Hire character.
Train skill.

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

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ALIA Presidents: Vanessa Little (2012-2013), Margaret Allen (2011-2012), Julie Rae (President Elect 2012-2013)
Graham Black (2010-2011)
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Looking ahead

As I take over the role of President of our important professional association, I have considered what I would like my legacy to be this time next year.

ALIA, like many professional associations, is challenged by changes in the industry and society generally and the need to do more with less. By May 2013 I hope that, working with the Board and with all of you as members, ALIA has considered some of the challenges for the Association and for the various library and information sectors, and that we have not only a sense of where we are going, but one of collaborative action to – dare I say – “move us forward” as a profession and as an association.

At this time I would like to thank most sincerely Margaret Allen, our outgoing President. Under Margaret’s wise, strategic, and balanced presidency the Association has been well-led and developed in a year that has seen many local and national responsibilities and demands. Margaret has a wealth of knowledge and has been able to represent all members with enthusiasm and understanding. I will certainly miss her from the Board and will be tapping into her knowledge and advice over the coming year.

Thank you also to the outgoing Board members, John Bayliss and Graham Black. John has presented a regional perspective to the Board on many occasions and has been an advocate for public librarians throughout his term. Graham has provided important perspectives on the academic library sector and I understand that ALIA’s loss of Graham is now CAUL’s gain on their Board. Thank you both for your significant contributions to ALIA.

We would have also lost Julie Rae from the Board this year, but she decided to re-nominate as Vice-President and this is a great bonus for the Association. Julie is an experienced and valued Board member and I am looking forward to working with her. Julie comes from the special library sector and contributes to the diversity of the new Board line-up.

And we welcome to the ALIA Board Edmund Balnaves, Aileen Weir, and Elke Dawson. Each of these new members brings a fresh perspective to the Board. I am looking forward to getting to know them as your new representatives and working with them on the exciting and challenging year ahead.

There is no doubt that 2012 will pose its opportunities and challenges for our profession and our Association. Based in Canberra as I am, we are now watching the impact of the 2012-13 Federal Budget on the many special and government libraries in our city reveal itself. ALIA is monitoring this issue and will work with AGLIN, should the need arise.

One of our strongly held values in libraries is freedom of information. The digital age has not only made information more accessible to people, but can mean that unscrupulous people can take advantage of the vulnerable in our community. Some in society would have us filter and judge information. As your representative association, ALIA works in partnership with other like-minded organisations to ensure that information is freely available and that the community is better skilled at knowing the difference between accurate and inaccurate information. To that end, I will be representing ALIA at the Joint Select Committee Inquiry into Cyber Safety for Seniors. I plan to promote the role of libraries in educating the community, students, workers and others in how to be safe whilst enjoying the benefits of the freedom of information online.

All in all, I am looking forward to a busy and exciting year. I hope that I can contribute in some way to the growth of ALIA and the development of our profession and look forward to meeting as many members as possible throughout the year.

Vanessa Little
ALIA President
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PS: Don’t forget to send in your registration for the ALIA Biennial in Sydney in July. It is a great program and I hope to see you there.
Business is booming
At the time of writing, I have just spent four days involved in induction meetings with new members of the ALIA board, a Board meeting, the Annual General Meeting, a Board planning day with the new Board, and the annual ALIA Roundtable meeting with related Associations and ALIA sectoral groups.

It’s been a very ‘business’ week.

The Annual General meeting this year included a series of Notices of Motion received from an ALIA member. While none of those motions was successful the Association will improve the manner in which Notices of Motion are handled prior to the next Annual General Meeting and provide templates for members wishing to present motions.

In the other meetings many conversations around budgets, processes, and systems were held.

It is not that long ago that such a conversation would have been an anathema to a library or information professional. In some ways it never needed to be had, because the library may have been a more important selling point than the skills and customer service of the library staff who were servicing clients.

The panelled walls that embraced the corporate or government library or the rules that controlled the public library space provided a sense of obvious gravitas. As with early information technology professionals, librarians benefitted from the significance of the place in which they worked together with the mystery that surrounded what they did.

The work of the modern library and information professional has become an activity, not a place. The five-day, full-time week is an historical artefact for public librarians; clients of special and university libraries and information services want information now, they want it remotely, and often on a mobile device. The information sources that are used are often as available to the client as they are to the librarian or information worker.

Added to these challenges, the business responsibilities of providing an information service have in many cases devolved to the staff. The costs of providing the service, the management of those costs, choosing the systems that are required to deliver the service, measuring the client satisfaction with the service and selling the benefits of the service against other business units competing for a share of funding are functions that professionals must perform today.

ALIA Training is delivering new and relevant courses that fill the need to provide many of these skills. The ALIA Professional Development scheme provides a measure for members to use when looking for that new or improved job that involves broader business skills. ALIA Groups also provide a wonderful resource for members to understand the issues and opportunities that impact colleagues in a similar sector or geographic location, to network and to seek and offer support.

Your association exists to support you in dealing with the challenges and reaping the rewards the profession continues to offer. We understand the business of being a library and information professional is becoming more demanding, challenging, and exciting.

For this profession, ever at the forefront of creating and leveraging improvements in information gathering, maintenance and dissemination, quite simply, it’s business as usual.

Rob Miller
ALIA Acting Executive Director
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New Generation Advisory Committee Vacancies

The New Generation Advisory Committee exists to help strengthen the participation of recently graduated library and information professionals in the Association. The Committee provides advice to the ALIA Board of Directors on issues of relevance to students and new professionals.

The primary role of ALIA Advisory Committees is to provide advice in the form of identification of issues, opportunities, and activities and, in general, to assist the Board in developing a strategic direction.

The Committee is seeking expressions of interest for expected vacancies arising in the next few months. Members of Advisory Committees are required to:

- have expertise in the area of the terms of reference of the committee and/or be able to give volunteer time to contribute to the committee
- be available for meetings via teleconference and on some occasions face-to-face
- contribute to the work of the committee including administrative tasks such as taking minutes, special projects, urgent advice and organising events, and submissions
- represent ALIA and its values, mission, vision and objects in a positive manner
- contribute to the annual goals of ALIA where applicable
- understand that appointment to a committee is an important voluntary role and that appointed members are representatives of the Association
- be current financial ALIA personal members or the nominated institutional member representative
- have sought the approval of their employer (if required) to be an appointed member to an ALIA Advisory Committee

Participation in Advisory Committees is a great way to help further the aims of the Association and provide a positive professional development opportunity for participating members. Members considering applying should familiarise themselves with the Advisory Committee Guidelines which can be found at www.alia.org.au/governance/committees.

To apply for a position on the Committee, please submit a short statement (100-250 words) outlining your interest in and suitability for the Committee and a brief CV outlining your experience to the Chair of the Committee, Clare McKenzie at claremckenzie67@gmail.com. Enquiries should be directed to Clare via this email or by phone on 0418 867 810.

Events June 2012

This is just a taste of the events on offer across the library and information sector. For a comprehensive and up-to-date list, check the website at www.alia.org.au/events.

**NATIONAL**

12-15 June
National Cyber Security Awareness Week
Contact: www.staysmartonline.gov.au

10-13 July
Be involved. Be visible. Be Discovered.

**ACT**

27 June
ALIA ACTive 2012 Winter Dinner
Contact: karna.odea@ato.gov.au

**NSW**

10 July
Health Libraries Australia Professional Development Day Speaking Systematics – Primer on Systematic Reviews for Health Librarians
Contact: events@alia.org.au

**VICTORIA**

21 July
VIC ALIA Library Techs on Tour
Contact: kwilson@slv.vic.gov.au

Want to list your event on the ALIA website? Group members and office bearers – don’t forget to upload your event at www.alia.org.au/events/add. Not an ALIA event? Your LIS event may also be eligible to be added to our non-ALIA events. Contact events@alia.org.au for more information.
Janette Wright has just taken up the role of Chief Executive Officer and State Librarian at the State Library of Queensland. As someone who has worked in different sectors of the industry – public libraries, government, and commercial and not-for-profit suppliers to the industry – Janette says her perspective on the ‘business’ of the library industry is not typical of the sector. Is she right?

