If information is the currency of democracy, then libraries are its banks.

– Wendell H. Ford
INCITE is the news magazine of the Australian Library and Information Association. It presents perspectives on issues relating to library and information science. © ALIA 2012

Apart from fair dealing for the purposes of research or study, reproduction of this material in any form, by any means, for public or commercial use is prohibited without written permission from the publisher. Contributors assert their moral rights to be identified as the authors of their works.

AUSTRALIAN LIBRARY AND INFORMATION ASSOCIATION
ABN 40 090 933 236
Street address
ALIA House, 9–11 Napier Close
Deakin ACT 2600
Postal address
PO Box 6335, Kingston ACT 2604
ph 02 6215 8222
fx 02 6282 2249
enquiry@alia.org.au
www.alia.org.au

INCITE Editor
Kate van der Veer
ph 0434 978 373
incite@alia.org.au

INCITE Designer
Gemma Kelly

EB Co-ordinator
Lesa Maclean AALIA (CP)
maclean.lesa@gmail.com

INCITE Advertising
Jessica Honeychurch
ph 08 8379 9522
fx 08 8379 9735
jhoneychurch@hwrmedia.com.au

COST TO PURCHASE SINGLE
ISSUES OF INCITE
non-member
Australia $35.00 incl. p&p
Overseas $40.00 incl. p&p
member
Australia $15.00 incl. p&p
Overseas $25.00 incl. p&p
Subscription enquiries
subscriptions@alia.org.au

ALIA EXECUTIVE
Sue McKerracher
Executive Director
sue.mckerracher@alia.org.au

Harry Carroll
Acting Chief Operating Officer
harry.carroll@alia.org.au

Janice Taylor
Director: Professional Services
janice.taylor@alia.org.au

ALIA EXECUTIVE
Vanessa Little AALIA (CP)
President
02 6207 6695

Julie Rae
Vice-President
0400 147 059

Edmund Balnaves AALIA
Director
02 9212 2899

Kathryn Cass AALIA (CP)
Director
02 9335 2132

Joseph Cullen
Director
03 9800 6401

Elke Dawson AALIA (CP)
Director
07 4930 6838

Aileen Weir AALIA (CP)
Director
02 6262 1448

BOARD OF DIRECTORS
Board members welcome your comments and feedback. Please feel free to contact a Board member at any time.
Email: BoardofDirectors@alia.org.au

Vanessa Little AALIA (CP)
President
02 6207 6695

Julie Rae
Vice-President
0400 147 059

Edmund Balnaves AALIA
Director
02 9212 2899

Kathryn Cass AALIA (CP)
Director
02 9335 2132

Joseph Cullen
Director
03 9800 6401

Elke Dawson AALIA (CP)
Director
07 4930 6838

Aileen Weir AALIA (CP)
Director
02 6262 1448

INCITE welcomes contributions from members and invited authors. Contribution guidelines, issue themes and deadlines: www.alia.org.au/publishing/incite

Colin McCloud’s winning entry for the Cairn’s Library live it, love it, learn it... snap it photographic competition. Article on page 19
THIS MONTH

Frontline 1
Industry Snapshot 1
Directline 2
ALIA Snapshot 2
LIS Investigations – a doctoral study examines the politics behind public library funding 3
Opinion – Janette Wright revisits a 30-year-old Special Interest Group, and wonders if we’ve learned anything at all about advocacy 5

EEI – Maria Moralles follows the road less taken 21
Webb’s Web 23
Contributors Index 27
Advertising Index 27
Last Word – Steve Rohan-Jones brings it down to the personnel level with tips for dealing with office politics 28

THE POLITICS OF THE INDUSTRY

ALIA Calls on Victorian Government to Stop Short-Changing TAFE Students 7
The Latest on Queensland Government Libraries 8
ALIA Campaign – Lobbying and Collaborating for Copyright Reform 9
National Year of Reading 10

The Parliamentary Library – Working for Parliament 11
Show Us The Money: Politics and the School Library 13
The Politics of Career Change 14
Skills for the Future 15
Becoming a Director 16

ALIA NEWS

ALIA Information Online 2013 4
New Members 23

INCITE 2013 25
ALIA Events 26

INDUSTRY NEWS

Robertson Library Celebrates 40 Years at Curtin University 18
Snapshots of Cairns Libraries 19
Connecting Up 22
It is very sobering, visiting other places. Hot on the heels of experiencing the wonderful, well-established libraries in Finland, I was invited to speak at the Library and Information Association of South Africa (LIASA) annual conference in Durban. I couldn’t help but contrast the issues and situation of our South African colleagues in comparison to Australia and the Nordic countries.

That is not to say that the library scene in South Africa is dull or worrying. LIASA is a vibrant, exciting, and progressive association with big issues and an even bigger determination to develop their libraries as the cornerstone of learning and literacy in their fledgling country. I was humbled by the work that they do, the vision that they have for the future of their country, and the role of libraries in the social and economic fabric of South Africa. It was also humbling to hear the members speak of the difficulties they experienced fifteen years ago in bringing together disparate associations under one banner to speak with one voice for libraries – black, white, and coloured – and how this was achieved through open, honest communication and the building of trust between them all.

How wonderful it was to hear members of LIASA openly express their pride in their profession and in their Association. This is something that we seem to have lost in Australia, and it is something that we need to rekindle quickly in the face of the many challenges that libraries and ALIA are facing at the moment.

There are some observations for the conference that I would like to share with you. In contrast to our approach to professional library standards in Australia, the South African Minister for Culture announced at the conference that legislation is to be introduced into the Parliament that will ban anyone calling themselves a librarian who has not completed an appropriate higher education qualification. This reinforces the importance given to the library profession by the South African government and underscores the vital role that the government sees libraries playing in the large task of creating a fully literate population. Do we think as ALIA members that our national government see us in the same vein as our South African counterparts? I think not.

The issues of copyright and e-books also dominated the conference agenda. This suggests to me that ALIA and other associations in first world countries have a responsibility to not only negotiate acceptable outcomes for our own nations, but also include librarians and the needs of library users in emerging nations in our deliberations.

Finally, I feel must share with you the fact that many tens of thousands of schools in South Africa can only dream of having a library. They ‘make do’ with a trolley of books for the whole school and don’t even contemplate having access to the internet. In contrast, in Australia some of our principals are closing their school libraries down. To say that the South African librarians were perplexed at such action is an understatement.

If you get a chance, do read Teacher Librarians could soon be left on the funding shelf by Anna Fienberg in the Sydney Morning Herald. Monday October 12 2012, Opinion p9. Ms Fienberg has certainly got a great understanding of the need for school libraries and librarians – something that some of our principals and parents should know and understand.

Thank you to all ALIA members who have contributed to the Dumb Idea campaign in support of our Queensland Government library colleagues. Please be ready as the ALIA Board and staff roll out further advocacy and promotional campaigns designed to focus attention on the great things about a range of library sectors. The ALIA Board is adopting a flexible, proactive approach to advocacy on your behalf, but such initiatives are only as successful as the members who take the time to participate. Do keep an eye on the ALIA website for developments in our advocacy program – and be prepared to act!

Vanessa Little
ALIA President
vanessa.little@alia.org.au

INDUSTRY SNAPSHOT

500 of the best
The InformationWeek 500 for 2012 list has been announced, with ProQuest named among the 500 most innovative users of business technology in the US. www.informationweek.com/1343

A lesson in school library funding
Findings from Softlink’s annual Australian School Library Survey have revealed a positive link between literacy results and school library resourcing levels. Low NAPLAN scores correlated to low funding levels, with the relationship’s significance increasing from primary to secondary school. www2.softlinkint.com/?au/softlink-australian-schools-survey

Could libraries become precinct hubs?
Architects are catching on, releasing plans for the $45 million Geelong Library and Heritage Centre that complement nearby heritage buildings, creating a cultural hub in Geelong. designbuildsource.com.au/libraries-modern-precinct-centre
Every month, we’re working on conferences and events, publications, professional development opportunities, training courses, new members joining, awards and recognition, lobbying and advocacy, putting information and news out through our social media channels, and much more … but we’re pleased to announce three additional special projects which we will be delivering in 2013.

**E-books and E-lending Summit**

The ALIA board has begun a major initiative to establish a position for Australian libraries in the e-books and e-lending debate that rages at a national and international level. All our members will be aware of the difficulties involved – the publishers who won’t provide content, or do so at vastly inflated prices; collections that disappear if the library stops paying its subscription; a general lack of Australian content.

We are already working behind the scenes on an issues paper, which will form the basis for our discussions with IFLA, NSLA, the Book Industry Collaborative Council, the Australian Book Council, the Australian Society of Authors, the Australian Publishers’ Association, and the Australian Booksellers’ Association, in November and December.

