov 2009 - Nov 2014</td>
<td><a href="mailto:katrina.hamer@det.nsw.edu.au">katrina.hamer@det.nsw.edu.au</a></td>
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<tr>
<td>NORTH COAST INSTITUTE®</td>
<td>Sep 2010 - Sep 2015</td>
<td><a href="mailto:susan.wills@det.nsw.edu.au">susan.wills@det.nsw.edu.au</a></td>
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<tr>
<td>RIVERINA INSTITUTE®</td>
<td>Nov 2009 - Jun 2012</td>
<td><a href="mailto:margaret.ctroen@tafensw.edu.au">margaret.ctroen@tafensw.edu.au</a></td>
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<tr>
<td>SYDNEY INSTITUTE</td>
<td>Nov 2009 - Nov 2014</td>
<td><a href="mailto:glenis.sellwood@tafensw.edu.au">glenis.sellwood@tafensw.edu.au</a></td>
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<tr>
<td>WESTERN SYDNEY INSTITUTE</td>
<td>Nov 2009 - Nov 2014</td>
<td><a href="mailto:allan.daniel@tafensw.edu.au">allan.daniel@tafensw.edu.au</a></td>
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<td>Nov 2009 - Nov 2014</td>
<td><a href="mailto:phyllis.goodridge@southbank.edu.au">phyllis.goodridge@southbank.edu.au</a></td>
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<td>SUNSHINE COAST INSTITUTE OF TAFE®</td>
<td>Jan 2011 - Jun 2012</td>
<td><a href="mailto:corinne.singer@deta.qld.gov.au">corinne.singer@deta.qld.gov.au</a></td>
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<td>DEVONPORT</td>
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<td><a href="mailto:dianne.trail@politechnic.tas.edu.au">dianne.trail@politechnic.tas.edu.au</a></td>
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<td>HOBART</td>
<td>Nov 2009 - Nov 2014</td>
<td><a href="mailto:penny.zucchi@politechnic.tas.edu.au">penny.zucchi@politechnic.tas.edu.au</a></td>
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<td>LAUNCESTON</td>
<td>Nov 2009 - Nov 2014</td>
<td><a href="mailto:fiona.orders@politechnic.tas.edu.au">fiona.orders@politechnic.tas.edu.au</a></td>
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<td>BOX HILL INSTITUTE®</td>
<td>Nov 2009 - Nov 2014</td>
<td><a href="mailto:courseinfo@bhtafe.edu.au">courseinfo@bhtafe.edu.au</a></td>
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<tr>
<td>SWINBURNE UNIVERSITY OF TECHNOLOGY (PRAHAN CAMPUS®)</td>
<td>Nov 2009 - Nov 2014</td>
<td><a href="mailto:jgaylor@swin.edu.au">jgaylor@swin.edu.au</a> , <a href="mailto:dleslie@swin.edu.au">dleslie@swin.edu.au</a></td>
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<tr>
<td>UNIVERSITY OF BALLARAT</td>
<td>Nov 2009 - Nov 2014</td>
<td><a href="mailto:d.wilmott@ballarat.edu.au">d.wilmott@ballarat.edu.au</a></td>
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<tr>
<td>VICTORIA UNIVERSITY - TAFE DIVISION®</td>
<td>Nov 2009 - Nov 2014</td>
<td><a href="mailto:ian.rogers@vu.edu.au">ian.rogers@vu.edu.au</a></td>
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<tr>
<td>CHARLES DARWIN UNIVERSITY</td>
<td>Nov 2009 - Nov 2014</td>
<td><a href="mailto:kathryn.white@cdu.edu.au">kathryn.white@cdu.edu.au</a></td>
</tr>
</tbody>
</table>

Please note: Certificate III and IV in Library/Information Services are not ALIA Accredited.
PROFESSIONAL DEVELOPMENT

MAKE YOUR TERTIARY STUDY COUNT

The ALIA Professional Development Scheme counts tertiary course study as a valuable professional development activity. Tertiary courses are courses offered by universities, TAFEs or private registered training organisations (RTOs). For the purposes of the ALIA PD scheme you may claim single subjects or units of a course, or a complete course. For example, after your initial professional qualification, which gives you eligibility to join the ALIA PD Scheme, if you hold a library and information service Graduate Diploma and are now starting a Master or PhD, your course units count towards your ALIA PD. If you hold a relevant Diploma and undertake an undergraduate tertiary course in the field, this too can count towards your PD and your Certified Practitioner status. In fact, you can earn up to 30 PD points per subject per semester and up to 60 points per PD year. The only required proof for the PD audit is a certificate or a transcript. It can’t get any easier than that.

Many institutions offer subjects or units on a one-off basis so you do not need to enroll in a whole degree or diploma to take advantage of these topics to add to your career profile. Post Graduate Certificates can also be used to broaden skills already gained in an undergraduate program, or develop vocational knowledge and skills in a new professional area. This form of study is also included in the PD activity group called Tertiary Courses.

If you have just enrolled in a second semester course - make it count, join the ALIA PD scheme now and become a Certified Practitioner by July 2012.

Judy Brooker
Professional Development and Careers Manager
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*Certificate III and IV in Library/Information Services are not ALIA Accredited.

