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TAKING A WORLD VIEW

In keeping with the future of the profession theme this year, professional development is on my mind, especially now that we have introduced the new Certified Professional category of ALIA membership. How do we maintain our relevance into the future if we do not keep up to date with what is happening around us?

In general we tend to respond to those events or directions others may impose upon us. In some cases, libraries lead by example, by delivering new services or revamping old ways to provide customers with a new take on their services.

We keep up to date by reading about new technology, although sometimes market forces dictate to us the way we have to go. We also do it by talking to each other and attending meetings or structured courses.

Attending conferences is always a good way of finding out about what is happening in other library sectors and about current thinking on best practice. ALIA’s conferences are one of the many important ways your Association supports members’ professional development. We are working on the next ALIA National Conference in Melbourne, which will be held in September 2014, and at the planning stages of Information Online for 2015, but right now, in August, I am also thinking about IFLA, as their conference is being held in Singapore this month.

If you’re not flying out to IFLA this year – well, start planning for the next World Library Information Conference in France in 2014. Get your arguments together to win over the ‘powers that be’ to support your trip. Did you know that, as an ALIA member, you are eligible for the IFLA membership registration rate?

IFLA may seem daunting but the variety of sections provides an array of interesting topics and the work that IFLA is doing on behalf of libraries internationally is impressive.

A recent example of this is that in June IFLA, in conjunction with the World Blind Union, was successful in obtaining an international treaty for the visually impaired. This treaty allows for the cross-border sharing of print-disabled accessible books, saving blindness agencies and government organisations from significant duplication of effort. (Mind you, this took over 20 years to achieve but the last five years is where the solid work took place.)

In early August IFLA will go back to the World Intellectual Property Organisation (WIPO) to begin the discussion of a treaty for libraries. Briefly, the treaty will focus on:

- Right to Parallel Importation
- Right to Library Lending and Temporary Access
- Right to Reproduction and Supply of Copies by Libraries and Archives
- Right of Preservation of Library and Archival Materials
- Right to Access Retracted and Withdrawn Works
- Right to Use of Orphan Works and Materials Protected by Related Rights
- Right to Cross-Border Uses
- Right to Translate Works by Libraries and Archives
- Legal Deposit

ALIA has begun discussing these issues with the Attorney General, in order to seek their support for the treaty. Even though some of these rights may already be available under our own laws, many countries in the world do not have copyright laws or even rights under any law to just simply lend material. You can find out more about the treaty at www.ifla.org/publications/treaty-proposal-on-copyright-limitations-and-exceptions-for-libraries-and-archives.

This just is one of the many projects that IFLA is working on, so I urge you to consider attending a conference just to see what is being achieved across the globe and how important libraries are for education, fairness, equity and democracy.

If you are attending IFLA this month, make sure you let us know so that we can send you an invitation to the joint ALIA, National and State Libraries of Australasia and LIANZA reception, which takes place at the Australian High Commission, in Singapore. Just drop a line to our events team at events@alia.org.au.

Julie Rae
President

In 2008, Kenneth Crews looked at the statutes of 149 of the 184 WIPO Member States and found that the provision of exceptions vary around the world. He released his findings in the WIPO Study on Limitations and Exceptions for Libraries and Archives, including:

- 21 countries do not have library and archive exceptions at all
- 27 countries have general exception solely for libraries
- 74 countries have exceptions for copying for research or study
- 72 countries have exceptions for copying for preservation provisions
- 67 countries have exceptions for copying for replacement of worn out originals no longer available for purchase
- 17 countries have exceptions for document supply
- 6 countries have exceptions for loans between libraries
- 26 countries have exceptions for legal workarounds for anti-circumvention of technological protection measures

Keep in touch, find ALIA online, www.alia.org.au
The Treasury put out a paper in May suggesting reforms which, if they went ahead, would cap tax deductible self-education expenses at $2000 a year. On behalf of our members, we simply couldn’t stand by and see this happen.

We joined the Scrap the Cap movement (www.scrapthecap.com.au), a collaboration of associations like our own, which support ongoing learning. Partners include the Australian Medical Association, the Australian Nursing Federation, the Pharmaceutical Society of Australia, Engineers Australia, Australian Institute of Architects, Australian Institute of Company Directors, the Law Council of Australia, and many other powerful advocates.

We believe the Treasury’s proposal to introduce a $2000 cap on self-education expenses would seriously disadvantage our members.

We have used our social media channels to encourage library and information professionals to sign the anti-reform petition, and we have made a submission in response to the discussion paper published by the Treasury (see box).

At the time of writing, the petition has garnered nearly 20,000 signatures and the partners together represent more than one million professionals from a broad spread of industries.

These are the key points we made in our submission to the government:

• Continuous Professional Development (CPD) is a necessity in the library and information science (LIS) sector, not a luxury. Organising and accessing information in the digital age requires a constant upgrading of skills by library and information professionals.

• We have introduced a Certified Professional membership category from 1 July 2013. This is based on the ALIA PD Scheme, which requires audited ongoing learning for library and information professionals, and will help employers identify professionals with special skills. More than ever, participants will need to engage in CPD activities.

• LIS course fees are generally in the region of $500 – $750 per day, and attendance at one of the annual industry conferences costs $1200. The figure of $2000 is swiftly reached.

• This is not a highly paid profession and earnings are below the average for similar occupations. This reflects our strong involvement and supporting role in the community, education and not for profit sectors.

• CPD is often paid for by individuals, as a significant number of workplaces offer time but not payment for courses, workshops and conferences.

• Library and information professionals find they have to travel to the main centres of Brisbane, Sydney and Melbourne for most PD events, which adds to the cost burden.

• For these reasons, tax breaks are particularly important for library and information professionals, and a $2000 cap on self-education expenses would be a serious disincentive to essential ongoing learning.

• Well-informed, highly skilled library and information professionals are vital for ensuring that equitable, efficient, and accurate access to information is available to all sectors of the community.

There hasn’t been much time to talk to members about this, but we have had a few responses to our request for insight into the effect of this reform, if it were to go through.

“Some concerns for me are the discriminatory treatment of people who have to travel far for PD and CPD and the impact on people in rural and remote areas.”

Find the ALIA submission here:

Find the Treasury paper Reform to deductions for education expenses here:
www.treasury.gov.au/ConsultationsandReviews/Submissions

Scrap the Cap petition:
www.scrapthecap.com.au
in states like Western Australia as most conferences are held on the eastern seaboard, which means higher expenses for airfares, accommodation and incidental expenses, and the discriminatory treatment of people who live in rural areas.”

“This fails to recognise that many employers (including the Commonwealth Government) do not, or cannot, pay for professional development for their employees, so some employees pay for their own professional development to stay employable and keep up with developments in their field.”

“I find it ludicrous that almost every day we hear that there is a skills shortage in Australia but people who are proactive and get out there and try and improve themselves are going to be penalised.”

“Ongoing educational support for GPs is available through the General Practice Procedural Training Support Program (GPPTSP) which provides funding and locum access to allow medical practitioners to attend further training and upskilling while not disrupting the provision of medical services in the area where they are posted.” No such support is available to health librarians.”

We believe the Treasury’s proposal to introduce a $2000 cap on self-education expenses would seriously disadvantage our members. It would deter library and information professionals from engaging in essential training to keep their skills current. This would have an adverse impact on the services delivered to communities, students, researchers, policymakers and professionals in health, law, banking and other sectors, and it would ultimately impact on Australia’s ability to compete successfully in the global knowledge economy.

We will continue to lobby against this ill-conceived tax reform and if you haven’t done so already, we urge you to sign the Scrap the Cap petition against it.

Judy Brooker
Assistant Director Professional Development, AALIA (CP)
judy.brooker@alia.org.au

REGULARS

ALIA National Library & Information Technicians’ Symposium 2013

waves of change

October 30 – November 1 2013, Canberra, ACT

BE QUICK, THINK, AND CLICK!

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WHAT WE’RE LOOKING FOR FROM THE NEXT AUSTRALIAN GOVERNMENT

At the time of writing, we don’t know when the federal election will be. When you read this, maybe we will. One thing is for certain; there will be a House of Representatives election on or before 30 November 2013 – and we are ready for it.

May the most library and information-friendly party win.

When the previous Prime Minister announced the election date of 14 September, we started work on The Library and Information Agenda, a document which summarises how our members want the next Australian Government to engage with library and information services during its term of office.

In the run up to the federal election, we will be lobbying for The Library and Information Agenda – four themes and 10 items which we believe are essential for promoting literacy, enabling citizens to be well-informed, supporting socially inclusive communities and contributing to the success of Australia as a knowledge-based economy.

Theme 1: Ensuring equity of access to information and resources

1. To recognise public libraries, which are state/territory and local government funded, as a national network and a national asset that has the capacity to improve engagement with government services and policy, and requires the ongoing support and engagement of the federal government.

