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Gungahlin library in pictures
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INCITE is the magazine of the Australian Library and Information Association. It presents perspectives on issues relating to library and information science.

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This year, 2013 and in line with Information Online, we’re looking to ‘be different, do different’ for our members and for our stakeholders. Among the myriad new projects and opportunities in store for the year, we are committed to undertaking a comprehensive review of our course accreditation process.

Our aim is to make the accreditation process less onerous for everyone, while at the same time retaining value and integrity for all. To this end, we have engaged Dr Gillian Hallam, Adjunct Professor, Library and Information Science at Queensland University of Technology to undertake this review. Gill has already commenced her work in this area with the review structured as a two stage project.

Stage 1: Environmental scan, literature review, and document analysis
Stage 2: Pilot for a new course accreditation model.

Stage 1 will take place over the next few months, while Stage 2 will be scheduled for later in 2013.

The Stage 1 report will address the following range of issues:

• Current course accreditation practices undertaken by professional associations, including but not limited to the American Library Association (ALA), Chartered Institute of Library and Information Professionals (CILIP), Australian Computer Society (ACS), Australian Society of Archivists (ASA), and Records and Information Management Professionals Australasia (RIMPA)

• Current developments in the education sector, with specific attention paid to adjustments to the requirements for academic qualifications under the Australian Qualifications Framework (AQF) and the impact on LIS qualifications

• The findings and recommendations of the ALTC study, Re-conceptualising and re-positioning Australian library and information science education
• Strategic links with other areas of the Association’s activities, including but not limited to professional development, recruitment to the profession, workforce planning, personal and institutional membership, governance, and fiscal responsibility.

Stage 2 of the project (developing the appropriate technology platform for a new model of course accreditation) will be the responsibility of the ALIA team in consultation with stakeholders.

As part of the quality assurance processes a project reference group has been established for Stage 1 in order to provide an understanding of the issues and gain timely feedback on the progress of the project. This group consists of stakeholders from across the relevant education sectors offering LIS accredited courses. A draft report will be completed around the end of January 2013 so that any concepts and ideas can be discussed more broadly at a forum to be held in conjunction with ALIA Information Online in mid February. The final report will include feedback from this consultation process with the goal of completion of Stage 1 around March 2013.

If you are coming to ALIA Information Online, 11 – 15 February 2013, we are running an Education Think Tank on Friday 15 February 2013, 9am–12 noon at the Brisbane Exhibition and Convention Centre, for those working directly in the teaching and learning sectors. There is no charge for attending; just let us know if you are attending by emailing me. We’d love to see you there!

The session will include guest speakers Professor Belinda Tynan, PVC Learning, Teaching and Quality, USQ; and Professor Yoni Ryan, Professor of Higher Education, ACU, presenting their seminar ‘Online Teaching and Workload’. Following the presentation, participants will be able to discuss their own institutional workload model, and suggest ways to take the findings forward to their institutions and the sector.

As part of the Think Tank, Gill Hallam will present an update on ALIA’s course accreditation review followed by discussion with participants around the process into the future.

We are keen to provide opportunities for library and information educators to work more closely with the Association, with colleagues, and with other stakeholders, to maintain the highest standards for the education of library and information professionals.

We have invited our LT and Higher Educators to come along and be part of this exciting project.

In the meantime, as we work through the review, we are keen to have your suggestions and would love to hear from you.

Janice Taylor
Director Professional Services
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Sue McKerracher and I meet most Tuesday mornings to discuss issues big and small for the Association. Sue came up with an interesting advocacy idea recently and I wonder what you think about it...

When important documents are to be witnessed, there is a list of prescribed professions from which you can choose a person to be your witness – pharmacists, doctors, police officers, and the like. Senior public servants are often also on the list – but not librarians. Imagine how many people in your organisation you would get to know and help out if our profession was on the prescribed list? What a great way to have people visit the library and seek you out. As a service-based profession, we would be adding one more ‘string to our bow’; one with some level of gravitas – What do you think?

Like many of you, I am looking forward to ALIA Information Online in Brisbane and to the wealth of information and knowledge that is represented by the speakers. I also look forward to meeting up with our library vendors and seeing what they have to showcase. It will also be my very great pleasure to present Catherine Harboe – Ree and Dr Craig Anderson with their Fellowships. What great contributions both have made to ALIA and the profession, and the Board was very happy to endorse both awards. At any time, members can nominate colleagues for a Fellowship as these do not have to follow the annual call for nominations for the other ALIA Awards. The conferring of a Fellowship is important recognition of a member’s significant contribution to the Association, and we welcome nominations of such members. More information on all ALIA awards can be found on the ALIA website.

See you in Brisbane for ALIA Information Online 2013!

Vanesssa Little
ALIA President
boardofdirectors@alia.org.au
Dear Editor,

I am writing in response to Janette Wright’s Opinion piece in the November 2012 (Volume 33, issue 11) issue. First, I would like to acknowledge her and the other initiators of the Status of Women in Librarianship special interest group. The earlier decades of what is often called the Second Wave of Feminism could be pretty turbulent times. Too many women were badly treated and I am really sorry that Janette had to encounter occasions which, as she says, appear trivial but, as those of us who have had similar experience know, were so corrosive. At the same time it does need to be acknowledged that the primary driver for improvements in women’s roles and remuneration in the workplace is ideological – it does have its genesis in feminist thought and practice as it has developed since the late 1960s.

The status of women or the status of the feminised professions is a political issue. It really is. The rectification of problems associated with it may well lie within the economic, social, and cultural spheres, but the problem itself is political. And where you have politics, you will encounter strongly held ideologies. Pay equity, although on the face of it just about equity in the workplace, is in fact a highly political and politicised issue. The status of women in the public sector and within the library profession itself is still problematic. Pay equity is still a worthy goal for the profession. Momentum has certainly been lost, but if there is evidence that it would be a good thing for the profession then a – carefully named special interest group centred on that must still be a possibility. But one shouldn’t kid oneself; pay equity for librarians is about addressing discriminatory practices within a predominantly female profession in employment. At heart it will be a political battle.

So actually are three of the other issues on which Janette, quite rightly, queries our advocacy: libraries, reading, and literacy. In a more homogeneous time one knew what was meant by a library, by reading and by literacy. But now? What for example is meant by reading? Is it something different from knowing how to read? Once, the primary institutional responsibility for literacy and reading was school-based. It seems to me, from my reading and speaking to other librarians, that many are looking for a professional raison d’être and I would suggest that it is in reading and literacy that we could find it. But for that to happen there needs to be a sea-change in our philosophy and in our practice.

Janette speaks of a need to tie advocacy to the evidence in professional literature. I would put it another way by saying the advocacy needs to be backed by evidence. But advocacy also needs more than that – it needs an on-going commitment to work towards the goal. You don’t need a lot of people working for the change, but you do need committed people, and some of them need to be strongly committed, and you do need to remain goal-focused. Hard to do when having to fight to not have the goal hijacked, I know. There must be evidence that the change is needed. The analysis of the evidence needs to be a lot more thoughtful and critical than currently seems to be the general practice. But more than that, the intellectual component of librarianship needs to be acknowledged and fostered. The value of research and scholarship within the profession is being constantly undermined by the language and practices of the market place which, with its reductive consumerist focus, work to turn us into mere economic resources, rather than deeply knowledgeable professionals able to make meaningful contributions to public and social policy as well as cultural development.

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ALIA Information Online is the premier event for information professionals in the Asia-Pacific region. ALIA Information Online first ran in 1990, in Sydney, and over 30 years it has developed a reputation for delivering an innovative, engaging, and exciting program. This year, for the first time, the conference will be held in Queensland.

The venue

The Brisbane Convention and Exhibition Centre was voted number one in the Top 10 Convention Centres in Australia by Management Today, and is a world-class, purpose-built venue located in Brisbane’s beautiful South Bank district.

Set riverside on subtropical riverfront parkland, South Bank plays host to Queensland’s art, entertainment, and cultural core, through galleries, theatres, symphony orchestras, state opera companies, cultural institutions, restaurants, shops, and the only sand and swimming beach in the heart of an Australian city.

Start your day with the rainforest walk, grabbing breakfast or coffee from a range of cafes, and then end your night with networking at one of the nearby bars. Stay a day or two longer and visit Queensland’s Gallery of Modern Art, and, of course, the State Library.

What to expect

February in Brisbane is much like every other month in Brisbane – sunny and hot, so make sure you are prepared to slip, slop, and slap to protect yourself from the sun. Plan to beat the heat in the air-conditioned comfort of the exhibition centre, or by packing your bathers and taking a dip at the South Bank beach.

Queensland doesn’t have daylight savings time, so evening sets in around 6pm, but the sun rises early – around 4:30am. Mornings heat up quickly, but nights cool off when the sun goes down, so pack some light layers to stay comfortable as you enjoy the after hours entertainment.

Special information for job seekers:

We have shown our support for colleagues who have lost their jobs as a result of 2012 cutbacks, especially in Queensland State Government departments, by creating a special day registration rate for ALIA Information Online, for anyone from Queensland, or elsewhere, who has recently been made redundant.

A number of members have taken advantage of the offer and will be attending the conference and exhibition. It will be a great opportunity to meet former colleagues, make new connections, strengthen networks, add to professional development, and engage with some of the most creative and exciting thinkers and innovators from our industry and beyond.

There will also be a free ‘improve your employability’ workshop on Friday 15 February, run by the One Umbrella and Zenith (see page 16), which will appeal to people who are currently looking for a job and to anyone who is thinking about a career move in the near future.
The program

The Conference committee put their money where their program was – be different/do different applies to the variety available at ALIA Information Online, including pre- and post-conference sessions.

Social media and community engagement is a key concern in the industry, and this is reflected in the program. Check out:

Social media and the ALIA Biennial: discovery in more ways than one for information on using social media at a conference with surprising results

Photo sharing for engagement for a hands-on exploration of the more visual end of the social media spectrum.

Failbook: Are public libraries *really* engaging with #users via social media? for a frank discussion on getting results in the public library world.

If you’re interested in innovative ways to work, How to create workplace change with cupcakes and enthusiasm draws some tasty conclusions.

If you or your clients can’t get enough of your Kindle, you might be interested in some ebook sessions:

Patricia Genat asks: Ebooks: Publishing & Promises – is the model broken?

Ellen Broad breaks it down in Rethinking copyright for a digital economy.

And a group of Queensland-based researchers continue the food theme with A la carte or buffet? A discussion of experimental ebook models for Patron Driven Acquisition.

And, honestly? We just think that geocaching is really cool: Hide and seek in the library: Geocaching as an educational and outreach tool.

The keynotes

Flying in from around the world to talk all things LIS, the ALIA Information Online 2013 keynotes cover the broad spectrum of information and engagement. From Scotland, we have Sarah Drummond, founder of Snook, who puts people at the forefront of change and design. From Queensland, there’s Tim Kastelle, who has made it his business to know innovation. From the UK is Charles Leadbeater, one of the most influential creative people in the world. Flying in from Canada, Ingrid Parent is the current President of IFLA, celebrated internationally for her contributions to librarianship and the management of information in the digital age.

Can’t get enough?

Early birds: get involved in research with the Research Support Community Day, a free day to discuss research concerns, building partnerships, and facing the challenges of providing research support.

New grads: you’ve got your own pre-conference conference with New Librarians Symposium 6, running 9–11 February, exploring the future of the Library and Information Profession, and your role in it.

Night owls: stay late and take advantage of post-conference workshops, including an encore from Sarah Drummond, an exploration of design, art, and language in framing cultural institutions, and three free workshops from ALIA about ebooks, employability, and education.

All information can be found about ALIA Information Online on the website: www.information-online.com.au or the registration desk.
The exhibition

We asked a few of our fantastically supportive exhibitors to tell us what they are most excited about at their booth this year. Make sure you swing by and check them out!

Thomson Reuters will showcase the first-of-its-kind Data Citation Index™ for discovering global data sets at booth 17 during ALIA Information Online. The Data Citation Index, a research resource within the Web of Knowledge™, connects researchers to data repositories around the world to facilitate the discovery, use and attribution of data sets and data studies. To find out more, go to http://wokinfo.com/products_tools/multidisciplinary/dci/ or visit the booth.