Many librarians used to reject the term ‘industry’, preferring to describe our collective sector as a profession. I believe our sector can be both – and that in describing our collective buying power, our advocacy for our clients, the promotion and marketing of our services, and the business-like way in which we deliver services and manage resources – we must recognise that we are an ‘industry’.

Early in my career, I left library education to work for a library system vendor. When I returned to the library education field I was struck by the number of students who did not understand the fundamental terminology of commerce. Many students wrote about a library as a profit centre, used the word ‘profiteering’ and confused revenue with profit. Then I realised what had changed in the intervening years was my understanding of the commercial world.

So where do public libraries fit, in this commercial world?

Firstly, I don’t regard public libraries as a business in the usual sense of an entrepreneur taking a risk with their own capital to test a product or service in the market. Of course, to be effective, public libraries must be managed in a business-like way, but are they business enterprises? I don’t think so and I’ll explain why.

I strongly believe in the public library as a ‘public good’, something provided for the benefit of everyone which is best provided collectively rather than everyone providing their own.

Another example of a public good is the public road system. It makes no sense for everyone to provide their own piece of road because to work, the roads must be part of a system. For this reason, roads have traditionally been provided from the public purse, as a community responsibility. However in recent times we have seen that we can incentivise the use, or non-use, of the roads by charging fees such as tolls and road taxes. By charging for road use we have been able to supplement investment in road infrastructure. This new business model for road systems has revolutionised our private transport systems, and it has been made more feasible through the use of smart technologies such as the electronic tagging of vehicles.

So while I contend that a public library can run in a business-like way, and derive revenue from entrepreneurial activities, it is essentially a public good which is best provided at a community level to achieve network benefits (like the roads), and economies of scale.

However, like the road system, we can now track and incentivise specific activities which will benefit the overall community and its economy. An example is the way communities can be encouraged to contribute and edit online content, so that libraries are no longer passive receivers of the output of the publishing industry. Libraries can participate in commissioning, co-creating, editing, and distributing content for different target markets while at the same time designing and delivering high-level user experiences.

I believe we need to preserve free access to public libraries. They are, after all, one of the last remaining civic spaces in our communities. However, a public library can increase its resources for investment through the use of new business models and technologies which allow them to meet the related service needs of the market.

An example is crowdsourcing, a new way to generate funds for projects which relies on the technology (the internet), and directly involves clients in creating and contributing to new activities. This type of community participation and engagement does not rely on a fee-for-service model which can create barriers to access to public library services for some communities.

I like to think of the public library as a ‘park for the mind’, a place you can visit without having to pay, where you can play on your own or with others – and no-one tests you on the way out.

Janette Wright
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Janette Wright: It’s time to get used to the word ‘industry’
Taking care of business

Not only are we well into the business of the year, we’re actually fast approaching the point where some bright spark usually mentions getting organised for Christmas. June is also the end of the financial year for many so there will be a lot of budgets being finalised around now. It’s an opportune time to consider the business of the industry.

These days, a business-like frame of mind is an essential professional tool. Sometimes that’s not a comfortable fit with our mission to sally forth and share information for the common good. But it’s a fact of life for everybody, everywhere.

This month we have invited comment on the state of our business from a number of vendors. ALIA has member vendors and of course we work with many suppliers. These businesses are unfailing supporters of our industry and often of the Association, providing sponsorship for local awards, supporting our conferences and much more. What are they seeing as the emerging trends for the industry? Read on to find out – and visit these vendors at the upcoming ALIA Biennial in Sydney this month to learn even more. Our thanks go to each of them for fitting in time to contribute to INCITE.

Very few of us would be unaware of the tightening reins on resources and the need to push great ideas over to the ‘some day’ list instead of getting going on them now. But there are those days, aren’t there, when the reward for thinking smarter and getting on with the job comes unexpectedly upon us. Here’s one such example: launching her latest book,bold palates, in Adelaide last month, Professor Barbara Santich, an internationally recognised authority in food history and coordinator of food studies at the University of Adelaide, paid tribute to many who assisted her in completing the work. But for the librarians in the room (and there were quite a few), the sweetest treat in this book is the dedication, which in part reads “To all the librarians and all the libraries throughout Australia – without them this book would not have been possible”.

What a great reminder and tribute to the wonderful business we are in.

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Back a century or so, a ‘counter jumper’ was a salesperson. The view from the other side of that counter can be markedly different from the one most of our members are used to, so for this special feature INCITE invited industry vendors to give us their insights into the business of the industry as it is now. All these vendors are getting ready to share their latest news and the benefit of their considerable experience with attendees at the ALIA Biennial Conference next month – here’s just a sample of what they will be talking about.

Full service focus: James Bennett

James Bennett has been a library supplier and book distributor for over four decades, supporting public, academic, TAFE, specialist and reference libraries and, for over 20 years, they have distributed selected publisher lists to the broader book trade including academic, trade, and specialist booksellers. General Manager of Library Services and Business Development for James Bennett, Nada Stanojlovic says change is coming thick and fast in her world.

The industry has changed significantly since 1964 but the most dramatic changes have taken place in recent years. For us, the acquisition of James Bennett by Baker & Taylor continues an industry-wide trend toward consolidation and has given us access to knowledge, experience, systems, processes, and economies of scale. From broadening our product offerings and improving the supply chain, to accessing bibliographic data and new shelf-ready workflows, the focus is on providing all the elements the customer requires.

The digital world continues to change the way we do business – from the content to how we receive information, and on to digital marketing (e-newsletters, social media, website and the like). The reference market was the first to make the most of the digital age and changes started there a decade ago. In more recent times, e-books have become popular. We have been selling e-books since 2004 through our partnership with EBL. We have had to design new workflows to facilitate acquisition of e-content and we now work with a number of vendors to provide digital products, which are enhanced by customer specific e-cataloguing. We are seeing universities and other educational and special libraries benefiting significantly from fast access to online content, and public libraries will follow as soon as availability of a wider range of suitable e-books and e-book models is offered.

The growth in outsourcing continues to provide challenges and opportunities and clients expect a full service solution for all library types. Last year we launched CLS – a service that offers comprehensive technical solutions for today’s libraries and we have also completed ISO 2001 accreditation for our processing services.

Other challenges include the growth in self-publishing, independent authors, and facsimile editions that continue to grow our database. Having a database that covers books sourced worldwide is a challenge, multiple versions...
“WITH THE EXPLOSION OF NICHE APPS AND ONLINE RESOURCES, THERE WILL BE MORE OPPORTUNITIES FOR LIBRARIES TO CEMENT THEIR REPUTATIONS AS THE PLACE TO MAKE SENSE OF IT ALL”
– NATHAN CHANESMAN, MYCAREEMATCH

Hub for niche services: MyCareerMatch

What to do with the rest of your life has to be one of the biggest questions we ever consider. If you’re at school or university there’s a career adviser to help but once you leave school, you’re on your own.

Increasingly, the library is the first port of call for those wanting information to help make that decision. Nathan Chanesman of MyCareerMatch says from where he’s standing, libraries seem to be taking a higher profile role as the ‘go to’ space for niche community support services.

The development of online career resources was a natural step for our company following years of working with educational institutions profiling students to improve their career choices. Research shows that finding a career that matches our strengths is important for career longevity and personal achievement. There’s the added benefit of less stress and better life balance working in a job that uses our strengths, rather than being in a job we’re not good at, but given that the content, focus and even the names of post secondary qualifications can change recognisably between one year’s student intake and the next, it’s a confusing environment for both the potential student and anyone trying to help.