2. To support the reform of the Copyright Act, already in train through the Australian Law Reform Commission, resulting in a law that better reflects fair use in the real world and in the digital environment, and protects fair use provisions vital to improve the free flow of information for research purposes. To support the amendment of the Copyright Act to extend legal deposit provisions to include published electronic materials, ensuring that the national collection remains a comprehensive source of Australian content.

3. To support the principle of open access, making research funded by government freely available to the taxpayers who paid for it.

Theme 2: Protecting and promoting Australian culture

4. To ensure that, with the global growth of electronic content, access to Australian content for Australian readers is readily available and that our own authors, writers and illustrators continue to thrive.

5. To play an active role in setting the national cultural asset digitisation agenda and to fund the digitisation of Australian content over time, in order to bring Australian history to life online; to make family history and cultural records discoverable; to preserve vital information for future generations as a safeguard against natural and manmade disasters; and to bring Australia in line with (and even ahead of) other first world nations.

Theme 3: Improving education outcomes

6. To recognise the role that teacher librarians play in helping students develop reading, information and digital literacies; in ensuring that students are safe online, and to endorse the goal of a qualified library professional in every school.

7. To introduce a nationwide, federally-funded early literacy initiative through public libraries, extending what currently happens in some states to all states and territories, giving every Australian child a better opportunity to be school-ready.

8. To strengthen the central role libraries play in learning at all levels, preparing Australian students for the workplace and contributing to the nation’s successful engagement in the global knowledge economy.

Theme 4: Enabling sound policy and decision-making

9. To call for all federal government departments to have access to library and information services run by qualified library professionals, ensuring that government policy is based on timely, comprehensive and robust evidence, and to call for public sector information to be properly collected, managed, preserved and made accessible by these library and information services.

10. To endorse the important role fulfilled by qualified library and information professionals across all three levels of government and in the private sector, connecting people with information and ideas, and preserving intellectual output for future generations.

You can find The Library and Information Agenda in full on our website (www.alia.org.au/advocacy-and-campaigns/advocacy-campaigns-0/2013-elections-library-and-information-agenda). We will be sending out electronic and print copies to the candidates running in the 2013 election, as well as to the local and regional party offices.
Along with the agenda, we will be sending a list of questions which we hope politicians will take the time to answer – and, of course, we will let you know what they say. These are the questions:

1. Will you pursue the reform of the Copyright Act as a priority for the first term of the new government?
2. Will you consider introducing legislation in favour of open access for government-funded research?
3. Will you include responsibility for managing the Commonwealth Government’s relationship with public libraries in a Minister’s portfolio?
4. Will you renew government engagement in book industry discussions and, if negotiations with international publishers falter, will you consider government intervention to assist libraries to lend ebooks?
5. Will you develop a national policy for the digitisation of priority Australian content?
6. Will you endorse the aspirational goal of a qualified library professional in every school?
7. Will you introduce a nationwide early literacy initiative?
8. Will your Ministers insist on well-resourced library and information services run by qualified library professionals for their departments?
9. Will you endorse library and information science as a valued profession, akin to accountancy, engineering, health and other professions requiring practitioner registration?

We have reviewed the policy declarations of the major parties, and identified the key areas where we need to establish a connection with libraries. These are social justice, a vibrant economy, quality education, smart communities, independent, secure seniors, and sustainable communities.

The launch and distribution of The Library and Information Agenda is only one aspect of our lobbying campaign. We have been building up our contacts in Parliament House, meeting with MPs and ministerial advisers, to ensure that our voice will be heard. We are also pleased to be working with other associations to develop a united voice for the sector, whether we are talking to the Department of Education, the Department of Industry, or the Department of Broadband, Communications and the Digital Economy.

You can help promote The Library and Information Agenda by securing a meeting with your MP and candidates, and using this as the basis to talk about local issues. If you would like advice and support about doing this, please contact us – advocacy@alia.org.au – and we will be pleased to assist.

We will be publishing comments we receive from political parties and individual candidates in response to The Library and Information Agenda, to help our members identify their best voting option – and may the best library and information-friendly party win.

### Referendum 2013

**When we finally get to our long-awaited election, there may be a referendum. Have you thought about how you will vote on the proposal to recognise local government in the constitution?**

Local government and its funding are pivotal to hundreds of public libraries across Australia so it’s something we should all be thinking about. Neither the election nor the referendum are nailed down as INCITE goes to press, so the best we can do is round up the arguments for and against for our readers.

The question is whether the people want to formally “financially recognise local government in the constitution”, as it is described on the Australian Government’s website at referendum2013.gov.au. Yes or no?

In the yes corner is the Labor Party – so far – and the Australian Local Government Association (ALGA). They are supported by the Australian Greens and Barnaby Joyce, leader of The Nationals in the Senate and, for the moment at least, Shadow Minister for Local Government. ALGA President Felicity-ann Lewis has called on all political parties to support the yes vote because “the only way to protect federal funding for community services and infrastructure is to have local government recognised in the Australian constitution”.

Over in the no corner is the Leader of the Opposition, and one-time Prime Minister and foreign affairs minister Alexander Downer. They say Section 96 of our constitution currently provides the Federal Government with the ability to make grants to the States however and whenever it pleases, and has enabled successive Federal Governments to fund local government for 173 odd years. Their argument is, essentially, if it ain’t broke, don’t fix it.

Any reference librarian can tell us that without bipartisan support, referendums have had little chance of success in this country. We do know the yes campaign has been given $10m to make its case and the no case only $500 000, sparking complaints about fairness before a single campaign advertisement from anyone has even hit the airwaves. And as our daily dose of political high drama continues to unfold, even having this referendum at all has drifted from an odds-on certainty to a potential scratching.

It’s easy to be distracted by all that, but the critical question remains, and should be carefully considered, by every library and information professional in any way reliant on funding from local or federal sources. Which is most of us.

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**VOTE YES: WWW.COUNCILREFERENDUM.COM.AU**

**VOTE NO: WWW.NOPOWERGRAB.COM.AU**


Step 1 – Find out what’s happening

We were alerted to the situation in Goonellabah by two highly active ALIA members in the region. We’ll avoid using names here, but once we knew that the library was under threat of closure, we checked the newspaper coverage and social media stream, spoke to local contacts and talked to senior library leaders in NSW. They told us that if Goonellabah library were to close, it would be the first time in more than 15 years that a public library in the state would have shut its doors without an alternative opening in its place.

We checked our facts. For example, we looked at local bus timetables and worked out how long it would take someone to travel from Goonellabah to Lismore (the nearest library) by public transport. Checking maps and images gave us more insight than simply reading the text on the page. We found out about the council’s community plan, the objectives of which seemed to be directly opposed to the closure of the library.

We also looked at what was happening around the area, and noted that nearby Byron Bay had opened its fabulous new public library only a few months before.

Step 2 – Script the basic story

This initial investigation told us what was happening. It also gave us the issues in a broader context and explained how closure would not only affect the local community, but also potentially impact on other libraries, where councils were looking to make significant spending cuts. We were then able to put our script together – the issues, how they affect the local community, how they affect other stakeholders and therefore the Association’s position.

Step 3 – Develop key messages

Our key messages for Goonellabah were:

- The saving isn’t worth it – “all for an annual saving of $84,000, less than 1% of Council’s multi-million dollar budget”.
- It goes against the community plan – “if the council truly wants a safer, happier, more inclusive community, it should look to invest in its library, not close it down”.
- The community needs the library – “Goonellabah has high levels of disadvantage and low literacy levels, it may well be senior citizens who take the biggest hit – and more than 15% of the population is over retirement age”.
- Council has funds – “Council has spent a significant sum on scoping the redevelopment of Lismore Park – a distant pipedream – while proposing to close a much valued community facility”.
- This is an investment for the future – “just at the point when new families are moving into the area, it would remove a vital part of the community infrastructure”.
- This is not only a local issue, it affects the whole of NSW – “if Goonellabah library were to close, it would be the first NSW library in more than 15 years to shut its doors without a new library opening to take its place”.

Over the last 12 months, ALIA has been involved in lobbying campaigns for government, public and TAFE libraries across Australia. We have been told that our involvement has had positive benefits, and in two cases – both NSW public libraries – we have clear evidence that our 10-step approach to lobbying really works.

In the case of Rockdale City Council, in February, the presence of ALIA members in the Council chambers at a crucial vote about the future of a brand new library helped ensure the $16 million development would go ahead – by the slim margin of seven votes to six. In the case of Goonellabah Library, part of Richmond Tweed Regional Library, in June, the actions of ALIA members in support of the community helped avert the closure of this small but highly valued community asset.