Maxus Australia is presenting the newest version (4.1) of Inmagic Presto for social knowledge management. Update releases during 2012 have added numerous new features and enhancements, which make this powerful KM tool even more versatile and user friendly than before. Also just released is Presto for DB/Text, a limited version of Presto that gives DB/TextWorks and WebPublisher PRO users the ability to: maintain their data using the familiar Text Works interface; search across all textbases at once and have the results displayed in one location; securely provide custom web pages to different audiences; support SDI initiatives with email alerts and RSS feeds; integrate social features like tagging, ratings and comments and integrate with SharePoint.

RMIT Publishing is launching its new product, ‘Informit EduTV’, at ALIA Information Online 2013. Informit EduTV streams over 10,000 programs, including documentaries and TV series, to the computer, tablet, or smartphone, making it an invaluable contemporary resource for teaching and learning. Discover the features at booth 51, on 13 February at 3:45pm.

SAGE will be running a competition to win an iPad mini on booth 11 – see the postcard in your delegate bag for more details.

Thank you

ALIA recognises the enormous commitment required by a Conference Committee, and would like to thank everyone involved with ALIA Information Online 2013, New Librarian Symposium 6, and the pre- and post-conference workshops, discussions and activities for their time, their expertise and their hard work – and congratulate you all on a job very well done!

We would also like to acknowledge our sponsors who show us so much support:

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ALIA is delighted to facilitate three post-conference workshops, provided free-of-charge to ALIA members and ALIA Information Online delegates. Please contact events@alia.org.au for more information.

Ebooks and elending think tank

Friday 15 February 2013, 9am to 12 noon.
The growing demand for ebooks presents many challenges for library and information professionals. Join our think tank to debate the issues. The discussion will be prompted by library leaders with experience of the situation in public, school, academic, and special libraries, sharing their views about ebooks and elending.

This is your opportunity to contribute to the debate and help formulate a set of key principles for the supply, use, and lending of ebooks and etextbooks through Australian libraries. These basic principles will guide the sector’s response to government policy and commercial initiatives, support our lobbying and advocacy, and enable us to take the lead in areas where we have direct control and significant influence.

Places are limited, but our free think tank is open to all Information Online delegates as well as ALIA members who are interested in this topic. Come along as a participant or simply as an observer.

Online teaching and workload – ALIA course accreditation

Friday 15 February 2013, 9am to 12 noon

Educators and other stakeholders are invited to attend this session that will include a presentation on the results from recent research into the reality of teaching and workloads for staff as well as student expectations around support of their learning.

ALIA is also undertaking a review of its course accreditation processes and will use this session to engage with stakeholders as part of the review process.

This workshop will include a presentation on the results of an ALTC/OLT-funded project into the workload implications of blended and online teaching.

Presenters are Professor Yoni Ryan, Professor of Higher Education, ACU, and Professor Belinda Tynan, PVC Learning, Teaching and Quality, USQ.

Following the presentation, participants will be able to discuss their own institutional workload model, and suggest ways to take the findings forward to institutions and the sector. The second part of the morning will bring together discussions from the above research and the review of ALIA’s course accreditation currently underway to shape the accreditation processes moving forward in 2013 and beyond.

Facilitator is Dr Gillian Hallam from QUT.

Improve your employability

Friday 15 February 2013, 1:30pm to 3:00pm

Zenith and One Umbrella are partnering with ALIA to run a free informal session for ALIA members and conference delegates at Information Online. The session will offer advice for people looking to update their CV, opportunities to advance your professional development through the ALIA PD Scheme, and the chance to sit down with Darren Ryan, from One Umbrella, and John Cooksey, from Zenith, to talk about finding your next perfect job.

The session will be for everyone, but if you are currently in the job market, it will be especially useful for you.
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In late 2012, Associate Professor Kerry Smith retired from her role as educator at Curtin University. Kerry first joined the Department of Information Studies at Curtin University of Technology as a lecturer in February 1991, after 10 years as a special librarian in the minerals and petroleum industries in Perth, Western Australia. She started her librarianship career in the geoscientific information environment, and maintained interest in that area throughout her career.

At Curtin, Kerry taught in a number of areas, including management of information services, knowledge management, and the use of information in organisations, special and one person librarianship, and information policy. She developed early interest in the open access facility of the internet, and took on two significant roles: editor-in-chief of the electronic journal LIBRES, and management of RIC: a virtual commons for those with an interest in Researching the Information Commons. Professionally, Kerry took on many roles: President of the Australian Library and Information Association (ALIA), Convenor of its Research Committee, member and Secretary of the IFLA Section on Education and Training (SET) Standing Committee, and Convenor of the 2007 Research Applications in Information & Library Studies (RAILS) seminar, among many others.

Kerry is best remembered as a passionate and generous colleague. She has interacted with members of the LIS profession throughout her career, and many have chosen to share their thoughts here:

Kerry Smith has made massive contributions to the LIS profession with her research, practice, and leadership. Her passion for research was clearly demonstrated by chairing the ALIA Research Committee for many years and, in doing so, inspiring both academics and practitioners to undertake research in diverse areas. Kerry was the key person behind establishing the journal rankings in the field of Library and Information Studies for the Australian Research Council’s Excellence in Research for Australia framework. This was a massive task, Practising what she preached, Kerry also published on the journal ranking processes and thus turned practice into research. – Peter Macauley, Associate Professor, School of Business IT and Logistics, RMIT

My experience is as a student of Kerry’s and later colleague – at the University and the ALIA Research Committee. A standout feature is her inclusiveness. Kerry makes people feel welcome with her outgoing no-nonsense approach and her sense of fun. She has a strong fair-play ethic and a generous heart. When the going gets tough, Kerry is always willing to go into battle for what she believes is right, and usually is. In my opinion, many new to the LIS field have benefited from Kerry’s mentoring and warmth. Her contribution to ALIA is enormous, as it has been to the field more generally. – Dr Gaby Haddow, Department of Information Studies, Curtin University

None would question the commitment of Kerry Smith to the practice and profession of librarianship. For many years, she has given above and beyond the call of duty through participation in the Australian Library and Information Association both as President and member of its various committees, particularly the Research Committee; the Australian Geoscience Information Association which represented the service area closest to her heart; and on the international stage through the International Federation of Library Association. Her points were always presented in a robust and succinct fashion and her cheerful nature endeared her to many. She raised the profile of research within the profession; provided a role model to many librarians; and inspired and coached budding librarians and students. Her commitment and creativity remain her legacy. – Janine Schmidt, Director, Mukurta Advisory, Trenholme Director of Libraries Emerita, McGill University

If retirement means life in the slow lane, it is hard to imagine Kerry retired. I met Kerry when she was the Chair of the Research Committee and I joined my first teleconference as a new, confused Committee member. Luckily, no one could stay confused too long in Kerry’s presence. Her warm welcoming manner, gentle but firm guidance, efficiency, and abundant energy gave me a sense of place and direction. Over the years, I had a chance to enjoy her company...
INDUSTRY MOVEMENTS

Paula Kelly is moving into the role of Library Services Manager – City of Melbourne. Paula has recently received formal confirmation of her PhD, entitled Early Literacy and Disadvantage, and holds a Masters of Education (Teacher Librarianship). Previously, Paula held the position of Reader Development and Onsite Learning Programs Manager, which encompassed the Centre for Youth Literature at the State Library of Victoria, and has long been a vocal and passionate advocate for reading. She begins her new position 4 February 2013.

Vicki McDonald has been appointed to the position of Director, Library Services at the State Library of New South Wales. Vicki will take up her new role on 27 February 2013. Previously, Vicki has worked as the Associate Director, Client Services and Learning Support, at the Queensland University of Technology and has held roles in academic, public, and state libraries.

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We have a world-class cohort of library and information professionals in Australia, testing new ground, introducing innovative programs, and carrying out high level research into aspects of library and information science. If you are involved in these activities, the editors of our scholarly journals, Australian Academic & Research Libraries and Australian Library Journal, would like to hear from you. Ann Ritchie, from ALJ, and Gaby Haddow and Mary Anne Kennan, from AARL, are constantly looking for the latest in terms of thought leadership to feature in these titles.

Our journals are now being published through the Routledge imprint of Taylor and Francis, which increases the reach and profile of both journals worldwide. Publication brings the author to the attention of colleagues at home and abroad. It can open new opportunities for collaboration, extend networks, and, of course, it is an attractive item to add to your CV.

Original research and issues papers are welcomed from authors working across the full range of information professions. If you would like more information, please contact aarl@alia.org.au and alj@alia.org.au.
At no time has the need for swift reaction and constant innovation been more important than now, in the age of Google, tablets, smartphones, cloud technology, and ebooks. Library and information professionals and the issues that concern us exist on the edge of a fast-changing society marked by the unprecedented development and proliferation of new information and communication technologies (ICTs). Our profession must change as our society changes, or risk being overwhelmed – we cannot afford to remain in stasis.

At no time has the need for swift reaction and constant innovation been more important than now, in the age of Google, tablets, smartphones, cloud technology, and ebooks. ALIA’s Professional Development (PD) Scheme offers hope for our profession in Australia. Only through the completion of a comprehensive PD scheme can we ensure that library professionals have the knowledge, skills, and attitude required to react appropriately to the constantly changing environment we operate in. The promotion of life-long learning through continuing professional development is our most powerful weapon in this struggle. Our future depends on the constant education of all industry practitioners.

However, there is one obstacle we must overcome – and we can potentially overcome this obstacle by promoting ALIA’s PD scheme. The problem, our obstacle, is that not all forms of professional development are equal. In our current unregulated state, much of what passes for PD is incomplete or simply not up to standard and, indeed, may end up doing more harm than good. The obvious solution to the perpetual crisis of looming irrelevance is to mobilise our profession into a state of totaler Krieg, to ensure that, if nothing else, the call to keep up with emerging ICTs is promoted strongly and with consistency. However, this strategy has had unintended and harmful consequences. When PD is not approached in a comprehensive manner, problems arise. Incongruent developments and ideas miss the scholarship of the profession are diluted to the point of a few simple slogans, and the knowledge of these slogans is seen as ‘good enough’ by many employers and practitioners. We, as practitioners, are often led to believe we must adapt to something, even if we know very little about it, even if it runs counterintuitive to what we understand our role to be. As life-long learners and professionals, we should never be OK with changing the way we practice without understanding the reasons behind this change.

A library professional who subscribes to the current ‘give technology or give me death’ line, lacks a sophisticated understanding of what ICTs can and can’t do within the library context, and may cause more damage to an institution than a shamelessly Luddite librarian. Knowing only that they must adapt to new technologies may lead a practitioner to overestimate the utility of these technologies, ignoring the reality of the situation. A teacher-librarian, for example, who does not understand the current limitations of the digital medium, may decide to cull all the atlases, and remove the picture books in order to make way for computer terminals. They no doubt understand the role of the library, and no doubt want what is best for the community they serve, but their misguided understanding of the role of technology may override their better judgement. In the LIS profession, it is not a case of ‘a little bit of education is better than no education at all’ – PD must not be delivered through the passing down of slogans – it must be comprehensive and dedicated to fostering an attitude of life-long learning.

Despite these issues, the future remains bright. LIS educators and ALIA are committed to fostering a culture of life-long education. With its comprehensive framework, ALIA’s PD Scheme is designed to ensure practitioners come away with a complete education, up to date on all current trends within the profession. Participating in the scheme will equip you with a deep understanding of your field, and an appreciation of the importance of maintaining a deep understanding of your profession and its current pressing issues. While it may be impossible to motivate the small minority who are simply not interested in changing; providing all practitioners with the opportunity to complete a comprehensive and structured PD Scheme is likely to do wonders. If it were up to me, the completion of ALIA’s PD Scheme would be compulsory and, indeed, things seem to be moving in that direction for health librarians. But until Australia follows the United Kingdom and New Zealand in introducing compulsory PD, I urge all library professionals to strongly consider joining the scheme.

Robin Pelenyi is a library and information science student at QUT, and is still deciding where he wants to go with his career. He is enthusiastic about his own professional development and is currently volunteering on the experience sub-committee for the 6th New Librarian’s Symposium (NLS6). He believes NLS6 is a great professional development opportunity that is not to be missed.
Farewell Jeannine Hooper

ALIA farewelled one of its much loved staff members in January. Jeannine Hooper was ALIA’s South Australia Manager, based in Adelaide. Jeannine supported her members and the wider library community across public, academic, school, special, and government libraries with genuine warmth and concern, and considerable skill and knowledge.