Course Coordinator - Sue Wills
susan.wills@tafensw.edu.au 02 6555 0627
Library Administration - Rachael Power
rachael.power4@tafensw.edu.au 02 6591 3669
Customer Service Centre
nci.courseinfo@tafensw.edu.au 1800 048 233

TAFE north coast
Library Information Services

ALIA  B2011

15 | Volume 32 Issue 7 | July 2011
Applications are now open for the postgraduate programs in Library and Information Management or Business Information Management offered by UniSA. These programs are blurring the boundaries and will enable librarians, records managers, archivists and business information management professionals to reinvent their careers, to keep in touch with the latest digital approaches and work in a wider skilled environment.

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Keryl Collard, Secretary/Treasurer
Public Libraries New South Wales
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The programs offer you the opportunity to study at your own pace: either part-time or full-time, externally online, or face to face in Adelaide.

For further details and information please email moira.lawler@unisa.edu.au or visit unisa.edu.au/bim

Incite
What aren’t you being shown?
I recommend the TED presentation by Eli Pariser on Filter Bubbles (tinyurl.com/44tg97y). What he’s talking about is the concept that all sorts of services - Google, Facebook, news sites - try to guess at what you really want to see and block out what (they think) you don’t want to see. Their reason for doing this is to present to you those ads that they believe will be most valuable to you (and of course to their advertisers). He illustrates this by showing the Google search results on ‘Egypt’ from two of his friends during the height of the Cairo protests. One search displayed lots of news stories about the events that were happening, the other one showed tips on tourist activities. I’m just a little alarmed at this. His book on the subject has since been published (The Filter Bubble: What the Internet Is Hiding from You), and it does make sobering reading. As he says about the personal profile decided about you, “You don’t know if its assumptions about you are right or wrong”. Unfortunately, it’s a bit difficult to hide yourself from these services so that you can make up your own mind, but logging out from Google before you start searching will help a little.

The politicians speak
I’d like to move a motion of congratulation to the Commonwealth Parliamentary Library, with the publication of their digital version of Hansard going all the way back to May 1901. I do think they could do a little more to make the documents visible from the Reps and Senate pages at www.aph.gov.au/hansard/ but when you start drilling down you’ll find much to appreciate - either in text or PDF formats - and they also offer you the chance to suggest corrections to individual pages. I had a quick look at what went on during the very first day of sitting back in 1901 and it was fascinating to see how it all began.

It seems so obvious
I was reading in Tom Johnson’s blog I’d Rather Be Writing about Mooers’ Law at tinyurl.com/5rc8nlq which says, “An information retrieval system will tend not to be used whenever it is more painful and troublesome for a customer to have information than for him not to have it” and I was struck about how true it is in everything we do. (But then to a certain type of person, everything but everything is an information retrieval system) If you just think about the instruction manual for your TV or PVR, do you really like going into the small type and badly-expressed information to find out about something that you probably don’t really want to do anyway? (Assuming you haven’t lost the manual in the meantime.) Useful, Tom takes a few lessons from Mooer’s Law and sets them out at the end of the post.

Let’s get together
I went to an informative seminar in May on the subject of PDF publishing, which covered a number of the issues very well indeed. The main speaker was Dey Alexander and after her presentation, she spoke about her new Web Content Managers Forum (tinyurl.com/3twskx2), which is free and open to all. I think it’s a great initiative and I’d encourage anyone in the Web business to join, although after a few weeks I’d seen no real activity in the group. I can’t believe that people don’t have anything that they need to talk about.

That’s a lot of pages
The National Library has now digitised more than five million pages in their Australian Newspapers Digitisation Program (www.nla.gov.au/ndp/) – and that’s pretty impressive. Even more impressive is the way that the pages are displayed in both their original scanned format and the text equivalent - and if you see something that needs to be corrected, go to www.nla.gov.au/ndp/get_involved/ and just do it.

Big Apple 2.0
One of the best manifestos you’ll ever see for the digital future is New York City’s Roadmap for the Digital City at tinyurl.com/65etp8f. The document is well-planned and very well presented. The bar has been raised in a big, big way. And if you’d like to see an update on what they’re actually doing in implementing the Roadmap, there’s a video of Rachel Sterne (their Chief Digital Officer – love that title!) at vimeo.com/23540478.

A little bit of ammunition
In my rambling around the web, looking for background information on all aspects of web development (including this wonderful article by Gerry McGovern at tinyurl.com/3pqo29t) I do see quite a few comments from web developers griping about the unrealistic - or just plain deluded - requests made by those who commission their work. It seems that anyone at all feels that they can have strong opinions on web design. If you happen to be confronted by a client with a little knowledge, you might like to look at Wee Nudge (weenudge.com/), a collection of articles that address many of the misconceptions people have, like not going below the fold or that whitespace is obviously bad.

More on my blog
www.alia.org.au/webbsblog
Twenty years ago, this breed didn’t exist.

Now it’s 636.728.

Twenty years ago there were no books, videos or periodicals that even mentioned the labradoodle. Because back then, the breed didn’t exist. Now, labradoodles find their happy home at 636.728. New concepts come into our world all the time—like cloud computing, bullying, phishing and yes, even labradoodles—and Dewey editors keep pace with all of these updates and much, much more.