Here’s how we developed our 10-step approach to the threatened Goonellabah library closure, in the hope that this will show how straightforward lobbying can be.
Step 4 – Map the audience

The local community was lobbying hard and had set up a petition through change.org. One of the councillors who opposed the closure had established a Facebook site. The Northern Star newspaper was following the story closely and was clearly aligned with readers who wanted the library to remain open. The councillors were divided, with five opposed to the closure and six in favour. We made contact with several of the councillors who wanted the library to stay open, to let them know that we would be adding our voice to the community lobbying.

Step 5 – Build the platform for the call to action

We had just released a story about libraries being a better investment than gold, based on a return on investment study funded by state libraries and public library associations around Australia. This gave us the figure of approximately $3-worth of community benefits for every $1 invested.

Our call to action was based on the community’s existing mechanics. “If you would like to help save Goonellabah library, sign the petition and visit the Facebook page; attend the Extraordinary Council Meeting on Tuesday 25 June, commencing 6pm, in the Council Chambers, 43 Oliver Avenue, Goonellabah”.

Step 6 – Put this all together in a campaign strategy

We had a campaign strategy with a timeline, key dates and plans for escalating the activity if that proved to be necessary. At all times, we were in touch with library colleagues in the surrounding area to make sure that our involvement helped rather than hindered an outcome that would be positive for the community, the state, and for our profession.

Step 7 – Develop materials

From the return on investment study, we had an infographic (right) which we used to good effect. We developed a media release and an open letter to the Mayor, which also acted as our submission to the council consultation.

Step 8 – Develop opportunities

We contacted the council and arranged to speak at the meeting on 25 June. We prepared a script to be delivered at the council meeting and we took copies along to the meeting to give to the two journalists who were covering the story at the media table.

Step 9 – Implementation

Our media release and open letter to the Mayor generated coverage in the Northern Star and also led to interviews with several local radio stations. The media interest was an important factor in persuading councillors that the closure of the library was overwhelmingly opposed by the community.

Our speech at the council meeting appealed to councillors’ commitment to the community, “Once a library has closed, it is a thousand times harder to reopen it. Imagine your successors sitting here in this Council chamber... and many more unregistered library users

All data comes from the March 2013 National Welfare and Economic Contributions of Public Libraries Report prepared by SGS Economic & Planning on behalf of the Australia Library and Information Association and a consortium of state and territory libraries.
in 10 years’ time, with the equivalent of a $6 million dollar proposal in front of them for a new library. How are they going to find the cash? What are they going to say about the councillors before them, who closed the library and made its resurrection nigh on impossible?

“I would ask you to think about your legacy to this community. When you leave office do you want to do so knowing that you have helped support and keep open a vibrant community hub? Or do you want your legacy to be: seniors isolated in their own homes, young people with nothing better to do than hang around the shops, and young children denied the basic literacy building blocks they need to succeed in later life.”

Step 10 – Monitor and evaluate

The Goonellabah library closure was averted and we joined in the celebrations with local community representatives, but we have also taken the opportunity to review our approach and learn from the experience. For example, the community’s change.org petition was a great way to garner support and we’ll definitely factor that into our future lobbying activities. It also reinforced the fact that successful lobbying is all about Association members working together, because together we are definitely stronger and more confident than we would be individually.

You can see from this very topical example that lobbying isn’t rocket science. It requires energy, clarity, confidence and a dash of psychology, but ALIA members have all of these things. Lobbying is another example of how membership of the Association makes a positive difference.

We would love to hear about your advocacy success stories. Please let us know if you have a story you would be willing to share with other members at advocacy@alia.org.au.

Lobbying isn’t rocket science.
If you are reading this, more than likely you are a library and information science (LIS) practitioner who keeps up to date, is concerned with improving your skills and knowledge and pursues excellence in your chosen career. You understand and appreciate that your learning did not end when you gained your qualification but rather that this was just the beginning of a rewarding and satisfying learning journey.

You can now make the most of the new ALIA membership categories of Associate Certified Professional (CP) and Library Technician Certified Professional as these new categories formally recognise LIS professionals who make the effort to continually build and refresh their expertise.

Members in these categories must hold Associate or Library Technician membership and maintain compliance with the requirements of the ALIA Professional Development (PD) Scheme. You may use the post-nominal letters AALIA (CP) or ALIATec (CP) after 12 months compliance and are entitled to apply for a Certified Professional Certificate after completion of each triennium. You are also entitled to registration in ALIA PD Scheme Specialisations and to apply for the status of Distinguished Certified Professional.

ALIA, along with similar professions and their professional associations have recognised that contemporary workplace expectations demand ongoing learning. ALIA, along with similar professions and their professional associations have recognised that contemporary workplace expectations demand ongoing learning. Clients, community members, patrons, customers, readers, and students deserve and expect competent current service. Certified Professional membership of ALIA demonstrates immediately that you too recognise the importance of keeping up to date and the value that credentials provide in supporting confidence in the LIS sector.

Through the ALIA PD Scheme and the new Certified Professional membership category, ALIA promotes the recognition of excellence in the LIS sector and enables skilled personnel with a commitment to ongoing learning to demonstrate your value to employers and the broader community. Join the PD Scheme today and make all your professional development count. The ALIA website at www.alia.org.au provides detailed information about the ALIA PD Scheme including a range of resources skills audits, glossaries and answers to frequently answered questions.

Judy Brooker
Assistant Director Professional Development, AALIA (CP)
judy.brooker@alia.org.au
The white paper, *Australia in the Asian Century*, published by the Commonwealth of Australia in October 2012 identified the need to improve ‘Asian literacy’ through cultural knowledge, awareness, and responsiveness. ALIA’s submission to the Government notes the opportunity for library professionals to be integral players in helping our communities navigate and interact with the cultural landscape of the so-called ‘Asian Century’.

This call holds strong implications from a collection development perspective for those of us working with children and young adults.

In order to promote Asian literacy in the Asian Century, library collections must include honest and accurate representations of Asian cultures. Library professionals should evaluate their youth collections for the inclusion of quality resources and materials reflecting the rich, cultures of Asia. However, inexperience with our northern neighbors can make this call a challenge for Australian libraries.

In *Voices for Experience: Promoting Acceptance of Other Cultures*, published in *Diversity in Youth Literature: Opening Doors Through Reading* (2013), Carol A Doll and I argue that books for any child representing any culture should include five main qualities: honesty, accuracy, reality, imagination, and appreciation. Author and educator Ann Nolan Clark also identified these qualities while working with diverse groups in North and South America including immigrants and indigenous peoples, recording them in her book *Journey to the People* published in 1969. Each of these qualities raises certain questions in considering the portrayal of the cultural groups depicted in the title. Roxanne Mills and I have developed a framework to offer a useful and practical lens to library professionals for evaluating youth literature, potentially outside of their own personal experience and knowledge. It is based on a set of questions and, if the answer to any of these questions is no, you should do more searching and selecting until you can find a title that answers yes to all.

Kasey Garrison
Lecturer, School of Information Studies
Charles Sturt University
kgarrison@csu.edu.au

**Accurate cultural representation**

**Honesty**
Does the title reflect a truthful and sincere image of the cultural group without sensationalising their historical or contemporary experiences?

**Accuracy**
Does the title include factual information based on research and reputable sources? Is there a bibliography or reference list you can evaluate?

**Reality**
Does the title portray real life for this cultural group (eg extended families living together) while addressing more universal experiences relatable to many different cultures (eg family in general)?

**Imagination**
Does the title depict an engaging and creative story through text and illustrations? Will children want to read it?

**Appreciation**
Does the title convey a respectful understanding and awareness of the cultural group as well as the more universal experiences depicted?

As inhabitants of the 21st Century, we are faced with digital information almost every minute of every day. From the moment we wake in the morning (by the alarm on our smart phone, tablet, or digital clock radio) we are bombarded with information in digital form – emails, news and weather updates, music, videos, television, movies, text messages, Facebook updates, tweets – the list goes on. We can’t even eat a meal without feeling the need to photograph it, and share it with as many people as possible. We have become simultaneous consumers and creators of digital content on a monumental scale. As library professionals, it is our job to come up with a plan for managing this explosion of digital material. Many have spoken about the problems of digital collecting using doomsday terms such as ‘digital deluge’ and ‘digital black hole’.

While it may feel like we have the weight of the digital world on our shoulders, the truth is that we currently have a small window of opportunity to be able to stop, take a deep breath, and come up with a plan of attack.

So it is through this small window that National and State Libraries Australasia (NSLA) has stepped, to take stock of the who, what, where, when, and why of digital collecting. Who are the best people to do the collecting? What, in this great sea of digital information, should we be collecting, and what shouldn’t we be collecting? ...And why do we want to collect it at all?