On February 15, at ALIA Information Online in Brisbane, we will be holding a half day e-books and e-lending think tank session. We will be inviting guests to join us for this, and if you would like to be on the invitation list, please let us know (there will be no charge for this event).

In early March, we are planning to hold an E-books and E-lending Summit, date and venue to be confirmed, at which participants will discuss the issues and will help develop the library and information sector position statement. The output from the think tank and summit will be a White Paper, which will then inform our discussions with government and the other stakeholders in the book industry.

**The Future of the Profession**

Another major ALIA board project for 2013 will be a report on the Future of the Profession. Again, we will be using the summit format to bring people together to create a vision and share their ideas about how we can make this a reality. The summit will be in the second half of 2013 and we will keep you posted as we pin down the details.

**Team Australia at IFLA**

Next year, the IFLA conference will be in Singapore. This will be a terrific opportunity for library and information professionals in our region to attend an event which is usually on the other side of the world.

At the last ALIA board meeting, we heard from our president, Vanessa Little, and director Edmund Balnaves about their experiences at IFLA 2012 in Helsinki. The conference attracted some 4000 delegates from around the globe. It was a hotbed for innovation; it was a wall-to-wall ideas exchange; it was the opportunity to debate international issues of copyright and digital content; it was the cradle for new relationships between associations with common aims and ambitions.

Nearly 50 Australian library and information professionals attended the Helsinki event and we expect more will travel to Singapore in August 2013. We’re keen to develop a “Team Australia” presence at the conference, so if you are planning to go, please let us know.

Early next year, we will be calling for feedback from members about e-books and e-lending and the future of the profession, but if you would like more information about these three board projects in the meantime, please contact our board liaison, Brenda Currie brenda.currie@alia.org.au.

**Concerning Copyright**

We are gathering evidence to support the ALCC’s submission in response to the Copyright Issues Paper [www.aliacopyright.wikispaces.com](http://www.aliacopyright.wikispaces.com). ALIA is preparing a response to the ALCC/ADA submission, due 16th November 2012.

**Taking the pulse of Health Libraries**

The Health Libraries project is underway, with Cecily Gilbert carrying out the required research. A more detailed report will be presented to the Board in December.
Understanding how our political masters view library mission

Since the public library mission needs to be defined in collaboration with elected councillors, the author of the doctoral study summarised in this paper sought to understand councillors’ views of library mission and to compare these with library practice. Her most startling finding is the fact that most councillors have a passive image of the library, with buildings and collections being all-important and staff largely invisible. Indeed, Gazo found no acknowledgement of the specific skills of librarians and notes councillors’ lack of knowledge of reference services and their doubt about whether such a service would be useful!

The values councillors saw in libraries were similar to those expressed by professionals and library users. They saw the library’s main role as educational, followed by others such as socialisation, information search, and literacy. Councillors expressed satisfaction with their libraries, but this must be qualified by Gazo’s other finding – that they generally know no other libraries and are concerned only with local context. One of her main conclusions is that councillors see the mission of public libraries in traditional terms and seem unaware of the impact of “Information Society”.

In terms of understanding how councillors arrive at their understanding of library mission, Gazo concludes that there is no homogenous view among the councillors and that their understandings grow out of personal experience as an individual, the image they have of library users, and their political role in the management of a municipality. Public library directors need to use this model when trying to persuade councillors to promote/improve library services. As with many other research reports, there are recommendations for further research, in this case, how councillors use or could use their power, with questions such as how decision-making relating to libraries is managed and how councillors and librarians communicate.

Gazo’s approach to this study was, first, to interview twelve city councillors, each representing a public library at council, collect cultural policies for the preceding ten years, then analyse both data sources, looking, for instance, at the themes and language used by the councillors. Second, she interviewed library directors and conducted a thematic analysis of both interviews and library websites. Third, she compared the results of both analyses. Finally, she re-interviewed the councillors to tell them the results of their cases and give them the chance to add further comments. Such an approach has potential application both within and beyond the public library sector.

For years we have discussed new roles for public libraries in “The Information Society” but, despite high-sounding rhetoric, these roles are not well defined and, indeed, some professional statements are intentionally generic, pluralistic, and adaptable. Gazo’s study is valuable for the concrete findings, which can be of use to public librarians, and for the research approach outlined, but also because of the relative dearth of research into the political environment in which librarians operate.

Dr Stuart Ferguson
Assistant Professor, Knowledge and Information Studies
University of Canberra
stuart.ferguson@canberra.edu.au.


ALIA online journals: www.alia.org.au/onlinelisresources
be different. do different
12–15 Feb 2013. Brisbane Convention and Exhibition Centre

Key note Speakers
Dr Genevieve Bell announced as second keynote speaker
Dr. Genevieve Bell is an Australian-born anthropologist and researcher. As director of User Interaction and Experience in Intel Labs, Bell leads a research team of social scientists, interaction designers, human factors engineers and computer scientists. This team shapes and helps create new Intel technologies and products that are increasingly designed around people’s needs and desires. In this team and her prior roles, Bell has fundamentally altered the way Intel envisions and plans its future products so that they are centered on people’s needs rather than simply silicon capabilities.

In addition to leading this increasingly important area of research at Intel, Bell is an accomplished industry pundit on the intersection of culture and technology. She is a regular public speaker and panelist at technology conferences worldwide, sharing myriad insights gained from her extensive international field work and research. Her first book, ‘Divining the Digital Future: Mess and Mythology in Ubiquitous Computing,' was co-written with Prof. Paul Dourish of the University of California at Irvine and released in April 2011. In 2010, Bell was named one of Fast Company’s inaugural ‘100 Most Creative People in Business.’ She also is the recipient of several patents for consumer electronics innovations.

Moving to the United States for her undergraduate studies, she graduated from Bryn Mawr in 1990 with a bachelor’s degree in anthropology. She then attended Stanford University, earning her master’s degree (1993) and a doctorate (1998) in cultural anthropology, as well as acting as a lecturer in the Department of Anthropology from 1996–1998. With a father who was an engineer and a mother who was an anthropologist, perhaps Bell was fated to ultimately work for a technology company, joining Intel in 1998.

Registrations
Early bird registrations are now open! Register at www.information-online.com.au

Sponsorship and exhibition opportunities
Interested in sponsoring or exhibiting at ALIA Information Online 2013? There are some new and “different” sponsorship and exhibition opportunities which will enable your organisation to make a significant contribution towards the overall success of the event while enjoying strong branding and exposure. The prospectus is now available. Contact us at events@alia.org.au or by phone at 02 6215 8222 to discuss opportunities to be involved.

Website: www.information-online.com.au
Blog: informationonline2013.wordpress.com
Twitter: @ALIAOnline, #ALIAOnline
Facebook: www.facebook.com/ALIANational
LinkedIn: ALIA Information Online Conference (Australia)
Flickr: www.flickr.com/photos/aliaonline
Delicious: delicious.com/alianational
Youtube: www.youtube.com/ALIANationalOffice

New Librarians Symposium 6 – Remember that the New Librarians Symposium (NLS6) takes place just prior to Information Online in Brisbane from 10th to 11th February 2013 with workshops on the 9th of February. Like Information Online 2013, NLS6 promises to “be different” with exciting keynote speakers, a diverse program featuring expert speakers to first time presenters, and key networking opportunities. Registrations now open! Keep in touch with NLS6 at newlibrarianssymposium.com.
Next year will mark 30 years since the formation of the Status of Women in Librarianship special interest group of the Library Association of Australia (LAA, now ALIA). As one of the creators of this Special Interest Group (SIG), I was invited to comment on this anniversary, but must declare that this child had many mothers and fathers.

I must first acknowledge the outstanding work of Vanessa Bourne, Michael Hill, and Barrie Mitcheson, who prepared a two-volume report on research into ‘Library and Information Work, the employment market’, published in 1982 by LAA, a massive effort in a time when publishing a report of this type required manual collation of questionnaires, typing, and manual layout. Looking at the report today, retrieved from the stacks at SLQ, shows that, like most ‘grey literature’ of the time, it was not typeset, let alone conventionally published!

The findings of this comprehensive study showed that in a profession consisting of 81% female workers, only one senior position (head of a national, state, or university library) was a woman. Barry MacIntyre, a fellow educator at RMIT, highlighted these findings at the Library Workforce Conference held in Melbourne in November 1982. I was shocked by these findings and we decided to take action. Aware of the movement in the U.S. for ‘comparable pay for comparable work’, and in line with the international movement, we applied to the LAA to establish a Standing Committee for the Status of Women in Librarianship. Eventually we were able to establish a Special Interest Group with LAA affiliation and funding.