Jeannine brought to her role a wealth of experience in the TAFE/University sector, both as librarian and library educator. As a practising library educator, she brought the most current workplace practices to the table when assisting with professional development and conference planning. As well as State Manager, Jeannine provided valuable leadership at times as ALIA’s acting Education Manager. Jeannine is a passionate advocate for students and new graduates. Having worked as a library software vendor, Jeannine also brought to ALIA great insight into our partnership with this industry.

Jeannine is a strong believer in being an active member of ALIA through involvement with ALIA groups. While we will miss working with Jeannine on a daily basis, we look forward to seeing her in future as an active member of ALIA.

Until recruitment is finalised for the position of ALIA South Australia Manager, Noreen Kirkman, our Western Australia Manager will be acting in this role.

Welcome Rachael Hind

We’re pleased to welcome Rachael Hind as the new State and Territory Manager for the ACT. Rachael comes to us from the school library sector in Canberra and has local networks across the region in library and information services. We look forward to having her experience and knowledge in the team and as your support in the ACT. ACT members can contact Rachael via email: rachael.hind@alia.org.au and phone: 0408 673 362.

Lisa Stickland

While Lisa Strickland, our Education Manager left us in December last year to relocate her family to sunny Queensland, Lisa continues to work for ALIA from afar and on a casual basis until mid-2013. Among her many talents, Lisa will be actively involved in our course accreditation review and will be at Information Online in Brisbane 11-15 February 2013. So if you’re going to be in Brisbane Lisa will be happy to catch up for a chat with you. Lisa also still be contacted via lisa.stickland@alia.org.au.
Dr Warwick Cathro is the recipient of the 2012 HCL Anderson Award. Warwick has been highly active in the library and information sector since the 1970s, and two projects are the most recent examples of his drive and commitment to ensuring that all Australians have access to their own piece of history: The National Library of Australia’s Trove discovery service and its newspaper digitisation project.

Central to his achievements has been his tireless work in fostering collaboration, not only within the library sector, but also with other cultural agencies and government departments. He understood that in the digital age, the real value and strength of Australian library collections could only be realised if they could be searched and found in the broader context of related resources.

His extraordinary work in developing and implementing standards; advancing innovative solutions; championing national sectoral infrastructure, and encouraging communication and debate in the profession, place Warwick Cathro among the most important Australian library and information practitioners of our time.

Fellowships

We congratulate four outstanding LIS professionals who have received ALIA Fellowships this year.

Craig Anderson recognised for his exceptional leadership and support for professional collaboration throughout his career. The innovator behind Australia’s first and most successful community network, VicNet, Craig was also instrumental in the wide-ranging and far-reaching governance changes in ALIA in 1999/2000.

Cathrine Harboe-Ree is widely acknowledged as one of the top library professionals in Australia today. Best known for her leadership roles in the academic library sector, and at the State library of Victoria, she has made an outstanding contribution through her intellectual insight and practical application.

Carol Newton-Smith was nominated for the ALIA Fellowship by colleagues for her advocacy and hard work for the library and information profession. Carol has made an invaluable contribution to the profession during her career, including establishing and developing successful key partnerships and relationships with a variety of stakeholders internal and external to the library profession.

Helen Partridge has made an impressive contribution to Australian and overseas library and information science education and practice. Her commitment to scholarship in the library and information science field as well as her passion for teaching new information professionals make her a dedicated professional worthy of the title of Fellow.
WHAT’S NEW:
COPYRIGHT

Submissions to the Inquiry into Copyright and the Digital Economy are now available online.

ALIA’s Copyright wiki had 34 responses from members to our call for feedback about the inquiry. They came from public libraries, school libraries, information professionals in special libraries, students, and others concerned about the possible implications of new legislation.

We sent your responses to the Australian Libraries Copyright Council, to inform its submission, and we prepared our own, allied submission, with the Australian Law Librarians’ Association (ALLA).

One response, which spoke for many, was:
“The way library and archive exceptions are drafted, it’s like public interest activities are being treated with suspicion. The legitimate use is begrudgingly defined as restrictively as possible, and loaded with terms and conditions that are difficult for staff to understand. Let alone follow efficiently! Exceptions should be drafted so as to facilitate a legitimate use of content, not impose unnecessary, or abstract, restrictions.”

Submissions:

The Australian Law Reform Commission (ALRC) will call for a second round of submissions when it releases a discussion paper. It will make a final report by 30 November 2013.

Australian Digital Alliance (ADA) Forum – ‘Embracing the Digital Economy’

This forum considers Australia’s copyright framework in the context of the ALRC’s Inquiry into Copyright and the Digital Economy. The ADA forum will be at the National Portrait Gallery in Canberra on 1 March 2013. If you are interested in attending, the costs are ADA members $60, non-members $200. ALIA is able to sponsor one interested member at the forum at the ADA member rate. Please contact us if you are interested by emailing copyright@alia.org.au.

Helen Roberts
ALIA Copyright Advisor
helen.roberts@alia.org.au

ALIA TRAINING

February Courses

READING MAKES THE WORLD GO ROUND: PROMOTE LITERATURE AND READING

We first ran a variation of this course in 2012 in support of the National Year of Reading campaign. It was wildly popular so we’ve decided to run it again!

This unit will cover all the content of the last literature course (Love 2 Read in 2012), but will also examine the role of libraries in promoting literacy and reading.

Participants will explore the many genres and categories of literature, including new and emerging genres and formats for all ages and walks of life. Traditional and innovative ideas for promoting literature and reading will be explored, along with the role of the readers’ advisor. In partnership with Sydney Institute of TAFE, Library and Information Studies.

PD category: Tertiary Courses
PD points: 30
Dates: 4 March-12 April
Registrations close: by 18 February

www.alia.org.au/training


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Helen Roberts
ALIA Copyright Advisor
helen.roberts@alia.org.au
The ABC First Tuesday Book Club’s Jennifer Byrne was a terrific supporter of the National Year of Reading 2012 and, in the last program of the series, on 4 December, she announced the “10 Aussie Books You Should Read Before You Die.”

More than 20,000 people had voted for the list and 500,000 viewers tuned in to watch the program and discover the final all-Australian reading list. Jennifer told us, “Booksellers” rang me after the show saying they had had a huge response, and a number of books we’d mentioned had hit their top 10 list overnight. So for all those who can’t buy those books, or (like me) love their local library, hope it results in lots of new lenders!”

There were a couple of classics alongside top contemporary fiction. It’s a great selection that you can promote to your library users.

1. Cloudstreet – Tim Winton
2. The Book Thief – Markus Zusak
3. A Fortunate Life – A B Facey
4. The Harp in the South – Ruth Park
5. The Power of One – Bryce Courtenay
6. Jasper Jones – Craig Silvey
7. The Magic Pudding – Norman Lindsay
8. The Slap – Christos Tsiolkas
9. The Secret River – Kate Grenville
10. Picnic at Hanging Rock – Joan Lindsay

And just for fun, Jennifer put together her own choice of five books.

Jennifer’s recommendations

The Lost Memory of Skin, by Russell Banks

A dark, magnificent study of America’s underbelly, focusing on a 22-year old known only as “the Kid” who has committed a minor but unforgivable crime and becomes part of the community of the lost, living in a limbo-world beneath a Florida causeway.

The Age of Miracles, by Karen Thompson Walker

Set in California, the book starts with a simple government announcement on the radio: the earth is slowing, losing time each time it rotates. We learn what happens next through the eyes of an 11-year old schoolgirl.

The Heart Broke In, by James Meek

A sprawling, ambitious novel about a brother and sister, Bec and Ritchie, both chasing their very different version of the good life. But at what – and to whose – cost?

The Harp in the South, by Ruth Park

An old classic, but new to me – a fantastic, vividly written account of the eccentric Darcy family living in the slums of Surry Hills.

My Policeman, by Bethan Roberts

Set during the 50s, when homosexuals were both socially condemned and liable to prosecution and imprisonment, Tom is the policeman who struggles between his own sexual desires and the need to conform – with deeply moving consequences.

Reading Australia 200

While the First Tuesday Book Club was looking for the top 10, the Copyright Agency was thinking even bigger. The Copyright Agency asked the Australian Society of Author’s Council to come up with a list of 200 classic Australian titles they thought students should encounter in school and university, as a special ‘Reading Australia’ initiative.

The 200 titles include novels, short stories, drama, poetry, children’s books, non-fiction, memoirs, and essays, and Ned Kelly’s Jerilderie Letter is on the list. Several writers have two entries, including Anita Heiss, Robert Drewe, Helen Garner, Joan London, David Malouf, Frank Moorhouse, Jill Jones, Ruth Park, Drusilla Modjeska, and Katharine Susannah Prichard.

The plan is to take the 200 works and match them with materials from the National Library’s Trove archive, to help with context and provide teachers with a rich set of resources – authors’ letters, journals, contemporary newspaper reports, photographs, and so on.

Why not take the test and find out how many of the items you have read? Score two points if you have read it and one point if you’ve read another work by the same writer. Find the full list here: http://www.copyright.com.au/assets/documents/top-200-australian-literary-titles.
Novels
- Grace, Robert Drew
- The House in the Light, Beverley Farmer
- My Brilliant Career, Miles Franklin
- Such is Life, Joseph Furphy
- The Children's Bach, Helen Garner
- Lilian's Story, Kate Grenville
- Captivity Captive, Rodney Hall
- Power Without Glory, Frank Hardy
- Capricomia, Xavier Herbert
- The Transit of Venus, Shirley Hazzard
- Carry Me Down, J M Hyland
- The Unknown Industrial Prisoner, David Ireland
- Moral Hazard, Kate Jennings
- Dr Wooreddy's Prescription for Enduring the End of the World, Colin Johnson/Mudrooroo
- The Far Road, George Johnston
- Miss Peabody's Inheritance, Elizabeth Jolley
- Five Bells, Gail Jones
- The Chant of Jimmie Blacksmith, Thomas Keneally
- The Year of Living Dangerously, Christopher Koch
- The Lost Dog, Michelle de Kretser
- The Pea-Pickers, Eve Langley
- The Morality of Gentlemen, Amanda Loyrey
- The Good Parents, Joan London
- An Imaginary Life, David Malouf
- The White Earth, Andrew McGahan
- Journey to the Stone Country, Alex Miller
- The Murray Whelan Trilogy, Shane Maloney
- Grand Days, Frank Moorhouse
- The Harp in the South, Ruth Park
- Coonaradoo, Katharine Susannah Prichard
- The Fortunes of Richard Mahony, Henry Handel Richardson
- That Deadman Dance, Kim Scott
- Faith Singer, Rosie Scott
- The Man Who Loved Children, Christina Stead
- Jonath, Louis Stone
- To the Islands, Randolph Stow
- Truth, Peter Temple
- The Battlers, Kylie Tennant
- The Slap, Christos Tsiolkas
- Voss, Patrick White
- Cloudstreet, Tim Winton
- Carpentaria, Alexis Wright
- Swallow the Air, Tara June Winch
- Café Scheherazade, Arnold Zable
- Five Times Dizzy, Nadia Wheatley
- Fox, Margaret Wild and Ron Brooks
- I Own the Racecourse, Patricia Wrightson
- The Tyranny of Distance, Geoffrey Blainey
- Dancing with Strangers, Inga Clendinnen
- Stasiland, Anna Funder
- This is the ABC: The Australian Broadcasting Commission 1932-1983, K S Ingles
- The Colony, A History of Early Sydney, Grace Karskens
- Australians: Origins to Eureka, Thomas Keneally
- The Other Side of the Frontier: Aboriginal Resistance to the European Invasion of Australia, Henry Reynolds
- A Million Wild Acres, Eric Rolls
- A Peculiar People, Gavin Souter
- A Complete Account of the Settlement at Port Jackson, Watkin Tench
- Myths and Legends of the Australian Aborigines, David Unaipon
- The Australian Legend, Russell Ward
- Broken song: T G H Strehlow and Aboriginal Possession, Barry Hill
- Barwick, David Marr
- Christina Stead: A Biography, Hazel Rowley