The NSLA Digital Collecting Project group, made up of representatives of each of the state and territory libraries, as well as the National Libraries of Australia and New Zealand, has attempted to answer these questions. It has developed the Digital Collecting Framework to help guide and inform our decisions about collecting born digital material.

The framework includes an overview of legislation (which guides our decisions about born digital legal deposit), a set of definitions (such as what is ‘born digital’ and what is ‘turned digital’?), a summary of a survey carried out by the project team in 2012, assessing our current digital collecting activities, and the overarching principles of digital collecting.

In addition to the framework, the project team also created a Personal Digital Archiving Toolkit to help home archivists take care of their digital collections, in the hope that when they are acquired by our libraries in the future, they will be in pristine condition.

The toolkit provides information on how to select, store and backup your digital files and includes a short nine minute how-to video entitled Preserving Your Digital Treasures (vimeo.com/62131787).

Each library needs to do its research, and make its own decisions about how it will manage its digital collections, but it is hoped that this framework will help make those decisions a little easier, such as how many dinner Instagrams does one library really need to collect?
DEWEY OR DON’T WE?

The City of Melbourne Libraries are stepping into the brave new world of browsable zones and Dewey mash-ups.

Dewey has many advantages. It provides a standard system for classifying non-fiction and is used by 200 000 libraries worldwide. Dewey uses numbers, not words, and therefore is consistent across many different languages. It is a hierarchical system, enabling the classification of many subjects, from the very broad to the highly specific. Dewey allows for a level of ‘granulation’ in topic areas that general subject areas, such as those in bookstores, cannot duplicate. For finding a particular title, there is nothing like it.

But Dewey is a librarian-centred way of organising books. Given the majority of library users are browsers — they know they want something to read but they don’t know what it is until they see it — perhaps the main drawback of Dewey is that it is not intuitive for the user.

In 2007, the Perry Library, a branch of the Maricopa County Library District in Arizona, US, made the bold move to become Dewey-free, in response to a survey of library users in which they repeatedly heard comments like “Those numbers scare me,” and “They make me feel stupid”.

The Perry Library adapted a system of alphabetical-within-category organisation often used in book shops, based on the Book Industry Standards and Communications (BISAC). Many librarians feel BISAC’s relative simplicity and user-friendly language has an advantage over Dewey’s complexity.

The opening of a Dewey-free facility sparked heated debate in the American library community at the time, such as one blogger’s condemnation of the change as heresy. Six years later, all 17 branches are using the system, known as ShelfLogic, and current Branch Manager of the Perry Library, Cathy Ormsby, says it is a resounding success.

“Customers are empowered to search in a relaxed manner for materials they need. Librarians and support staff have more time for in-depth assistance for those customers who require it,” she says.

Another alternative is the ‘mash-up’ solution of Dewey and browsable zones — often referred to as ‘genrefication’ — combining the browsable book shop-
style zones and the precise find-ability of the Dewey System. Again in the US, at the Darien Library in Connecticut, a mixed solution called Glades has met with an overwhelmingly positive response, with one mother blogging “The books everywhere have been shelved, labelled, and organised in a way that makes me feel less like a moron and more empowered to find what I’m looking for on my own”.

Several libraries in the UK have also employed the Dewey and browsable zone mash-up system, including Thame Library in Oxfordshire, where the system has been a hit with the community and adult non-fiction loans went up by 117% in the first three months after opening.

Closer to home, when the City of Melbourne opened the Southbank Library at Boyd in July 2012, only about 4500 non-fiction books could fit in the available space, and it was decided that the fine level of detail provided by Dewey was not necessary in such a small collection. Instead, we used a unique subject-based system, grouping books into intuitive, book shop-style categories such as arts and culture, food and drink, business and IT, and travel. We selected only popular areas to appeal to the Southbank residents and workers. Patron response has been highly enthusiastic, with over 41 000 visitors and loans exceeding 44 500 in the first six months. While we haven’t yet carried out formal surveys of the library users, Southbank Library staff say the patrons love the non-fiction system and find it very easy to use. Now, at the one year anniversary of opening, the Southbank Library has been nominated as one of 15 of the best practice libraries in an international scan under the auspices of the Bill and Melinda Gates Foundation.

There are however, disadvantages with the Southbank system. While it is ideal for a small browsing collection, it would not work as well in a larger library, where a greater level of detail is required. We also now have a system in one branch that is not employed in the other City of Melbourne libraries, meaning our cataloguing specifications have become complicated and extensive.

In the next two years, Melbourne Library Service will open two new libraries: Docklands Library and Community Centre opening in March 2014, and Carlton Library at the Kathleen Syme Centre in 2015. Following the success of the zoning system at Southbank, we are going to offer non-fiction in browsable zones in these libraries. Because Docklands and Carlton are going to be bigger libraries, we are using the mash-up system.

The entire sequence of Dewey numbers has been mapped to each zone, bringing related, but normally physically separate, topics together, such as gardening (635) and landscaping (712) coming together in the home and lifestyle zone. This approach also allows for physical flexibility – enabling the Docklands Library to locate biography next to fiction, and arts and culture adjacent to the performance space, creative editing suites, maker space and recording studios.

Following on from the success of zoning adult non-fiction, the children’s team at Melbourne Library Service are keen to apply a similar principle to junior non-fiction, to help reverse the decline in junior non-fiction use over recent years. It seems no matter how much fun you try and make Dewey, more time is spent on teaching children the system than using the books themselves – and most children don’t even learn decimals until Grade 4.

The main focus of the revamped junior non-fiction collection at Melbourne’s Libraries will be on reading for pleasure, with books organised into categories such as animals, things to make and do, and fun facts. Books will be kept in broad Dewey order but the emphasis will be on face-out display and browsing.

Librarians are early adopters. We readily embrace innovations in technology and social media. It’s time we started to look at the way our collections are organised and applied the same level of ingenuity to our library layouts. It’s time we organised our collections to enable our users to easily discover more great books to read.

Shirley Bateman
New Libraries Collections Project
Librarian, Melbourne Library Service
shirley.bateman@melbourne.vic.gov.au

This article is based on a presentation to Masters of Librarianship students at RMIT. Full copies are available by contacting Shirley at the above email address.

Images:
1 and 2. No more crunching the numbers: an alternative to Dewey hits the shelves in Melbourne
3. Face-out shelving within browsable zones helps entice the reader
4. Genrefication: the Dewey mash-up offers specificity and browsability
Sounding the collection depths: Usage-based funding models

Public Libraries are increasingly focussing on the purchase of content that will give them improved circulation figures and improved stock turnover usage. Essentially in the usage-based model, fewer titles and more copies is the focus, a purchasing approach moving more to the bookshop model and relying on encouraging library users and non-users to increase their patronage, with the purpose being to increase customer satisfaction. James Bennett’s Nada Stanojlovic says balance is the key.

Libraries, like businesses, are looking for the best bang for their buck, the highest usage and turnover for their dollar. This may naturally lead the industry of content provision to follow the same methodology – invest in the blockbuster – the money maker, the one that users will come to the library for – but what of the breadth and depth of publishing and therefore depth of our library collections we all speak about? By following usage-based funding models, we are more likely to see a decline in actual publishing numbers and this could be in areas of real interest such as Australian and indigenous materials.

By following usage-based funding models, we are more likely to see a decline in actual publishing numbers and this could be in areas of real interest such as Australian and indigenous materials.

Maintaining depth of collections (and not just purchasing titles that will potentially be content movers and shakers or are planned blockbusters) requires an adaptive and clever collection development policy which incorporates user needs. Breadth can best be achieved by covering a broader range of resources, including user requests reviewed against collection development policies, and balancing internal acquisitions processes with external input.

The availability of range of content when libraries and general readers are buying blockbusters (and non-fiction is being referenced on the internet) is reducing, as publishers naturally reduce in areas no longer being purchased. If publishers and distributors cannot sell a minimum quantity of titles, they will opt to support the titles that can be in areas of real interest such as Australian and indigenous materials.

The investment will lead to a minimal number of loans or a minimal turnover rate. This is especially relevant for libraries with smaller budgets as they are under more pressure to buy what is suitable for the majority rather than the minority, which leads to a lack of depth. For larger libraries the opposite could be true. They may be able to buy all requests and really cater for individual needs, however the usage-based funding model tempers this and, depending on a library’s collection development policy, could lead to collections which are limited.

Usage-based funding models and library collection analysis tools advise you on how stock performs, but how do libraries know what they are missing? The importance of a balanced collection with depth includes surveys, requests and obtaining opinions on collection development – in fact our role in the industry is all about user engagement, customer feedback and understanding patron needs.

