The vendors’ issue

Nick Bland
The accidental illustrator

Library and Information Week
Share your story

Buildings full of books
Time to redefine ‘library’

Future of the profession
The golden age of information

Australia’s Favourite Librarian
Why are so many called Sue?
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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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Much has changed, much has been achieved, and there is much left to be done from my year as President of ALIA. Changes have not only been internal to the ALIA organisation, but also within the library and information landscape in Australia.

My term as President has seen the need to galvanise members and to be vociferous in our advocacy across many library sectors. Together, we have had success in Queensland with our Dumb Idea campaign about State Government libraries and I thank the many members who contributed effort to that campaign.

We have continued to work with our school library members and colleagues to press the Commonwealth and State Governments to adopt the recommendations of the school libraries review. So far we have not reached our desired outcomes, but the dialogue is still open and the collaboration between associations continues to strengthen through our joint efforts.

Our advocacy for TAFE libraries has yet to have an outcome, but again the partnership between the Board, members, and the ALIA staff has shown how quickly we can mobilise, and clearly articulate our position with key decision makers.

This year has seen the commencement of a review of copyright legislation in Australia. Well overdue, this review opens up the dialogue between libraries and copyright holders regarding rights in the digital world. Access to information in every format is essential to our future and both ALIA and our colleagues in the Australian Library Copyright Committee have been active in presenting the library position into this review.

Our 2012–13 Board has been committed to addressing the very key issues facing us and our future as a profession. My special thanks to Vice President Julie Rae in her passionate leadership of the ebook agenda and the Future of the Profession research. I also thank Joseph Cullen and Kathryn Cass, our outgoing Board members, for their dedication and work.

A role such as that of President usually comes with some difficult and sometimes controversial decision making. The decision by the Board this year to outsource the Association’s academic journals has been the source of some debate in the profession, but I am confident that it is the right move for this time and that members will see improvements in accessibility and the reach of our journals and our authors.

I hope that you are all happy with the new format INCITE and the ALIA Weekly email newsletter. I believe both of these improvements have brought a freshness and a renewed sense of connection to members of ALIA.

I am proud of the commitment and sound management of the Association by our 2012–13 Board. Mindful of the need to be fiscally responsible, but in a time of transition and change for the Association, the Board, with support from ALIA staff, has put the Association into a surplus position again this year. My Board colleagues have been wise and wonderful counsellors, contributors, and leaders for the Association and I thank them most sincerely for their contribution during my presidential year.

Becoming a member of the ALIA Board is just one way in which volunteering supports the Association. I have been increasingly aware, throughout my term as a director, of the many and varied ways in which members demonstrate their commitment. Editorial boards, Advisory Committees, and ALIA Groups involve more than 200 volunteers at a senior level. Then there are the conference convenors and their helpers, reference group members, panelists, and representatives on external committees.

It is impossible to thank everyone individually, but please be assured that your contribution has been recognised and valued.

The ALIA staff are the ‘glue’ that holds our Association together. I would like to acknowledge the staff as they worked through a year of transition from one leadership team to another and for their dedication to the welfare and benefit of ALIA members. Following Sue Hutley’s departure from ALIA, Rob Miller took on the role of Acting Executive Director while recruitment to the position was conducted. On behalf of all of the ALIA family, I thank Rob for leading the team most effectively throughout this time. I also would like to acknowledge Janetta Mascilongo who left the position of Director: Professional Services during the year. Janetta has been an enthusiastic supporter of ALIA’s training activities and of the course accreditation program. She left big shoes for Janice Taylor to fill when Janice commenced in the role.

Perhaps the most exciting aspect of my year as President has been the National Year of Reading 2012. With over 4000 activities across the country and many, many partners, supporters, and ambassadors, this initiative has far exceeded the expectations of the 15 founding partners who established the concept. ALIA has been not only a founder partner of the National Year of Reading, but also the auspicing body for grants from the Commonwealth Government, business, and philanthropic organisations. We delivered a highly successful year and established ourselves as a trusted, reliable partner for government and others.

Finally, I would like to acknowledge the vital role that our new Executive Director, Sue McKerracher, has played in consolidating and reshaping ALIA as we take on the many important issues in our near future. Sue has been inspirational to staff, the Board, and members in her ability to develop partnerships, and advocate and strategise for libraries and librarians, and, on your behalf, I thank her for her substantial contribution this year. I would also like to acknowledge her family who do without her for a number of days every week, while she undertakes her role with ALIA.