From working with the educational institutions over many years, we’ve seen how the library is increasingly important to people attempting to make an informed study and career choice, particularly for the growing numbers of mature age students who are long term library users in both the public library and academic library setting. This fits with the broader trend towards libraries as the central service point for their communities – as recently reported in the Sydney Morning Herald, it’s now not unusual for a frontline library staffer to find themselves helping out with filling in forms and directing patrons to community support services. Undoubtedly new technologies for delivery of these services are...
helping to cement this ‘go to’ role for libraries and we think that’s a great thing because it is real evidence to funding agencies of the value of libraries above and beyond the physical space they inhabit.

Research indicates that we have between four and seven jobs in our working lives now, where once we had just one or two, so there will be that many more instances where people need to update their knowledge about the options. It’s just one example of how the community sees the library as their reliable resource of current information and, with the explosion of niche apps and online resources, there will be more opportunities for libraries to cement their reputations as the place to make sense of it all.

My CareerMatch will be at the Biennial Conference on Stand 19. Drop by to find out more and see MyCareerMatch in action or email Nathan at nathan@mycareermatch.com.au.

Changing spaces: CAVAL

CAVAL’s Manager of Copyright Permissions and Digitising Services, Sara Hearn, has been scanning recent articles and blog posts on the future of libraries and finding many predicted changes are already apparent in Australian libraries.

More technology is the main prediction but this seems somewhat obvious as libraries have been leaders in using technology for some time. Certainly, libraries continue to seek ways to support content on new platforms, the latest being devices such as e-book readers, tablets and smart phones. Libraries are also using social media to engage and interact with their communities, while digitising programs and crowdsourcing projects are enabling better community access to collections with unique content such as local history publications, minute books, photographs and family history records.

Another prediction we’ve seen is the need to provide better resources for speakers of languages other than English. Australia has been a leader in delivering multicultural resources via its libraries but this need is only increasing.

The use of equipment that automates materials handling is also a major change. For example, university libraries are investing in automated dispensing systems which allow 24/7 access to high-use collections and automated sorting systems to manage the return of items.

But probably the most obvious change, already apparent, is the emphasis on the library as a community space. Many libraries are creating more open, social spaces for their users providing access to the library’s and wider collections and resources digitally.

For academic and research libraries, change in allocation of space from physical collections to patron use is creating a need for alternative storage for low-use collections that continue to be required to support researchers. Although, sometimes reported in the mainstream press as controversial, offsite storage is a logical and cost-efficient solution for low-use collections. Discovery systems enable access to these collections and items are easily provided through document delivery or un-mediated interlibrary loan systems which deliver digital copies directly to researchers’ desktops.

You’ll find CAVAL’s products and experts at the Biennial Conference on Stand 17 or you can email Sara at sara.hearn@caval.edu.au.

Smart money: Raeco

Raeco’s Marketing Manager Kellie Griffith says the library and information industry is as dynamic as ever. Given technological advancements, she says she has seen more change in the industry in recent years than ever before.

At Raeco, we’re finding customers are becoming more price conscious and have fewer resources available, resulting in a need for efficiency improvements and a greater focus on strategic purchasing. While quality is still very important, particularly as furniture really should be able survive for a number of years in a high-use commercial environment, some purchase decisions are being
“WE ARE SEEING LIBRARY SPACE BEING PUT TO MORE EFFICIENT USE TOO, WITH A TREND TOWARDS FLEXIBLE FURNITURE THAT CAN BE EASILY RELOCATED TO MAXIMISE THE LIBRARY ENVIRONMENT” – KELLIE GRIFFITH, RAECO

Global furniture trends reveal a number of new product innovations which will likely make their way into Australian libraries over the coming years, including reduced desk sizes (as appropriate for tablets and laptops over desktop PCs), collaborative and flexible seating, advancements in ergonomics (particularly in task chairs), and a shift away from desks in favour of chairs with inbuilt tablet arms.

In terms of colour trends, designers are advocating white and natural timbers as the popular colours for 2012/2013 but we also know libraries still like to appeal to the communities they serve with a splash of colour. Lime, purple, orange and red are still key favourites.

Check out Raeco’s offerings at Stand 50 in the conference exhibition or email Kellie Griffith at support@raeco.com.au.

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The copyright agenda

More than ever, keeping tabs on copyright issues is a critical business task for library and information services. And that’s just what the Australian Digital Alliance (ADA) and Australian Libraries Copyright Committee (ALCC) are doing.

The ADA and ALCC are the library and information sector’s peak copyright advocacy groups. The ADA is a non-profit coalition of public and private sector interests formed to promote balanced copyright law and provide an effective voice for a public interest perspective in the copyright debate. ADA members include universities, schools, consumer groups, galleries, museums, information technology companies, scientific and other research organisations, libraries, and individuals.

The ALCC is the main consultative body and policy forum for the discussion of copyright issues affecting Australian libraries and archives. It is a cross-sectoral committee and represents ALIA, the Australian Government Libraries Information Network, Council of Australasian Archives and Records Authorities, Australian Society of Archivists, Council of Australian University Librarians, National Library of Australia, and National and State Libraries Australasia.

This year, the ADA and ALCC will be primarily focusing on the Australian Law Reform’s review of the Copyright Act, which will consider whether existing copyright exceptions are adequate and appropriate in the digital age. In addition to other domestic policy submissions and activities, the ADA and ALCC will also be providing input into discussions at the World Intellectual Property Organisation (WIPO) and IFLA World Library Congress on copyright issues affecting libraries in Australia. WIPO is currently undertaking text-based work on copyright exceptions for libraries and archives, and the ADA and ALCC will be present at WIPO’s next meeting with member states in Geneva in July of this year.

Hot issues such as the recent iiNet and Optus cases which have been debated in the media are monitored by the ALCC as well as issues core to the library and information services community, for example the extension of legal deposit to encompass digital content. ALIA members can keep up with these and more through the Keeping up with Copyright information bulletin (www.alia.org.au/advocacy/copyright).

The ALCC also conducts free copyright training for ALCC and ALIA members in capital cities as well as two regional destinations around Australia each year. So far this year training courses have been presented in Canberra and Perth for library and information services staff across the schools, university, state, and government sectors. This will be followed by Hobart this month, with dates for training in Brisbane, Townsville and Melbourne all being scheduled in the second part of this year.

And catch up with some of the latest developments in copyright at the ALIA Biennial 2012 Conference session Digitising Orphan Works – The Road To Serendipitous Discovery.

Ellen Broad
Executive Officer, Australian Digital Alliance and Copyright Adviser, Australian Libraries Copyright Committee
ebroad@nla.gov.au

The ALIA copyright advisory service provides members with up-to-date information on copyright and how it affects the library and information sector. The service responds to members’ queries about implementing their obligations under copyright and intellectual property law. For more information, visit www.alia.org.au/advocacy/copyright.
It’s the same – but different

Tim Burke has just returned to the business of subscription services after a bit of a sabbatical and says he’s finding that the more things change, the more they stay the same.

You’d think that returning to subscription services after several years would be like getting back on a bike.

Well, it is, and it isn’t.

It is the same, because the basic need is still there – that institutions still need specialised services to help them cope with the challenges of managing subscriptions, to enable them to focus their expertise on more client-focused activity.

These days it’s called Business Process Outsourcing, BPO. A law firm, for example, might want to concentrate their expertise on the practice of law, so they’ll outsource what they see as non-core functions like marketing, accounting, IT management – and managing subscriptions.

But then it isn’t the same, because there has also been an enormous contraction of publishers into a small number of publishing empires, so there are simply fewer suppliers to deal with. Still, there are a lot who haven’t been gathered up.

So much is delivered electronically these days. When I entered the information industry in the 80s, we were dipping our toes into online databases, and you had to be a speed-queen typist to keep the connect costs down. Then along came CD-ROM, the internet and the world wide web, with calm and easy interfaces that patrons could search themselves.

Nowadays I hear, particularly in hospital libraries, that they subscribe to journals, but then these odd things made of paper turn up, and they don’t have anywhere to put them!