Indeed, you may have a need, but cannot obtain the content. Libraries are only a very small part of sales for the publishing community and therefore have limited clout to rely on, and research for alternative titles is important. This gets down to library professionals doing what library professionals do best,
and that should be user engagement and research. Capturing needs which are not met by published content, and providing this in a useful way back to publishers to drive content for the future seems to be a valid course of action for the industry.

Customer interaction has also been outsourced by self-check methodologies, reducing reference enquiries and perhaps lessening engagement with users. Getting back to basics in libraries is key, as is the creation of a balanced collection including online resources and ebooks. The audience for these resources includes users who may become members of the library only temporarily, so we also have to ask ourselves how a suggested purchase assists the depth of our collection and our library’s ongoing, regular users.

Specialisations were considered important in previous public library funding models, and allowed libraries within geographic groups to invest in and be the specialists in subject areas pertinent to their user demographics, for example in community languages, specific art title collections and English as a Second Language resources. Today, the user-based funding model relies on larger core collections, and will challenge the depth of such collections for the future, unless we can demonstrate their usage and show how meeting these needs will better meet collection development policy and patron needs.

Balanced purchasing can assist to provide better ongoing depth to collections, and this can be reflected appropriately in your collection development policy. Usage-based funding supports the creation of an environment where people are using the library more, and the benefit of maintaining and increasing funding for the library can be demonstrated. By combining these approaches, depth of collection is more of a focus and is therefore more valuable to the community, providing resources to meet changing needs.

Nada Stanojlovic
General Manager, Library Services
James Bennett
nada@bennett.com.au
EBOOKS AND ELENDING: WHERE WE ARE NOW

With business models in a state of flux, libraries at odds with publishers, and emotions running high in the book industry, it has been difficult to reach a consensus about where libraries are now in relation to ebooks and elending, and how we should go forward. As the peak body for library and information professionals, this has been our challenge and we have tackled it in a number of ways.

International

IFLA brought out its Background paper on elending in 2012 and we have factored this thinking into our own response to ebooks and elending. We have also been monitoring the news from the US and UK, where most of the elending dramas have been played out, and from New Zealand, where there are similar issues to our own around access to home-produced content by local authors.

We are watching with interest developments in Douglas County, California and Canada, where moves are afoot for the library services to develop their own elending platforms, and will be meeting with colleagues at the IFLA conference in Singapore this month to find out more about these initiatives.

National

The federal government’s Book Industry Collaborative Council ended its one-year existence on 30 June 2013. We are awaiting its final report, but we have been closely involved with the work of three of its expert reference groups – those covering copyright, skills and elending. This latter group has produced a set of principles for elending, which are carefully constructed to reflect the differing goals of the different stakeholders, primarily authors, publishers and libraries. It will be up to libraries at state/territory and local level to interpret these broad principles in the context of their own local environment.

ALIA

Late last year ALIA constructed an issues paper, bringing together what was happening internationally with our Australian experience and covering ebooks and elending in the context of public, school, academic and special libraries. This issues paper formed the basis for our think tanks in Brisbane, Perth and Melbourne, which together involved more than 300 interested participants.

We followed up with a position paper, summarising Australian libraries’ approach to the issues and the Association’s contribution. Our position was debated at the think tank in Sydney, which attracted close to 100 delegates.

The third piece of collateral has been a business case built around the concept of a “buy-it-now” button on library management systems, an idea first raised at the Adelaide think tank. We have calculated that this would create a new $56 million route to market for authors and publishers. Details are on the ALIA website.

What comes next?

Moving ahead, there are a number of activity strands for ALIA and our partners to pursue.

• We are maintaining a close eye on the activities of US and Canadian libraries around the development of new elending platforms.

• We are looking at an advocacy position statement based on a 50:50 print and ebooks scenario in public and school libraries in 10 years’ time (with reference to books tending to be more “e” and children’s picture books more “p”).

• We are identifying any gaps in information and resources that our members need – for example simple briefing sheets for councils, principals and management.

• We are developing the business case for libraries and entering into discussions about the “buy-it-now” button with authors, publishers and library management systems suppliers.

• We are engaged with other book industry stakeholders in helping to define what sort of joint forum is needed now that the work of the Book Industry Collaborative Council has ended.

We will keep you posted about advances with the ebooks and elending agenda through INCITE, ALIA Weekly and our website.

We would like to take this opportunity to say thank you to Margaret Allen, CEO of the State Library of WA, who has spoken at all five think tanks and shared her unparalleled knowledge of the issues facing libraries all around the globe, to our ebooks and elending reference group, to the State Librarians of NSW, South Australia and Victoria for providing venues for our think tanks, to the Council of Australian University Librarians for providing speakers to address the academic position, to speakers from other stakeholder groups, including those from special librarians, and those with a special interest in people with print disabilities, indexing, interlibrary loans and copyright, to library vendors and other stakeholders, with special mentions for Paul Haasz from Overdrive and Patricia Genat from Australian Library Supplies (ALS), who have contributed greatly to the discussion, and to our members who have attended the events and shared their experiences.

More information


State Library of WA ebooks advocacy site: ebookadvocacy.wordpress.com/about.

NSW.net elending portal: www.nswnet.net/elending-portal.
Collection development: An update for the digital world

FROM OUR COLLECTION:


The theme of this issue is collection development. In volunteering for this column I thought a lot has probably happened in this space since I last actively thought about collection development in 2004 and it would be good to update. I was interested to see how much the increasing use of digital technologies may have changed the work of collection development, so I searched the ALIA/ProQuest member’s database under the terms ‘collection development’ and ‘digital’.

One of the many interesting findings was a review of a book by Maggie Fieldhouse and Audrey Marshall titled Collection development in the digital age (Holley 2013) that looks well worth a read. Holley’s review talks about the value of the book for those involved in collection development. For those such as me needing either an introduction or overview, Holley recommends the opening chapter, The concept of collection development in the digital world (Corrall 2011). This chapter builds on research and case studies about collection development so I will now focus on summarising some of the issues raised in the chapter, available to ALIA members via open access.

Corrall begins by emphasising the relatedness of the terms ‘library’ and ‘collection’ and teases out how our understanding of the term ‘collection development’ has changed over time. While the term has always included a planning component and selection, acquisition and maintenance were key concepts, as resource sharing and the provision of access to resources beyond the library in the networked environment became increasingly common, some have argued for replacing the term ‘collection development’ with ‘collection management’ – although as Corrall points out, there are some differences still between what we see as development and what we see as management.

The chapter provides an excellent summary of how the increasing development and use of digital technologies have played out in libraries from the late 60s to early 70s, when libraries “introduced computers to improve the efficiency of day-to-day operations, particularly cataloguing and circulation”, through to more innovative and ‘transformative’ computer-based services, the associated shift from the concept of ownership to that of access, and the need to find a balance between access and collection.

Corrall then builds on Lynch’s (2000 in Corrall 2011) framework, illustrating the shift over the last 50 years from local collections of predominantly print-based materials to networked electronically delivered content. More recently Web or Library 2.0 content associated with social media and user-generated content, has seen libraries use collections not just for supporting current and future user information needs, but also for building communities.

More recently content associated with social media and user-generated content, has seen libraries use collections not just for supporting current and future user information needs, but also for building communities.

At the same time, libraries and publishers were developing collections by digitising their own content. Commercial aggregators were emerging and scholarly organisations began capturing and preserving their own research output (and increasingly other assets) in institutional repositories. However the resources which may form a part of collections were, and are, continuing to change and include web pages, listservs, chat, blogs and wikis, where not only is there no print equivalent, but where the content may be user-generated and is being continually revised and edited – changed.

As collections became more complex, library management systems, digital asset (or object) management systems, institutional repositories, and hybrids of all of these became more complex to manage. As we consider how collection development will continue to evolve, we then ask the question, what do libraries, via these systems, try to achieve through their collections? Building on Buckland (1989; 1995 in Corrall 2011) and others, Corrall discusses the role of collections as archival (retention and preservation), dispensing (availability and access), bibliographic (organisation and identification), and symbolic (based on value) resources. Corrall suggests that, while format and location of material continues to change, the principle of developing and managing collections for current and future users needs remains relevant.

Whatever we think of the changes in library collection development and management as discussed in this chapter, it is clear that the components of library collections, the ways we develop and manage them, and how we think about them are evolving and continuing to evolve. Thus those of us responsible for collections need to be alert to technological changes and the needs of current and future users so we can, as Corral says, prepare for “dealing with the collections of tomorrow”.

Mary Anne Kennan  
School of Information Studies  
Charles Sturt University  
mkennan@csu.edu.au
ALIA’s National Advisory Congresses (NAC) are held in each state and territory each year to provide members with an opportunity to actively participate in discussion on policy, planning and topical issues relevant to the Association. The first Congress for 2013 was held in Western Australia in July, with other states to follow over the coming months and a summit in October to complete the program.