I now hand over the presidential baton to Julie Rae for 2013–14. Julie, I wish you well for your year as President and hope that you find the year as energising and exciting as I have.
Please join me in thanking Vanessa Little for her contribution and dedication over the past 12 months as President. Her commitment to fighting the continual battles of ensuring libraries across the nation survived in times of economic downturns has been nothing less than outstanding. From Queensland to Western Australia, Vanessa tirelessly raised the flag for libraries by working with the Board and ALIA staff to fine tune and further develop our advocacy campaigns.

We also say farewell to Kathryn Cass and Joseph Cullen, our departing directors. At the same time I would like to welcome the incoming board members, Susan Coker, Alyson Dalby, and Damien Lodge, and I look forward to working with them over the next 12 months.

Over the past two years the ALIA Board has been grappling with the future of the Association and what it will look like in the next 10 to 50 years so that we can plan accordingly. But this future is about much more than the Association; it is about our professional existence. Over the next 12 months, we as a profession are faced with a number of challenges. Most will not be dealt with within this timeframe, but what we do over the next year will help shape the future of what we become. The difficulty is, as David Pogue suggests in his paper A few guidelines for anyone attempting to predict the future of technology(1):

"everybody who takes a stab at these kinds of predictions inevitably winds up looking like an idiot" as you invariably get it wrong.

So I am not suggesting that we will predict the future, but we can see some big issues that we need to face as a profession together.

The issues that the board will be working on over the next 12 months are:

**Ebooks**

Sarah Houghton in her blog *Librarian in Black* aptly writes that she is breaking up with ebooks, and the reason why is, she says: "I mean the whole messed up situation – the copyright nightmares, the publishers, the fragmented formats, the ridiculous terms of service, the device incompatibility, the third-party aggregation companies libraries do business with – all of it."

I can understand her frustration, however we do not want to break up with ebooks. We want to embrace all they have to offer and work with our colleagues who write and publish these works to ensure the future of reading through libraries is still maintained.

Over the past number of years we have seen libraries morph into places that are no longer just repositories of the printed word, but community spaces where people come together, readers meet authors, patrons hear stories, study groups form, tutoring takes place, and people ‘hang out’. Regardless of whether it is in print or digital, the use of words, the sentence, or ideas go to the very heart of what we do. Without the container, are libraries merely community spaces where people come together? How many people have you heard over history talk about the importance of their local library and how it played some part in their success?

**The semantic web**

Google, Amazon, Apple, Kobo, etc have all taken over our role of making books available and they are doing extremely well at it. They have large collections of ebooks, many free, making it easier for people to download and read without the extra hassle of leaving their home or having to return the book.

We teach people how to use the internet; our reference collections have been replaced with the world wide web; bookclubs are online; communities are online; individually, we connect with more people than we ever have before through social media, web 2.0, and online chat rooms. The much talked about web 3.0 will have a direct impact on our information services by bringing back results tabulated and ready for use. Tim Berners-Lee originally expressed the vision of the semantic web as follows:

"I have a dream for the Web [in which computers] become capable of analyzing all the data on the Web – the content, links, and transactions between people and computers. A ‘Semantic Web’, which should make this possible, has yet to emerge, but when it does, the day-to-day mechanisms of trade, bureaucracy and our daily lives will be handled by machines talking to machines. The ‘intelligent agents’ people have touted for ages will finally materialize. Will these so called intelligent agents replace the need for a reference librarian?"

**Funding of libraries**

Schools fight battles every day with limited funds and higher expectations of students’ literacy levels, but how do they connect to the word, whether it is digital or on paper? What role will they play if the funders continue to think of libraries as just places for books?

**Open access**

Over 20 years ago, academic libraries experienced the demise of printed periodicals and have battled the landscape to build collections in digital formats. The battle still rages with access to titles withdrawn, escalating costs, and now open access is the new frontier. IFLA’s position paper on open access describes it as follows:

"Open access is the now known name for a concept, a movement and a business model whose goal is to provide free access and re-use of scientific knowledge in the form of research articles, monographs, data and related materials. Open access does this by shifting today’s prevalent business models of after-publication payment by subscribers to a funding model that does not charge readers or their institutions for access." [IFLA]

**Big data**

The new frontier, according to SAS, the corporation that consults with businesses on this topic, states that ‘big data’ is a popular term used to describe the exponential growth, availability, and use of information, both structured and unstructured. Much has been written on the big data trend and how it can serve as the basis for innovation, differentiation, and growth(3). What impact will this have on our profession? While initially the concept of big data is mostly being discussed in commercial companies, what can we do with our own data to assist in our future growth? Also how do we manage and maintain the data our own organisations may produce through research? Governments are now stating that research conducted with public money will need to be available for all to use. While there are projects like the Australian National Data Service (ANDS), will more of these be required, can our particular set of skills morph into this field?