I’ve just joined global subscription company Prenax as Managing Director for the Australia, NZ and Asia-Pacific region. These days the majority of our business comes from multinational corporations who closed their libraries, then discovered that they are spending way too much on content, and way too much time on managing that content, if only they could determine who is getting what from whom, and at what cost.

The challenges for organisations, their libraries and us as suppliers of a service are substantially the same of course. With print subscriptions there are issues that don’t arrive, publishers who don’t return communications (and/or have never heard of email), invoices in exotic currencies with amounts and titles bearing no relation to what you’ve requested or renewed. And so on.

With electronic subscriptions in many cases you need both a lawyer and negotiator on hand to help you navigate the licence terms and pricing so you can get the content you want out to your patrons, and at a price that is fair to all. Then you have to police it, and you have to try and keep track of the volatility and shifting landscape of publishing on the web (“it was at that URL yesterday, where is it now?”).

Sometimes, you need a friend – even if it’s just a shoulder to cry on. That hasn’t changed, either!

Tim Burke
Managing Director, Prenax Pty Ltd
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A choir of 192,186

Imagine a choir of that size with no score, no conductor. The result is more a cacophony than a choir, but with a compelling message nevertheless. It’s a message that university library patrons have been sounding for some time now through the medium of the Insync Surveys flagship benchmark Library Client Survey and the results are helping those libraries refine their day-to-day business strategies.

The Library Client Survey itself is more than a decade old. However, it wasn’t until 2008 that we began to systematically analyse the vast amounts of open feedback that was being generated – between 1000 to 8000 comments per survey. The aggregate data – 192,186 responses from nearly all the universities in Australia, and some in New Zealand – now represents an excellent indicator of the experience and behaviour patterns of library users.

We asked survey respondents to “please give us your suggestions for improvement or any other comments about the library”. When the responses began to flood in, we employed a software package to
help us classify the data and build some constructs around it. It’s fair to say that automated analysis of open feedback can only go so far; we had to actually read each comment – yes, that is right, read every comment – to decipher responses, create themes and identify patterns. Comments were analysed and responses were quantifyed into themes and best practice categories.

The undertaking was well worth the effort. Qualitative data provides additional value and informs the benchmark results. The feedback provided insights into why library users thought and behaved the way they did and even suggested how their expectations could be better met.

It’s necessary to look beyond the overall results at the differences between each of the demographic groupings. The comments for each community were cross-referenced by the various demographic groupings, including campus, faculty, and type of user. In addition, comparisons were made against the aggregate results.

Five best practice categories were identified – communication, service delivery, facilities and equipment, library staff, and information resources – in line with those used in the Library Client Survey. Responses were also classed into positive and negative feedback.

After four years of thematic analysis, themes and patterns have emerged. On the up side, there is overwhelming appreciation for staff and customer service, and overall satisfaction with service quality and delivery. Library staffs are portrayed as professional, approachable and helpful, fair, non-discriminatory, and proactive. Interlibrary and campus loans staff and operations attract positive feedback.

One can never have too many computers and printers, and the call for more laptop facilities and wireless is growing. However the focus shifts away from facilities and equipment into the quality and depth of information resources as we examine the data from university postgraduates and staff.

The demand for textbooks and course-specific readings is universal across the undergraduate cohort. However, all users want more access to full-text digital resources. The health of collections can’t be assessed in isolation from the tools required to access them. Search tools (catalogue/metasearch) generate relatively high levels of frustration, and more so with the implementation of new search software for which the library patrons have not been adequately prepared.

The correlations between the qualitative data shown here and our quantitative data are interesting. For example, we know that international students spend more time in the library and value face-to-face contact with library staff more than domestic students.

The strongest message that has emerged is to do with the library environment. There appears to be a clear divide between those who want to use the library as a place of scholarly learning, and those who want a more relaxed environment. This has everything to do with noise levels, and something to do with the generation gap. The challenge facing libraries is one of good design and supervision.

This year will mark our fifth year of work in the qualitative analysis space. We look forward to working closely with universities in examining the voices of library users and identifying the messages that emerge.

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Insync Surveys will be at the ALIA Biennial Conference next month. Visit them on Stand 66 to get the latest news on the Library Client Survey and more.
What’s a business without its workers? We know the cultural and creative industries underpin a vibrant and creative society and play a transformative role in economic, social and cultural life at local, state and national levels. These industries are characterised by tremendous diversity, encompassing traditional institutions, activities and entertainments and new and rapidly evolving endeavours. But significant differences between the sectors in their business objectives, employment arrangements and access to resources impact on how they are affected by, and can respond to, workforce development issues.

Innovation and Business Skills Australia (IBSA) regularly draws on consultation with industry stakeholders to provide advice on issues affecting workplace productivity, national skills development and workforce planning. These annual ‘Escans’ inform the development and continuous improvement of national training products and services and have become a valuable support for workforce planning and development decisions by industry stakeholders.

Escan 2012: Securing Future Workforces, Advancing Technologies and Addressing Competition was released earlier this year and the cultural and creative industries Escan provides an analysis of the current social, technological, economic and labour market influences on workforce development and skills demand in these industries.

Both the traditional and newer sectors of the cultural and creative industry sector are being transformed by digital technology, including the roll out of high speed broadband. This transformation is placing significant demands on the workforce. IBSA’s research and consultations identify two broad categories of demand. The first category relates to the technical skills of the workers in the sector, such as artists, performers and technicians, along with museum, library and information professionals. New technologies herald new techniques and tools to be mastered for artistic, creative and cultural purposes. The second category centres on the business aspect of these activities, advancing technologies which change the way that work is shown, promoted, recorded, managed, and sustained.

Escan 2012 reports that digital technologies are also blurring the boundaries between many cultural and creative industries rendering historically discrete sectors – and the training for them – increasingly obsolete. At the same time technology is driving the creation of entirely new occupations and roles within the industries.

The Escan results indicate that workforce development in the cultural and creative industries will need to strengthen the capacity of those who work in this sector to manage copyright and intellectual property, particularly for online content. Improving the business development capacity of those who work in the sector will also be essential for the future viability of cultural and creative enterprises. Increased skills in communication, market research, marketing, and promotion via digital technologies, including social media, will equip the workforce with the skills to compete in the increasingly technology-rich business environment.

IBSA will again be undertaking national industry consultations to identify the most pressing workforce development issues in the cultural and creative industries, and others as part of Escan 2013. Details on these consultations, and other activities, will be made available on the IBSA website at www.ibsa.org.au. The Cultural and Creative Escan is available on the IBSA website: just click on the News & Projects tab on the home page and look for Environment Scan.

Escan 2013 Industry Consultations

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For more information, visit www.ibsa.org.au

IBSA is one of eleven Industry Skills Councils (ISCs) authorised by the Australian Government to be an official voice on vocational education and training issues.
**EEI... ENERGISE, ENTHUSE, INSPIRE**

EEI gives a voice to the new generation of library and information professionals. If you have any suggestions or topics for this column, please contact the column co-ordinator Lesa Maclean at maclean.lesa@gmail.com

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**A different perspective**

Pixie Stardust believes that in today’s library and information industry new graduates need to grasp as many opportunities as possible. Winning a trip to the American Society of Information Science and Technology conference in the United States was one of those opportunities, providing an insight into our industry at an international level.

As an enthusiastic young librarian I take any chance I can to get involved and expand my own professional experience. Last year, I entered and won an essay competition for which the prize was a trip to the annual American Society of Information Science and Technology (ASIS&T) conference and a year’s membership to the organisation. I didn’t hesitate to try my luck – the chance to gain a perspective on American librarianship while visiting the beautiful city of New Orleans was too good to resist.

I found the ASIS&T conference program to be more diverse than Australian conferences I have attended or read about, with six streams covering information behaviour, knowledge organisation, interactive information and design, information and knowledge management, information use, and economic, social and political issues.

The two keynote speakers were similarly diverse in their background and their presentation. Tom Wilson, Professor at the University of Sheffield, spoke on the future of preservation and the challenges collecting institutions face. One point he made – which I had never considered – was the long term insecurity of electronic and cloud-based preservation solutions due to the depletion of energy sources or damage or destruction to server farms.