“It’s more important than ever before for ALIA Members to take part this year because we will be discussing what the future of the profession will be,” ALIA President Julie Rae says in her video invitation to members on the ALIA website.

“Web 3.0, copyright, ebooks, big data, accreditation, qualifications, open access – these are just some of the issues that are influencing our future,” she said.

In October, there will be a Future of the Profession Summit in Sydney at which the outcomes of all the National Advisory Congresses, as well as the feedback from the discussion paper, will be presented. This event provides an opportunity for library leaders to define the Association’s position on the future of the profession and how this will inform our strategies, policies and activities in 2014 and beyond, as well as deciding how we will communicate this position to the profession and the wider community.

Want to know more? ALIA has created a Future of the Profession discussion paper, available to members on the ALIA Futures wiki at aliafutures.wikispaces.com.

Make a date

8 August
Victoria
Chair: ALIA President Julie Rae
Notes: VIC State Manager, Margie Anderson
Contact: margie.anderson@alia.org.au

29 August
South Australia
Chair: ALIA President Julie Rae
Notes: SA State Manager, Samantha Sheridan
Contact: samantha.sheridan@alia.org.au

3 September
NAC Regional Teleconference
Regional members can contribute to the NAC regional teleconference on September 3.
Contact: groups@alia.org.au

10 September
Australian Capital Territory
Chair: ALIA Board Member Aileen Weir
Notes: ACT Manager, Rachael Hind
Contact: rachael.hind@alia.org.au

10 September
Queensland
Chair: ALIA Vice President Susan Coker
Notes: QLD State Manager, Claudia Davies
Contact: claudia.davies@alia.org.au

18 September
Tasmania
Chair: ALIA Board Member Damian Lodge
Notes: VIC State Manager, Margie Anderson
Contact: margie.anderson@alia.org.au

5 October
Northern Territory
Chair: ALIA Board Member Elke Dawson
Notes: TBA
Contact: groups@alia.org.au

The date for the New South Wales meeting is still to be confirmed – check the ALIA website for details.

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TRY IT – YOU MIGHT LIKE IT

Presenting at a conference can be quite daunting, especially if you are new to it. Ghylène Palmer says it’s not that scary. She has lots of good advice for first time presenters.

From my personal experience presenting at a conference is not as scary as it may seem. First you need to attend a few conferences so you know what to expect from your audience. Observe the different styles of presentations and you will get to know what others are doing. You will meet other library professionals who share your passion for the industry and you will get an opportunity to exchange ideas with them.

This is a chance for you to share your experiences, build your network and be part of the library industry community. Besides, let’s face it – it will look great on your resume.

You might be asking “Why should I present at a conference?” “Why would anyone want to listen to what I have to say?” or “What do I have to contribute to the profession?” This is a chance for you to share your experiences, build your network and be part of the library industry community. Besides, let’s face it – it will look great on your resume. So get to it, write an abstract and send it off. It is such a rewarding feeling when you receive that email that your abstract has been accepted.

But then the real work begins. Prepare, prepare, prepare. Make sure you know exactly how much time you have to present. Work out who your target audience is. What is the main message you wish to get across? You need to have an introduction, middle and conclusion.

Next it’s practise, practise, practise. Test your presentation out on your work colleagues and friends. Ask them for advice and feedback. Plan everything in advance, especially how you are going to get to the venue, how early you should get there, and who you should see to organise technical support on the day of the presentation. Get to the venue early and rehearse on stage with the microphone, visual aids and all the equipment. You will be more comfortable on stage if you have already been up there once and it is less scary when everyone walks in. Do not use any new technology you are not already familiar with and comfortable using. Back up your entire presentation in several formats.

If you are passionate about your topic and know it well, you will be more confident and that confidence will shine through the delivery of your paper. Engage with your audience, vary your pitch and breathe! Be interesting and have fun. Make regular eye contact. Speak loudly and clearly. Let your presentation tell a story and repeat your main message. Be proud! You have put a lot of work into this presentation.

So what about those nerves? Being nervous is natural and it just means you care about delivering something great and worthwhile for your audience. You do not need to worry, your audience is there because they want to hear what you have to say based on the abstract you provided. They are already interested! Don’t worry, the adrenaline rush will get you through.

If there are any questions you feel you cannot answer on the spot, be honest and say “thank you for your question but I am unsure – email me your details and I will find out for you”. Make sure you have your business cards with you on the day and that your contact details are clearly displayed for all members of the audience.

After it is all over, make sure you celebrate. Evaluate your efforts and ask others for feedback but do not overanalyse – what is done is done. There is always room for improvement, so learn from this experience and get ready for the next paper. For the sake of the profession, we need to encourage our colleagues to voice their professional ideas and opinions so we can all learn something from each other.

Ghylène Palmer
ghylene@gmail.com

Ghylène Palmer works at Murdoch University Library and Information Services, and is the marketing and public relations contact for ALIAWest.
The JV Barry Library at the Australian Institute of Criminology is located in leafy Leichhardt Street in Canberra. The library, named for prominent criminologist Sir John Vincent Barry, was established in 1973 and now houses the most comprehensive library-based criminology and criminal collection in Australia. The library supports the information needs of the Institute’s research programs and provides services to key stakeholders and other clients. It produces the CINCH database, an index of Australian crime and criminal justice information.

Recently, the library team offered to take ALIA staff on a tour of the collection which includes English-language material with a strong Australian representation. There are approximately 28,000 monographs and 1,440 current serials, with over 60,000 items included in the CINCH database. The serials include journals, statistics, annual reports and other report series including AIC publications. Subjects covered by the collection include criminology, criminal justice, criminal law, social research and statistical methods, policing, corrections and justice administration. Most AIC publications are available online from the website, although the library building is only open to the public by appointment.

The Australian criminology database, CINCH is produced by the JV Barry Library and consists of a bibliographic database indexing and abstracting material on all aspects of crime and criminal justice from 1968 onwards. Source documents include journal articles, monographs, monograph chapters, conference papers, government reports, book reviews and theses. Statistical publications in serial form such as annual statistical reviews are gradually being added to the database.

ALIA’s tour of the JV Barry Library included the physical collection, the meeting areas, and the online catalogue. The staff explained how the library is accessed and used by the main internal and external users, which include members of the public, researchers, students, and other government departments. The library space and staff are co-located with the AIC’s Media and Communications section enhancing the Institute’s collaborative knowledge function and services.

The reference librarian works closely with internal researchers and handles around 60 requests a month on all aspects of criminology, as well as responding to hundreds of external requests for information coming into the AIC.

A monthly set of information alerts, and special clearinghouse entries are created from the JV Barry Library database and disseminated through the web page and by subscription. The library is a bulk interlibrary loan lender in its specialist area and is a member of several networks, including Australian Libraries in the Emergency Sector (ALIES) and Australian Government Libraries and Information Network (AGLIN).

Images:
1. The library staff – Left to right: Lepa Petrovic, Janine Chandler (Library Manager), Jessica Begley, Maureen Lee.
2. Prominent criminologist Sir John Vincent Barry
ALIA TRAINING

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Reskilling for Research

In response to the 2012 Research Libraries UK (RLUK) report in to the role and skills of subject and liaison librarians required to effectively support the evolving information needs of researchers, a one-day workshop has been developed for ALIA Training. Includes bibliometrics, eresearch, data management, open access issues and useful online and social media apps and tools.

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ALIA NEWS

Congratulations and well done to the Northern Territory Library’s iStories team, winners of the 2013 ALIA NT Recognition Award for their NT Languages Anindilyakwa smartphone and tablet app, created in collaboration with the Groote Eylandt community. This bilingual literacy tool was featured in the June/July issue of INCITE and was created by Anja Tait, ai Remote, Groote Eylandt Linguistics and Disparity Games. They were nominated by Marilyn Hawthorne. Other nominees for the NT Recognition Awards sponsored by RAECO included Claire Nield, Client Services Librarian at Batchelor Institute, The Darwin Digital Hub at the City of Darwin Libraries, the Department of Health Library Web Team, Kate Burbeck from the Alice Springs Public Library, Michele Turner from Charles Darwin University and the Northern Territory Libraries Digitisation Team. Congratulations to everyone for their amazing passion and achievements.

We are pleased to welcome Lisa Thomson as the new Events Coordinator. Lisa joins us from the events and hospitality industry in Canberra and Sydney. She will actively be involved in the planning and implementation of ALIA’s national conferences and campaigns. We look forward to having Lisa’s experience, knowledge and enthusiasm in the team. You can contact Lisa via email lisa.thomson@alia.org.au or phone 02 6215 8220.