**Qualifications**

If funders and others believe there is no role for libraries, and that libraries restrict trade, this may have a direct impact on the need for qualifications and the recognition these bring. Accredited professionals, highly valued for their skill and able to adapt to our
changing environment, are a vital ingredient for the success of libraries. ALIA’s role in accreditation of courses and ensuring courses are relevant and accessible is an important element in this mix.

Copyright

Copyright plays a major role in our work, with issues of length of copyright, exceptions, and fair use becoming more important than ever. How these issues are addressed over the coming years will have a major impact on libraries’ capacity to deliver services.

Future of the profession

As part of our strategic plan, ALIA is looking at the future of the profession – where we will be in 50 years, 100 years. Yes, the landscape is changing, but does the premise of what we do – connecting people to information and ideas – continue? Our futures paper will develop over this time and we welcome your contributions.

As you can see from the list, there is much to consider, think about, and investigate, and this can not all be done in just 12 months. These are ongoing issues that we must address as a profession. I, for one, am excited about the possibilities for our future. Already we have started delving into the detail of some of these issues:

ALIA has developed a set of principles on ebooks and elending, through our consultations with you, you can find them on our website.

ALIA will continue to be represented at the Book Industry Consultative Committee, discussing elending and the availability of ebooks with the other industry stakeholders.

ALIA will participate in international activities through IFLA, especially in the area of copyright and other legal matters, open access, and ebooks.

ALIA will continue to work on copyright issues with the Australian Digital Alliance and the Australian Libraries Copyright Council.

ALIA will continue to work with academic boards on course accreditation and requirements for the profession.

ALIA will continue to monitor the trends and future technologies that may have direct impact on our profession and will keep you informed through our various conferences, publications and communiques.

ALIA has developed a futures space for all of us to contribute; aliafutures.wikispaces.com. Let’s work together to help shape our role and importance into the future.

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1. http://www.scientificamerican.com/article.cfm?id=the-future-is-for-fools
ELECTION RESULTS

ALIA congratulates Susan Coker, incoming ALIA Vice-President, and Alyson Dalby and Damian Lodge, incoming ALIA Board Directors.

We also congratulate everyone who nominated for these positions for their excellent candidature, and thank the ALIA membership for their votes.

SAVE THE DATE: ALIA ANNUAL GENERAL MEETING

ALIA’s AGM will take place 14 May 2013, from 6pm, in the Ferguson Room at the National Library of Australia. If you can join us in Canberra, please come along – networking and refreshments follow the official business.

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THE FUTURE OF THE PROFESSION

We all want to know what the future holds for library and information services, and while it is, of course, impossible to predict in exact terms, we have used global trends, early indicators, and futurist thinking to develop themes which can guide our discussion about where we might be headed.

Our ideas are contained in the Future of the Profession discussion paper, which is now available to download, read, debate, and comment upon. The purpose of the paper is to provoke discussion across the sector between library leaders, information service providers, vendors, practitioners, students, commentators, colleagues in Australia and internationally – anyone and everyone with an interest in the field.

This discussion paper is a work in progress. We have set out a proposition based on our findings, now we would like to hear what you think – do you agree with our three themes, or do you think there are further alternatives we need to explore? Do you think our scenarios have merit or are there other outcomes that you feel are more likely?

Theme 1 is convergence.

In a tighter economic environment, governments and organisations will be looking for ways to operate more efficiently and at lower cost. Convergence will be more attractive than people and services working independently from multiple locations.

Technology will encourage this view of the world. It is already possible to provide information services remotely to thousands of users, removing the practical need for on-site professionals. This works from an efficiency perspective but it can compromise customer service.

In a digital environment, where the emphasis is on economies of scale, what could this mean for library and information services?

Theme 2 is connection.

With the basic necessities of life – water, food, and fuel – in shorter supply, people will be encouraged to cluster together in a tight urban footprint, to make best use of the transport and utilities infrastructure. While this supports the practicalities of existence, it threatens people’s quality of life. To counteract this, government will invest in civic spaces – buildings, parks, plazas, where people can meet, mingle, and breathe in the air. Space to study, work, create, and connect will be at a premium.

Theme 3 is the golden age of information.

Our proposition is that, while there is an ever-increasing volume of information, we have yet to reach the golden age of information, where all knowledge is available to everyone, all the time – albeit at a price. In this environment, library and information professionals can embrace the concept of big data while government, businesses, and other organisations struggle to manage the deluge of facts, knowledge, and insight.