The other keynote speaker, Steve Kelling, Director of Information Science for the Cornell University Lab of Ornithology, spoke about a crowdsourcing approach to research and conservation. Ornithology has been the first academic discipline to be transformed by crowdsourcing. Using the skills and passion of ‘citizen scientists’ to record and collaborate on data has greatly expanded the size and range of data gathered in this field, with 24 million observations made in 2011 by 25,000 contributors. This incredible level of community engagement and willingness to take part is encouraging to any discipline.

I was impressed by the range of speakers and information professionals at the conference. Over 500 people from 27 countries attended, allowing for many networking opportunities and helping me develop an understanding of international library situations. I discovered there is a huge focus on library research in the United States, with many library jobs requiring PhDs. Library students are encouraged to undertake research and are supported by professors with a range of research specialisations. Many universities offer masters and doctorate programs in information science and management and there is a range of grants available to support research. However the negative aspect of this is the huge tuition fees that students accumulate. Without support such as we have via Australia’s Higher Education Loan Program and our adequate salaries, their debt can be crippling.

I was somewhat surprised to learn of the challenges associated with education and employment in the United States. It really made me appreciate the benefits and opportunities that are available to us in Australia in terms of education, employment benefits, wages, holidays, healthcare, and superannuation. The Australian library and information industry really is amazing.

I am so grateful for the opportunity to attend an ASIS&T conference and to gain a perspective on the situation and outlooks of librarians and information professionals in the industry in the United States. I encourage other new library and information professionals to seek out involvement in a range of library and information organisations worldwide. There is a wealth of opportunities available for professional development and new experiences.

**Pixie Stardust**

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Pixie Stardust has a Bachelor of Psychological Science and a Graduate Diploma in Library and Information Management. She currently works and studies at the University of South Australia and expects to complete her Masters in Library and Information Management in June 2012. Her library interests include health libraries, special collections, preservation and archives.

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**HERE’S TO OPPORTUNITY:**

Pixie Stardust
Proving our value

Much has been written about measuring library performance. Statistical summaries of inputs and outputs of library activities abound and annual reports regularly record the contribution libraries make to their organisations and society at large. In recent times, as funding to libraries has contracted and costs have soared, demands for accountability have become more pressing. Libraries have adopted many strategies from the business environment to substantiate the contributions they make, ranging from the balanced scorecard approach to the use of external standards and awards. Benchmarking and use of total quality management techniques have become commonplace. Various stakeholder perspectives are sought and a number of measurement tools used with many emphasising the customer’s point of view.

Broady-Preston and Lobo examine the use and relevance of external standards in determining the value and impact of academic library services, focusing on a quality standard developed in the United Kingdom, the Customer Service Excellence Standard (www.customerserviceexcellence.uk.com). The standard is a rigorous formal mechanism which measures service satisfaction emphasising areas identified through research as priorities for customers such as delivery, timeliness, information, professionalism and staff attitude. Broady-Preston’s and Lobo’s work outlines the standard itself, reviews briefly some approaches to demonstrating quality, value, and customer satisfaction, and uses a case study approach to evaluate the impact on staff morale and customer experience of the attainment by a university library service of the Customer Service Excellence Standard.

The summary of approaches to the determination of user satisfaction provided in the article is useful, including mention of the regularly held Northumbria International Conference on Performance Measurement in Libraries (most recent is the 9th www.york.ac.uk/conferences/northumbria). The emphasis on continuing improvement of library services in a tough and challenging economic environment is highlighted, providing a reminder that time is not on our side. The paramount importance of defining value from a customer perspective is reinforced throughout. The complexity of defining value is also referred to – the value of a service, like beauty, is in the eye of the beholder. The link between services marketing and performance measurement is established and alternative measurement tools like Libqual+ (www.libqual.org/home) are also mentioned.

This study does not attempt to generalise from its results but the rigorous approach using documentary evidence, semi-structured interviews and customer online questionnaires ensures that findings could be transferred to a similar context. Attainment of an external award like the Customer Service Excellence award has a predominantly positive impact on the service reputation and status, service delivery and standards, staff morale and customer experience within a library. Credibility of the service is enhanced and members of the library staff are reminded of their central and crucial role in service delivery. The focus on service improvement is linked to strategic goals and aspirations.

Accreditation by any library to external standards is not the sole answer to measuring performance or understanding the value and impact of library services but it does send a message to all stakeholders, communicating an estimate of worth, and making a contribution to improving customer experiences and service delivery. Application of the U.K. Customer Service Excellence framework would be useful in the Australian environment and in any type of library. It constitutes a driver for continuous service improvement, skills development, customer engagement, and an independent valuation of achievement.

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Changing media – but the message must still go out

Some weeks ago I went to hear Roxanne Missingham speak at her new stamping ground in the ANU. Her topic was Is The iPad Killing Academic Publishing? Not killing books, you understand, but academic publishing. It’s fair to say that she doesn’t think so, but that the World of the Tablet is going to be quite different from what we have been used to – and that new generations of students will bring a very critical eye to our efforts to meet their needs. The slides from her talk (and some very useful references) are at www.slideshare.net/roxannemissingham/ipad-12286087.

Advice from the big end of town

An article from McKinsey Quarterly called Demystifying Social Media (tinyurl.com/bngdlcq) is worth reading and showing to your senior managers. It offers sound advice and describes a number of case studies, including measurable results from effective use of social media. The key message? “In short, today’s chief executive can no longer treat social media as a side activity run solely by managers in marketing or public relations.” And of course it comes from a source that managers will probably hold in some respect.

Think before you type

There was a right old kerfuffle a few weeks ago about the recent big win by CSIRO in the US courts. They were awarded a $229 million settlement against a group of companies that used their patented technology in a lot of WiFi equipment. The main contributor to this heated discussion was an article in Ars Technica at tinyurl.com/8ycbgac that took a stridently jingoistic line accusing our CSIRO of being a patent troll (an unpleasant sort of company that buys up others for their intellectual property and proceeds to sue whoever they can for patent infringement). That is a particularly inappropriate description of CSIRO’s activities in my opinion.

What’s it there for?

They say that competition is a wonderful thing and we should let a thousand flowers bloom, but I confess to becoming a little confused about what to use the various social media services for. Facebook is simple: it’s where I let my hair down, interact with friends and family, support my favourite football teams and “like” political comments that have very little to do with my work and professional interests – and, I must admit, gripes about the pronunciation practices of ABC newsreaders. To a large extent, this usage reflects my friends or followers. Google+ is something that I (with a lot of others) am still trying to work out.

The one I’m most perplexed about though is LinkedIn. My connections there are almost exclusively professional contacts (despite the efforts of the system to dredge through my address book to suggest new people). And it seems that nearly all of them are likewise confused about what to do with it. Only a very few of them post any thoughts or useful links, but everyone is busy, busy, busy building up their network by making new connections. There can of course be some benefit in this, but it does seem there’s no end in view.

Little by little, the ‘Wild Wild Internet’ gets tamed

It’s been an interesting time for users and providers of content over the internet, with the High Court’s decision in the middle of April that Australian ISP iiNet was not liable to do the work of the copyright holders in bringing to justice those who had infringed by downloading protected content. Of course that was not the end of the game in this country, but most people were surprised by a decision of the UK High Court (tinyurl.com/8ab923r) a couple of weeks later that required ISPs in that country to block access to The Pirate Bay, the best known of the sites that facilitate P2P file sharing. I’d expect that a similar case will be launched through our legal system to achieve the same result, and then the people who know about such things will work out how to circumvent this, and then ... I really think that much of this effort could be directed at more worthy causes.

Not much has changed in the last decade

In chasing up some information about the preservation of digital information, I came across a very good paper from Jeff Rothenberg, Ensuring the Longevity of Digital Information (www.clir.org/pubs/archives/ensuring.pdf). I particularly liked his observation that “digital information lasts forever—or five years, whichever comes first.”