Children’s books
- As I Grew Older, Ian Abdulla
- Little Brother, Allan Baillie
- Mirror, Jeannie Baker
- The Gathering, Isobelle Carmody
- Strange Objects, Gary Crew
- The Red Shoe, Ursula Dubosarsky
- Tjarany Roughtail, Gracie Greene, Joe Tramacchi, and Lucille Gill
- The Great Bear, Libby Gleeson and Armin Geber
- Crusher is Coming, Bob Graham
- The Silver Donkey, Sonya Hartnett
- Taronga, Victor Kelleher
- Looking for Alibrandi, Melina Marchetta
- The Two Bullies, Junko Morimoto
- Stradbrook Dreamtime, Oodgeroo Noonuccal and Bronwyn Bancroft
- The Papunya School book of country and History, Papunya School
- Playing Beatle Bow, Ruth Park
- Dot and the Kangaroo, Ethel C Pedley
- My Girragundji, Boori Pryor and Meme McDonald
- Beyond the Labyrinth, Gillian Rubinstein
- 100 Australian Poems for Children, Clare Scott-Mitchell and Kathryn Griffith
- Ash Road, Ivan Southall
- The Arrival, Shaun Tan
- Seven Little Australians, Ethel Turner

Your score
150+ Impressive, but you need to get out more
100 – 150 Your knowledge is encyclopaedic (for under 30s, an encyclopaedia was like Wikipedia, but a lot more reliable)
50 – 100 Your book group must love you
0 – 50 You need to stay in more

FEATURE: CELEBRATING GREAT AUSTRALIAN WRITING

Non fiction – narrative/history

Biography
- John Curtin: A Life, David Hay
- Broken song: T G H Strehlow and Aboriginal Possession, Barry Hill
- Barwick, David Marr
- Christina Stead: A Biography, Hazel Rowley

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Australian content for Australian readers

There’s plenty of talk in the library world about ebooks and elending – the platforms we use, the willingness of publishers to provide us with content, all the issues around licensing and digital rights management. We are already working through the Book Industry Collaborative Council and IFLA to raise topics of particular concern to Australian libraries – public, school, academic, and special – and this year, ALIA is working with the Australian Society of Authors to bring another aspect of the ebook phenomenon to the attention of a wider audience.

Both associations are equally worried about the potential for Australian writing to be drowned out by the wave of ubiquitous, global content coming from the big six publishers. We’re working together to find ways of avoiding this outcome.

Later in the year, we will be working with the Australian Society of Authors to bring together library leaders, authors, publishers, and other key stakeholders to develop an action plan for how we ensure the next generation of readers has ready access to the same broad spread of Australian writing that we enjoy today.

We’re anticipating that the discussion will range from how we support smaller local publishers through to securing the position of Australian content in the National Curriculum.

For more information about the summit, contact us via advocacy@alia.org.au.
How to stand out from the crowd

Recruitment experts talk about the importance of building your own brand to improve your employability, whether you’re just starting out or well ahead in your career. An important way to invest in your personal brand is to engage in ongoing learning.

ALIA has always offered opportunities for professional development, but we have an exciting way forward for 2013 that will enable both library and information professionals and members from other disciplines to add polish to their CVs. It will also lead to a new level of professional membership, which will help associates and library technicians confirm their professional status within their own organisations.

There are three parts to the initiative. First, there is the opening of the MyPD recording tool to all our members. In the past, the MyPD recording tool has only been available to our PD Scheme members as a way to record their 30-plus hours of professional development each year. From 2013, everyone will be able to use the MyPD tool to record their own PD through the new ALIA website. So, when it is annual appraisal time, your performance review is due, or you are going for a new job, you will be able to use your ALIA PD record.

ALIA President Vanessa Little explains: “It’s in all ALIA members’ interest for people who work in library and information services to be taking part in ongoing learning, and as an association we want to do whatever we can to encourage everyone to participate in PD. It’s a great opportunity, not only to record the conferences you’ve attended, the committees you’ve sat on, the articles you have read, but also to reflect on how these experiences have affected the way you work.”

The second element is the introduction of a new level of professional membership based on formal recognition of ongoing learning and continuing professional development. The ALIA PD Scheme is central to this new initiative and provides the framework for managing your PD. Judy Brooker explains, “Library and information professionals who are full members of our PD Scheme [which means that their record of ongoing learning is audited], will become Certified Professionals.”

Supporting ALIA’s increased commitment to professional development is the updating of the Association’s library and information sector core knowledge, skills, and attributes statement. Our education manager Lisa Strickland revised these criteria in 2012, with the help of Registered Training Organisations (RTOs) and higher educators. This review supports the third element of the initiative: the introduction in July 2013 of specialisations. The core knowledge, skills, and attributes statement provides the generic base to which we can add the competencies required for different areas of specialisation.

PD related to specialisations will be piloted by the health library sector as a result of the ALIA Health Libraries Australia Group report Health Librarianship Workforce and education: research to plan the future. The findings in this report led to the development of the HLA pilot project which has been brought into reality, through the work of Judy and project officer Cecily Gilbert, and has been warmly welcomed by the sector.

Librarians and library technicians working in the health sector will be able to relate their CPD (continuing professional development) to an agreed list of health core competencies. They will be able to record PD activities related to their special interests using the MyPD recording tool and this will lead to the new categories of Certified Professional, for example, Associate Certified Professional (Health Librarian), Library Technician Certified Professional (Health), Certified Professional (School), Certified Professional (Knowledge Management), etc.

Vanessa Little again, “Over the years, the status of library and information professionals has been eroded. In government libraries, for example, the skills of our colleagues aren’t always acknowledged. We know of situations where government department heads have thought that library and information professionals could be moved to other, completely unrelated jobs at the same grade – they were thought of as public servants operating at a certain level, rather than as library and information specialists with unique skills.

“The aim of this revised PD Scheme is to align library and information professionals with others such as accountants and nurses, whose registration depends on a proven record of ongoing learning.”

If you would like to know more, contact Judy Brooker judy.brooker@alia.org.au.
When Libraries ACT’s Gungahlin branch opened in May 2011, it was instantly added to the list of places Australian library lovers must visit.

With 3000 square metres over two floors, there is space for two conference rooms, each with a seating capacity of 100, theatre-fashion; dedicated zones for different elements of the collection, with retail-style genre groupings backed by Dewey decimal order; a freestanding glass room in the centre of library for quiet study; a spacious children’s area and dedicated lounge for young people; a café; courtyard; and rooms designed for seminars, workshops, and informal learning.

It’s big and it’s beautiful. The architectural vision and attention to detail can be seen in everything from the colourful shades on the exterior of the building to the ‘pick up sticks’ décor in the children’s zone.

If you are in Canberra anytime, take the opportunity to visit. In the meantime, you can watch your returned books follow their journey through the system.

1. Alexander Bunyip – can you think of another library that has a giant statue of a mythical city-devouring creature to guide people to its entrance?
2. Carpets – some wonderful quotes about books, reading, and libraries are woven into the carpet and the red stripes leading to screens for the online catalogue is a neat touch.
3. RFID – you may be getting blasé about automated return chutes, conveyors, and sort bins, but this is RFID on a large scale. There are two feeds – one conveyor belt dropping from the first floor to the ground floor, the other on the same level. It’s so impressive, especially for younger borrowers, that there is a screen by the smart chute where you can watch your returned books follow their journey through the system.
4. Sound domes – or cones of silence, if you are a Get Smart fan. They look like glass lampshades, but turn them on and you can watch a film, Skype, or listen to music without disturbing your neighbours.
5. The red centre – it looks nothing like a traditional library desk.
6. Interactive floor – a mat-like covering in the children’s area onto which graphics are displayed. Kids can jump around bursting bubbles, and there is no mess to clean up.
7. The Hangout – “What are we going to call the area for young people?” “I don’t know.” “What are they going to do in there?” “Just hang out.” And that’s how it got its name. Giant screen, a curved wall like a skate park, comfy bean bags: of course teens are going to hang out here.
8. Signage – bright red triangles provide an easy, can’t-miss-it, way-finding system.
Australia’s newest digital hub

At Libraries ACT’s Gungahlin Library, we also have Australia’s newest digital hub opening in February. It is one of up to 40 such centres opened in libraries and community venues around Australia since the Australian Government announced the $13.6 million program in 2011.

Around half of the digital hubs announced so far are situated in libraries. It is a perfect and obvious fit. Libraries already bring together community, technology, and learning, rendering them natural locations for digital hubs where residents can access online training and experience NBN-enabled services and technology.

Sarah Steed, Learning Community Manager at Libraries ACT, was involved in the initial application for digital hubs funding, which resulted in $436,800 (GST ex) of Australian Government funding to set up a community learning centre for digital literacy in the Gungahlin Library.

“Gungahlin is the first place in the ACT to connect with the National Broadband Network (NBN),” Sarah said. “When the second round of applications to become a digital hub came out last year, Libraries ACT applied in partnership with the ACT Government. Our bid combined three elements – the digital hub, Digital Enterprise (training for small businesses), and Canberra Digital Community Connect (access to egovernment) – and I think that was a big thing in our favour. Collaborating with other interests gave us a better chance of success and it makes perfect sense to have one location servicing the needs of several audiences.”

Sarah makes it sound easy, but the funding application required a detailed budget proposal and an innovative program of training and information sessions. “It was a team effort,” she said. “We brought the library staff together for a workshop where we brainstormed blue sky ideas. Librarians have some pretty amazing ideas and we came away thinking, ‘What can we do now and what can we build on for the future?’ There was no shortage of creativity.”

The other factor that supported the Gungahlin application was the focus on Canberrans with limited digital literacy skills and access to the internet. In less than two years, Libraries ACT has established strong relationships with community leaders representing marginalised and disadvantaged Australians and these relationships contributed to Gungahlin Library’s funding success.

Sarah’s colleague Kate McAlister is new to the position of NBN Project Manager. She joined Libraries ACT in November, with a background in communications, media, and teaching. Her role will be to manage the digital hub program and be the lead trainer and facilitator.

“I will be working with library staff as well as bringing in community volunteers to help run the courses,” she said. “There will be one-on-one sessions of about half an hour, where people can come in and ask questions, bring in their own devices, and generally use us as a kind of help desk. There will also be group sessions for up to ten participants, which will be pre-booked with the library staff or online through our website.”

The training sessions will cover the basics of getting started on the internet, using email, online banking, and accessing egovernment services. “People will be using a variety of ICT devices to access the internet using very fast broadband delivered by the NBN,” Kate said.

The digital hub is located near the main entrance of the library and will have the same opening hours as the library. It will be filled with the latest state-of-the-art equipment and technology, including writable walls, laptops, ereaders, and small screen devices, such as tablets, gaming consoles, and a smart TV. “It will be an open environment that’s fun and educational at the same time,” she said.

Three design companies and the library team have all had a hand in the fit-out, which has been influenced by visits to the Inspire Centre at the University of Canberra and Yellow Edge, a Canberra-based centre for Australian leadership development and training.

“We will have a fabulous resource, but the next challenge is to get people over the threshold. Other libraries that have already launched their digital hubs have been very helpful. We have learned a lot, for example, from the Armidale digital hub in NSW. To really get the word out there, we will be talking to community groups, visiting other community centres, and walking down the main street passing out flyers. We will do whatever we need to do to reach our targeted audiences.”

That will also involve addressing people’s reluctance towards, or lack of understanding about, the online world. “It’s not always so much about fear of the technology, it can be about being overwhelmed by all the options that are out there,” Sarah said. “People can be concerned about the time commitment if they get involved in social media. They can feel that technology just isn’t relevant to their lives. We think that the
people who will use the digital hub will
benefit from the group environment,
will feel safer with other people around
them, will be better prepared for a trial
and error approach.”

On 21 December 2012, there was a
relatively low-key event at Gungahlin
Library, attended by Senator Kate Lundy,
Andrew Leigh MP, and Andrew Barr MLA,
and a number of government advisors
and fibre optic technicians. Everyone
adjourned to the room that would
become the digital hub, which was
then an empty shell with just a laptop
in one corner. The high speed internet
access kicked in straight away. The test
successfully behind them, the Libraries
ACT team could then concentrate on
the launch.

Bookings will be open to the local
community from next week and the
first digital hub session will be held on 1
February.

As Sarah confessed, “Being in
Canberra and only a short drive from
Parliament House, we are conscious of
being in the spotlight. We are expecting
a close eye to be kept on our digital
hub. It adds that tiny bit of extra pressure,
but we’re confident our facilities
and programs will meet everyone’s
expectations and hopefully even
exceed them.”