Consultation

In addition to our library and information colleagues, we will be asking social and political commentators, technology experts, corporate strategists, and other top flight thinkers to tell us what they think about our visions of the future.

The 2013 ALIA National Advisory Congress will see a series of two-hour workshops held in every capital city around Australia between August and October to talk about the Future of the Profession. The workshops will be based on the discussion paper, published on 1 May, and the feedback generated in the intervening months.

There will be a Future of the Profession Summit in Sydney in October 2013, at which we will present the outcomes of the various discussions of the previous six months. The event will provide the opportunity for library leaders to define what our public-facing position should be on the future of the profession and how this should inform ALIA’s strategies, policies, and activities in 2014 and beyond.

You can comment now, and at any time through to the end of October 2013. Become a wiki editor aliafutures.wikispaces.com/home, email advocacy@alia.org.au, or join the discussion on ALIA’s Facebook page and through Twitter #aliafutures.

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*Exclusions apply. See www.apa.org/pubs/eBooks13

For more information go to www.apa.org/pubs/eBooks13 or contact APA at quotes@apa.org
The Library and Information Week theme for 2013 is share your story and we want to hear yours. Let us know why you love library and information services, what makes a great librarian or information professional, how you ended up in the LIS industry, or any other LIS-related story you would like to share. You can let us know by emailing media@alia.org.au, connecting with us on social media, sending us Youtube videos or Instagram photos, postcards through snail mail... anyway you can think of to connect with us, we will welcome.

We also want you to use Library and Information Week as a platform to get your users to tell their stories about libraries and the people who work in them. Here are some ideas for how you can get your users to share their story:

- Print out postcards from www.alia.org.au/liw and have your users send them to you or fill them out with their story
- Have a youtube video or Instagram photo competition encouraging your users to share their library story
- Create shadow people (like the ones on the LIW poster) and put them up on the wall. Encourage your users to write their story on the shadow people
- Print out and laminate speech bubbles or get some small chalk boards. Have library staff and library users fill in their favourite things about your library or information service and take pictures to post in your libraries. You can even get some fun props involved
- If you live in a sunny place, have users write their stories in chalk outside the entrance of the library

The possibilities are endless. Make sure that you share your great ideas with us. We also would love to see the results. Make sure you share your favourite library users’ stories with us and take any pictures (or video) and send it in to us.

**How can you see others’ stories?**

Keep an eye out on Twitter for the hashtag #liw13, or check out the compilation from across social media platforms on our storify page www.storify.com/ALIANNational/share-your-story.

**What will we do with all of these stories?**

We want a diverse multi-media database that tells the stories we find difficult to quantify in numbers. We will then use our ‘story’ for advocacy campaigns to help secure the future of the LIS industry. We plan to use these important and vibrant stories to create information packages that will go out to all federal MPs (post-election) and state MPs to let them know the importance of libraries and information services.

**Monday 20 May: LIW launch**

To launch Library and Information Week, ALIA will be announcing the winner of the Australia’s Favourite Librarian competition, launching the 13 Project campaign, working on finding an Australia definition of the word library, and asking library users and workers to share their story.

**Tuesday 21 May: National Library Technicians’ Day**

National Library Technicians Day is celebrated on the Tuesday of Library and Information Week every year. The day provides an opportunity for Library Technicians to promote ALIA, the profession, and their role in libraries and to celebrate their many achievements.

**Ideas for Tuesday at your library:**

- Celebrate the library technicians who work in your library
- Check out information and book in for the 2013 ALIA Library Technicians Symposium
- Have library technicians share their story about the industry
- Attend one of the many Library Technicians’ Day events around the country

**Wednesday 22 May: National Simultaneous Storytime**

Now in its 13th successful year, NSS is a colourful, vibrant, and fun event that aims to promote the value of literacy using an Australian children’s book that explores age appropriate themes and addresses key learning areas of the National Curriculum for Grades 1 to 6. In 2012, 380,000 children at over 2000 locations across Australia took part in National Simultaneous Storytime. This year at 11am, children across Australia will be reading Nick Bland’s The Wrong Book. Scholastic Australia is sponsoring this wonderful event. Let us know about your event by tweeting #nss13.
Let’s redefine ‘library’ for Library and Information Week

Speaking at the ALIA Information Online conference in Brisbane, in February, IFLA President Ingrid Parent talked about the need for a new definition for libraries. She reminded us that the Oxford Dictionary definition of library is ‘a building containing collections of books, periodicals, and sometimes films and recorded music for use or borrowing by the public or the members of an institution’.