Posted by Kerry Webb
The Association’s Annual General Meeting was held at the National Library of Australia on May 15th. The meeting included formal presentation of the Association’s Annual Report and financial statements for the 2011 year (available at www.alia.org.au/publishing/annual.reports/2011_Annual_Report.pdf), which record a small financial surplus - the first to be achieved by the Association in many years. Other highlights of 2011 include significant advocacy successes such as $1.4m in funding for The National Year of Reading and $1m in funding for The Library Initiative, which placed over 1200 playback devices in 175 libraries across the nation to assist the print disabled.

At this meeting, the Association farewelled two Board members, John Bayliss and Graham Black, and welcomed three new members to the Board, Edmund Balnaves, Aileen Weir and Elke Dawson. President Margaret Allen concluded her year in the role and handed over to incoming President, Vanessa Little, and Julie Rae took up the reins as Vice-President.

The Board had received a number of motions to put to the meeting. While these were unsuccessful, the meeting agreed the process of forming and acceptance of Notices of Motion could be improved to assist members wishing to put motions in the future. Further information on this will be reported in a future issue of INCITE.

The meeting concluded with a special viewing of the National Library’s exhibition The Life of Patrick White, enjoyed by all present. ALIA thanks the National Library of Australia for providing us with this special opportunity to learn more of one of Australia’s literary giants.
Biennial benefits

It’s just over a month until the ALIA Biennial 2012 Conference so if registration’s been in your ‘must do’ pile now is the time to act! If you need a reminder of why you should be coming or need help convincing your employer of the need for you to attend – read on.

How the Biennial can help you:

ALIA Biennial 2012 is your best, most targeted professional development opportunity available in 2012.

Get with the program

With international speakers, leaders, innovators, and a special focus on the National Year of Reading, Biennial 2012 offers opportunities for learning, debating, and discussing that won’t occur again. From IFLA President Ingrid Parent to technology theorist Tom Chatfield, the conference program will range from international librarianship to digital content, and emerging trends and technologies.

Check out the exhibition

Keeping on trend and ahead of the curve is made easier with an impressive exhibition featuring a wide range of suppliers and a host of invaluable contacts just waiting to be made.

Expand your network

A strong social program, including tours, an exciting conference dinner venue, and a breakfast event essential for conference first timers, offers you the opportunity to network and create new contacts with your colleagues, suppliers, industry leaders and decision makers, employers, employees, students, and new graduates.

Make the most of the mentors

Conference newbies can take advantage of mentor volunteers to show you the ropes and make sure you get the most out of your first-conference experience. Experienced conference goers can build leadership skills and experience by volunteering to mentor first-timers too!

How the Biennial can help your library/workplace:

Innovation

Your new contacts, the speakers, the exhibitors – everyone is offering you the opportunity to learn something new, dig deeper into an emerging concept, or revisit some classic ideas, all ready to be tailored to your workplace.

Inspiration

Spending time with others in the industry will reinvigorate, inspire, and remind you why you are in this profession – and it’s guaranteed you will carry this enthusiasm back to your workplace.

Education

Why not give a lunch time talk (or series!) to your colleagues highlighting the most relevant ideas from Biennial to your workplace, allowing them to be inspired as well. Shy? Write a series of emails or memos instead.

Continuation

Your continual development as a professional within the industry shows your professional dedication and commitment to both your career and your workplace. And moving towards Certified Practitioner status through ALIA’s professional development programs proves to your employer, now and in the future, that you are a committed professional willing to work beyond your desk to deliver the best service possible. ALIA members registered in the ALIA Professional Development Scheme are entitled to receive professional development points for attending or presenting at the conference. For more information about the ALIA Professional Development Scheme visit www.alia.org.au/education/pd.

We look forward to seeing you in Sydney!

Christina Granata
Events Manager
ALIA
events@alia.org.au

Registrations for ALIA Biennial 2012 are now open!

conferences.alia.org.au/alia2012/register
**June – July Courses**

**Project Management Tools and Techniques Workshops**
This one day workshop covers the basic tools and techniques for project management. Delivered in plain English and applied to the projects and events managed in a library setting.

*PD category:* Informal Learning  
*PD points:* 7  
*Dates:* Hobart 15th and Perth 20th June, Adelaide 18th July. Various locations and dates planned for 2012 – please check the ALIA Training web page.  
*Registrations Close:* 2 weeks prior to course date

**Managing Challenging Clients Workshops**
Understand and deal with clients who are suffering from problems related to mental illness, disability or substance abuse. Includes causes, definitions and symptoms, behavior management, and self-management.

*PD category:* Informal Learning  
*PD points:* 7  
*Dates:* Hobart 30th July. Various locations and dates planned for 2012 – please check ALIA Training web page for more details.  
*Registrations Close:* 2 weeks prior to course date

**Fundamentals of Supervision Workshops**
An introduction or refresher to the essential skills of staff supervision.

*PD category:* Informal Learning  
*PD points:* 7  
*Dates:* Perth 21st June and Adelaide 19th July. Various locations and dates planned for 2012 – please check ALIA Training web page for more details.  
*Registrations Close:* 2 weeks prior to course date

**Book and Journal Repair Workshop**
Hands-on workshop. Understand structure, common problems and the best approach for repair. Bring along an item for advice.

*PD category:* Informal Learning  
*PD points:* 7  
*Dates:* Sydney – 25th June (also Melbourne 10 Aug)  
*Registrations Close:* 12 June

**Research for Practitioners: In a nutshell**
*BIENNIAL CONFERENCE SATELLITE EVENT*
Whether you are involved in a research project at work or just want to know how to conduct research into an aspect of library and information studies, this workshop will provide you with information of how to get going! Members of the ALIA Research Committee, practitioners and academics with a range of research skills and experience to share, will take you through important steps in the research process and facilitate hands-on activities to begin designing or writing up a project.

*PD category:* Informal learning  
*PD points:* 7  
*Dates:* 10th July Sydney  
*Registrations Close:* 26 June

For all course details and to register visit: [www.alia.org.au/training](http://www.alia.org.au/training)

Library professionals have embraced the concept of life-long learning – in fact our constantly changing environment demands we keep growing and evolving as professionals. ALIA is committed to providing you with access to quality professional development at reasonable prices whether you work in a capital city, a regional town or a remote community.

ALIA has partnered with TAFE to provide courses for Australian library and information professionals to help you develop new skills and update existing knowledge in an online environment.

These convenient, self-paced TAFE courses are designed to be completed over a six week period. Not only will you gain practical skills and have an opportunity to develop a learning network with fellow professionals across Australia, you will also receive a certificate of completion from TAFE for that unit of competency, which is part of the National Training Package (Australia). Best of all, members get a huge discount on registration.

ALIA membership is an investment in your career. Discover the wealth behind the red star.
Well taught

Practitioners and supporters of Australia’s teacher librarians and school libraries are celebrating international recognition for two of the sector’s most passionate and effective advocates. Australian School Library Association President and educational consultant Karen Bonanno, and teacher librarianship lecturer at Charles Sturt University Lyn Hay are both among recipients of the inaugural Teacher Librarian Leadership Awards – and they are featured on the cover of the April 2012 issue of Teacher Librarian: The Journal for School Library Professionals.

They join colleagues from around the globe honoured by the publication for “working to innovate and create new models of learning and teaching”. Dr. David Loertscher, co-editor of the journal, said these individuals “have shown visionary leadership in the Learning Commons concept and innovation in 21st-century learning.”

You can view the digital edition online at www.teacherlibrarian.com. ALIA joins with their colleagues to congratulate both Karen and Lyn on their achievements.
National RFID data profile endorsed

At its February meeting, the ALIA Board endorsed the National RFID Data Profile.

The increasing take up of radio frequency identification (RFID) in Australian libraries together with the publication of ISO Standard 28560 were the catalysts for developing a national data model to operationalise the standard and ensure interoperability between libraries.