To request your copy of DDC 23, or to get a free trial of WebDewey visit: 
www.oclc.org/au/en/dewey/ordering

It’s a big world, we’ve organised it.

ONE WORLD, MANY STORIES: CHILDREN’S BOOK WEEK
AUGUST 20 - 26, 2011

Get ready to discover and explore our world of stories and storytelling. Children’s Book Week is coming!

Through the written word, memories and stories are linked. Here is a great opportunity to celebrate the power of story in bringing about an understanding of cultural differences and similarities.

This year’s theme of One World, Many Stories gives libraries and schools an opportunity to reflect on how to connect with the rest of the world. What better way to link with others and share the stories of the world?

The Short List for The Children’s Book Council of Australia Book Awards has now been announced for 2011 - visit the CBCA website to see the shortlisted titles in all 5 categories.

The Notables list is also available online – this is an invaluable guide to some of the best children’s books published in Australia over the past year (www.cbca.org.au).

The winners of the CBCA Book Awards will be announced on Friday 19 August 2011 at a special presentation in Adelaide at the National Wine Centre of Australia.

The Children’s Book Council of Australia is a voluntary organisation established in 1946 to promote children’s literature and to encourage children to read.

In 2012 the CBCA will present its National Conference at the Adelaide Convention Centre on 17 – 19 May. Entitled Multistoried, this conference will provide great opportunities to share stories yet again. Visit our website for details.
Super-connected: young Australians online

• Among 16 to 17 year olds, 97 per cent of those surveyed reported that they had used at least one social networking service. For children aged between 8 to 11 years, 51 per cent had used a social networking service.

• Using the internet for social interaction is the primary reason 81 per cent of 12 to 17 year olds go online.

• Fifty four per cent of 12 to 17 year olds note that ‘chatting with friends from school’ is their main reason for using social networking services.

• Potentially risky online behaviour increases with age. About 78 per cent of 16 to 17 year olds claim to have personal information, such as photographs, posted on their social networking pages, compared with 48 per cent of 8 to 9 year olds.

What action can libraries take?

Library staff can:

• offer internet safety sessions for library users
• provide library users with information on socialising on the internet
• provide library users with information on how to report abusive, inappropriate, suspicious or illegal material and behaviour
• make a list of safe websites available for young library users to visit, and provide links to websites for children and young people that contain material especially for them
• provide library users with links to cyberbullying advice and information
• provide library users with information on how to evaluate websites for accuracy and authenticity

ALIA AND ACMA – WORKING TOGETHER TOWARDS SAFE, ENJOYABLE AND RESPONSIBLE INTERNET USE

Libraries play an important role in providing internet access and advice to children, their parents, and other library users. To help library staff in this role, the Australian Communications and Media Authority (the ACMA), as part of the Australian Government’s commitment to cybersafety, offers Cybersmart – a national cybersafety education program. Cybersmart has a range of resources about how to manage risks so that library users have safe and positive experiences online.

The Cybersmart Guide for Library Staff provides information and resources about safe, responsible and enjoyable internet use in Australian libraries, including public libraries and school libraries. The guide is intended to both inform and support library staff in promoting safe internet use in the library environment—particularly to children. For library staff, the ACMA’s cybersafety program includes web-based and printed materials on internet safety. All materials for library staff are available online at www.cybersmart.gov.au. The ACMA worked closely with the Australian Library and Information Association and Australian libraries to ensure that all materials are both accurate and appropriate.

The Australian Library and Information Association has also developed policy guidelines for use in libraries. This includes guidelines for library internet use policies and children’s use of the internet. These guidelines can be found at www.alia.org.au. The Cybersmart Guide for Library Staff is intended to support and complement these existing internet-use policies in libraries and to provide advice on cybersafety.

Studies into children and young people’s online behaviour indicate that they undertake a wide range of activities—from using the internet for research to a large number of social, gaming and learning activities. The ACMA’s research on young people’s online participation identifies a shift from using the internet primarily for individual activities, such as playing games, for children aged 8 to 11 years, to social pursuits like chatting to friends for young people aged 16 to 17 years.

For many children and young people, online interaction is as much a part of their environment as face-to-face communication with their friends. But how risky is it? According to the ACMA’s Click and Connect study, children demonstrate a good general knowledge about online behaviours that might be considered ‘risky’. Yet in spite of this, some young people still engage in risky behaviour, and some perceive these behaviours are common across their peer groups.

It is important to educate young people about the risks by giving them the skills and tools to manage online behaviour and minimise risks to themselves and others. This is particularly true in the use of social media sites, which have grown enormously popular in recent years, leading to increased exposure to risky situations. Children and young people are better able to manage difficult situations if they are fully aware of the consequences of their online actions, and understand why they should think before posting images and content online, keep personal information private and respect others online.

The Cybersmart resources and programs show young children, older children and teens what they should do if they encounter issues online and how they should manage situations.