For Library and Information Week this year, we’re asking you to help us create a new definition for the word ‘library’. Here are some fabulous quotes from writers and commentators in America and Europe, but where are our Australian quotes?

Help us come up with some words we can use to help change how people think about libraries in Australia – public libraries, school libraries, university and TAFE libraries, and all those special libraries and information services – and we’ll publish the best in INCITE.

Email advocacy@alia.org.au and join the discussion on Facebook and Twitter (#redefinelibrary).

Ideas for Wednesday at your library:

- Make National Simultaneous Storytime a really big event by inviting a local politician or celebrity to read at your event. Make sure you invite the media along.
- Have a spare top hat and tails laying around? Dress up like Nicholas Ickle to read the book
- Have crafts, songs, and other books ready to go with the story.

Thursday 23 May: Biggest Morning Tea

Mid-May is a popular time for big events in Australia. The Thursday of Library and Information Week is always the Australian Cancer Council’s Biggest Morning Tea.

Ideas for Thursday at your library:

- Put on a morning tea at your workplace and use the event as an opportunity to collect stories.
- If you really want to have some fun, have a morning team themed! At ALIA House last year, we had a book-themed morning tea.

Friday 24 May: Wrap up

Friday is the finale of Library and Information Week. Use this day to celebrate your achievements over the past week as well as the past year.

Ideas for Friday at your library:

- Work with your library staff to create your library’s definition of the word ‘library.’ Let us know your definition by emailing advocacy@alia.org.au or tweeting it through #liw13

13 Project

Library and Information Week happens to coincide this year with National Cyber Security Awareness Week, which has provided ALIA a perfect opportunity to launch the 13 Project campaign. The 13 Project is an exciting new initiative to promote the role of teacher librarians and school libraries and to engage students in learning cyber and digital literacy skills.

For more information on National Cyber Security Awareness as well as resources and information for your library or personal use, please visit www.staysmartonline.gov.au

Look out for our NSS and LIW wrap-ups on the ALIA website.
A RECIPE FOR THE FUTURE

Librarian androids, direct-to-brain downloads of the world’s knowledge, or librarians in outer space: the potential future? The future of the profession was a topic that was heavily discussed at the recent New Librarians Symposium (NLS6) and ALIA’s Information Online. From open data to augmented social networking to geocaching, the conferences were buzzing with different takes on innovation. Not even the futurist Dr Stuart Candy who spoke at NLS6 could predict the future, so how do we prepare for it? I propose that the future of librarianship just needs a little spice.

Preparation Time: 1 lifetime
Ingredients:
1 librarian (can be either seasoned or fresh from library school)
1 computing device
1 internet connection (NBN currently optional)
1 ounce of willingness to learn
50 kilograms of patience
A pinch of spice of life

Methods:

1. Get interested.
Technology news daily announces discoveries that seem futuristic. Keeping current with gadgets and technology through local and international technology blogs is a great way to be on the pulse and get interested. I stay pretty up to date with new developments and technology news through the blogs and social media. And by participating in the blogs, I have ready access to a community of tech-savvy people when I have to go beyond my tech skills.

2. Innovate yourself.
Tools like social media sites, 3D printers, and smartphones are just tools. They are tools that have been developed from innovative thinking that we need to adopt as a profession. These tools were created because there was a gap in what people needed and what services already existed. The Edge at the State Library of Queensland has a basement full of weird things where they are letting the public use their 3D printer and create arcade game machines. Offer spaces where further innovation can happen and document the creations. We need to think beyond thinking outside the box. Are we even thinking?

3. Update your toolkit.
Learn to use technology outside of your comfort zone. Social media is just an extension of a virtual branch, think of Twitter as being the voice of front desk staff who answers ready reference and directional queries. Play with social media sites to learn their worth, and decide what best suits you and your organisation. Learn HTML and CSS through online tutorials, read blog posts about how to make your website mobile friendly. I am by no means an expert in how to fix Toshiba tablets, but I cracked mine open and fixed it after Googling gadget forums for how to get past the boot screen.

4. Get creative.
The internet is a playground where your patrons and library science students are playing. Are you in the sandbox? Jump into using that new app, make a mash up, record a book trailer, play the game you are afraid of losing. Reflect on your losses and wins equally. Get creative in any way that you are comfortable.

5. Stir until mixed.
The traditional library school teachings are still important. Metadata isn’t going anywhere, and we have the knowledge of traditional information management principles. We could be playing in open data, creating new services, or providing linked data for our databases to connect information in meaningful ways. We could be providing traditional reference services or information literacy classes through Skype or Tumblr.