We farewelled Kate Van der Veer from the position of editor of INCITE in June. Kate had been with ALIA for many years, managing our portfolio of publications and working with our team pioneering our early social media presence. For the last year she has been working part time for ALIA, editing INCITE in conjunction with exciting epublishing work in her beloved genre of romance fiction. INCITE’s new editor may well be a familiar name. Lee Welch is back in the role, having sat in for Kate while she was previously on maternity leave. Lee has worked with ALIA on various communications and promotional projects for slightly longer than she will willingly admit and brings to the role her experience not only in editing but also in writing, public relations and marketing.

CONNECT WITH ALIA Join the conversation

We are, of course, all about information sharing. We love hearing from you, sharing industry news, and keeping up to date with what’s going on in the world of libraries and information management.

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Victoria University Student of the Year this year is Catherine Baran, who received her award from ALIA’s State Manager, Victoria, Margie Anderson, along with Genevieve Pergl and Paul Clerici of the State Library of Victoria, and Darren Ryan from library employment specialists The One Umbrella at a celebration on National Library Technician Day in May.

Catherine said she was honoured and thrilled to receive the award and thanked ALIA and all the staff at VU for their support. Following on from completing her course industry placement requirement, Catherine has now gained a position as Customer Service Officer at the Mill Park Branch of Yarra Plenty Regional Library. She is working with a team in outreach services to promote and extend the services of the library to various existing and potential stakeholders.

As National Library Technician Day is a feature of Australian Library and Information Week, the library studies team took the opportunity to present a panel of speakers with some great advice for students just starting out on their library and information services careers.

Margie encouraged our students to get connected, to go to the new look ALIA website and Facebook page, and use the elists and groups in Victoria and come along to meetings.

Genevieve Pergl is a former VU student who now works at the State Library and has done so since 1993. She told us that in all that time she has not touched a book! Genevieve works on digitising projects and had examples for us of her work cataloguing, indexing and digitising of images such as the Rennie Ellis collection of materials. Genevieve spoke about graphic cataloguing, Photoshop training, the digitisation of art originals, glass plate negatives, lantern slides, the translation of the Jerilderie letter, the Burke and Wills website for school teachers and the National Library Project for Music, through which thousands of documents had been digitised and the music made available on the State Library’s website.

Paul Clerici finished his training at Swinburne in 2004 and spoke to the group about the value of volunteer work in giving him confidence and – finally – paid work with Vision Australia. Paul has since moved to the State Library in serials acquisitions and is now dealing with the public and electronic acquisitions, making them available in different ways, on site and dealing with issues such as perpetual access, internet provider addresses, licence agreements, monitoring the integrity of the electronic data, and liaising with National Library and Pandora archiving websites.

The One Umbrella’s Darren Ryan then shared his thoughts, encouraging students to start thinking about seeking work now. This agency specialises in assisting people to find work in libraries, records and knowledge management. Darren recommended preparing early to be job ready, pointing out a qualification is one thing, but it’s what you do with it that matters, and encouraged our students to check online resources such as ALIA’s job pages (www.alia.org.au/employment-and-careers/lis-employment-vacancies), The One Umbrella’s website, large employment sites such as Seek.com and CareerOne, and social media sites too, as these are all now potential places to find jobs.

Darren also emphasised the importance of networking, using social media such as LinkedIn and Twitter, and to remember personal Facebook pages are now often checked by potential employers – and it’s wise to remember this when posting images and content.

Thanks go to our Library Studies team for organising a successful, information-packed day.

Ian Rogers
Library and Cultural Studies
Victoria University
ian.rogers@vu.edu.au
The City of Wanneroo celebrated Library and Information Week in big picture style this year with each of its four library branches playing host to a giant library book standing 1.7m tall.

The books enticed customers to share their happy library memories and experiences with each other throughout the week. Hundreds of patrons aged five to 84 answered the call to share their stories, some citing a library as the location they met their first love and others claiming to have rediscovered themselves in the pages of a library book. One such story is that of one of Wanneroo Library’s treasured customers, Joy Smith.

“Libraries hold a special place in my heart because I met my husband in a library,” she told us. “In 1947, as 17 year old girl, I visited our local library one evening with my friend. She spotted boys she knew and took me over to introduce me to them. Frank had only been back from the war a week and wasted no time in asking me out to the pictures right there and then in the non-fiction section. We were married in 1949 and from that chance meeting in our local library came four children, 11 grandchildren and now six great-grandchildren. Even though Frank’s now gone, we had 62 wonderful years together, a real storybook romance that began in a library.”

The giant books have been roving around the City of Wanneroo, visiting Clarkson, Girrawheen, Wanneroo and Yanchep Libraries.

Ashlen Begg
Literacy and Learning Specialist
City of Wanneroo
ashlen.begg@wanneroo.wa.gov.au
THE READING HOUR IS BACK!

Love2Read is busy building up to this year’s national Reading Hour celebration, building on the success of the inaugural event held last year as part of the National Year of Reading.

While highlighting the benefits of reading for everyone, The Reading Hour initiative raises awareness for parents and caregivers on just how easy it is to help children develop a life-long love of reading.

Spreading the message to “share a book with your child for 10 minutes a day, an hour a week and give them the gift of reading” is the aim for The Reading Hour and that’s what Love2Read wants everyone to be doing from 5 pm to 6pm on Saturday August 24th.

This year hundreds of libraries, schools, bookstores and venues around the country will be hosting The Reading Hour events – celebrating reading at storytime sessions, by torchlight and even via singalongs.

Other highlighting the benefits of reading for everyone, The Reading Hour initiative raises awareness for parents and caregivers on just how easy it is to help children develop a life-long love of reading.

Libraries everywhere can help promote The Reading Hour initiative – wherever there are parents to see or hear this message, we can be doing our bit. Love2Read’s project director Cheryl Akle says the aim is simply to reach parents with the key message that it’s easy and fun to read with your child, and it’s important too.

“We know it’s not always possible for parents to share a book at bedtime with their children, but if you can manage only 10 minutes a day, your child will have the best chance of becoming a good reader, along with all the social and educational benefits that brings,” Cheryl says.

Although there’s a specified time for Reading Hour on the day, events and activities for all age groups will be happening all day around the country, scheduled to accommodate the different time zones, sporting fixtures and venue opening times.

The full calendar of events is on the Love2Read website at www.thereadinghour.org.au.

Recently staff and family and friends from Richmond Tweed Regional Library (Lismore) took to the street for the annual Lismore Lantern Parade with their beautiful Love2Read lantern. Jo Carmody, Manager of the Richmond-Tweed Regional Library sent in this great picture and told us the team just had to add a bit more of a zing to their message, so many of them wore their Get Reading tshirts. The lantern parade is a fabulous community event with thousands of eager children and adults lining the streets to cheer on the lanterns – what a great way to spread the reading word!

Register your support for the Love2Read ongoing campaign from libraries, schools and supporter organisations at love2read.org.au/centre.cfm

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Geelong Regional Library Corporation is one of the major public library services in Victoria. With 16 branches and two mobile libraries we serve over a quarter of a million people living in the communities of our four member councils – Borough of Queenscliffe, City of Greater Geelong, Golden Plains Shire, and Surf Coast Shire.

On Wednesday 22 May at 11am, we were delighted to have special guest readers at 13 of our libraries to read Nick Bland’s The Wrong Book! Our special guests included many of our Councillors, the Mayor of the Greater City of Geelong, Cr Keith Fagg and his wife, Cr Helene Cameron, Mayor of the Borough of Queenscliffe, the Deputy Principle of Highton High School, Ms Carly Stafford, and Snr Sgt Angelo Ferrara from the Bellarine Police.

For some of our libraries, National Simultaneous Storytime (NSS) coincided with our regularly scheduled storytime sessions, for others it became an extra special (or extra-special) event. Local primary schools and kindergartens were invited to attend and many took up the invitation. Across all our sessions and branches, 579 children and 172 adults joined in.

We sent regional support staff out to the libraries participating in NSS to meet and greet each special guest, introduce them to library staff, take photos and generally make sure that our involvement in NSS 2013 did not pull branch library staff away from looking after other members in the library at that time.

Our Children’s and Youth Services team developed session plans for the smooth running of the story time, and included the guest reader spot at 11am as the highlight. Geelong Libraries offer a suite of early years literacy programs, all of which are firmly based in pedagogical and child development theory, and aim to help babies and children appreciate language and reading and encourage parent participation and a general love of libraries. We have an extensive in-house staff training program based on these principles, and all staff members who deliver any of these programs have undergone the training. We also deliver talks for new parents, in partnership with Maternal and Child Health Services. These talks focus on the importance of introducing early language development practices to babies from birth. The sessions include a discussion of the stages of language and literacy development in children, guidelines for parents regarding appropriate books and other resources to foster language and literacy, and a shortened version of the Baby Time sessions offered in libraries across the region, so parents know what to expect when they attend one.