Cybersmart aims to give libraries, children and their parents sound advice on how best to manage risks, so their online experiences are safe and positive. Online cybersafety videos are now on the Cybersmart website featuring information about current topics such as cyberbullying, inappropriate material and protecting personal information. The videos act as a guide to provide a snapshot of each issue including scenarios which demonstrate how the issue may occur. These can be viewed both on screen and be downloaded for later use.
Smart choices

Helping children have positive online experiences requires sound support and education—not only by parents but also by teachers, carers and library staff. With this, children will be better able to make good decisions when they see or experience confronting material online.

As the internet continues to develop, there will be many more, and varied, opportunities and risks for users, but there are a range of measures on offer to assist in keeping young people safe online.

The Cybersafety Help Button is a new Australian Government initiative designed to keep children and families safe online. The Cybersafety Help Button is an online resource hub that gives children and teenagers instant access to help and information on cybersafety issues 24 hours a day, seven days a week.

The button is a free application available from the website of the Department of Broadband, Communications and the Digital Economy. Once downloaded, it sits on the computer desktop or within the taskbar. When the button is clicked, users are taken directly to a web page where they can talk, report or learn about cybersafety issues. The Cybersafety Help Button was developed in consultation with the Government’s Youth Advisory Group and the Consultative Working Group on Cybersafety. It provides help and advice on a range of online risks including cyberbullying, unwanted contact, scams and fraud, and offensive or inappropriate material.

Gretchen Croome,
Senior Communications Adviser, Cybersmart, Australian Communications and Media Authority
cybersafety@acma.gov.au

FOR MORE HELP, INFORMATION AND ADVICE

Cybersafety Help Button

Visit: www.cybersmart.gov.au
Telephone: Cybersafety Contact Centre, 1800 880 176
Email: cybersafety@acma.gov.au
Kids Helpline Website
www.kidshelp.com.au or phone 1800 55 1800

Library staff play an important role in helping children have safe and positive online experiences.

Libraries are a popular location for school-aged children to access the internet. While there are many benefits in using the internet, there are also some risks.

To assist library staff, the ACMA offers a range of complementary resources, information and presentations about cybersafety.

For more information and to book a free Internet Safety Awareness Presentation:
Visit: www.cybersmart.gov.au
Tel: Cybersafety Contact Centre 1800 880 176

Are you a cybersmart library?

ACMA is the proud sponsor of Australian Library and Information Week
This September I’ll be attending my first library conference and I’m not sure what to expect. On the other hand, I know exactly what to expect because I’ve spent the last 18 months planning it.

As of July 1st, New Librarians Symposium 5 is only 77 sleeps away and we can’t wait to share what we have in store for you! Here’s a bit of a sneak peek...

Friday’s focus is PD. While we wait for all the ‘red eye’ flights to trickle in, take the opportunity to join one of our library tours. Go behind the scenes at the State Library or tour the visually stunning new Central Institute of Technology Library. Or, if you’re feeling adventurous you can design your own tour and visit public, special and academic libraries featured on our DIY map.

After lunch make your way back to the State Library of WA for the satellite workshops. Learn how to get your perfect job, find out what to expect from a graduate program or cadetship, or have the chance to ask some burning questions as you speed date with a library manager.

Be prepared for a stimulating and challenging afternoon of debate at the Back to the Future Forum as we discuss library manager.

As Paul Ehrlich once said, ‘the fluttering of a butterfly’s wings can effect climate changes on the other side of the planet’. What’s your vision for the future? Register for NLS5 and come spread your wings with us.

Katherine Mills  
katherine.mills@uwa.edu.au

The Social and Tours Committee have developed an excellent Library Tour program for Libtech 2011 delegates. We aspired to present some of Perth’s finest libraries in conjunction with showcasing parts of our beautiful state and we have achieved this aim - with seven fantastic tours on offer. The options cover all library sectors and feature a mixture of old library buildings filled with modern ideas, new and innovative libraries, fascinating collections and inspirational designs.

The tours will also give delegates the chance to visit some iconic eateries for lunch including Little Creatures Brewery & Restaurant in Fishing Boat Harbour Fremantle, as part of the Historic Fremantle Tour and Capel Vale Winery and Restaurant as part of the Spectacular South West Tour.

Our social events present delegates with the perfect opportunity to relax and catch up with colleagues and friends. The First Timers Dinner will be held at the Grosvenor Hotel in Perth, just a short walking distance from the conference venue. This popular heritage pub offers quality service, great food and drinks, and a welcoming atmosphere.

The Conference Dinner will be held in the Grand Ballroom at the Hyatt Regency Hotel and will be a night to remember. Delegates are invited to join us for an evening of dancing, fine food and wine, networking and fun, a wonderful opportunity to party mid-Conference with old friends and new. See you there!

Claire Hill  
clairehill@amnet.net.au

Correction: As some readers noticed, there was an outbreak of gremlins in last month’s conference pages. Our apologies to our hardworking conference crews for the mixups and thank you for your eagle-eyed feedback!
Library cadets – recruiting for the future

If libraries of the future need new thinking, Todd Orme has an idea where it might be found.

Libraries are an evolving organism. They are at the mercy of new technology and its users. Adoption of such technologies have been widely publicised as crucial in maintaining the longevity and relevance of libraries into the future. A key determinant of libraries maintaining their knowledge, skills and aptitude in the technological age is the ‘blooding’ of a new generation of technologically savvy librarians, which poses the question – how can libraries encourage, facilitate and successfully recruit new graduates to the library industry?