6. Repeat steps 1–5 until retired.
Looking to the future is hard wired into our professional psyche. Undertaking research projects or partaking in the professional development scheme is part of our need to never stop learning. Use these steps to reflect on your professional work ethic.

Not even the futurist Dr Stuart Candy who spoke at NLS6 could predict the future, so how do we prepare for it?

Library and information science is a profession that is expanding exponentially as the information available grows. Information professionals of the future will be able to analyse information in ways we are still imagining. The future librarians could be innovators, philosophers, technologists, or astronauts. The different backgrounds we bring to librarianship give the profession a rich array of skills and makes for a diverse and vibrant working environment. We should embrace our differences and work towards collaboration, whether it is between libraries across the world or maybe to a librarian in outer space.

Kysira Fairbairn
Information Management Librarian
Queensland Parliamentary Library and Research Service
Twitter: @kfair
kysira.fairbairn@gmail.com
www.kfair.posterous.com
KOBO IS IN SCHOOLS:
Hot Tips for Reader Engagement

As today’s students are more than confident with technology and many are far less comfortable with reading recreationally, teacher librarians are using Kobo ebook readers to open up the world of digital reading for their students. Three schools from Canberra tell us about their ebook reader journeys.

St Francis Xavier College
Library staff at St Francis Xavier College (SFX) have spent the last six months working on their Kobo project with some great results. Thirty Kobos were purchased: 20 for general use and 10 for a literacy program. The Kobos are rarely on the library shelves as the students have shown a strong interest in borrowing them. Staff note that the Kobos help engage lower ability readers; students can change the font size to suit themselves and, best of all, the Kobo ensures reader privacy. This allows lesser able readers to read books that are suited to their reading level without their peers noting what they are reading. Another advantage to Kobos are the reading statistics provided under the heading ‘reading life’ on each device.

It wasn’t always plain sailing though. Rose Clifton, a Library Technician and AV Specialist at SFX, said staff implemented a ‘problems board’ to keep track of issues that occurred, including students altering the language on the Kobos, deleting books, and drawing or playing Sudoku on them. This message board also allowed staff to keep track of the solutions to any of these issues as they went. To protect the devices, Rose purchased a skin for each Kobo as well as a neoprene case for each. All of the Kobos currently live in their boxes.

Megan Taylor, one of the Teacher Librarians at SFX, advises library staff to begin with around five to ten Kobos for a trial period. Megan purchased a variety of ebook readers to investigate which type would suit their library’s needs and said that the Kobo’s license agreement lent itself favourably to purchasing books once and being able to put them on all of the school’s devices. Megan said that staff selected 40 books for the Kobos and the students were able to select 40 more. The English faculty also had input into the selection which assists students in accessing year level texts as well as books for accelerated reading classes.

Staff implemented a Kobo borrowing policy which each student signs if they wish to borrow a Kobo. Parental permission is also sought to ensure the Kobos will be replaced by parents if a student damages them. This information is noted on the borrower’s record.

Campbell High School
Keith Mullumby, Teacher Librarian at Campbell High School, is enthusiastic about the Kobo ebook reader trial he instigated over the last twelve months at his school. Keith explains that he hopes physical monographs will be with us for a long time, but ebooks offer some advantages. These include: not taking up any shelf space, cost effectiveness, instant gratification (can be bought and available within minutes of a request), durability, and an inability to be lost (ebook readers can be lost, but the text can be re-downloaded from most vendors at no cost).

Campbell High’s Library has 30 Kobos available for seven-day loans. The staff have purchased covers for the Kobos and currently have 165 books available, including non-fiction titles. Keith indicates that their target audience is their students as well as the English faculty, as he hopes English texts can be provided in this format in the future. He has designed a feedback form for users to fill out to ensure the Kobo project at his school has data to inform the continued success of the Kobo trial. A library policy and contract for students’ use of the Kobos has also been put into action.

Merici College
Merici is an all-girls Catholic College. Merici has 30 Kobos for students and staff to borrow for a week and this loan is renewable. Tracey Kent, one of the Teacher Librarians at Merici, says library staff promote the Kobos heavily and notice they are becoming very popular with staff. The ebook readers are checked for damage before they are loaned out, but so far no damage has occurred. The Kobos are recharged by library staff before being loaned out.

Merici has one Kobo account and loads all of their devices with books from this account. Tracey advises other library staff to ‘give it a go and iron out problems as they arise.’

Keith indicates that their target audience is their students as well as the English faculty, as he hopes English texts can be provided in this format in the future. He has designed a feedback form for users to fill out to ensure the Kobo project at his school has data to inform the continued success of the Kobo trial. A library policy and contract for students’ use of the Kobos has also been put into action.