G
ungahlin library facts
• Opened May 2011
• Cost approximately $12 million
• 3000 square metres
• 30 800 users each month
• 71 100 items in the collection
• 39 900 loans each month
• 11 members of staff
• Joint use with Gungahlin College

Ewan Brown, Gungahlin Community
Council, comments:

“People expect the NBN to be
turned on the minute the cable is laid,
so we’ve been waiting a long time for
the opportunity to take advantage of
the access to very fast broadband.
The digital hub will help a lot of people,
particularly older people, get to grips
with technology and how to use it –
surfing the web, making better use of
digital services, even using a mobile
phone. The training will also make
people more aware of the
security issues. It will help
people use the internet
for things other than
just entertainment and
we’re pleased that there
is a separate stream for
businesses.

“It will also help the
Community Council. The
more people we can
get through the doors [of
Gungahlin library], the
more people who will be
accessing our information
electronically. We had
a hard copy newsletter, now we’ve
decided to go entirely digital, using
email and Facebook to pass on news,
with alliances with other groups. We’re
pleased that the digital hub will pick
up older demographics who are not so
techn-savvy.

“Gungahlin library is a dynamic place
and with the new digital hub, it’s going
to be even more dynamic.”

REGULARS

Gungahlin library facts

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
LIBRARIES NEED TO TAKE ACTION NOW TO LEAD THE COMMUNITY IN CYBERSAFETY

Librarians and library staff are the stewards of cybersafety in the library community. As such, they have an extraordinary opportunity to lead the community in the safe and responsible use of technology by setting the standard for best practice behaviour online.

Libraries are uniquely positioned to provide opportunities for the community to access information and undertake important tasks online. Libraries and library users are increasingly able to use the internet and online applications to help with homework, special interests, and everyday requirements. However, cyberspace also brings with it risks to privacy, security, and personal wellbeing, and therefore needs to be managed appropriately by libraries providing online access. While libraries are well aware of this important challenge, they acknowledge how difficult it is to deal with the broad and ever-changing issues the online world brings.

There are a multitude of daily risks and obstacles any individual must navigate online. It is difficult for individual citizens to be aware of all risks and how to effectively deal with them. Many Australians are aware of the widely publicised ‘macro’ cyber threats that exist in the online environment, including major computer virus alerts, privacy concerns, the proliferation of child pornography, and extreme cases of cyberbullying. However, it is often the regular and insidious threats that provide concerns for the Australian public, and such threats are constant and ever-changing. Some of these threats include virus-laden data downloads, ring tone scams, lottery and prize scams, spyware and other malware, geo-tagging vulnerabilities, and personalised scams. While protection against many threats can be relatively easily accomplished, the problem can seem overwhelming and it’s easy to see how citizens may think only experts and well-resourced institutions are equipped to tackle them.

The Telstra Foundation and The Alannah and Madeline Foundation came together last year and, working closely with Australia’s public libraries, developed eSmart Libraries – one of the most significant cybersafety initiatives ever undertaken. The partnership gives all of Australia’s 1500 libraries the opportunity to adopt the system over the next five years.

eSmart Libraries is a behaviour change system for libraries to improve cybersafety and deal with cyberbullying and bullying. The eSmart Libraries framework has an online system that provides a road map for library staff to put in place everything they need to equip the library community with the skills and knowledge they need for the smart, safe, and responsible use of technology. eSmart Libraries is an extension of eSmart Schools, which has been adopted by more than 1400 schools across Australia since its launch in 2011. Our Foundation’s goal is to support the library community to manage cyber-based issues and continue to embrace the positive benefits of online activity. By implementing or using the eSmart framework, library staff and users can be a part of an important educational and behaviour-change initiative for cybersafety and wellbeing.

So do you and your library community know how to guard against security and privacy risks, download content legally, and manage reputation and relationship-based issues associated with being in cyberspace? eSmart will help you deal with these issues and position your library as the community leader in the smart, safe, and responsible use of technologies. The Telstra Foundation and The Alannah and Madeline Foundation recognise that libraries play an increasingly important role in bridging the digital divide by improving opportunities for all Australians to access the benefits of technology irrespective of income, ability, or disadvantage. eSmart Libraries has consulted widely within the library sector to develop the initiative. The Alannah and Madeline Foundation and Telstra Foundation are piloting eSmart Libraries in 20 clusters of libraries across Australia in 2013, and the system will be offered to all of Australia’s 1500 public libraries over the next six years. If you think your library could benefit from cybersafety support or you are interested in having your library join the eSmart Libraries initiative, let us know by visiting our webpage at www.amf.org.au/eSmartLibraries/ or calling our team on 03 9697 0666.

Judith Slocombe is CEO of The Alannah and Madeline Foundation, a national charity protecting children from violence and bullying and its devastating effects. The Telstra Foundation has partnered with The Alannah and Madeline Foundation, investing $8 million over six years to develop and implement eSmart Libraries – one of the most significant community cybersafety initiatives ever undertaken in Australia.

E Smart Libraries could be beneficial to your library if you:

• are aware of cybersafety but unsure if it is really integrated into the knowledge, skills, and approaches of your library
• agree that the digital world changes at a rapid pace and having all the best resources and tools in one place would be very beneficial
• don’t have the time to think about what needs to be done – tapping into a comprehensive (and free-to-use) solution would really help.

Each month, OPINION features contributions from invited guest writers. The opinions expressed in this column do not necessarily reflect those of the Australian Library and Information Association.
Did you know that there is a team that specialises in library materials in 70 languages, in fact any language in which there is reading material published?

I enjoy managing this team of 16 cataloguers and 10 technicians, ranging from full-time to part-time to casual as needed. Our office is like a mini-United Nations, with most team members fluent in two or three languages. For example, apart from English, Trevor speaks Hindi and Bengali, and Helen speaks Russian, German, and Polish – and the intellectual level in the department is palpable. I am sure it’s the largest team of multicultural cataloguers in the southern hemisphere and good planning allows us to scale up or down in any language quite rapidly.

Personally, I am a qualified librarian, with almost 17 years of cataloguing experience. I’ve been a professional member of ALIA for 10 years, starting at CAVAL as an Arabic cataloguer, and taking on management of the cataloguing team in 2001. I am fluent in English and Arabic and I can help the team with queries when they need a second opinion.

It’s only a short drive to work, which is one of the perks of working outside Melbourne CBD at the La Trobe University campus in Bundoora, about 30 km from the city.

My day starts with a coffee and a catch-up in the kitchen with my colleagues. Often I’ll swap news with Eva Varga, who manages our CARM storage solutions, CAVAL’s giant environmentally-controlled secure vaults, with multiple floors of custom racks, where academic libraries store their offsite collections and last copies.

After that, I head to my office alongside a dozen work stations where some of my cataloguing team have already settled in. My morning tends to be taken up with queries, rostering, emails, client liaison, and reporting/meetings. The premises are light and airy, very different from many libraries, where the cataloguing areas are in the bowels of the building. There’s a good atmosphere in the team. There are shared desks, so each morning people will find a place, bring in their trolley, and start work. Some wear headphones and catalogue to music; others will just carry on cataloguing as if they are the only ones in the room.

Cataloguing can be a very intense intellectual exercise with its challenges of how to classify a particular resource. When you are working in such a variety of languages, the challenges are amplified. Creating transcriptions, vernacular script, and cultural interpretations are all in a day’s work. Naturally, our high-end library management system takes care of many steps on a customised, automated basis, allowing our output and costs to be kept within expectation.

I work closely with my colleagues at Languages Direct, which we acquired from the Foreign Language Bookshop and DA Information Services in 2011, creating a fully integrated workflow for the selection, acquisition, cataloguing, processing, and delivery of library materials in Languages other than English. The team has pioneered a collaborative cataloguing model that has already reduced costs...
for many public libraries. On a daily basis, the team carries out a great variety of tasks:

• working with clients on profiles for each language, appropriate to their local community needs;
• selection of books, AV, and similar materials directly from the region of origin;
• consolidated acquisition and international logistics that ensures stock arrives quickly;
• receiving, allocating, prioritising, and monitoring each client’s requirements.

Most libraries now require shelf-ready items, so in addition to the above, I work with libraries who send us their acquisitions and backlog for cataloguing, which is where my team excels. This entails:

• cataloguing the materials to specifications which vary from one customer to another, adding transliterations, vernacular script, holdings, and local data as appropriate;
• physically processing the catalogued items which might include covering, creating spine labels, encoding RFID tags, and other required tasks, exactly to each specification;
• dispatching the items to customers to designated address.

Another part of my role is my leadership in professional training, accredited by Libraries Australia, running courses on demand for RDA, LA Cataloguing Client, and similar technical and professional development.

For me, the outlook is bright as I lead this team into the transition not only to RDA, but also to digital resources. We tell clients they are in safe hands because skilled cataloguing results in better discovery of resources and therefore the library’s return on its investment.

As I said, it’s all in a day’s work.

Lamis Sukkar
CAVAL Cataloguing Manager
lamis.sukkar@caval.edu.au

** including Afrikaans, Arabic, Bengali, Bosnian, Burmese, Chinese, Croatian, Danish, English, French, German, Greek, Hebrew, Hindi, Hungarian, Indonesian, Italian, Japanese, Khmer, Korean, Macedonian, Maltese, Persian, Polish, Punjabi, Russian, Serbian, Sinhalese, Tamil, Thai, Turkish, Urdu, and Vietnamese.

AUSTRALIA DAY HONOURS

We were delighted to see that a number of Australia Day honours recognised the achievements of people involved in the library and information profession.

Consultant Janine Schmidt, who now has her own business, Mukurta Advisory, and was previously with McGill University (Montreal), the University of Queensland, and the State Library of New South Wales, was awarded Member in the General Division (AM), for ‘significant service to the promotion of library services and information sciences, particularly through the development of electronic access initiatives’.

Also receiving an AM was Robert Thomas, President of the Library Council of New South Wales, for ‘significant service to the community of New South Wales through contributions to library governance and to business’.

State Librarian Alex Byrne said, ‘As a member of the Library Council of New South Wales since 2006 and its President since 2007, Rob Thomas AM has worked tirelessly to promote the State Library and its unparalleled collections in Australia and its region. He has become that best advocate for libraries, a layman who understands the key roles that libraries play a memory institutions and as vital community resources’.

In addition, teacher librarian and volunteer archivist Helen Paatsch, and historical society librarian and cataloguer Dr Dawn Peel, both of Colac, Victoria, each received an OAM.

Robert Thomas, President of the Library Council of New South Wales
HOW WILL THE LIBRARY PROFESSION RESPOND TO THE ASIAN CENTURY?

Asia’s extraordinary ascent

The Government White Paper, *Australia in the Asian Century*, released in October 2012, is intended as a “roadmap” for the nation to “navigate the Asian century”.

The progress in all Asian countries over recent decades in most aspects of society has been profound, whether in health, education, technology, wealth and size of the middle class, or material infrastructure. This staggering advancement and the way it will continue is fully described in the first two chapters of the White Paper. Countries vary in the ways they have advanced, but overall the people of Asia have a higher standard of living, are better educated, and live under more stable political systems. Not only has the centre of global economic activity shifted from the West to Asia, but Asia has also become a hub of innovation. Even Asian pop culture is growing in popularity around the world.

All these advances present both challenges and opportunities for Australia. While historically Australia has been among the most remote countries in the world, it is increasingly enjoying the advantage of having a close proximity to the centre of world activity. Being in similar time zones to the most dynamic Asian countries will also be an advantage. But there may also be negative impacts: Asia’s lower wages in the IT and manufacturing industries may have a detrimental impact on sections of our society.

Opportunities for Australian libraries

Are librarians, libraries, and ALIA adapting to meet this dramatic shift in orientation towards Asia?

One area of possible opportunity for the profession lies in the increased demand for information about Asia. There are many references in the White Paper to the need for Australians to be better informed, more knowledgeable, and have a better understanding of Asia. “For businesses to capture opportunities in the rapidly growing Asian market, Australia needs to have a highly skilled and educated workforce that understands (my emphasis) the region’s diversity and builds enduring relationships with its people”. Library and information professionals can help Australians understand by providing access to relevant information.