According to Stephen Abram via his blog stephenslighthouse.com, 24% of employed librarians are 55 years of age or older. This figure isn’t surprising to many in the library industry I am sure, but it does paint an interesting picture. Further, Abram expresses that growth in the librarianship industry and job opportunities are expected to be favourable in the near future, because “a large number of librarians are likely to retire in the coming decade”. This situation was evident within Deakin University Library where in 2008, over 28% of its professional staff was aged over 55, and 53% aged over 50.

With an aging, experienced workforce nearing retirement, the challenge was – how do you preserve the valuable knowledge possessed by long serving staff? How do you attract new professional librarians with the skills, knowledge and attributes to fill vacant positions, and lead libraries into the future? My current position at Deakin University Library provides an example of a successful strategy to achieve this.

I am currently employed on a full time basis as a library professional cadet. Deakin University Library’s cadet program offers a wonderful opportunity to combine work and study over a three year period. I am one of seven cadets across three of Deakin’s four campuses. As cadets, we are able to actively participate in a comprehensive, on-the-job rotational training program that targets all areas of the library – teaching, learning and research services, information management and access, finance, business and marketing - allowing us to gain practical experience and develop leadership skills, whilst completing formal study with study leave and financial support. The program includes a structured approach designed to equip us with the necessary skills and experience to be competitive for future employment in the highly dynamic library sector. We are given every chance to participate in professional development opportunities and freedom to participate in all library-related activities.

“While the body of people recruited [to MLS programs] from libraries is generally diverse and guarantees new librarians with great faith in the profession, it tends to make for an older constituency of students, deeply rooted in libraries as they exist. The library of the future may have difficulty being born in that culture. If the field needs new blood, needs younger librarians who have more of their careers ahead of them and thinking that is brand new and out of the box, it needs a younger generation of recruits to go with the strong librarians brought in from libraries today to create the library of the future.”

Programs such as these provide the means, motivation and inspiration to attract and enthuse new graduates to undertake a career in libraries, whether they are unsure of their future path or possess a particular interest in libraries. Participants are supported to gain a professional library qualification, whilst gaining on-the-job experience, providing the ideal platform for a long and successful career as library professionals.

As John N. Berry III, long-time author in Library Journal expressed, "While the body of people recruited [to MLS programs] from libraries is generally diverse and guarantees new librarians with great faith in the profession, it tends to make for an older constituency of students, deeply rooted in libraries as they exist. The library of the future may have difficulty being born in that culture. If the field needs new blood, needs younger librarians who have more of their careers ahead of them and thinking that is brand new and out of the box, it needs a younger generation of recruits to go with the strong librarians brought in from libraries today to create the library of the future.”

This provides a great summary of what is required to be undertaken by libraries in the future – something that I feel incredibly lucky to be involved in. Cadet programs such as the one I am currently undertaking at Deakin University Library are a superb way to entice the ‘new blood’ as outlined by Berry into the industry. I would certainly recommend it.

Todd Orme

t.orme@deakin.edu.au

Todd Orme is a Library Professional Cadet with Deakin University Library. After working on a casual basis in libraries while completing an undergraduate degree in commerce, Todd decided on the completion of his commerce degree that the library industry provided most interest to him. Currently undertaking a Master of Information Studies at Charles Sturt University, Todd has a keen interest in the future of library management – in particular the role of recruitment and succession planning in ensuring that libraries continue to meet the needs of users by using relevant and revolutionary technologies to facilitate teaching and learning.

Twitter: @todd_orme

Meet EEI Coordinator, Lesa Maclean at NLS5

Lesa will be presenting at the NLS5 conference in Perth in September. If you would like to meet with Lesa, leave a message at the ALIA stand in the exhibition area. Ideas for columns always welcome!

Correction: In June inCite, Carla Daws article stated she attended Information Online with funding support from ALIA New Graduates Committee. inCite has been advised this funding was from the ALIA New Generation Advisory Committee. Our apologies for any confusion.
EVENTS THIS MONTH

NATIONAL

**21 Jul** ALIA Training - PD - Make it count! Teleconference Questions and answers about the ALIA PD scheme. A free 1 hour teleconference hosted by Judy Brooker, ALIA PD and Careers Manager. ALIA members only. For more information, contact Kirrin Sampson, ph 1800 020 171, training@alia.org.au

**27 Jul** AGLIN Forum 2011 - New technologies; value and practices in libraries. For more information, phone 02 6215 8203.