Each of our NSS sessions was tailored to suit local needs so no two sessions were the same. Neither were any two readings by our wonderful special guest readers. There was plenty of audience participation of the oft-repeated “You’re in the wrong book!” Some readings went for a few minutes while one should probably be in the Guinness Book of Records, at about 25 minutes. Some sessions included a geography lesson by means of a discussion with the children of the whole concept of ‘national’ and ‘simultaneous’, and just where are Broome, Alice Springs, Hobart and Mildura anyway?

Most sessions included projection of the pages onto a screen, so that large audiences could all view the illustrations, and one even had five children act out the roles of those characters who were in the wrong book.

The Mayor of the City of Greater Geelong looked resplendent in his Nicholas Ickle top hat, that he most graciously agreed to wear as he read the story with great verve and enthusiasm – until the puppet rat crept up on his shoulder from behind!

It was terrific to have people of local significance visiting our libraries, greeting staff and getting down and having fun with local children.

And you can be sure that no matter what book you put your nose into, it will never be the wrong book because there is no such thing. For every book there is a reader and for every reader there is a book. Long live reading!

Alison Katona
Executive Manager Library and Learning Services, Geelong Regional Library
alison.katona@grlc.vic.gov.au

1. Surf Coast Shire Cr Margot Smith has her audience spellbound at Torquay Library.

2. City of Greater Geelong Mayor, Cr Keith Fagg at Belmont Library wears his Nicholas Ickle top hat with style.

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EVENTS
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
30 OCTOBER – 1 NOVEMBER ALIA NATIONAL LIBRARY AND INFORMATION TECHNICIANS SYMPOSIUM
With the theme ‘waves of change’ the ALIA National Library and Information Technicians’ Symposium is being held at the National Library of Australia. The symposium promises a unique and enriching experience. Contact: groups@alia.org.au

VIC
14 AUGUST ALIA NEW GRADS VIC: KEY SELECTION CRITERIA AND RESUMES
Workshop on key selection criteria and resumes, with three speakers and time for questions. Arrival is 5:45pm for a 6:00pm start at the RMIT Library Building, Seminar Room 1, Level 5. Contact: nyssa.parkes@gmail.com

ALIA’s National Advisory Congress (NAC)
ALIA’s annual NAC meetings are a great opportunity for members to have a say about their professional association and the important issues affecting our industry and our future. For full meeting details see page 22.

ACT
10 SEPTEMBER
Contact: Rachael Hind, rachael.hind@alia.org.au

NT
5 OCTOBER
Contact: groups@alia.org.au

QLD
10 SEPTEMBER
Contact: Claudia Davies, claudia.davies@alia.org.au

Regional teleconference
3 SEPTEMBER
Regional members can contribute to the NAC regional teleconference on September 3. Contact groups@alia.org.au

SA
Come to the NAC and meet the new ALIA SA State Manager, Sam Sheridan and INCITE Editor Lee Welch. Contact: samantha.sheridan, samantha.sheridan@alia.org.au

TAS
18 SEPTEMBER
Contact: Margie Anderson, margie.anderson@alia.org.au

VIC
8 AUGUST
Contact: Margie Anderson, margie.anderson@alia.org.au

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.

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ACTIVE WINTER DINNER

The ACTive ALIA Winter dinner was held on 4 July at the Scholar restaurant in Dickson and, along with much enthusiastic catching up between colleagues, three awards were presented by Vanessa Little, Director of the ACT Library and Information Service and past president of ALIA.

The ACTive ALIA award for sustained contribution was given to Gaik Khong for her many years of dedicated volunteering for ALIA and the library profession. Gaik is a quiet achiever who has contributed to ALIA locally and nationally and has long been an active participant of ALIA in many ways, including five years as treasurer, organising the mid-winter dinners for around eight years, and organising more than her fair share of seminars and events for our local group.

Gaik has also volunteered for the Special Libraries Advisory Committee for about four years, contributing to efforts to improve the visibility of special libraries within the broader ALIA community, including collaborating with the Australian Government Library and Information Network (AGLIN) in a joint exercise to provide a special libraries stream for the ALIA 2010 Conference in Brisbane. Gaik played an important role in the planning, implementation and management of this stream program. She has also been involved in arranging a variety of joint AGLIN/ALIA seminars in Canberra for librarians and others across all sectors.

Gaik’s contribution to assisting in developing activities for ALIA in cooperation with other organisations has been a watchword for a number of years and many of us have benefited from her sterling contributions.

Catherine Jordan, librarian at the Australian Botanic Gardens, was voted most popular librarian of the ACT as part of the National Year of Reading celebrations. Catherine was nominated over ten times, with all of her nominators citing her extensive knowledge of her specialist library collection and the amazing service she provides for everyone who enters her library. Her winning poll does much to bring the work of such dedicated librarians like her into prominence in the eyes of the public and other colleagues.

Karna O’Dea was awarded the ALIA Silver pin. Karna has been an outstanding contributor to ALIA over many years. She has been the ACT Group Convenor for more than five years and has worked tirelessly to ensure a range of programs occur to meet the needs of members. She is a passionate advocate for the profession who shares information and ideas. She was a major force behind the Value of Libraries symposium last year as well as organising library visits, meetings and publicity. She established the ACTive ALIA blog taking us into social media with gusto – you can see (and contribute to) the blog at proactiveblog.blogspot.com.au.

If you are in the ACT, watch out for details of our next social gathering, at our wonderful new Arboretum, at the end of the year. See you there.

Roxanne Missingham
University Librarian, Australian National University
roxanne.missingham@anu.edu.au

Gaik Khong was recognised for many years of dedicated volunteering for ALIA.
OUTSIDE THE (LIBRARY) BOX

We’re headed outside the library in October INCITE. So much about our industry is changing, including how and where we put our professional skills to work. If you’re using your LIS talents outside the library or outside the sector, we want to hear from you about your experiences – good, bad and unique.

**Deadline for stories is September 1, 2013.** Check the guidelines for contributions at www.alia.org.au/publications-and-news/incite and email your stories and images to incite@alia.org.au. Please note all images must be high resolution (at least 300dpi) and sent separately as jpg files. Images may be reproduced in print and online.

Are you a member of ALIA? INCITE is now available for you on your tablet or mobile device. Log into the ALIA website and look for the Digital/tablet edition link on the INCITE webpages for each edition.
“I like books where kids are being adventurous and doing exciting things and somehow forcing themselves to do stuff that they might be a bit scared of, but winning.” – Alison Lester

Tell us about your Children’s Laureate projects.

As Children’s Laureates, Alison and Boori are charged with the task of promoting the transformational power of reading, creativity and story in the lives of young Australians. This has taken the pair on the road to every state, workshop and sharing tales with hundreds of school children, teachers and librarians across the nation.

Their year as co-Laureates also includes each author working on a special project close to their heart. Boori is currently working on Storykeepers as his special Children’s Laureate project. It is a documentary film and educational resource package based on his life and work, and his aim to create a nation of ‘storykeepers’.

Alison has been helping children turn their stories into books and is collecting children’s writing, drawing and photographs. She hopes to combine these with her own memories of her travels into a book. “It will show people the many different ways children in Australia live,” she said.

Boori was on the road when INCITE went to press, continuing his stated mission as a Children’s Laureate to promote reading and literacy, having said he would use the opportunity to do everything he could to create a nation of readers in Australia.

“I will ask the most wonderful teachers, librarians, parents and helpers that I’ve met, and the new ones I’ll meet along the way, to hop on board the good ship Laureate,” he said when receiving his award.

“We’ll pick up new passengers everywhere we go as we travel around Australia to the remotest, the smallest, the richest, the poorest … pre-schools, high schools, special schools – all schools! And we will spread the wfitewords to make ours a nation of readers!”

What difference has being a Children’s Laureate made?

Alison answered for both herself and Boori, saying that, to start with, there was a lot more travel both nationally and internationally.

“We have been to Italy and Ireland to meet other Laureates. It makes a difference to be out and about at the international level and learn what others are doing,” she said.

That’s included learning how others are using their Laureate profile, including a Swedish author putting his efforts into trying to gain the attention of the media to take children’s literature and reading more seriously from the social perspective.

Talking with other Laureates about how to get the message across to politicians and the community, and the increasing number of requests to speak to the media in Australia has also helped Alison refine her media skills.

“I’m a lot better at giving a sound bite,” she said. “It’s like being a politician. I listen to the question and then talk about what I want to talk about!”

Australian Children’s Laureate program: www.childrenslaureate.org.au
All about Alison Lester: www.alisonlester.net
All about Boori Monty Pryor: www.allenandunwin.com/default.aspx?page=312&author=228
Together We Are Stronger

Save the Date
15 – 19 September 2014
Pullman Albert Park Hotel, Melbourne, Australia