However, from the beginning there was a misunderstanding about the role and purpose of the group. More than 800 LAA members affiliated with the Group over the following three to five years, but from my experience as a co-convenor in the first year, I believe many of these saw the group as supporting feminism in librarianship.

While a feminist cause is a legitimate cause, and one I would enthusiastically support, this was a campaign to raise the standard of remuneration for all librarians, not just the women, the argument being that the ‘feminised’ professions such as nursing, teaching, and librarianship, were underpaid because they were predominately women, and we wanted to change that.

That this was not understood was demonstrated to me in a number of ways and I hesitate to give these examples, but I do because they serve to illustrate how misguided advocacy can be when it strays from the evidence in the professional literature.

First, there were members who insisted that, as a man, the other co-convenor could not participate in the campaign. Given that Barry MacIntyre was the researcher who highlighted the issue in a public forum (i.e. a national conference), it was perfectly sensible for him to lead and participate in the campaign.

Another example, apparently trivial but just as misguided, was the complaint that our meetings, which I chaired, were too ‘masculine’ because I prepared, and was guided by, an ‘agenda’!

Needless to say, I quickly lost patience and left the group, at which point Ginette de Goojier took on the role of Convenor for five years. From 1983 to 1988, Ginette ably led a group which had as its objectives the promotion of women in librarianship. I must congratulate Ginette for her work with the Group, but point out that this was not the reason for its establishment in the first instance. While I know that the situation for female librarians in Australia has improved significantly since the 1980s, I doubt whether the relative level of remuneration for this ‘feminised’ profession has improved overall, which was our original aim.

That librarians would neglect the evidence so clearly outlined in our professional literature disturbed me then and makes me wonder how we survive as a profession. Surely the way in which librarians add value to society is through our knowledge of literature and of research, our ability to review and select, to discriminate and distinguish what is authoritative and what is not?

Our advocacy depends upon our clear understanding of the research and staying ‘on message’. I wonder if we are any more capable today of analysing and synthesising the evidence so that we can mount a convincing advocacy case for libraries, reading, literacy, or the industry. I am interested in what you think.

Janette Wright
Chief Executive Officer and State Librarian
State Library of Queensland
janette.wright@slq.qld.gov.au
NEW ONLINE!

Moving Pictures, Optical Entertainments and the Advent of Cinema

Victorian Popular Culture: A Portal

This fourth addition to the Victorian Popular Culture Portal illuminates the rich cultural and scientific history from which cinema was born. From shadow puppets to dioramas, and from zoetrope to Hollywood, the long and varied evolution of visual entertainments is represented through objects, ephemera, printed works and video footage.

www.amdigital.co.uk/film
The closure of Queensland government libraries and job losses in others, together with funding cuts on the horizon for Victorian TAFE libraries, have dominated the headlines for a couple of months.

Of course, these are not the only challenges the sector faces. Right across Australia, library and information professionals are feeling the pinch, but it’s questionable whether saying so in a public forum will be helpful or not. If we suggest that many government libraries right across Australia are under pressure, there’s a danger that we will let individual state governments off the hook, “we’re only doing what everyone else is doing”.

In October, we worked with members in Tasmania, Victoria, Queensland, and New South Wales, helping to craft business cases, articulating the value of what they are achieving, and writing to back up their position on a particular issue. Often, our members need a third party to say something that, as employees, they are unable to say themselves. We are also able to pull in other supporters – retired members, associations representing user groups, and international organisations with an interest in the field.

Our members join ALIA because together we are stronger, and it’s important that we use this strength to support each other. The team at ALIA House and our state and territory managers are just a phone call or an email away. If you have something you would like our help with, please get in touch.

ALIA calls on the Victorian Government to stop short-changing TAFE students

In May 2012, the Victorian Government announced $300m in funding cuts for the state’s TAFE sector. This comprised $130m in cuts per student contact hour (down to $1.50 for some courses, compared with a national average of $12.60), and $170m from the abolition of the ‘full service provider’ allocation, which pays for student support services, including disability support, counselling, learning support – and libraries.

The cuts will force TAFE management boards to make tough decisions about how they allocate their reduced funding.

ALIA and the Victorian Association of TAFE Libraries (VATL) swung into action, releasing a prospectus and media release detailing our concerns, particularly in the following areas:

1. Any reduction in the number of library technician courses available in Victoria.
2. The impact of increased fees on current and future library technician students.
3. The likely impact on investment in TAFE libraries.

Our prospectus details the importance of LIS services to all students – not just those attending TAFEs. It reiterates our position that library and information professionals play a vital role in lifelong learning, and that libraries themselves are a safe, neutral, third space where anyone can come and learn.

Our media release included a number of responses from TAFE students, worried about their future and the future of their education:

“At the moment I feel we don’t have as many books as other TAFE or university libraries. I worry about the future with resources here. Compared to other places, we only have a couple of books for the number of students, it’s so inconvenient for me to have to travel to borrow these books somewhere else. When I heard about the funding cuts, I knew resources would be the first thing that would go.”

“We need the library. If the resources are not there, lots of people will just give up on education.”

“Having unlimited and affordable access to the printers in the library became essential to my comprehension skills, as I needed hard copy to hand after I experienced Acquired Brain Injury as a result of several strokes. On occasions, librarians and support staff needed to physically turn the computer on and off for me when I couldn’t even remember how to do that.”

The prospectus and media release also raised fears about library technician courses, most of which are currently run through TAFEs. Cutting funding to support these courses – and removing the support of important resources – will directly affect the future of LIS education and may detrimentally affect the affordability of courses: that is, students may not be able to afford to become library technicians, and even if they can, they may not receive the education they need.

Our prospectus also reminds readers that the cuts are in direct contrast to the outcomes called for in the Kangan Report – a report that set the baseline for the development of the modern TAFEs. The Report
describes Library Resource Centres as central to the delivery of vocational training.
The Report also noted that TAFEs should be different from, but not less than, universities, and that technical education should be valued as an alternative. However, the cuts proposed by the Victorian government will bring the TAFE numbers to a new low. These are our killer facts:

Library staff per student:
- Universities: 1:352
- TAFES: 1:793

Library expenditure per student:
- Universities: $462:1
- TAFES: $26:1

We are not suggesting that TAFE library staffing and expenditure should be on a par with universities. We are saying that the disparity in the number of library and information professionals and in the funding is at a level that means the government is seriously short-changing TAFE students.

In the prospectus, we state that this is an issue of social justice and we issue a joint call for a review:

_The Australian Library and Information Association, representing more than 5500 library and information professionals, and the Victorian Association of TAFE Libraries, representing library and information professionals working in the state’s 74 TAFE libraries, support the call for a review of the $130m in reduced funding for courses and the reinstatement of the $170m full service provider funding._

We have offered our support to the management boards of TAFE institutes and dual sector universities in their efforts to maintain funding for this vital student, teacher, and community resource, and we have urged them to maintain their provision of affordable courses for library technicians.

ALIA members and interested parties can get more information from the contacts below, and we will be keeping you up-to-date as developments occur.

_Victorian Association of TAFE Libraries_  
www.vatl.org.au

_President Paul Kloppenborg_  
paulk@angliss.vic.edu.au  
(03) 9606 2235

_Australian Library and Information Association_  
www.alia.org.au

_Executive Director Sue McKerracher_  
sue.mckerracher@alia.org.au  
0404 456 749

_Media Coordinator Erin York_  
erin.york@alia.org.au  
02 6215 8219
All our members are affected by copyright. The Australian Law Reform Commission (ALRC) has put out a major issues paper Copyright and the Digital Economy with 55 questions. www.alrc.gov.au/publications/copyright-ip42. Our submission is due on 16 November.

We are working with other user groups, including the IT industry, research bodies and scholars, educational institutions, and organisations representing public interests, and liaising closely with the Australian Libraries Copyright Committee.

Our submission will reflect some basic principles:
• Simplifying legislation so everyone can understand their rights and responsibilities
• The importance of a degree of flexibility in a rapidly changing online environment
• The need for libraries to be able to carry out mass digitisation of unique materials
• A technology-neutral approach
• Legislation that embraces the ethos of creative commons.

We have had more than 36 responses from members to our call for feedback about the Copyright Issues Paper. They have come from public libraries, school libraries, information professionals in special libraries, students, and others, all of whom are concerned about the possible implications of new legislation.

Working with the Australian Libraries Copyright Committee (ALCC)

We are feeding into the Australian Libraries Copyright Council submission, as well as preparing our own, allied, response.

The Australian Libraries Copyright Committee (ALCC) is the cross-sectoral body acting on behalf of Australian libraries and archives on copyright and related matters. It seeks to have the interests of users of libraries and archives recognised and reflected in copyright legislation, and, in so doing, help build and sustain a copyright regime which promotes learning, culture and the free flow of information and ideas in the interests of all Australians.