Rachael Hind
ALIA ACT Manager
rachael.hind@alia.org.au
PDA – panacea or problem?

FROM OUR COLLECTION:


Patron driven acquisition (PDA) has been adopted by many libraries across all sectors in Australia as a cost effective method of collection building and an efficient way of meeting the information needs of patrons without delay. William Walters looks at some of the downsides to this method of collection procurement.

Walters describes all the variables that can be manipulated and combined to create PDA programs that suit individual institutions – very handy for anyone thinking of establishing PDA in their library. He goes on to outline two key principles of academic librarianship that can guide the assessment of PDA or other collection development programs. The problems he identifies with PDA stem from the acceptance or rejection of these principles. The first is “libraries serve their parent agencies”. If the academic library serves the university, does it exist to teach students or is its role purely to supply requested information? How the library answers that will inform how they assess the success of any acquisition system. The second principle is “selection increases the value of the collection”. The most effective collection is not necessarily one that provides access to the greatest number of resources.

The problems that PDA programs are prone to will be viewed differently according to the librarians’ stance on these two principles. Walters outlines six problems that can beset all PDA programs and four that can affect ebook-only programs:

- failure to distinguish between students’ immediate desires and their long-term educational needs
- failure to make full use of librarians’ knowledge and expertise
- failure to represent the full range of library stakeholders, such as future students and faculty
- systematic and idiosyncratic biases in selection
- potential overspending or discriminatory restrictions on spending arbitrarily imposed
- issues related to bibliographic control – records being available in the catalogue but the item not being available for use

Ebook-only:

- limited availability of academic titles available as ebooks
- embargoes on the availability of a title others that agree strongly with Walters’ principles, assessment of acquisition programs is much harder and would involve an attempt to demonstrate the relationship between library services and educational outcomes such as research productivity, test performance, and the quality of students’ written assignments.

This is a very well written and useful article for anyone wanting to get a clear, comprehensive picture of the pros and cons of PDA, and an overview of what to consider if establishing this as a method of purchase or alternative to traditional interlibrary loan.

Dr Diana Hodge
Manager, Academic Library Services, Education, Arts and Social Sciences, University of South Australia
Diana.Hodge@unisa.edu.au

The most effective collection is not necessarily one that provides access to the greatest number of resources.
AUSTRALIA’S FAVOURITE LIBRARIAN

Many of the stories the public read about the LIS industry focus on the physical space of the library, leaving the people who work at them out of the equation. We wanted to provide an opportunity to get Australia’s librarians and library employees in on the story and provide a platform for library users to discuss the best qualities of their favourite librarian.

438 NOMINATIONS CAME IN FROM ACROSS AUSTRALIA

(212 Individual librarians were nominated)

LIBRARIANS AND LIBRARY WORKERS OF ALL KINDS WERE NOMINATED

Most often used words:
Always
Librarian
Books
Community
Great
Best
Helpful
Love
Help
Reading
Friendly
Good
Libraries
Information
Knowledge
Caring
Wonderful
Happy
Most
Need
Place

6 tafe
8 government
10 state library
16 univeristy
21 special
36 school
115 public

16 WA
9 SA
5 NT
27 QLD
44 NSW
71 VIC
37 ACT
3 TAS

31x27]16
184x753]A
194x753]S
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Caring
Wonderful
Happy
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Need
Place
Librarians named Sue seem to be favourites around Australia. Sue was by far the most popular name in our poll, with 12 different Sues nominated.

13 915 votes on the poll +
2200 facebook likes +
1560 poll comments +
233 email votes +
71 votes by phone +
53 Tweets +
21 stories in the media +

= A whole lot of love for librarians and library employees.

Check out the June/July edition of INCITE for Australia’s Favourite Librarian as voted by you!
When you get the technology bug, it is quite infectious. So, when my day starts, it starts with technology. Hopefully not the ping of an SMS – that may mean an early alert of a problem on one of the systems we monitor. It might be the tinkle of Skype, as this time of year is busy with preparations for our forthcoming sessions in the Information Technology Section of the International Federation of Library Associations (IFLA), and planning entails contact with my colleagues around the world – especially Slovenia (the section chair), Rome (other section colleagues), and Germany. Early morning in Sydney picks up late afternoon in Europe, which can work well for chatting.