Even for those Australians who will not themselves be engaged with Asian countries, there may be a need to be better informed about the societies to our near North. For example, inbound tourists from Asia will comprise 45% of all tourists by 2021 (up from 41% currently) requiring, one would assume, some knowledge of and sensitivity to the culture, languages, and values of the people of Asian countries. Here it would seem is an opportunity for public and children’s libraries to assist future Australians to be more understanding of can adapt the lessons of the best school systems in our region to drive improvements. In the same way, libraries too could learn from their most dynamic counterparts, such as those in Singapore.

A role for ALIA

The White Paper insists that improving our links with Asian countries will require the effort of a broad spectrum of society, not just the Government, and this broad spectrum will include individuals, businesses, unions, and other institutions and community groups. Here ALIA could play a role in this re-focusing of attitude. (A prescient intention to do this in 2013 was commendably stated by the President and Executive Director in their Frontline column in the December 2012 issue of INCITE when they gave a commitment to review ALIA’s international presence, including engaging with “our near neighbours”).

Previous professional collaboration in library and information science is briefly mentioned in the White Paper, but no specific examples are provided. One action ALIA might undertake would be the resurrection of ALIA’s International Relations Committee, providing the Committee establishes and carries through a program of engaging with other library associations in Asia. Asialink, as described in the White Paper, may be an organisation which could assist ALIA to strengthen its links to similar associations in the region.

While much of the paper talks about the need for better Asian literacy, improved language skills, and a deeper knowledge of Asia, libraries and information systems have not been earmarked as one of the most practical ways to achieve these goals.
ALIA conferences could be more widely promoted in our neighbouring countries to increase the number of attendees from Asia. Conversely, Asian library conferences such as CONSAL (Congress of Southeast Asian Librarians) could be more actively advertised in Australia. Australia has long had a representative on IFLA’s Regional Standing Committee for Asia and Oceania, that position currently being held by Jayshree Mamtora. Perhaps ALIA, through its Asia Pacific Special Interest Group, could help in promoting the Regional Standing Committee’s deliberations and activities more widely? ALIA could also play a part in encouraging library schools to include Asia-relevant subjects on their syllabi and build in-country partnerships. It could encourage employers to give credit for Asia-relevant skills.

Professional development

Administrators at ALIA and in Australian library and information settings will need to consider the White Paper statement, “Organisations that are successful in the Asian century will need staff who have specific knowledge of the products and markets of Asia, along with the cultural and language capabilities needed to be active in the region”. The government has committed to assisting institutions to deepen their people-to-people links. ALIA and the profession as a whole should take advantage of the proposed 12,000 Australia Awards (Asian Century) to be offered over five years, which will provide opportunities for Australians to study, undertake work placements and mid-term sabbaticals in the region, or conversely, for people from the region to undertake work placements or professional development in Australia.

Past and present achievements

It would be incorrect to leave the impression that the library profession and ALIA have not in the past undertaken and are not currently involved in any Asia-oriented activities. There are many examples of programs which have sought to fulfil the objectives outlined in the White Paper. For example, more Asian material for schools is being added to the National Digital Learning Resources Network. The National Library of Australia under Dr. George Chandler established the annual meeting of the Directors of National Libraries of Asia and the Pacific. On the subject of staff exchanges, the Australian National University Library conducted professional exchanges with the National Library of China and the National Library of Australia organised secondments from the National Diet Library of Japan. For a number of years IDP (International Development Program of Australian Universities and Colleges) conducted library assistance projects in Southeast Asia, while many Southeast Asian librarians were trained in Australia under the auspices of the BISA program of the University of New South Wales. Currently, Libraries for Timor-Leste Inc. is actively involved in the development of libraries in East Timor. And ALIA itself, through its Asia Pacific Special Interest Group, has been conducting activities and publishing a newsletter since 1988, reporting on libraries in the region as well as on Asian collections within Australia. ALIA conferences could be more widely promoted in our neighbouring countries to increase the number of attendees from Asia. Conversely, Asian library conferences such as CONSAL (Congress of Southeast Asian Librarians) could be more actively advertised in Australia. Australia has long had a representative on IFLA’s Regional Standing Committee for Asia and Oceania, that position currently being held by Jayshree Mamtora. Perhaps ALIA, through its Asia Pacific Special Interest Group, could help in promoting the Regional Standing Committee’s deliberations and activities more widely? ALIA could also play a part in encouraging library schools to include Asia-relevant subjects on their syllabi and build in-country partnerships. It could encourage employers to give credit for Asia-relevant skills.

Public commentary on the White Paper

The White Paper is not essentially about Australia’s relationship with Asia. It is about how Australia can thrive and prosper in a century that will be dominated by Asia. The Paper has a heavy economic bias, talking about consumption, productivity, trade, and manufacturing and the conventional “growth economics” approach has also meant that climate change and environmental issues receive relatively minor consideration. It has to be said that there is little advocacy of understanding the culture of Asian countries for their intrinsic value; heavy emphasis is placed on engaging with Asia for the material benefit of Australians and the prosperity of our nation.

Nevertheless, there is a great deal of information and many worthwhile objectives provided in this substantial work.

Conclusion

While there is much in the White Paper of general application for our profession, the disappointing aspect for library and information professionals is that there are no practical recommendations regarding libraries and information centres and how they may play an increasing role in helping Australians to become better informed about Asia, despite the fact that ALIA suggested several specific, low-cost proposals in its submission to the White Paper Task Force. While much of the paper talks about the need for better Asian literacy, improved language skills, and a deeper knowledge of Asia, libraries and information systems have not been earmarked as one of the most practical ways to achieve these goals. In the White Paper, football, cricket, digital ninjas, and even Junior Masterchef Australia are tools to help Australian navigate the Asian Century. But libraries, as a way of improving understanding, are not. Librarians themselves, by their actions, will need to redress this omission.

George Miller
Asia Pacific Special Interest Group

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4  pp. 257, 265.

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SOUTH AUSTRALIAN PUBLIC LIBRARIES MOVING TOWARDS A STATE-WIDE CONSORTIUM

Use your library card at any library in the State?
Borrow a book while on holidays at the beach, and return it to your local library?
Reserve any of the State’s 4.6M items and have them delivered to your local library at no cost to you?

This wish list is becoming a reality in South Australia as the state’s public libraries join together as a consortium to provide benefits for all library users.

The Libraries Board of South Australia, working with the state’s Local Government Association, has sponsored a project which will see all 134 libraries in the State connected to a shared library Management System over a three-year period. After a launch in May 2012, 46 libraries are now sharing the One Card system (as it is branded) with a further 54 libraries scheduled to join during 2013.

The consortium ensures considerable local autonomy with local rules and branding and, where required, consistency in some policies.

This collaboration has been two years in the making and has involved over 100 public library staff from many councils in the process. While the process was coordinated by the Libraries Board, public library staff drew up the technical specification for the system that they wanted, and then over 80 staff participated in the scoring of the shortlisted vendors’ products – ensuring that whichever system was chosen would best meet the needs of 21st century public libraries. This selection process included a week-long, hands-on interrogation of the preferred system by 80 public library staff as well as reference visits interstate and overseas to ensure that what was being offered did meet our needs. While no system is perfect, libraries were very clear in their preference for the SirsiDynix suite of products which were chosen.

All libraries, regardless of their size will have access to all products purchased, which include a web-based discovery layer (which can harvest and display records from multiple sources such as online databases and other econtent) as well as a digital asset management product, quality reporting software, and mobile applications for customers.

For some of our smaller, remote libraries this project provides them with their first web presence, which provides services for their customers they’ve never had before. These include a 24/7 online catalogue for self-placed reservations, access to online database information, SMS notification of reservations, and overdues to name a few.

Our larger libraries are migrating from systems which, while operational, were not at the forefront of development. Also, their customers have demonstrated a real appetite for the diversity which is found in the collections of other libraries, with the flow of reserved material being substantial to both large and small libraries alike. And customers are reporting real satisfaction with the speed at which their reservations are being filled.

All libraries are experiencing the financial benefits of collaboration – being able to both purchase and fund the operating cost of a comprehensive system at significantly lower costs than it would cost them to achieve alone. This benefit makes this project a success in the eyes of finance directors. And there are considerable additional savings that are less tangible but still very valuable – sharing one database means one person fixing a catalogue record or an authority file provides a benefit to all others who use the system. Staff can move from library to library – already familiar with the LMS that they will be working on in their new job. When someone finds the best way of doing something on the system it is shared with all – leading to ongoing efficiency in 134 worksites. And the list goes on.

The consortium will continue to be supported with the Libraries Board staff providing ongoing project coordination and first level support for daily operations. Also, library managers will soon vote for representatives to be part of a user group which will provide governance oversight of the consortium and make recommendations about ongoing changes to operations. This project has caught the imagination of politicians and the public alike, with many customers asking impatiently when their council will be joining, and politicians eager to promote the success of councils collaborating both together and with the state government – and doing so in ways that save money and improve services. We’re looking forward to a busy and exciting 2013 as the network expands to more eager customers.

Two examples of the locally branded discovery layer can be seen here:
http://sapln.ent.sirsidynix.net.au/client/marion
http://sapln.ent.sirsidynix.net.au/client/adelaide/

There is also a public blog about the project where we share progress and learnings. It can be seen here: http://librarysa.blogspot.com.au. And promotional/explanatory movies are available here: http://www.libraries.sa.gov.au

Geoff Strempel
Associate Director
Public Library Services
Geoff.Strempel@sa.gov.au
SAGE Navigator covers almost 300 topics, each introduced by an internationally renowned academic. It guides users through the seminal pieces in the literature, while the interactive features provide a new perspective to the field.

In a world where Google churns out 20 million results per query, SAGE Navigator provides a place for users to locate only the best of the scholarship in the field or topic. That includes literature from over 1,000 publishers.

Hosted on SAGE Knowledge, SAGE Navigator builds on the Major Works to provide a gateway to the seminal literature as selected by key authors, so that graduate students, researchers and even academics can come to a place with trustworthy scholarship to kick start their literature search and reviews or identify a research canon within their discipline.

Email sapsalessupport@sagepub.co.uk to sign up and be the first to try SAGE Navigator today!
CityLibraries Townsville is partnering with NSW Readers Advisory Working Group for the Read Watch Play online reading group and implementing the Book of the Month program to promote #rwpchat and enhance staff readers’ advisory (RA) competencies. This program was planned after inspirational conversations with Australian and New Zealand librarians about readers’ advisory services.


I discovered this statement while researching readers’ advisory services after RA was added to my position. It was a light-bulb statement as the reason readers’ advisory is recognised in our standards as a core public library service. It is not borrowing books that transforms people’s lives, so our ethos of community service must extend beyond the issues transaction. It is important that we know our products, know our community, and use innovative practices to get people reading.

While participating in the Love2Read online reading group, I discovered a venn diagram of past reads I have in common with others and many I didn’t, and became interested in this application of social media for the traditional book group. When Ellen Forsyth and the NSW RAWG called for partners for 2013, CityLibraries Townsville signed up. We have committed to tweet on @Townsvillelib using #rwpchat and the monthly themes, and to encourage our community to join us.

Jo Beazley (Logan Libraries) and I visited nine Auckland libraries in 2012 for our QPLA research project on “embedding readers’ advisory in professional practice…” I was inspired by Central Library’s Author of the Month display where different library professionals recommended authors and created a display of their books. By sharing the task, each staff member has an opportunity to make the connection between librarian and readers.

From training and conversations with Paul Brown (Training and Development Advisor at Auckland Libraries and Best Sellers readers’ advisory consultant), I have learned of the power of displays, recommendations, programs, conversations, and staff development. A great readers’ advisor will understand the purpose and philosophy of RA services and expertly apply their knowledge.

I was inspired by many Auckland ideas, but found I couldn’t implement everything at once on my return, so I combined our Read Watch Play and Book of the Month responses. The display encourages participation in #rwpchat and uses the themes with a focus book highlighted as recommended by a staff member (January’s #reread focus was Pride and Prejudice). Staff then recommend six related titles by theme and encourage people to submit recommendations in the libraries and through interaction on Facebook and Twitter. Staff readers’ advisory competencies are enhanced as they use online search tools and engage with community members about their reading. Themes can also be incorporated into other reading programs.

NSW RAWG has opened the way to continue to promote reading in our communities. RA training and research has inspired me to really get to know my community’s reading needs and to develop and share innovative reading programs. If you’re similarly inspired, contact me – it’s my favourite topic.