The advantage of a common profile based on ISO 28560 is that libraries will be able to read each other’s tags and establish a shared interpretation of some of the commonly used, but optional, data elements, enhancing interoperability and facilitating interlibrary lending. The combination of the library item’s identification number and the owning institution’s ISIL (International Standard Identifier for Libraries) code enables a system of unique item identification across all library sectors as well as all states and territories.

In November last year, Alan Butters from Sybis Consulting led a group of practitioners in a workshop to develop a data model that would be useful, acceptable and practical for all libraries deploying RFID in Australia to adopt. Workshop participants included Geoff Payne, Chair of the IT_019 Standards Committee, ALIA’S representative on IT19, Karen Kealy, and representatives from academic, public and special libraries from most states in Australia. The workshop was generously sponsored by the three major vendors, 3M, Bibliotheca, and FE Technologies, who have also had input into the final recommendations.

After careful deliberation and discussion, the group decided to recommend the model developed by South Australia as the most practical method of achieving standardisation of data tags. The advantage of the South Australian model is that it is simple and requires only a small amount of mandated information in three fields while providing enough data to make the tag useful and able to be used in off-line mode.

The resulting document provides some necessary background information on RFID standards and interoperability issues within Australian libraries and introduces ISO 28560, the new data standard for RFID in libraries and offers guidelines for its use. It also presents a well-considered data profile aimed at preserving and even improving interoperability following a migration to RFID and includes information for use when approaching the library RFID supplier community to ensure compliance with the National data profile for RFID.

ISO 28560 parts 1&2 have been designed to permit libraries to select from a range of data elements to be placed in their RFID tags. The group has formalised two aspects of the standard, the first of these being the minimum set of data elements that will be placed on all RFID tags. This represents the data profile for Australian libraries.

For some of the optional data elements, the second formalised aspect of the standard covers the conditions under which they may be used, specifically covering what values may be used with the particular data elements.

The National RFID Data Profile has now been posted on the ALIA website, www.alia.org.au/policies/National.RFID.data_profile.pdf. If you are in the process of implementing RFID you are strongly encouraged to consult the document to ensure that your vendor is adhering to the model. It is also possible to retrospectively apply the model and your vendor will be able to advise on this.

For further information contact Alan Butters alan@sybis.com.au.

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Urban informatics under the microscope

As part of the program for Information Awareness Month in May, the Aurora Foundation and the Australian Business Foundation launched their inaugural Research Fellowship report titled *Urban Informatics: Research and Insights for Libraries, Cultural Industries and Innovation Systems*, by Associate Professor Marcus Foth of Queensland University of Technology.

Professor Foth’s paper explores the concept of urban informatics, which covers how knowledge is used and shared across the urban landscape via digital technologies. Urban informatics focuses on the intersection of people, places and technology, and the resulting implications for creativity, innovation and engagement.

The paper looks at findings from this field and how cultural and creative institutions (such as galleries, libraries, archives and museums) can leverage these new developments to create greater opportunities for knowledge democratisation, individual and community engagement, and innovation for creative industries and practices.

Professor Foth also showcases a range of case studies from urban computing to community activism to show how urban informatics can inform the role of the cultural and creative sector in the new knowledge economy.

Aurora Foundation Board Member Brenda McConchie said the report offers a blueprint for “working with leaders who want to embrace current and emerging technology across the professional space.”

The report is the result of a fellowship funded by the Aurora Foundation in cooperation with the Australian Business Foundation and will be used as a resource for an Aurora Masterclass in Strategy and Innovation to be held in Sydney in August. The full report can be viewed on the Australian Business Foundation’s website at [www.abfoundation.com.au](http://www.abfoundation.com.au).
Learning commons
#5 for Victoria University

A student festival provided a lively backdrop when Victoria University celebrated the official opening of its newest learning commons at their Footscray Nicholson campus recently.

Designed by Cox Architects, the visually-striking $8.3 million facility offers students a contemporary study space, including café-style booths and eye-catching walkways linking different areas of the learning hub. The facility also includes two new study rooms, a flexible, multipurpose auditorium and an extra 100 student PCs over its two levels. A quiet study area and social and collaborative work spaces are all incorporated into this one-stop shop learning hub, which includes the library, student support services, café facilities and access to information and technology services.

Officially opened by Victoria University Vice Chancellor Professor Peter Dawkins and Deputy Vice Chancellor Professor Anne Jones, the launch included a speech by student Majok Doong, who started his studies with Victoria University with his Victorian Certificate of Education (VCE) and is now undertaking a degree. He provided an inspiring talk about his experience as a student and student rover at the campus, and how the newest learning commons had already improved education for Victoria University students.

University Librarian Ralph Kiel says the new space had seen a transformation of the facility. “It has moved from a tired, dark, industrial space to a state-of-the-art, split level complex awash with light and attractive design features. It embodies an approach to supporting student learning that takes into account the whole learning experience of the student while at university – not just their time in the classroom,” he said.

The Footscray Nicholson facility is the fifth learning commons to be built as part of the university-wide strategy initiated seven years ago to transform the library and other educational services. This latest facility has truly transformed the library and other education services on the campus.

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Frances Berndt, Katya Henry, and Anna Lagos are current students in the Masters of IT (Library and Information Science) course at the Queensland University of Technology (QUT). In this National Year of Reading, they have been investigating what it takes to engage with a renowned group of disenfranchised readers – boys.

In 2012 boys still make up the majority of students struggling with literacy skills. National Assessment Program – Literacy and Numeracy (NAPLAN) results show that boys are lagging behind in literacy, and we know that literacy achievement is one of the most reliable indicators of educational, social, and economic success. Alarmingly, it is the level of achievement by the age of 14 that is the determinant. Poorer achievement in literacy is linked to early school leaving and lower rates of entry into higher education. Boys’ literacy is an issue that affects all of us.

As part of our studies we were assigned the task of developing a hypothetical program designed to meet the specific needs of a target user group. This assignment was undertaken as part of the Information Programs unit of our course, created and taught by Kate Davis. We researched what libraries around Australia and the rest of the world are doing to get boys excited about reading. We conducted a review of the literature, had discussions with public and school librarians, and importantly, asked boys and their male carers what would work for them. We considered the challenges and barriers to boys’ literacy and created BookQuest: A Reading Adventure for Boys, a program designed to respond to user needs and to make boys want to come to the library each week and engage in reading. This is what we found as a result of our research and subsequently built into the BookQuest program.

Male mentors

A key component of any reading program for boys is the involvement of male role models. If a boy sees another male reading, he is more likely to read himself. BookQuest invites boys and their male mentor (dad, grandad, teacher, etc) to monthly pizza nights where everyone comes together to participate in themed reading-related activities.

Books for boys

Author James Moloney wrote, “A good book for a boy is one he wants to read”. And a book enjoyed by, and shared with another boy is even better. BookQuest provides a Readers Advisory Service, where the boys themselves nominate the books.

Book trailers and boys (information literacy and technology)

Boys love technology and to build on this interest the BookQuest program includes a Book Trailer competition where boys are given access to video cameras and computers in order to make a trailer for a book they consider a ‘must read’. While appealing to boys’ love of technology and competition, this also engages boys in reading and re-telling stories in their own way.

Gaming and libraries

In recognising that literacy skills can be developed through a variety of methods, the BookQuest program suggests building on boys’ interest in technology through a weekly gaming afternoon. Making space and games consoles available one afternoon a week for the boys’ use will assist with the development of digital literacy skills.

Collector cards

Every parent knows that children are motivated through reward. Each time a BookQuest member borrows from the library, they are given a collectable card, with certain cards being rarer and more difficult to obtain than others.

Boy-friendly libraries

For boys to fully engage and participate in an activity, they first need to feel comfortable in the space. The BookQuest program makes the library more inviting for boys by allowing food and drink through monthly pizza nights, getting boys’ family members involved, and hosting the program after hours so the boys had exclusive ownership of the space.