The ALCC has representatives from the following organisations:
• Australian Library and Information Association
• National and State Libraries Australasia
• National Library of Australia
• National Archives of Australia
• The Council of Australasian Archives and Records Authorities
• The Australian Society of Archivists
• Council of Australian University Librarians
• Australian Government Libraries Information Network

The ALCC considers the impact of copyright law reform on Australian libraries and archives and provides advice to the Federal Government on how to maintain a balance between reasonable access to creative works for copyright users on the one hand and an incentive for copyright creators and owners on the other.

The role of the ALCC is to provide an ongoing mechanism to:
• Monitor proposed changes to Australian copyright legislation.
• Make submissions to government on copyright and related issues.
• Provide regular information to the Australian library and archives community with regards to copyright issues and responsibilities (note: a members’ advisory service is provided by the Australian Library and Information Association).
• Act as a steering committee for the Copyright Adviser (Law and Policy).
• Interact with international organisations on copyright issues as appropriate.
• Monitor international copyright legislation and developments.

Keeping you informed on the latest news on copyright

Another member benefit of ALIA’s membership of ALCC is the monthly Keeping up with Copyright. It is accessible on the ALIA copyright webpage www.alia.org.au/advocacy/copyright.
National Year of Reading

The National Year of Reading has been phenomenally successful in generating political goodwill for libraries across Australia.

The idea for the campaign originally came from the ALIA Public Libraries Summit in 2009. Library leaders were seeking a way of demonstrating that, while public libraries were funded by state/territory and local government, they were part of an informal national network. A National Year of Reading was seen to be an ideal vehicle for showcasing this previously unacknowledged aspect of libraries.

The success of the initiative can be seen in the fact that, at the launch on 14 February 2012, the Prime Minister, Julia Gillard, Arts Minister, Simon Crean, and School Education Minister, Peter Garrett all spoke to an audience of 200, which included several other federal MPs and Senators. At the legacy event on 12 November, which again takes place at the National Library, Her Excellency Ms Quentin Bryce AC CVO, Governor-General of the Commonwealth of Australia, will be guest of honour.

As it has rolled out across the country, the National Year of Reading has involved not only public libraries, but also state, territory, school, TAFE, University, and special libraries. Government contacts have praised the collaborative nature of the campaign and the fact that it brings together authors, illustrators, publishers, booksellers, and libraries.

A big bonus has been the amount of media coverage that the campaign has generated. By the end of the year, the National Year of Reading expects to have $26m worth of TV, radio, print, and online media coverage promoting books, reading, and the importance of literacy at every stage of life. Again, this is highly attractive to politicians.

The campaign has exceeded all expectations in terms of local take up and national awareness and the 15 founder partners, including ALIA, the state and territory libraries, and all the state-based public library associations, are keen to maximise what has been achieved.

The plan is to continue the Love2read branding into 2013, with the reading flower being used to identify places where readers will find people who share their love of books; something to read; someone to offer advice about reading; and a space (physical or online) in which to read.

More news of these future plans will emerge after the legacy event on 12 November. In the meantime, if you would like to find out more about the National Year of Reading, visit the website www.love2read.org.au.
The Latest on QLD government libraries

ALIA has created a follow-up advocacy tool to our Dumb Idea campaign titled Bright Idea. For this campaign, ALIA has created a prospectus to help you inform anyone you might need to about the irreplaceable services government libraries provide. The prospectus can be accessed on ALIA’s website as well as the Dumb Idea pop up wiki at dumbidea.wikispaces.com.

The amount of support ALIA members and the LIS Community in general have provided to the Dumb Idea campaign has been phenomenal. We were pleased to hear from so many people, and happy to see over 2700 people sign the petition created by Jane Orbell-Smith. Sue McKerracher was pleased to talk with members on her visit to Queensland in late October. We would also like to extend a special thank you to ALIA QLD who held a New Opportunities event, looking at the future for those impacted by the cuts.

Thank you for your support and we look forward to hearing about all of your Bright Ideas.

What you can do to lobby and advocate for your fellow library and information professionals

1. Promote membership of ALIA
You have already made a significant contribution by being a member of ALIA and you can do more by encouraging others to become members. There is strength in numbers and together we are far more effective than we could be as individuals. When we write to politicians, we do so with the weight of 5500 members – tax payers and voters – behind us. So, if you can suggest to a colleague or friend that they become a member, please take advantage of the opportunity.

2. Tell us what’s happening
We have active members and an ALIA manager in every state and territory, but even so, it’s not possible to keep track of what’s happening in all 14 000 libraries around the country. If you find out about a threat to jobs or services, tell us about it (advocacy@alia.org.au) and we will work with you and the people who are directly involved.

3. Help us define our position
We have a small communications team based in ALIA House, Canberra, with the expertise to deliver advocacy and lobbying campaigns, but we need your input to ensure we are putting across the key messages that will help our members achieve their goals. When we produce campaign materials, we always run them past our advisory committees, groups, and other specialists in the field, to ensure that we are on the right track.

4. Get involved
Often, there are ways in which you can be directly involved in campaigns, whether by signing a petition, registering your support through an online campaign site, fundraising, writing to your MP, joining a protest rally, or attending a public meeting. We will promote the opportunities we are aware of, as well as creating some ourselves.
Show Us the Money: Politics and the School Library

While this issue of INCITE is primarily about the politics of the industry, this is a different perspective: How have the politics of this country affected the industry? There has been a love/hate relationship between the school library and state and federal governments for the last 40 years. So how have political decisions impacted on the current state of Victoria’s school libraries?

Interest in the school library in Australia from the government’s point of view began in earnest with the release of two key documents in 1966: the Fenwick report, School and Children’s Libraries in Australia, and the Library Association of Australia’s (now known as ALIA) Standards and Objectives for School Libraries. The result was a formal submission to the federal government and a $27 million grant for secondary school libraries in 1968.

In 1973, the Whitlam government and the newly established Interim Committee for the Australian Schools Commission used the Fenwick report and the 1972 federally funded report from the Department of Education and the University of Queensland as a basis for their chapter on school libraries in the publication Schools in Australia. In that report, high standards were set for school libraries, including the need for teacher-librarians at both primary and secondary levels and for flexible learning spaces to accommodate the changing needs of the curriculum.

The impact of Schools in Australia was huge. There was an explosion of building works for new school libraries and training courses for teacher-librarians across the nation. By 1977 there were more than a dozen courses for teacher-librarians with about 900 students enrolled. Teacher-librarian numbers rose from 385 in 1974 to 1425 in 1978. Because of continued funding, during the 1980s school libraries were largely unaffected by the growing economic crisis.

Then, in Victoria, everything changed. In 1993, the Kennett government launched the Schools of the Future education reform. It was a bold move to school-based management in which the principal essentially became the CEO of the school. Efficient spending was paramount and many cuts were made. The impact of these reforms in Victoria was dramatic: Class sizes increased, special programs were shut down, 351 schools closed, and over 8000 teachers resigned or were voluntarily retrenched. Teacher-librarians lost their specialist title and were moved into classrooms, and then they were replaced with library technicians, officers, or parent volunteers. This was also the case if they moved on or lost their positions.

Such has the state of the Victorian school library been until today. Recent surveys and last year’s Parliamentary inquiry School libraries and teacher librarians in 21st century Australia have revealed that the courses for teacher-librarians in Australia have dropped from 15 to three over the last 20 years and that, before the Building the Education Revolution in 2008, up to 44% of school library buildings were over 20 years old. Nearly 3500 libraries have received funding under the BER, 522 of them in Victoria, however there are few teacher-librarians left to staff these libraries. Regardless of where the blame lies, the fact remains that issues raised 40 years ago about the lack of qualified staffing in school libraries have come back to haunt us.

Eileen Louden
Youth Services Librarian
Monash Public Library Service
eileen.louden@gmail.com
The Parliamentary Library of the Commonwealth of Australia is as old as the Parliament – it commenced providing services to members of Parliament in May 1901 in the Parliament’s temporary home in Melbourne.

The original Australian Parliamentary Library served as both a library to the Parliament and as a library to the new nation. It wasn’t until 1960 that an Act of Parliament formally separated the National Library from the Parliamentary Library.

Today, the Parliamentary Library is part of the Department of Parliamentary Services, which provides a range of services to the Parliament. It is located in Parliament House.

The Office of the Parliamentary Librarian is established as an independent statutory office, and the Librarian’s role and functions are defined by the Parliamentary Service Act 1999.

The Act provides that the role of the Parliamentary Librarian is, firstly, to provide high quality information, analysis, and advice to Senators and Members of the House of Representatives in support of their parliamentary and representational roles.