Read Watch Play online reading group: http://readwatchplay.wordpress.com

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SOUTHBANK LIBRARY AT BOYD: HERITAGE AMONG THE HIGH-RISE

Boyd is the City of Melbourne's newest community hub. Opened in July 2012, on the site of the former JH Boyd Girls’ High School, it stands out as a beautifully restored heritage-listed building among the high-rise apartments.

Preserving the original character, the design of the building has improved its sustainability and created new spaces to accommodate a range of services for the Southbank community.

The multi-use facility features the Southbank Library, Kerekere cafe, family services, community meeting rooms, and artists’ studios.

In establishing the library, our first challenge was the relatively small space. In a building with many uses, how could we offer an attractive, viable library in 250 square metres? We couldn’t possibly fit in all the subject areas offered in our other libraries and had to make decisions about what to include — and what to leave out — in a collection of around 15 000 items.

We based our [collection] decisions on the demographic information from the most recent census. Southbank’s population is characterised by young, savvy, upwardly-mobile professionals – arts and recreation employ 30% of the Southbank workforce – and the most common languages spoken at home are Chinese and Indonesian.

We included fiction, graphic novels, non-fiction, and AV; Chinese fiction, non-fiction, and DVDs; Indonesian books; and Hindi DVDs. We provided...
a modest children’s collection, with a strong focus on preschoolers, but currently we do not offer junior non-fiction or any young adult collections. When it came to non-fiction, we took an innovative, fairly radical approach. We could only fit in about 4500 non-fiction books and decided that it was not worth using Dewey. Instead, we used a unique, subject-based system, grouping books into intuitive, book shop-style categories such as Arts and Culture, Home and Lifestyle, Business and IT, Health and Travel. We selected only popular areas to appeal to the Southbank residents and workers. The main areas excluded are books on science and nature.

The layout of the Southbank Library is designed with the reader in mind. Instead of straight rows, the shelving is arranged in cross-shaped clusters with faceout display on each bay-end. This facilitates browsing, tempting our patrons to explore and to borrow a lot more than they intended. In keeping with the original character of the school, we incorporated purpose-designed graphics at the bay-ends of the shelving. These images evoke memories of geography lessons and music classes.

From the outset, the community fell in love with the library; they express a strong sense of ownership. Locals are delighted to have a library in their neighbourhood. They enjoy the space and the book shop-feel. What has surprised us is the number of workers who use the library during lunchtime. “Love the library,” and “We’re so lucky,” are common exclamations. We have already established a steady group of regulars.

There is a great synergy between the library and the co-located services in the building. Shared resources and facilities enable complementary programming and joint activities. In partnership with family services, we organised a special event on National Playgroup Day in August. Kerekere café has become an extension of the library; we installed a trolley of beautiful folio-sized books for people to enjoy with their coffee.

We continue to receive great feedback about our programs, including Songbirds sessions for babies and story times for preschoolers. For adults, we have established popular monthly reading circles, including one exclusively for the Choir of Hard Knocks. They practice regularly in our meeting room.

In the first six months since we opened, we have had over 41,000 visits and loans exceeding 44,500. At the

Open Day on Saturday, 7 July, 3500 visitors borrowed 1118 items. Clearly, Boyd is just what the community were waiting for; it’s really satisfying to meet their expectations.

Shirley Bateman and Bernadine Nolen
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Libraries are widely regarded as trusted repositories of knowledge: by definition, these institutions collect and preserve information relating to almost every aspect of human existence. In terms of creative works, the thousands of kilometres of shelving within Australian libraries support collections of art, audio items, books, ephemera, films, journals, objects, magazines, manuscripts, personal papers, photographs, and realia. The role of libraries is not, however, only preservation and storage: these institutions are active and productive engine rooms of creativity. Of course librarians, across the country and around the world, know this. Indeed, library and information professionals regularly model creativity and innovative thinking through not only their facilitation of new ways to access collection materials, but also in their own production of new knowledge through undertaking research projects that advance the profession and benefit their clients. Many clients, however, might not immediately identify some of the activities that libraries facilitate as ‘creative’.

Yet, all libraries demonstrate creativity in numerous areas that range from public programming to content co-creation. This can be seen in the diverse efforts of libraries that, for instance, offer baby-related programming, which aims to stimulate creativity with pre-literacy activities designed to encourage little ones to read, provide programs for students from...
primary school through to tertiary level, as well as a significant range of offerings for lifelong learners. Creativity is also visible in the way libraries provide access to book clubs targeting specific groups within their communities, gaming sessions (on site and online), and resources for researchers creating family trees. Libraries, and their clients, also demonstrate their capacity for creativity through content co-creation projects; one of the better-known examples being the National Library of Australia’s Australian Newspapers Digitisation Program. Newspapers are made available online and volunteers then correct newspaper text. These volunteers can also communicate with each other in a user forum, which becomes a site of peer-to-peer learning. This is a very creative enterprise in both idea and design, perhaps most especially because the provision of more accessible data facilitates more creative use of it. The work of libraries in placing content online opens up new ways for clients to creatively interact with libraries as well as each other. There is also a range of popular social media tools now readily available to libraries such as blogs, Facebook, and YouTube, while Twitter is proving to be a very effective tool for creatively promoting collections and encouraging interaction with those collections.

In these and many other ways, libraries are active and productive engine rooms, as well as storehouses, of creativity. As these cultural institutions belong to us all, so too, does creativity: the idea that only some people are creative is made void in these arenas where everyone has the capacity to be creative – to take imaginative, innovative, and often unpredictable, but always vibrant, concepts and make them his or her own.

This article is from a longer work, Libraries and archives: trusted repositories of knowledge and vibrant engine rooms of creativity, available free online at: http://www.textjournal.com.au/speciss/issue16/Brien&Franks.pdf

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FEATURE

BECOME THE APPLE OF YOUR CUSTOMERS’ EYE

Libraries can look to lessons from leading corporate brands to create lasting customer connections.

Have you ever contemplated what the Apple phenomenon is all about? What is it that drives consumers to crave Apple products and line up for hours to interact with its retail stores?

Imagine if you could emulate Apple’s customer engagement success across your library community. What if you could create a virtual and physical connection that achieved the same rousing appeal? What could this do for your organisation, your customers, and your library?

Being different starts with a vision to be different. At the core of Apple’s success is a clear vision to be different. Its aim is not to make and sell technology products – this is what the company does. Its goal is much bigger, and underpins every customer interaction from brand and product development, customer service, and operations.

From all observations it seems the company’s objective is to build emotional customer connections through technology innovation.

An example of how Apple forms emotional connections with users is by enabling them to self-select and self-create the content (apps) they want on their phones, tablets, and computers. As a result, the user’s ability to customise the content and how they use the device, the way they want it, has a positive effect on how the product and service is perceived. This creates an unmatched loyalty as there is no other product or service like it on the market. It is truly as unique as the user themself.

This strong ability to create emotional connections is extended across the company’s retail outlets where customers can engage one-on-one and gain personalised service in a “club” like environment – offering a physical experience comparable to the customer’s virtual reality.

The combination of the ability to self-customise content and to have the same experience reinforced across the physical and virtual environments creates one of the most powerful and lasting connections that an organisation can build with its customers.

Lessons for the library

Apple’s success is based on some key understandings of today’s customers. It understands that customers want to:

- flock to the latest technology and feast on advancement;
- customise the content they receive and interact with;
- feel connected, be social, and belong to like-interest groups;
- bond in physical hubs that match their virtual realities;
- self-serve and self-innovate with anywhere, anytime technology;
- be delighted by change.
And Apple understands that meeting these customer expectations is paramount to its success.

Taking these lessons into the contemporary library, the library should no longer see itself as just a resource service – this is what it does. Its goal should be bigger: to build emotional customer connections to its physical and digital services by providing tailored solutions to meet its customers’ needs.

Libraries have always been effective at delivering engagement programs for people who love to read, love books, and like to visit the library. The great news is that with the increased use of emergent and customisable technologies (such as interactive portals, intuitive library management solutions, ebooks, smartphones, social media, and other digital devices) today’s libraries can now extend this capability, and connect with more people than ever before across their virtual platforms. Key to the library’s success will be its ability to combine the right emergent technologies with the most targeted services to offer more self-customised experiences for the user.

Some libraries fear that adopting more targeted digital technologies may be the end of the physical environment. In the Apple example, the opposite has been true. The physical stores are thriving hubs of engagement. It seems that the more people engage virtually, the more they want to connect with people in the real world. If libraries can attract and create new customer engagements in the virtual world, this could increase demand for the physical library space.

How can your library become the Apple of your customers’ eye?

Conduct community and user analysis. Know what your users want and find an innovative way to deliver it. Focus on current users and new segments for customer catchment. Segment users by usage, interests, wants, demographics, digital literacy, etc.

Create a vision to build customer connections through technology. Engage management in creating a vision for change. Ensure the vision includes ways for your users to self-create their own experiences. How could you, for example, increase users’ ability to self-select and engage with the services they want? How could you engage customers to self-nominate current awareness, for example? How could technology interfaces, ebooks, and other e-resources be used to provide the user the experience they want, the content they want, through the technology of their choice, and when they want it? What other auxiliary services can your skills extend to? For example, digital literacy training may be a high priority for your community.

Share your vision with others and outline your benefits. Develop a one- or two-page document outlining your vision and strategy as well as key benefits of your services. This is a great way to engage all stakeholders and showcase what your centre can achieve. It will improve awareness of the value you contribute.

Innovate your service with technology. Emergent technologies will continue to evolve at a rapid pace. New technologies enable libraries to connect with a greater diversity of audiences and reconnect with old users. Technology also enables libraries to create greater relevance to the digital-born generation, who may never step into a library. Web-based technologies, digital and automated interfaces, interactive OPACs, community blogs, and integration with mobile devices are now mandatory for effective engagement.

Use social media to drive demand. Social media is a great way to engage new users and build relationships. Segment your social media into customer groups. Don’t think that one social media presence, eg one Facebook page, will achieve your goals to engage all customer groups. You may need several pages targeted to different interest groups.

Let users drive the buzz. At every touch point, enable users to promote what they are doing with the library right now, eg run a competition for the best photo on Facebook of their experience with the library. Develop programs where users can promote to and engage others, e.g. develop viral invitations for users to pass around to their friends and invite others to join an online group.

The great news is that with the increased use of emergent and customisable technologies, today’s libraries can now ... connect with more people than ever before...
Publishers are no longer the primary conduit through which content must pass before it is disseminated to the world. This is a radically new paradigm and, despite our best efforts, libraries (and many other related institutions) have not been able to keep pace with the impact this shift has had on collection development and long term access.

We now live with a deluge of content – a complete contrast to the old paradigm of scarcity and cost – but we do not yet have any real solutions for collecting online content or for preventing its subsequent disappearance from the internet. This problem goes to the heart of what libraries have traditionally done – selected, collected, and provided access to content, both today and in the long term.

This issue manifests in various ways. One important area, and one that is attracting its fair share of attention in Europe and the USA, is that of informal publishing of research and public policy documents – also known as grey literature.

Grey literature as a term may not be familiar to some LIS professionals, but it is well-known for others, particularly those in special libraries and researchers in various disciplines. Grey literature is a collective noun for reports, papers, and other documents produced by organisations including governments, universities, NGOs, and professional companies, outside of commercial publishing channels. It often lacks bibliographic control, can be hard to find, and difficult to catalogue. Yet, in the area of public policy, a great deal of extremely important material that is regularly discussed in the media, parliament, and cited in research articles is produced and disseminated informally as grey literature.

The internet is now estimated to contain over 14 billion pages and is growing every second. From early on librarians responded quickly to the abundance of online content with the creation of web archives. While extremely valuable, web archiving has not been sufficient for providing access to many digital documents, some of which are similar in length, quality, and importance to formally published articles and books. For the sake of our democratic processes, and to protect the very fundamentals of scholarship and evidence, these documents need to remain publically accessible, searchable, citable, and locatable on a long-term basis.

The digital deluge is now turning to digital dust as a great deal of important content has not been archived and is no longer available online. There are estimates that at least 30% of online content has disappeared over the last decade, not just Facebook updates and celebrity tweets, but also government documents and information policy material, research, statistics, and more. The reasons for this situation are multiple: on the one hand, producers are failing to take care of their content – websites are updated, content is moved and removed at whim; on the other hand, libraries are too often unaware, unwilling, or unable to collect and catalogue digital documents.