SA

**13 Jul** Tour of ALS Library Services Link to ALS Library Services 17:00 for 17:30 start. 12 Tooronga Avenue, Edwardstown. RSVP by July 8th. Full rates: $0 ALIA members, $5 non-members [GST incl]. For more information, contact Fiona Thomson, fiona.thomson@unisa.edu.au

TAS

**20 Jul** ALIA New Grads (Tas): Garry Conroy-Cooper, LINC Tasmania, will talk about employment opportunities within the LIS profession in Tasmania, what you can do to get your feet in the door, training, PD, and an update on LINC Tas. 2:30-4pm Rosny LINC, Free. RSVP by 13 July For more information, contact Karina Tumon, ph 0422 251 643, karina.tumon@gmail.com

VIC

**15 Jul** Tex and the city Networking lunch at the Duke of Kent Hotel, 293 La Trobe Street, Melbourne at 12:15. For more information, contact Kim Wilson, ph 03 8664 7138, kwilson@slv.vic.gov.au

**28 Jul** Library Folk in the Pub Melbourne Join us for dinner and drinks. All welcome. For more information, contact Daniel Giddens, danielg@elitenet.com.au

**28–29 Jul** TAFE Australasia Library Conference. Connections: The Road Ahead TAFE Australasia Library Conference William Angliss Institute Conference Centre. For more information, contact Paul Kloppenborg, paulk@angliss.edu.au

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Group members and Office Bearers – have you remembered to upload your event onto the Calendar? Do it now at [www.alia.org.au/events/add/](http://www.alia.org.au/events/add/) Some members have experienced difficulties uploading details, due to firewalls and restrictive settings on their networks. If you experience any of these difficulties, please send your information through to groups@alia.org.au or events@alia.org.au and our National Office staff will ensure it appears.
2011 QUEENSLAND LIBRARY ACHIEVER ANNOUNCED

Anna Raunik, Executive Manager at the State Library of Queensland, has joined a distinguished list of recipients of the Queensland Library Achiever of the Year award.

ALIA Queensland presents the award annually to promote innovation and excellence within the library and information profession. The award is sponsored by the One Umbrella.

Anna embodies the creativity, vibrancy and community spirit of the library profession as demonstrated through her leadership role on two recent projects that enable people to connect to information and engage with content in new and interesting ways.

*Libraryhack* makes unique library collections and datasets from both sides of the Tasman freely available for re-mixing and re-purposing. The public is invited to create content, mashups and apps from those datasets. *Libraryhack* is a space where libraries and the community work in collaboration, enabling libraries to engage with new and diverse audiences. It builds on the unique content in collections and encourages developers, artists, and digital content creators to generate ‘new content’.

Through *Wikimedia Commons*, Anna has demonstrated that adding library content to open content digital repositories increases the use of digital collections, expands the reach of Queensland heritage material and facilitates engagement with communities of users.

The addition of 50,000 copyright free images from the State Library of Queensland was the fourth largest collection made available to the *Wikimedia Commons* and the largest collection by an Australian cultural institution.

Anna’s passion for the ‘digital agenda’ combined with extensive knowledge of library content ensures she is quick to see an opportunity for making library content accessible in new and interesting ways. You can find more information about *Libraryhack* and *Wikimedia Commons* at the State Library of Queensland website: [www.slq.qld.gov.au](http://www.slq.qld.gov.au).

*Claudia Davies*

ALIA State Manager, Queensland

claudia.davies@alia.org.au
ASSOCIATION NEWS

National Year of Reading update
SHORT STORY WRITING

COMPETITION ANNOUNCED

The National Year of Reading will be officially launched in September during Adult Learners’ Week (1-8 September). NYR12 is an official partner of Adult Learners’ Week, thanks to the support of the Department of Education, Employment and Workplace Relations.

Sign up to receive the NYR2012 newsletter at www.love2read.org.au and stay in touch with all the latest news, including NYR2012’s partnership with ALIA and Writing Australia to present:

“It’s never too late ... to learn to read”

This short story writing competition is open to published and unpublished Australian writers. Closing date for submissions is Friday August 5th, so get writing! All the details are on the website.

NYR12 is also supported by the Northern Territory Writers’ Centre, Queensland Writers’ Centre and Writing WA.

SEVENTH ANNUAL NATIONAL ADVISORY CONGRESS COMING SOON

This year’s National Advisory Congress Meeting (NAC) is now in the planning stages and we will shortly be announcing the topic and schedule of meetings for 2011.

This will be the seventh NAC, our annual opportunity to capture and record successes and discuss the issues around a key theme related to ALIA’s activities in policy and planning. This is your chance to find out more about what’s been happening on your behalf and have your say about what should happen next.

The National Advisory Congress is open to all current personal and institutional members and includes a calendar of regional meetings in capital cities plus teleconferences to give as many members as possible the opportunity to participate.

Wherever possible, the regional meetings are facilitated by an ALIA Board member with support from a member of the National Office staff, and each meeting will elect a delegate to report their discussions to the national meeting, conducted by teleconference, where they will be joined by invited self-nominating groups and advisory committee members.

NAC meetings in the past have informed the development of key sections of the Association’s strategic plan and activity in advocacy, professional development and more. These meetings are your ticket to ponder the really big questions and contribute to how we plan for the future - and how we deal practically with the present.

Watch inCite, aliaNEWS and our Facebook and Twitter announcements for more details shortly, and plan now to be part of your own future by being at your regional NAC meeting.

For more information, contact Membership Services at ALIA on (02) 6215 8222 or 1800 020 071 or email enquiry@alia.org.au.