These functions must be performed in a timely, impartial, and confidential manner; maintain the highest standards of scholarship and integrity; provide equal access for all Senators, MPs, parliamentary committees, and their staff; while having regard to the independence of the Parliament from the Executive Government of the Commonwealth.

The current Parliamentary Librarian is Dr Dianne Heriot, who took up her permanent appointment as Parliamentary Librarian in May 2012. To assist her fulfil her statutory obligations as Librarian, Dr Heriot has her own Office of the Parliamentary Librarian (4 staff), the Research Branch (70 staff), and the Information Access Branch (53 staff), a full-time equivalent staff of 127. The library has a higher head count, with ongoing part-time staff in both the Research and Information Access Branches.

Temporary positions are advertised in both Branches as the need arises to fill unexpected or short-term gaps. A summer scholarship program is being trialled this year. As well, from time to time, the library has used casual student labour – most recently to assist with shelving and with the retrospective digitisation of parts of the print collection. These temporary engagements can be a useful stepping stone to anyone with a longer term aspiration to work in the parliamentary library world.

Access to impartial, current, accurate, and timely information is fundamental to democratic legislatures. In their legislative and their representative roles, parliamentarians need information as they monitor current issues, develop policy solutions, and influence government decision-making.

Services are available to all members and senators on an equal basis, in confidence, and to agreed deadlines. Analysis and advice to support the Parliament fluctuate in demand according to the parliamentary cycle.

Long-term changes in demand have been apparent as more services and content are provided to the desktop on a self-help basis and use of these services continues to rise each year.

The range of services and products we now offer to MPs and Senators is extensive, reflecting the wide range of issues which come before the Parliament, but also the personal preferences of MPs and Senators in how they prefer to access our services. From blog posts on emerging and hot issues to detailed published research papers on more enduring topics, to oral briefings and seminars to quick advice over the phone, from hard copies of dictionaries and encyclopaedias to the online provision of e-books and serials, the library tries to present our resources in the widest manner possible.

The Research Branch of the library includes researchers who have subject specific skills such as law; social policy; statistics & mapping; economics; science; technology; the environment; politics and public administration; foreign affairs; defence and security. The researchers have to maintain a flexible attitude as the current interests of Parliament are issues-based and can change rapidly in focus and intensity. Parliamentarians work hard and expect those delivering responses to their direct enquiries to work just as hard. Timeliness is very important – deadlines are very real in the parliamentary environment.

The Information Access Branch includes librarians, library technicians, systems administrators, and front desk staff. The staff of IAB work to deliver services either online or face-to-face and have similar pressures to the researchers in the timeliness requirements for these services. Collection items are often requested and needed within the same working day; online news services are expected to be available seven days a week by 7:30am. The library is very much an embodiment of the ‘just in time’ not a ‘just in case’ principle.

The library provides the following services:

- **Research services** to the Parliament, including responding to requests from individuals for information and research services and the production of general distribution briefs and publications.
  - Last financial year, the Research Branch:
    - provided services to all 226 Senators and Members of the Parliament, including responding to 15 500 individual confidential requests for analysis and advice
    - released over 420 publications available for all to use through the web, including 178 Bills Digests
    - published in several different formats including e-books
    - had 4.8m online uses of these publications
    - launched ParlMap (a self-help mapping service for Senators and Members and parliamentary staff)

- **Information services** to the library’s clients through collection building – print and online including the library databases in ParlInfo and the Electronic Media Monitoring Service, and providing access to information resources through the library catalogue, ParlInfo, web and intranet sites, and the Electronic Media Monitoring Service.
The Politics of the Industry

Dr Dianne Heriot
Parliamentary Librarian
Parliamentary Library
Dianne.heriot@aph.com.au

References
Department of Parliamentary Services, Annual report 2011-12, forthcoming.

Australia’s Best Library Systems!

Sydney Customs House
Ravenswood School for Girls
State Library NSW Reference Library
Stanhope Gardens
Redeemer Baptist College

Abax Systems

t. 1300 300 369  |  f. 1300 300 676  |  info@abax.com.au  |  www.abax.com.au

The Parliamentary Library: working for parliament

In 2011-12, the Parliamentary Library again had proof that its services are on target as it achieved a 93% satisfaction rate in a client evaluation of library Services, with over 98% of respondents reporting that they would be likely to recommend Library services to colleagues.

Last financial year, the Information Access Branch:
• added over 4600 new titles to its catalogue and added 185 600 items to its databases and Electronic Media Monitoring Service
• achieved 33% of titles available online in full text
• introduced new online services including Summon (a resource discovery service that assists clients to find information held in the library’s collections)
• digitised some 6700 historic press releases (1959-1999) and completed digitisation of party political documents (policies and major speeches) back to the 1900s.
• recorded over 3.48m uses of its collection and data bases

In 2011-12, the Parliamentary Library again had proof that its services are on target as it achieved a 93% satisfaction rate in a client evaluation of library Services, with over 98% of respondents reporting that they would be likely to recommend Library services to colleagues.

Dr Dianne Heriot
Parliamentary Librarian
Parliamentary Library
Dianne.heriot@aph.com.au

References
Department of Parliamentary Services, Annual report 2011-12, forthcoming.

Australia’s Best Library Systems!

Sydney Customs House
Ravenswood School for Girls
State Library NSW Reference Library
Stanhope Gardens
Redeemer Baptist College

Abax Systems

t. 1300 300 369  |  f. 1300 300 676  |  info@abax.com.au  |  www.abax.com.au

The Parliamentary Library: working for parliament

In 2011-12, the Parliamentary Library again had proof that its services are on target as it achieved a 93% satisfaction rate in a client evaluation of library Services, with over 98% of respondents reporting that they would be likely to recommend Library services to colleagues.

Dr Dianne Heriot
Parliamentary Librarian
Parliamentary Library
Dianne.heriot@aph.com.au

References
Department of Parliamentary Services, Annual report 2011-12, forthcoming.

Australia’s Best Library Systems!

Sydney Customs House
Ravenswood School for Girls
State Library NSW Reference Library
Stanhope Gardens
Redeemer Baptist College

Abax Systems

t. 1300 300 369  |  f. 1300 300 676  |  info@abax.com.au  |  www.abax.com.au

The Parliamentary Library: working for parliament

In 2011-12, the Parliamentary Library again had proof that its services are on target as it achieved a 93% satisfaction rate in a client evaluation of library Services, with over 98% of respondents reporting that they would be likely to recommend Library services to colleagues.

Dr Dianne Heriot
Parliamentary Librarian
Parliamentary Library
Dianne.heriot@aph.com.au

References
Department of Parliamentary Services, Annual report 2011-12, forthcoming.
The politics of career change

This year my life came full circle. I took a leap of faith and moved from a workplace that I loved in an area I no longer wanted to live in, to move to the area I grew up and want to bring my daughters up in, and just let the rest fall into place. I’ve spent the last 5 years in the public library world. It’s where I always envisioned myself. Unfortunately the local public library was unable to provide anything suitable, but just one perfectly timed phone call to my (original – we are talking 15 years ago!) alumni university’s Campus Librarian started me on a life and career-changing journey. I never thought I’d end up in an academic library; frankly, I never thought I was smart enough!

The transition has been a huge learning curve, the most prominent example being the access and use of scholarly databases. Since completing my Graduate Diploma 5 years ago, the database I’ve most relied on has been Fiction Connection. A few months on, and I am establishing classes on how to best use academic databases for scholarly research, teaching under- as well as post-graduates advanced information literacy skills, and bibliographic tools such as EndNote.

Something else that has proved challenging has been the different workflows: The waxing and waning of the busy periods that come start of semester and exam period, whereas the public library was always busy! This year I’ve actually had my supervisor encouraging me to sit down and read (professional reading, of course!), something that’s never really been a possibility before!

Another great joy that came as a surprise has been the demographics. Now I’m being completely stereotypical here, but the public library world has the majority share in the children and seniors’ circles. The academic library is grabbing those in-between and I love the energy that those fresh out of school as well as mature age students bring.

I believe libraries make a difference in people’s lives, and I feel I can bring some of that philosophy to the academic environment. But I find I just can’t seem to fully leave my public library hat behind. I keep thinking of ways the library could further engage and connect with the wider community, and events happening around the university and beyond. But all of that contains its own politics.

So where to next? Being at a university is tempting me back to study… perhaps a Dip Ed so I can become a teacher librarian? And there is a special library that I have my eye on setting up, so who knows!

Alli Hadfield
Faculty Librarian
La Trobe University, Bendigo Campus
a.hadfield@latrobe.edu.au

Discover the Legacy Collection and tap into a unique and powerful scientific legacy

The Legacy Collection of ebooks in the following 7 subject areas combines renowned authorship and great accessibility alongside key journals on ScienceDirect. In addition, MARC Records are complimentary.