There are many complex issues to overcome in resolving this now dire situation including the limitations of Australian copyright law, questions of financial responsibility, and document management, selecting, and evaluating content, developing adequate infrastructure, metadata systems, and more.

Through my work on Australian Policy Online (apo.org.au), a digital library of policy grey literature, we have developed a research project funded by an Australian Research Council linkage grant called Grey Literature Strategies (greylitstrategies.info). Led by Professor Julian Thomas and Professor John Houghton with partners from the National Library of Australia, the National and State Libraries Australasia (NSLA), the Australian Council for Educational Research, and the Eidos Institute, the project aims to enhance the value and access of policy grey literature in Australia. This research taps into the Reinventing Libraries project of NSLA as well as having great relevance for academic libraries, special libraries, online collections, and repositories.

I will be presenting on this issue in more detail at the ALIA Information Online conference in February and will also be conducting a workshop, with Jessica Tyndall, investigating how librarians and information professionals could better respond to the complex problems presented by online content. I hope INCITE readers will join us at this session as any solutions will require a collaborative and collective response. If you can’t make ALIA Information Online, please get in touch anytime if you would like to know more or contribute to the research.

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“What is the point of making a suggestion when no one listens?”

You will easily think of a number of reasons why someone might ask this question. This article focuses on one of them – a lack of organisational savvy about how to get ideas accepted and implemented. Library and information professionals are typically idealistic, wanting to do the best for their communities, but organisational realities can hobble our enthusiasm. If you make a suggestion and it disappears into your manager’s ‘too hard’ basket, do you give up, or do you reflect on how to give the idea legs? If you are the manager, what do you do with suggestions that are ill-formed or ill-timed?

An innovation process model sheds light on the steps required to come up with ideas – these may be about a new service, improving an existing one, or streamlining internal procedures.

Next you need to Develop the ideas, strengthening and presenting them to decision makers. At the Decide phase, approvals to implement are made. Develop & Decide may come in any order: ideas may cycle between decision and further development, strengthening and justification.

The Implement phase, getting it done, is the most familiar.

Final steps are Review, reflecting on the process and looking for lessons learned, and Report.

Although you may already be well-informed about the overall process, there is much to be gained by approaching innovation systematically. In particular, it is important to define an opportunity or problem well, to thoroughly think through an idea before acting, and to capture and use insights gained in one situation or project to improve the next.

In addition to our model and descriptive information about its phases, we are promoting use of a variety of tools such as brain writing, mind mapping, post-it notes, and two-dimensional grids. The aim is to increase creativity levels (and to make our work more fun). While increasing the level of innovation in an organisation requires good processes, other factors are also important. These include organisational goals and linkages which align with innovation, excellent leadership, a learning culture, adequate resources, effective teamwork, and capable individuals. Paying attention to how each supports innovation will promote the united effort needed for success. Our Innovation Process Model is one part of a multi-part effort needed to ensure that library staff members know that our ideas are worth putting forward and will be taken seriously.

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The library and information profession is changing: as librarians we need to think different and be different in order to stay relevant. Griffith University has found different ways of looking at Google – and it’s allowed us to explore, engage, and be more productive.

Sure, as academic reference librarians we used to cringe at the thought of students using Google Scholar to search for resources. However, good information literacy instruction can ensure that students have the ability to effectively evaluate the resources they locate on Scholar. Google Books is handy to an off-campus student who can’t access a copy of a book through their library. Through a quick Google Books search, they can access the majority of the book online through Google Books.

Maybe the profession should look at adapting their information literacy instruction to incorporate more Google applications.

The academic library we work in places importance on the professional development of its staff. Our old system included a folder on a restricted drive that all staff could access. The problem with this is it isn’t easily accessible. For the professional development coordinator, a need to improve this process became obvious. Is there a Google App that can make this better? The answer is yes. Google Sites. The LibraryandITHelpPD Google Site has been
created to effectively manage professional development in the online environment. It is easy to manage upcoming professional development events, to manage the uploading of reports, incorporate a blog to stimulate discussion around professional development, and include gadgets such as an RSS feed and a calendar gadget to view events. It is a dynamic site that allows other staff to have input through its collaborative nature. Feedback on the site has been very positive and in general inspires staff to become actively involved in their professional development.

The uses of Google don’t end here though. There are many other ways Google can be incorporated into the library and information professional’s working life.

For Library Lovers’ Day on 14 February this year we’re doing something a little different. We are launching a campaign to find Australia’s favourite librarian. It’s a great opportunity to showcase the extraordinary skills and talents of our members, as well as providing library users with the opportunity to nominate the people who have made a difference to their lives.

Now, you might be wondering …

Do you mean librarian or are you using it as a catch-all for librarian, information professional, library technician, youth worker, arts coordinator, marketing, customer service, or systems support officer?

As far as some people are concerned, anyone who works in a library is a librarian. We won’t be using this campaign to force people to make a distinction, but when it comes to the winners, they will have a degree in library and information science. There will be special awards for other professionals who have won the hearts of their users, but don’t have LIS qualifications. Australia’s Favourite Librarian however will be a librarian in the full sense of the word.

Is this just for public libraries?

No, not at all. We will be putting the word out to schools, academic institutions, businesses, and public sector organisations, as well as to councils, with the aim of generating media coverage for members in every sector. We know how grateful school, TAFE, and university students are for the help of their librarians. In the recent survey of health library users that we carried out with Health Libraries Inc, one respondent thanked their library staff and said, “we got a distinction”.

What about the ‘I’ in ALIA?

Australia’s favourite information professional doesn’t slip off the tongue as easily as Australia’s Favourite Librarian, but this initiative can still include people whose position doesn’t have ‘library’ in the title and whose place of work isn’t called a library – you just need to be nominated.

What criteria are you going to use to judge?

This is primarily a media campaign. We won’t be applying the kind of rigour we would use when assessing submissions for awards and grants. This is about the librarian who is best valued by their users and receives the most votes.

Do you have to be an ALIA member to be nominated?

Anyone working in our sector can be nominated to go forward to the vote. The purpose of the exercise is not to promote the Association; it is to generate publicity for the profession. It will give us the opportunity to talk up the role of libraries and information services and the skills needed to work in them.

How are we getting the message out to the sector?

We are promoting this as a Love2Read initiative, following on from the National Year of Reading, and, in the spirit of partnership and collaboration, we hope that other library and information associations will adopt the campaign and help us spread the word.

How will it work?

On 14 February, we will announce that the search is on. You can be nominated by someone else or you can self-nominate. All we need is a maximum of 100 words about why you should be Australia’s Favourite Librarian and, ideally, a photo. We will check with all nominees to make sure they are happy to go forward before putting their details up on the ALIA website, with a link to the Love2Read website.

People will be asked to go online and vote, but there will also be voting slips that libraries can print out for library users who prefer pen and ink.

Voting will close on 15 April and the winners will be notified early in May, so that we can gain maximum publicity in the run up to Library and Information Week from 20–24 May.

Depending on the nominations, we hope we will be able to select more than one winner. We will be looking for a favourite librarian for each state and territory, as well as a favourite school librarian, favourite university librarian, favourite law librarian, and so on.

We will be launching the campaign to the public on 14 February through traditional and social media channels. Information about voting will be up on our website www.alia.org.au and at www.love2read.org.au.

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LIBRARY LOVERS’ DAY AND THE SEARCH FOR AUSTRALIA’S FAVOURITE LIBRARIAN

For Library Lovers’ Day on 14 February this year we’re doing something a little different. We are launching a campaign to find Australia’s favourite librarian. It’s a great opportunity to showcase the extraordinary skills and talents of our members, as well as providing library users with the opportunity to nominate the people who have made a difference to their lives.

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We will be launching the campaign to the public on 14 February through traditional and social media channels. Information about voting will be up on our website www.alia.org.au and at www.love2read.org.au.
### National

**14 FEB LIBRARY LOVERS’ DAY**
The most romantic day for library lovers across Australia!

**10-11 FEB ALIA NEW LIBRARIANS SYMPOSIUM**
For more information, contact Christina Granata, ph 02 6215 8222, events@alia.org.au.

**12-15 FEB ALIA INFORMATION ONLINE 2013**
For more information, contact Christina Granata, ph 02 6215 8222, events@alia.org.au.

**5 MAR INTERNATIONAL BOOK DAY**

**2 APR INTERNATIONAL CHILDREN’S BOOK DAY**

**25 APR ANZAC DAY**

### VIC

**2 FEB TECHS ON TOUR: THE SUMMER PREQUEL**
Focusing on the work of the Hobsons Bay Libraries, delegates will be visiting the new Williamstown Library and the Altona North Community Library. For more information, contact Kim Wilson, ph 03 8664 7138, kwilson@slv.vic.gov.au.

### TAS

**23-24 FEB HOBART WEEKEND LIBRARY TOURS**
Everyone is welcome to join the ALIA Vic library techs on a tour of the Museum of Old and New Art (MONA) Library, plus another Hobart library (to be advised). Travel, accommodation, and meals are at delegate’s own expense. Cost: $10. For more information, contact Kim Wilson, ph 03 8664 7138, kwilson@slv.vic.gov.au.

### QLD

**12-14 MAR NATSTATS 2013 CONFERENCE**
The Australian Bureau of Statistics and the National Statistical Service will be hosting the third NatStats Conference at the Brisbane Convention Exhibition Centre, South Bank. For more information, contact Kate Chaloner, kate.chaloner@abs.gov.au.

**Free LIS events**

**NSW**

**28 APR “I’D RATHER NOT KNOW”: WAYS OF THINKING AND TALKING ABOUT INFORMATION AVOIDANCE.**
Free public lecture presented by Dr. Donald O. Case, Professor, University of Kentucky College of Communication and Information Studies NSW State Library, Macquarie Street, Metcalf Auditorium 5:30 pm. Sponsored by the Information Practices Group, School of Information Studies, Charles Sturt University. RSVP to jmgregor@csu.edu.au for catering purposes.
The last word

This issue of INCITE is all about ‘do different, be different’ and we have taken the theme to heart at ALIA House, introducing changes to the way we do things and how we present the Association to the outside world, in line with the strategic direction approved by the ALIA Board. Our approach has been evolution, not revolution, but these are some of the things to look out for, especially if you are coming along to ALIA Information Online in Brisbane this month.

With our members experiencing so much change in their working lives, it’s only appropriate that the Association should move with the times, evolving to keep pace with a dynamic environment.

In this edition of INCITE, Director of Professional Services Janice Taylor talks about the review of our course accreditation process; there is a story about the new aspects of our PD Scheme, managed by Judy Brooker; and the magazine itself is bigger, with extra features to interest and inspire our readers.

Much of the change you will see over the coming months is about opening up the Association, becoming even more member-focused, supporting our professional members, while increasing the focus on members who come from other disciplines.

There will be fundamental shifts in the way we operate and these will be reflected in cosmetic changes to the ALIA brand.

You can see from the logos in the magazine that the ALIA star is still there, but we’ve modified the proportions and wrapped it in a circle of colour to take the edge off the points. At the same time, we have introduced a colour palette that ranges from a rich raspberry (replacing the primary red), through aqua, light green, and orange, to a strong shade of blue.

The soft shades are designed to give a fresh, tangy flavour to our online presence and print materials and they have been specially chosen for their significance. Our brief was to create a look that spoke of light, adventure, innovation, generosity, intelligence, forward-thinking, and inclusion. Blue gives a sense of confidence and sustainability; orange is creative and youthful; aqua is fresh and innovative; green is harmonious and thoughtful; and the assertiveness and intensity of primary red has been tempered by using a softer shade.

We have also changed the font we use for the lettering of our logo from a tight, narrow Frutiga, to a light, open Century Gothic, and we are modifying some of the imagery we use. For example, you will no longer find a padlock on the front page of our new website. We will still have an area exclusively for members, but the symbol is intended to invite people in, not bar them from entering.

Our designer, Gemma Kelly, has developed this simple, clean look and she will be applying it gradually to print materials, forms, and stationery.

The good news is that, as we are retaining the ALIA star, albeit in a slightly altered form, there will be no need to create new signage for ALIA house, replace gold and silver pins, or discard old stationery stock. Our members will be pleased to hear that there is no significant cost involved in introducing this new branding.

There will be fundamental shifts in the way we operate and these will be reflected in cosmetic changes to the ALIA brand.