Sue Hutley
Executive Director
sue.hutley@alia.org.au

NEW MEMBERS

Member to Associate
Penelope Garzenmuller QLD
Martin Van Dinteren VIC
New Institution
Matthew Finders Anglican College QLD
New Library Technician
Michelle Kuipers VIC
Trudy Sue QLD
Kathy McAie VIC
New Member
Sian Millane VIC
Siobhan Dib NSW
Meihana Palini QLD
Carol Grantam SA
Kylie Ball NSW
Jennifer Wilson VIC
Louise Connor VIC
Aron Lewy NSW
Susanne Milan NSW
Susan Houtted WA
Vittoria Evans VIC
Pauline Walker NZD
Ita Hanssens NSW
Melissa Smith NSW
Jacqueline Field NSW
Mary Davies SA
Lisa Pransclunas VIC
Helen Rose NSW
Gerardine Prendergast VIC
Casey Jenkins Vic
Elizabeth Louise Gain VIC
Sally Deon-Smith VIC
Thomas MacRae VIC
Margaret Allamianed VIC
Carolyn McKay SA
Selena Douglas-Brown NSW
Aisling Pearson SA
John Collins NSW
Sharon Tina
Papadopoulos SA
Linda Love ACT
Rosalie Somerset VIC
Nigel McMah QLD
Erl Daby VIC
Alice Goddard VIC
Caroline Rhod NSW
Sonja Kham NSW
Leanne Averill-Hutton QLD
Rui Jin VIC
Warwick Conway VIC
Lisa Scriver NSW
Riaa Pedra QLD
Konstantinos Karagannopoulos SA
Karen Beasley SA
Catherine Baran VIC
Claire Bayney VIC
Raquel Piles VIC
Benedict Dawos VIC
Kimberly Sampson SA
Jennifer QLD
Clima-Dockhom NSW
Osman Deniz VIC
Jane Davies NSW
Stephanie QLD
Woodcock-Smith VIC
Nicola Crossley QLD
Karelle Taylor NSW
Rachel Waters NSW
Rebecca McCue VIC
Amanda Cusak SA
John Porter VIC
Julie Mantix Qld
Jennifer Bambiric QLD
Kysira Fairbairn QLD
Laura Ennis NSW
Anne French VIC
Jeffrey Walker VIC
Loretta Roberts QLD
Susan Maree Irvine NSW
Ni Li Chen QLD
Lorena Bignoni NSW
Christopher Nolanader QLD
Yuet Lui VIC
Jane Brewster NSA
Rita Vidgen SA
Allison Cox SA
Vicki Harris QLD
Jocelyn Suter NSW
Aliz Kham NSW
Dishad Bashrer WA
Julia Zitto SA
Sarah Sherman VIC
James Milton NSW
Nicole Kyte VIC
Wassam Alzali NSW
Kim Robertson QLD
Andrea Coutour NSW
Michelle Dewar NT

Member to Technician
Margit Callis VIC
Riana Pedro QLD
Brooke Conboy VIC
Maureen O’Laughlan VIC
Helen McConnell VIC
New Associate
Meghan Lenahan QLD
Shane Dowling WA
Sandhita Goundar VIC
Craig Pattison VIC
Leanne George VIC
Emma Hoigate VIC
Miriam Worrall VIC
Niki Eacbonia VIC
Veronica Walsh VIC
Laura Ranieri VIC

Readmitting Member
Erica Cooke QLD
Kiri Jones QLD
Diane Young NSW
Holger Aman QLD
Cathy Poon VIC
Kathleen T Pond NSW
Nicola Carson WA
Andrea Lovell NSW
Susan Harder SA
Barbara Wala QLD

Readmitting Associate
Nicole Thompson WA
Holley Dumble VIC
Karina Vanice QLD
Olivia McMahon NSW
Paul Scifleet NSW
Rim Tuckett WA
Patricia Wilson TAS
Philippa Fasham QLD
Leanne Averill-Hutton VIC
Ho-Bill Tang HKD

Readmitting Technician
Jack Taylor VIC

Readmitting Member
Melinda Kennedy SA
Kathleen Gillman VIC
Allison Belcher VIC
Connie Ross NSW
Caroline Chong VIC
Belinda Spinaze QLD
Antia Petersing VIC
Maria Bennet VIC
Mairin Holmes VIC

Technician to Associate
Allica Starr NSW

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BRAND YOU: NATIONAL LIBRARY TECHNICIAN DAY AT VICTORIA UNIVERSITY

To celebrate, promote and advertise National Library Technicians Day, Library and Cultural Studies at Victoria University (VU) enlisted the help of Gail Schmidt, Genevieve Pergl, and Paul Clerici of the State Library of Victoria. Darren Ryan from One Umbrella and ALIA’s State Manager, Victoria, Margie Anderson for a special event including presentation of the ALIA award for VU’s best student.

Ian Rogers welcomed guests to the event and then handed over to Margie Anderson to introduce the Victoria University Student of the Year, Karen Seckold. In thanking ALIA for the award and all the staff at VU for their support, Karen noted working at VU as a student helper had “looked good on her resume”, and she had subsequently gained employment in a public library. Karen encouraged her fellow students to extend themselves and have a go.

Gail Schmidt, from the State Library of Victoria (SLV), gave a personal history of where she had been and the need to be passionate to be successful employees in the library and information industry. Gail said employers want customer service skills, courage to play with technology, internet searching for quality information, flexibility and the ability to be proactive, adaptable and enthusiastic.