- Agricultural and Biological Sciences
- Biochemistry, Genetics, and Molecular Biology
- Chemical Engineering
- Chemistry
- Engineering
- Materials Science
- Physics and Astronomy

"It is a wonderful thing doing research, from research comes understanding, from understanding past research comes new applications and uses. It is not a luxury but a great investment in our future."

—George A. Olah, 1994 Nobel Laureate in Chemistry, Founding Director of the USC Loker Hydrocarbon Research Institute and co-editor of the Legacy Collection book; Chemistry of Energetic Materials

ScienceDirect

Visit the Legacy Collection page to see title lists and to register your interest: http://info.sciverse.com/sciencedirect/books/legacy
Skills for the Future:

No one can precisely predict how the future is going to impact our profession; however, given the changes we have seen in the past ten years alone, we can all see that the use of technology will be at the forefront of our profession. Therefore, there are areas of expertise that we can predict will become more important and relevant:

- Web 2.0, social media, and new mobile devices and apps – how applicable these new developments are for LIS environments.
- Training (Cert IV in workplace training and assessment) – in all LIS environments training our clients on how to use the databases, catalogues, websites, etc. is now far more relevant than being able to look it up for the client ourselves.
- IT skills – the skills to use a variety of databases, software programs, and mobile devices will be increasingly important. Learn how to load programs yourself, and become conversant with new developments and terminology.
- Strong client service focus – this is now a requirement for all roles. Whether your clients are internal (i.e., other team members and library workers) or external to the library. As passé as it sounds, you must be able to display a desire to proactively assist, seek solutions, and implement new processes and resources.
- Inter-personal skills – be aware of how you are working with colleagues, clients, and management. Endeavour to be a positive influence within your workplace.

Generic skills and attributes that all employers are seeking:

- Openness to change, flexible, personable
- Excellent communication and team skills
- Proactiveness and a positive attitude
- A genuine desire to work in libraries

A professional development program which demonstrates that you are future-focused and willing to make an effort to ensure that your skills are up-to-date is also seen as highly attractive by potential employers.

Active involvement in your professional organisation also demonstrates a willingness to give back to the profession and will certainly assist with networking opportunities.

What makes a candidate stand out – or how to become memorable for the right reasons.

Make contact with your consultant – keep them up-to-date on your career progress and what you are actually seeking in a career path and your next role.

Market yourself positively via your CV, letter of application, and response to selection criteria. You are your own brand; make it positive, proactive, and targeted.

Make sure your email address, LinkedIn profile, and Facebook page reflect a professional version of you – prospective employers may use these tools to do their own research on you.

Ensure your CV is current, well laid out, and readable. Use one modern font in black only. Use bold or different sizes for emphasis and headings only if required. Include relevant skills and attributes section – both ‘hard’ and ‘soft’ skills. It will also assist your application if you can use current and readily available software.

It is important to demonstrate that you have read the job ad and job description carefully and understand the requirements of the role. Emphasise how your skills and experience meet the requirements of the role – don’t just use a generic CV that doesn’t assist the client or consultant in assessing your application as to why you should be a short-listed candidate for this particular role.

When you are writing your letter of application, think about it from the client’s point of view. For example, demonstrate what you can contribute to the employer’s organisation rather than how the organisation can benefit you: why you want the role, what you will bring to it and what you want to achieve.

Prior to addressing the selection criteria, ensure you are very clear on the right method or process to respond to selection criteria appropriately. Provide clear and concise examples, and respond to all the criteria.

Don’t forget to do your research on the client – you are an information professional after all!

Nell Hirst
Zenith Information Management
nell@zenmgt.com
www.zenmgt.com
BECOMING A DIRECTOR

A question that has been asked of me quite frequently over the past 18 months is “Why did you decide to run for the ALIA Board?”. I hope, in this article, to answer that question – and maybe encourage some of you to consider running for the ALIA Board when nominations open on 26th November 2012.

I have been ‘involved’ with ALIA (as an eList moderator, advisory committee member, and group convenor) for a few years now. The skills I developed through my involvement with ALIA have helped me win scholarships, get promotions, and succeed at job interviews. So when I decided to step down as a group convenor and let someone else have a go, I thought maybe it was time to give back to the association that had given me so much, and I decided to run for the board. Also, if I’m being entirely honest, I saw this as an opportunity to discover more about my industry and a chance to help to shape the future of the association.

When I decided to run for the ALIA Board, I was lucky enough to have a few good friends I could talk to about what it meant to be a director on a board, as well as others who were involved with ALIA on committees, etc. I had a few quick chats with these friends and decided to go for it. I wrote my 100 words on professional concerns and my 100 word CV, had a colour photo taken, and submitted my nomination, then sat back and began to ponder what my ‘election strategy’ might be. Unfortunately, I’d hardly finished re-reading my 100-word statement of professional concerns when the Executive Director (ED) called to tell me that they had received the same number of nominations as available positions and so I had been effectively elected unopposed.

Although part of me was pleased not to have to run an election campaign, competition for board seats is a sign of a committed membership and I was concerned that there weren’t many members who thought this would be a great opportunity to get involved with their association and shape its future. (This concern was intensified when the same thing occurred with the next round of board nominations!)

In the following weeks I had many conversations with the ED, current and previous board members (and presidents), as well as ALIA national office staff – all as part of my ‘due diligence’ researching the legal and financial standing of the association, as well as what is required of board members (as a time commitment, as well as legally) before I officially accepted my position on the board.

Then the fun really started! I flew down to Canberra for an induction as well as to attend a board meeting as an observer, before attending the 2011 AGM where I was officially appointed as a director.

The next day was the first meeting of the new board where we had a ‘planning day’ and looked at setting the future direction of the board and the association. We also agreed which sub-committees we would be on (I’m on MASC – the Membership and Awards Sub-Committee – and the delightfully acronymed PDERP – Professional Development, Education, Research and Publishing sub-committee) and who would chair those sub-committees. Since then, we’ve held regular board meetings, either face-to-face in Canberra, or via teleconference, as well as sub-committee teleconferences every other month, or more regularly where required.

It has been a steep learning curve (particularly when it comes to reading financial reports!) and I have found out so much about all aspects of the library and information industry – from Cyber-Safety in School and Public libraries, to e-book lending issues; from funding issues with special libraries to conference planning; from professional development schemes to educating future LIS workers.

Of course there is a time commitment required (I haven’t read so many reports since I was studying!) and I have to thank my employer for their support and flexibility. However, I truly feel that the past 18 months have been some of the most fulfilling of my professional life and I will continue to use the skills and knowledge I have gained, as well as keep in touch with the friends and networks I have discovered throughout my LIS future.

If you have a desire to get more involved with your industry, or to help shape your industry association, I would strongly recommend running for a seat on the board – it is a rewarding experience you cannot get anywhere else!

Kathryn Cass
kathryn.cass@gmail.com

If you would like to find out more about being on a board, check out these websites:

Women on boards – the next generation of directors
www.womenonboards.org.au

Australian institute of company directors
www.companydirectors.com.au

Our community : building stronger communities through stronger community organisations – Boards, Committees & governance centre

BoardSource : building effective nonprofit boards
www.boardsource.org
Access Key Psychology Reference eBooks Through APA PsycNET®

APA Handbooks in Psychology™ Series

The APA Handbooks in Psychology Series comprises multiple two- and three-volume sets that address the reference needs of researchers and practitioners in psychology. These reference resources provide undergraduate and graduate students with invaluable supplementary texts, not only for “filling in” their own specialty areas but also for gaining a sound familiarity with central and emerging specialties across the field.

APA Handbooks in Psychology Series:
- APA Addiction Syndrome Handbook
- APA Educational Psychology Handbook
- APA Handbook of Behavior Analysis
- APA Handbook of Counseling Psychology
- APA Handbook of Ethics in Psychology
- APA Handbook of Industrial and Organizational Psychology
- APA Handbook of Research Methods in Psychology

APA Handbook of Behavior Analysis
Editor-in-Chief: Gregory J. Madden, PhD

Now available for institutional purchase.

The APA Handbooks in Psychology Series is delivered exclusively through APA PsycNET.

For more information or to arrange a FREE 30-DAY TRIAL on APA PsycNET, contact your APA representative, visit www.apa.org/pubs/ba-print, call 202-336-5648, or email quotes@apa.org.
Snapshots of Cairns Libraries

Live it, Love it, Learn it .... Snap it

Photographic Competition

Cairns Libraries, National Year of Reading Committee ran a creative photographic competition to capture the imagination of our library members, and to focus community attention on the major aims of National Year of Reading during the later half of 2012.