The full details of our program proposal, BookQuest: A Reading Adventure for Boys, including our own ‘book trailer’, can be found at bookquest2012.wordpress.com. Please use any element of the program you think would work in your own libraries. We want to get boys reading!

Australia’s libraries can, and must, play a key role in addressing boys’ literacy. The National Year of Reading 2012 reminds us of the importance of this life skill and presents us with the opportunity to address it. For libraries to remain relevant we need to find new ways of engaging the next generation of library users. We would love to hear what your library is doing to get boys engaged in reading.

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WANTED: the authors of this book

Both useful and fun, The New Graded Word-Book for Australian Schools gives a remarkable insight into education in Australia, and how much it has changed over the years. But publishing company Scribe haven’t been able to find out anything about the original authors, W. Foster and H. Bryant – and they are offering a reward (in books) to anyone who can help.

The book was rediscovered in a seaside op-shop by a woman holidaying last year. It took her back to her own 1950’s childhood, and immediately she thought that she would love to show it to her grandchildren.

Scribe came to hear of it and thought that it was a wonderful record of language teaching and learning in the past, with plenty of relevance for our modern text-challenged times. They are launching a facsimile edition this month with an updated foreword by Neil James, the executive director of the Plain English Foundation.

If you can help with any information about the authors, contact Sarah Braybrooke at Scribe on (03) 9388 8780.

Cyber Security ambassadors announced

The Department of Broadband, Communications and the Digital Economy has unveiled the winners of the 2012 Stay Smart Online agent search and their official ambassadors for National Cyber Security Awareness Week 2012.

Sim Kaur and Stuart Jones have been chosen as the Stay Smart Online agent duo, and will feature in a series of webisodes to be released and hosted on the Stay Smart YouTube channel between now and Awareness Week, which runs from June 12 to 15.

The first instalment will feature Hex and Bajo, the popular hosts of ABC’s Good Game have now been released and you can check out the behind-the-scenes action from on filming day at ABC HQ in Sydney on the official Facebook page at www.facebook.com/staysmartonline.

Your library or information service can host an official cyber security awareness event just by registering online via www.porternovelli.com.au/sso and you can also find a range of digital and hard copy materials to promote cyber safety in your community via this link.

At www.staysmartonline.gov.au you can find fact sheets and a range of resources for business, schools, and families wanting to be safe and smart online.
What next for ERA?

On July 10th members of Electronic Resources Australia (ERA) will be meeting at the State Library of New South Wales to have their say on its strategic direction. This is the next stage of a review of ERA’s operations and vision that has been occurring over recent months.

ERA is a national initiative working towards national licences to a core set of online information resources that will provide Australians with easy access to information they need to pursue further learning and leisure activities. It aims to make purchasing of electronic resources simpler and more affordable for Australian libraries by enhancing purchasing power through negotiating collaboratively and harnessing the collective experience of libraries on electronic resource licensing.

Established with representatives nominated from within each of the library sectors, the Review Committee sought input from libraries and vendors through a call for submission process. The Review Committee considered these submissions, as well as their own experience within their sectors, in developing the recommendations in a report released in March 2012. era.nla.gov.au/for_libraries/ERAReview.html.

The review found that libraries want an expansion of the subject coverage and range of e-resources offered through ERA, including consideration of other product formats such as e-books) and sector-specific deals. It also found that members wanted continued lobbying of governments to establish and fund a core set of e-resources for all sectors. There was also a call for greater flexibility in licence conditions and the selection of products.

ERA will respond to the recommendations resulting from the review and conduct a survey to identify priority products for national and sectoral licences. It will facilitate and coordinate lobbying for funding of national and sectoral licences including conducting a forum with representatives from peak bodies. ERA will also review its business model and process for selecting products including considering expanding the format of products offered through ERA.

Chair of the ERA Executive, Roxanne Missingham, said the ERA is essentially a service for, and managed by, Australian libraries and the ERA Executive is committed to implementing the key findings of the review.

“The ERA Executive will continue to give priority to those products that may be candidates for national licences as these provide the widest benefit to Australian libraries, however we will also consider sectoral deals as resourcing permits. ERA is looking to expand its product panel in 2012 and will do so according to any changes to the selection process implemented as a result of the review.”

More information and access to the papers and presentations from previous Membership Forums can be found on the ERA website at era.nla.gov.au/governance/ElectronicResourcesAustralia-GovernanceMembershipForum.html.

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A love of reading writ large

Are you keeping up with all the events and activities being reported for the National Year of Reading? There are so many to enjoy and so much inspiration. Here’s a current favourite with the National Year of Reading team, from Cummins Community Library, in South Australia’s Eyre Peninsula.

Nearly 500 students and community members gathered on the Cummins School oval as part of a state-wide Read Mob in March. They were there to participate in a freeze and read for five minutes to acknowledge the importance of reading in our lives for both work and leisure.

The group was seated on the oval in the shape of the National Year of Reading logo, which had been specially marked out. Everyone brought along their book, while pilot Jim Holman and photographer Tiff Firth circled overhead to capture the spectacle.

Get inspired, get involved and let us know what you’re doing for the National Year of Reading – and sign up for the enewsletter at www.love2read.org.au. There’s lots more to come – what will you do?

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Volunteering for the profession

Lesa Maclean is an active member of ALIA. She’s been volunteering as the EEI coordinator since 2011, became a Victoria Regional Coordinator on the New Graduates Committee this year, and has recently been announced as a committee member on the 6th New Librarians Symposium.

In today’s busy society, it can be difficult to find time to volunteer. You’re already busy working hard at building your career, balancing family obligations, staying in shape, and pursuing hobbies like finding time to read that book you’ve put aside for the last three weeks. Is it really worth trying to find an extra few hours each month to volunteer for your professional organisation? The benefits of volunteering are extensive, both to you and your professional community. At least that’s what I’ve found.

There are many benefits to being actively involved with ALIA. Being part of an industry that relies increasingly on contract work, I believe volunteering can advance an individual’s career by providing opportunities to learn new skills that might not otherwise be available. It gives you the opportunity to practise important skills used in the workplace such as task management, time management, and organisation.

Volunteering can also help you build upon skills you already have and use them to benefit the wider profession. For instance, it has helped me further develop and improve my communication and marketing skills. My role as coordinator of the Energise, Enthuse, Inspire (EEI) column for INCITE has helped me to make new connections and increase my professional network with individuals from a wide range of library and information management fields. This has been a great help in sourcing writers and topics for the EEI column. It has also helped me to build my resume and demonstrate my commitment to the profession. A good volunteer history adds depth and breadth to a resume and demonstrates that you are an employee who comes value added!

Volunteering for ALIA, I like helping my profession and the individuals that make up that profession. I will continue volunteering and committing my free time to ALIA because I like the feeling of being connected to my professional organisation, gaining contacts within my profession, enhancing my own professional reputation, and helping new graduates (the future library leaders) to develop themselves within the profession.

I actively advocate for ALIA membership and involvement. If you want your profession to thrive and grow with change, you need to support the organisation that supports you. When it comes to volunteering, passion, positivity, and a readiness to do what’s needed are the only prerequisites. And while learning new skills can be beneficial to many, that’s not the only rewarding experience to come from volunteering. There are many opportunities to volunteer with ALIA. Don’t be afraid, get involved!

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“A GOOD VOLUNTEER HISTORY ADDS DEPTH AND BREADTH TO A RESUME AND DEMONSTRATES THAT YOU ARE AN EMPLOYEE WHO COMES VALUE ADDED!”

LESA MACLEAN: DON’T BE AFRAID – GET INVOLVED
Let’s keep creating sharing dreaming learning working digitising improving gathering innovating discovering building advocating collaborating

Connecting the world’s libraries to operate and innovate at Webscale

OCLC WorldShare provides a Web-based platform for collective innovation with shared services, integrated applications and a streamlined approach to managing library workflows. Together with WorldCat, WorldShare helps the world’s libraries connect in new ways to operate, innovate and collaborate at Webscale.

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