Students, she said, need to be able to multi-task.

Genevieve Pergl, a former VU student, is now working at SLV and has been there since 1993. Genevieve says that in that time she has not touched a book, but has worked on digitising projects. She shared examples of work she has undertaken in cataloguing, indexing and digitising of images, including samples from the Rennie Ellis Collection.

Paul Clerici, another SLV staffer, graduated from Swinburne in 2004. Paul said volunteer work gave him some confidence and led to paid work at Vision Australia before moving to the State Library to a role in serials acquisitions, dealing with the public and electronic acquisitions. His key focus is large databases, e-journals, e-books, CD, and DVD formats, all made available in different ways onsite. Paul also monitors the integrity of the electronic data, liaising with the National Library’s Pandora archiving website.

One Umbrella’s Darren Ryan then spoke to the students about his career path. His current role with the specialist library employment agency (and current sponsor of ALIA’s PD Postings e-newsletter) has come about after 20 years in the library industry (including driving 200 km a day for his first job), and working in university, public and special libraries. Darren agreed with Gail on the importance of students being open minded and flexible – and to make the point, took the students through a planning exercise and a discussion of ‘Brain Yoga’. He finished with some comments about ‘Brand You’ and some recommended reading: Who stole my Mojo by Garry Gintwistle.

The day was organised by the Library Studies Team, Ian Rogers, Tim Dolby, Margie Anderson, Tania Barry, Paula Jones, Leonie McCormack and Janet Murray.

Ian Rogers
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ALIA is the voice of your industry.
It is through your support that the Association has the opportunity to influence the development and quality of the profession. The Association is constantly advocating and lobbying for our profession and for library and information services in Australia and making opportunities for our profession to discuss the big issues www.alia.org.au/advocacy

Keep your eye out!
Your membership renewal should have arrived by now. Our team are ready to assist in renewing your membership for the next year. If you have not received your renewal please contact membership on membership@alia.org.au or (02) 6215 8222
DAVID SCOTT MITCHELL: THE MAN AND THE LIBRARY

You may have been up and down the steps to the doors many times but have you ever given a moment to think about the name of Sydney’s famous Mitchell Library? Art Historian and NSW Premier’s Literary Award winner Eileen Chanin did – and now she’s written a book about the extraordinary collection of David Scott Mitchell and how it came to be the foundation of one of the finest libraries in the world.

Eileen says the wonder is that Mitchell had not attracted attention before. Somehow, even though his collection was recognised as far back as 1910 as one of the greatest in the world, he has escaped detailed attention.

“Other collections and histories fail to give account of the Libraries and Museums Movement that gripped the late-Victorian world,” says Eileen.

“They do not explain the widespread belief held during the Victorian era in the importance of cultural institutions like libraries which benefactors envisaged would promote their region.”

Eileen was inspired to write Book Life, The Life and Times of David Scott Mitchell while a Currey Fellow at the Library, taking three years to complete her study of who Mitchell really was, who were his friends, who and what inspired him and his collecting and why he gave his magnificent collection to the people of New South Wales.

Eileen says it has been acknowledged that Australian history could not be written without the contents of the library Mitchell assembled through his life.

“In Australian terms, David Scott Mitchell single-handedly created Australia’s first research facility for history, gave reason to erect a library building for the State of New South Wales in 1910, and left a bequest to continue developing the library’s collection. Today it is said that ‘no other act of philanthropy in Australia has performed such a cultural coup’.”

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Member Tania Barry, who reflects on life as the Connected Librarian on her blog shewgirl.blogspot.com, gave this question some thought back in 2008. Back then, the answer was a definite yes – and she hasn’t changed her mind. Here’s why.

For me, ALIA gives me exposure to more than just the field I am working in (public libraries). I go to a lot of PD events that are organised by Viclink and the State Library of Victoria and I enjoy them immensely. They give me the opportunity to network with those who are in the same sector and sometimes the same field. This is not enough for me though. I didn’t become a librarian with thoughts of always staying in the same sector. ALIA gives me the opportunity to network extensively with people outside of public libraries - that is important to me. I like the fact that I am involved in an Association that is working for the entire library and information field, not just one particular sector. I see issues such as workforce planning as something that needs to be looked at holistically from a national perspective, not only a local, sectoral one, as it has implications for the profession and industry as a whole.

What else have I gained through my involvement with ALIA?

• The Aurora scholarship - by my calculations, I am about 13 years ahead in my subscription fees, just by receiving that scholarship, even allowing for inflation. One of the criteria for the scholarship, BTW, is to “provide evidence of personal commitment and contribution to ALIA”, so my involvement also helped me get the scholarship.
• Confidence to present at conferences and events and share my knowledge with others.
• Project management skills.
• Budgetary skills - managing a budget with over a $100k turnaround is not something that happens every day.

The ability to be involved, from the beginning, in a tender process that, again, would not have happened easily (and boy can I read fine print now!).

There will always be detractors, and they have a right to their opinions, just as members have a right to theirs. What they are not entitled to is to continually criticise those who do actively participate, as it belittles the hard work that is being put in.

For me, the benefit I get from ALIA is that I am not only getting my own professional development, but also giving back to the profession.

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