Early negotiations began with the Tropical North Queensland Institute of TAFE in Cairns as both the TAFE and Cairns Libraries found common issues with low reading participation levels of students and young people. It was decided to form a collaborative partnership, with the TAFE sponsoring the winning prize (an iPad3) and Cairns Libraries purchasing e-readers for the runners’ up prizes.

Entrants were encouraged to ‘get snapped reading’, showing that reading is an activity that can happen anywhere.

Our goals were to capitalise on the interest generated by National Year of Reading; engage some of our local National Year of Reading champions as judges; encourage the community to promote reading as an everyday activity; and to boost creativity and a sense of fun with reading.

Our excellent IT team devised an entry form to enable electronic submission of entries via the library webpage. This allowed us to make certain fields compulsory, such as parent/guardian details for Under 18 entries, and acceptance of our Terms & Conditions.

The competition ran for two months with strategic marketing on various fronts, including posters and flyers in libraries and at the annual book sale; council, library, and TAFE website advertising; local newspaper articles; extensive social media promotion; and finally a burst of radio advertising. The response to the call for entries was exceptional and 195 entries were received. Creativity and quality was outstanding; judges could not separate
the runners up so additional e-readers were purchased as prizes.

The competition generated considerable interest in the library, National Year of Reading, and reading in general. The entries represented all age groups and all parts of the region. A number of entrants joined the library so that they could enter the competition.

The entry form included a survey component which provided us with some interesting statistics. We noted 45% of entrants heard about the competition from a poster in the local library. This showed us that the library itself and our enthusiastic library staff are still our most effective advertising medium. The second most effective form of marketing was radio at 25%. The survey also showed that the entrants came from all parts of the region, with approximately 75% entries from females. Most entrants were under 50 years and 6 were over 70 years old.

Four local National Year of Reading champions were chosen as judges: renowned local artist, Arone Meeks; HOD, Visual Arts, Trinity Bay State High School, Janelle Williams; Deputy Director Tropical North Queensland Institute of TAFE, Donna-Maree O’Connor; and Manager, Cairns Libraries, Kerrie Still. The judges were given various criteria to inform their decision, including composition; use of light, colour, and effects; creativity; emotional, intellectual, and aesthetic response; amusement and empathy; originality; setting; insight; and, most importantly, the ‘WOW’ factor, the overall impact of the photo. The judges were encouraged to judge collaboratively and to use a simple scoring system to narrow down finalists.

The winning entry was submitted by library member Colin McCloud (Clifton Beach), described as ‘a thought-provoking image of a 74-year-old woman combining technology with tradition’. The stunning image depicts Colin’s wife, Theresa, reading a library book by the gentle glow of her iPad. The judges found the lighting and composition of the photo to be particularly outstanding, and were impressed by the clever juxtaposition of ‘old’ and ‘new’ ways of reading in an increasingly technically enhanced world. Reading champion and judge, Donna-Maree O’Connor, praised the image’s message that ‘reading is for all of our life. There is a strong emotional connection to this photo and it tells a wonderful story. It was a standout entry.’

The winners were announced in a media release, and displayed electronically on Cairns Libraries’ website and Facebook site. Banners showing winners and a selection of entries will be displayed in libraries. Photos will be used for a number of promotional activities in the future. The competition was a great success and we will be running a similar one in the future.

Lee Finkelstein
Strategic Marketing and Partnerships
Libraries and Community Development, Cairns Regional Council
l.finkelstein@cairns.qld.gov.au
Experiencing the world as a librarian

Three years ago, Maria Morales read a quote by Ralph Waldo Emerson that said “Do not go where the path may lead, go instead where there is no path and leave a trail.” Since then, this quote has inspired Maria to pursue her personal and professional objectives in life. Maria will share her challenges and achievements with you as a librarian developing her professional career overseas. She hopes it might be an inspiration for you to seek out opportunities overseas.

In order to become a library and information professional in Spain, students must write a research thesis at the end of their Master’s degree. I believe this can be one of the most personally satisfying undertakings of a student’s academic career as it enables library skills and knowledge to be put into practice, and provides an opportunity to explore library interests.

As most Spanish universities have mutual agreements with other countries, both European and non-European, students can do research abroad and start experiencing the world as librarians. One of my first achievements was receiving a library exchange grant to the North Pole. I almost regretted my decision when I had to ski to the university at -10 degrees or when I faced the polar nights with nearly 20 hours a day of darkness. However, I cannot find enough words to describe how I grew personally and professionally.

My Master’s thesis consisted of studying how international students used the Norwegian academic libraries. It was tremendously rewarding to know that, as a result of my findings, libraries could potentially improve their collections and services for future international students.

After that enriching experience, I realised that my career as a librarian could not end up in Spain. Library and information skills are transferable across geographic boundaries, so I was determined to develop my professional career overseas. After a couple of years working in Spain, I decided to leave everything behind and come to Australia. I knew it was not going to be easy achieving my goals, but I had to try.

The first thing that I did when I arrived in Australia was look for the professional association. The Australian Library and Information Association (ALIA) has been invaluable to me, because they have given me professional advice as well as networking and professional development opportunities. I was especially grateful that this association recognised my overseas qualifications.

Working as a librarian abroad can be a thrilling, wonderful, and eye-opening experience, but it can also be tough, especially when you have to start everything from scratch on your own and with language barriers. I must admit that getting a job in Australia was not an easy task. I sent hundreds of resumes and I had lots of interviews for over a year.

In order to keep myself inspired during this difficult time, I visited as many different types of libraries as I could to compare them with European libraries. I found that both Spanish and Australian libraries offer innovative services: for example “Late Night Library” at Surry Hills in Sydney or “Library by the Sea” a service offered in most Spanish municipal
Connecting Up

Connecting Up Inc. is a not-for-profit organisation that works to strengthen the not-for-profit and community sector around Australia. We provide a range of programs including resources, directories, events, and learning opportunities for not-for-profits and charities. Our aim is to help the sector to be more effective in the work that it does to help the Australian community.

One of our programs provides software discounts and donations to eligible not-for-profits, provided by companies that want to be involved in helping the community. This program has saved millions of dollars for the charity sector. In the past, public libraries have not been eligible to participate but, with some recent changes in eligibility rulings, they can now take part. As Connecting Up has worked closely with public libraries for many years, this is a welcome development.

The role of public libraries as a community place and information hub is well recognised. Access to computers and internet for library patrons is one of the great benefits that libraries provide to the community. Our program will help to offset some of the costs of setting up and maintaining public access computers and ensure that these facilities can continue to be available in public libraries around Australia.

Public libraries that would like to be involved can find out more at www.connectingup.org/donortec.
DIY Online Education

There’s a new service offered by Google: Course Builder (https://code.google.com/p/course-builder/). With online education being the Next Big Thing, it’s worth looking at it to see how it might help you. There’s a bit of a warning that you may need some familiarity with HTML and Javascript, so I’ve checked to see just how much is required. From a brief look, the HTML shouldn’t provide any problem, but the Javascript is possibly beyond the competence of the beginner. It seems to be used for analysis of interactions between the student and the course. My tip: Google will soon enough implement a better way of handling simple interactions.

What’s in the cloud might have to stay there

There’s news and, of course, discussion aplenty on Google’s decision to drop support for older Microsoft Office formats (http://tinyurl.com/8ndzkor), such as .doc as from 1 October. Of course it’s their right to do this, and the newer formats have been available in Microsoft software from 2003, but I’m sure that some users with older systems will be hit by this. But it’s not really as simple as it sounds. The problem is that when users uploaded documents to the service they may have elected to convert them to the Google Docs internal format. It was always an option not to convert, but at the time many users would not have been aware of the implications of that choice. So, if they did permit Google to convert the documents or they created them online via Google Docs, they might be in trouble.

Open metadata

It’s around five years since I wrote about Europeana (http://www.europeana.eu/portal/) the European Digital Library – and I’m happy to see that it’s now presented in languages other than French! Now, they’ve taken the massive step of opening up the metadata from their collection of over 20 million cultural objects for free re-use. This initiative will create new opportunities for app developers, designers, and other digital innovators. The metadata is released
under the Creative Commons Zero 1.0 Public Domain Dedication (CC0), meaning that anyone can use the data for any purpose – creative, educational, commercial – with no restrictions. This release offers a new boost to the digital economy, providing electronic entrepreneurs with opportunities to create innovative apps and games for tablets and smartphones and to create new web services and portals.

Now, those who’ve been paying attention will ask why the metadata is so important; surely it’s the data itself (images, sound recording, etc) that people want. To which I reply: yes and no. There was a team of developers a while ago who had the idea of putting together an app that would link bus routes and archival photos of places and events along the routes. To do this, they searched the image collection based on the location metadata and used this to extract the images. The only trouble was that the location specified the repository where the image was stored rather than the location of the subject of the image. The results were not what the user expected.

So, what we need is more open access to usable metadata. Simple.

And then there are Open Textbooks

In a move welcomed by hard-pressed parents everywhere, the Government of California has enacted legislation to give students free digital access to 50 core textbooks for courses offered by the University of California, California State University, and California Community College systems. If they need hard copies of the texts they’d have to pay $20 for each. The free texts will be published on a special website. See the full story at (http://tinyurl.com/8zqbq39).

Opening up the paywall – just a little

Three years ago, News Limited shut down access to The Times to all non-paying customers and (most importantly) to the search engines. See http://tinyurl.com/ctslou. Now, despite their assurances that the move has not been a disaster, they have relented a little and are permitting Google and Friends to index their content, although they will only get two lines of each story. This is a cunning strategy, predicated on the belief that a couple of lines identified in a search result might convince a user to sign up for the full service. Of course, as any fan of Baldrick knows, a cunning strategy doesn’t necessary lead to success.
We’re very pleased to announce the themes for INCITE 2013. Working out the issues of the day and the topics of interest to our members is always a lot of fun for the ALIA team, and we can’t wait to see what you do with 2013.

Remember, INCITE is almost exclusively member content – what you read is what your colleagues have written. It’s what makes INCITE so relevant to the Australian LIS industry. But we’re always looking for more contributors. Have you ever thought to yourself, ‘I wish INCITE covered more ...’ or ‘INCITE didn’t talk about ...’? It may be because we don’t know about it! Although the publishing team works hard to keep an eye on the new and interesting things going on around the country and the world, there are often events or campaigns, or even just new developments, that slip past us.

That’s why we need you – if there’s something you’d like to see covered in INCITE, whether it’s an event, campaign, development, or even an industry sector, write about it! Not only will you be keeping your colleagues up-to-date, but you’ll be bringing exposure to your topic and helping with your own professional development. Writing an INCITE article is worth PD points in the ALIA PD Scheme.

You can find more information about how to submit to INCITE, including some helpful guidelines, on the the INCITE website here: www.alia.org.au/publishing/incite.

Make 2013 the year you get involved – we can’t wait to hear from you!
Want to list your event on the ALIA website? Group members and office bearers – don’t forget to upload your event at www.alia.org.au/events/add. Not an ALIA event? Your LIS event may also be eligible to be added to our non-ALIA events. Contact events@alia.org.au for more information.

QLD
21 November
ALIA Queensland Mini Conference: Innovate Evolve Create
9:30 am – 3 pm
Brisbane Square Library
www.alia.qld.blogspot.com.au

21 November
TropicALIA’s Professional Development for Library Staff and Students in North QLD
James Cook University Campus, Townsville,
Endeavour Room @ University Halls
Contact Erin York, events@alia.org.au

VIC
4 December
ALIA VIC Lib Tech’s End of Year Celebration
The Wharf Hotel, 18-38 Siddeley Street, Melbourne
6:30 pm, Dinner and drinks at delegates own expense. Contact Kerrie Kelly, kkelly@slv.vic.gov.au

CONFERENCES
12 – 15 February
ALIA Information Online 2013
Visit the conference website for more information. www.information-online.com.au. Contact Christina Granata, ph 02 6215 8222, events@alia.org.au

FREE EVENT
Friday 23rd November, 2012 from 3pm to 5pm to be followed by light refreshments until 6pm.


Location: Dixson Room, State Library of NSW. http://buildingsbooksandblackboards.blogspot.com.au Please RSVP by Friday 9th November for catering purposes to Lefki Forsberg. lforsberg@sl.nsw.gov.au (02)9273-1527
CONTRIBUTORS INDEX

Budrovich, Lesley 18
Cass, Kathryn 16
Ferguson, Dr Stuart 3
Hadfield, Alli 14
Heriot, Dr Dianne 11
Hirst, Nell 15
Louden, Eileen 13
Morales, Maria 21
Roberts, Helen 7
Rohan-Jones, Steve 28
Webb, Kerry 23
Wright, Janette 5

ADVERTISER INDEX

ABAX 12
Adam Matthew Digital 6
Allied Pickfords 27
American Psychological Association 17
Chess 13
Elsevier 14
JOPA 23
Libraries Alive! 21
MAXUS 25
National Library of Australia 19
New Librarians Symposium 6 10
Paper World 22
Reader’s Niche 13
University of South Australia 26
Wharington International 24
Zenith 26

Is your library relocating?

relax, we carry the load.

The transfer of library and archive resources requires specialised processes and expertise.
Allied Pickfords Business Relocations uses modern equipment and unique cataloguing systems that enable books and files to be relocated in sequence order.

We recently completed the successful relocation of Macquarie University Library collection including 1.3 million books using Australia’s only purpose built automated book cleaning machines owned and operated by Allied Pickfords Business Relocations.

Here are some reasons why companies utilise our services:

• Experience and Expertise
• Professional Consultation
• Pre-Relocation Planning Assistance
• Professional Packing Systems
• Fully Trained Staff
• Access to High Security Storage

Ph: 13 25 54  www.alliedpickfords.com.au
Taking the politics out of the office:
Building better workplaces

If politics is a battle for high office, then offices are often battlefields for politics and power-plays. These battlefields have the following symptoms: teams with low morale, co-workers afraid to speak up and out, people looking tired, gossip rather than communication, high levels of stress, and overwork.

A Safe Work Australia study in March this year found that overwork and stress costs the Australian economy $30 billion a year. Interestingly, the Safe Work report said: "While mental stress cases comprise 4 per cent of the … cases, they contribute 9 per cent of the total cost."

This report supports earlier findings from Medicare Australia that revealed stress-related presenteeism and absenteeism directly cost Australian employers $10.11 billion a year.

And, aside from the obvious economic cost, what about the toll on the individual, their colleagues, and their family that bear the brunt of the overwork and stress?

The first thing we need to do is save the patient. Life support requires recognition of the symptoms of stress within the workplace. Look for colleagues becoming ill-tempered or aggressive, getting easily distracted, regular absenteeism, a decline in work performance, and physical signs such as headaches, nausea, neck, and back pain.

From here individuals and management can work to construct an effective intervention through mechanisms such as stress leave and a graduated return-to-work plan.

But addressing individual symptoms does not restore our patient to health. Restoring the battleground of the office into a great place to work – one with a mentally healthy and enjoyable environment – requires good planning and sound leadership. Here are some tips to get you started on the road to recovery:

1. Use the no-complaining rule to establish a positive workplace. Battlefields are usually negative places to be, so use the no-complaining rule to get rid of whingeing, whining, carping, gossip, and other un-useful workplace activities. Grab a copy of The No Complaining Rule by Jon Gordon from your nearest library (that should be pretty easy for you all) to read more about how to implement this at work.

2. Use the three second rule for yourself. Unhappy workplaces can come from unhappy workers. Unhappy workers are more likely to lash out and use emotion as a weapon rather than a communication tool. Look at yourself and try the three second rule. Studies show three seconds is all that is needed to redirect negative thoughts to positive ones. So, count to three before you respond at work. Check out 3 Seconds by Les Parrott for more information on putting this into action.

3. Narratives. What do you want the workplace story to be? What would be the story at the moment? Developing a workplace narrative tells you, your colleagues, and others how you see, feel, and behave at work. Check your story out at the moment, and then work to change the narrative if you need to. Timothy Wilson’s fantastic evidence-based book Redirect provides practical tips on developing healthy narratives in all sorts of scenarios. You may need to transfer these to your office!

Julia’s office is one full of politics and battles. But remember, yours does not have to be. Building a better workplace starts with recognising that what we currently have needs changing and then taking action to do something differently.

Stephen Rohan-Jones
Director O2C Solutions
srj@o2c.com.au
KEEP CALM AND CARRY ON

WHAT IS RDA?
Resource Description & Access is the new cataloguing code that replaces AACR2.

THERE IS PLENTY OF TIME TO PREPARE FOR RDA IMPLEMENTATION
While the National Library of Australia and key overseas libraries are implementing RDA in early 2013, there is no immediate requirement for other libraries to change. However, there will be an increasing number of RDA records in the Libraries Australia and OCLC databases.

RDA INFORMATION IS EVERYWHERE
There is a wide range of material on the web, from introductory overviews to in-depth training materials. The ACOC website includes links to selected presentations, training materials and news about RDA at www.nla.gov.au/acoc/resource-description-and-access-rda-in-australia.

RDA TRAINING
ALIA is planning a number of practitioner training courses throughout 2012. Check www.alia.org.au/training for more details.

Special thanks to the National Library of New Zealand.