At work I have two other major hats to don (apart from my red, fire-warden’s hat). The first encompasses the world of library information technology hosting, design, and support. The interesting thing about running your own business is that it can be a blend of the opportunities that are presented and your own interests and focus. Working with open source systems means that our small team in Australia is connected with a wider group of developers, documenters, library technologists, and library staff around the world. My library business has evolved to suit my temperament – taking opportunities to work with software, with librarians around the country, and to play with new technology. Some of today’s challenges involved helping one of our staff with some new code to use a ‘captcha’ approach to stop mischievous mis-use of the feedback forms in our DSpace digital library systems. The morning also involved talking to a library about its upgrade to the latest version of Koha. It included nudging along a new technology project for news scanning and automated feeds to the digital library for one of our clients. It also included some planning for a forthcoming DSpace technology training session for the new Solomon Islands National University staff (their Systems Librarians are coming to Sydney for the training – a prospect we are very excited about).

We are a small team at Prosentient (six in all) supporting quite a diverse group of libraries (over 400 using different systems). Our clients, being mostly special libraries are kindred operations: often with only a few staff and supporting library clients and systems on a tiny budget. They face big challenges and are meeting these challenges often in very adventurous ways. I have a great time working with these libraries – they are full of ideas and they innovate marvellous ways around problems. We always try to let their ideas drive our software development directions.

But every job has its downside: let me tell you about tenders. They are horrible. No one likes working on them; they are long-winded, laborious, and with
The interesting thing about running your own business is that it can be a blend of the opportunities that are presented and your own interests and focus.
Continuing our mini-series of articles by staff at ALIA House about their fact-finding visits to local Canberra libraries. Previous issues have covered the AIATSIS Library and the National Library of Australia.

Our next visit was to the Australian National University (ANU) libraries and we all felt so inspired as we followed a trail from the Chifley Library, then to the Hancock and on to Menzies library – all in the space of a couple of hours.

The Chifley Library, named after Joseph Benedict Chifley (Prime Minister of Australia from 1945–1949), supports the teaching, learning, and research activities of staff and students in the ANU College of Arts and Social Sciences and the ANU College of Business and Economics. The Library is also a valuable resource for the broader ANU community and visiting scholars and researchers, and welcomes all members of the public.

Four Information Commons computers in the Chifley Library provide students and staff with a variety of digitising, authoring, and publishing tools. Professional authoring software is available to edit scanned images, create web pages, create multimedia presentations, author printed documents, and burn interactive or archival CD ROMs and DVDs in various formats.

From Rachael Hind, ALIA ACT Manager:

My first impression of Chifley Library is that I wish I was a student again. The library is welcoming and appears user-friendly. Food and drink is permitted (wow!) and free wi-fi is provided. There is plenty of quiet study space provided, as well as ample areas for cooperative group work to take place.

The mobile phone booth is an interesting feature, allowing people to talk on the phone without disturbing others around them. Imagine talking on a phone in a library!

We were informed that the library is regularly open until midnight which must be so helpful for students who juggle families and work commitments with their study load.

A most impressive feature is a room designed to assist students with disabilities. It has a very welcoming, comfortable feel and allows students with additional needs to be provided with the space and appropriate equipment they need to study.

While the Chifley Library still has that same retro feel and it still smells like an academic library, it certainly is a library for the 21st century student.

The WK Hancock Building is known as Hancock Library and provides material from most areas of science, engineering, technology, and medicine.

The major strengths of the Hancock Library collection are in:

- General science
- History and philosophy of science
- Science policy
- Chemistry
- Mathematical and computing sciences
- Physics
- Psychology, biological and medical sciences
- Forestry, geography, geology, earth, and environmental sciences
- Engineering and technology

Information commons computer facilities for use by ANU students and staff are available in the Hancock Library. There are over 100 PC and Mac computers available for student use.

The RG Menzies Building, known as the Menzies Library, is the hub of the Library’s Asia Pacific focused services. The Menzies Library is a heritage-listed building and is named after former...
Prime Minister Sir Robert Gordon Menzies for his contribution to the development of higher education and research in Australia.

The Library's holdings of Asian scholarly materials are considered to be the most comprehensive among Australian university libraries and are well respected internationally. In addition, the Menzies Library together with the ANU Archives constitute a major resource centre for Pacific studies.

The Menzies Library collection supports Asia Pacific studies in the fields of history, anthropology, politics and international relations, literature and language, religion and philosophy.

Material unique to the Menzies Library includes:
- East Asian language collections (Chinese/Japanese/Korean)
- Asia Pacific official documents
- Rare books, manuscripts and special collections
- ANU theses collection
- Language and subject specialists for China, Japan, Korea, South and South East Asia, the Middle East, and the Pacific are available for in-depth consultations either with individuals or groups.

The RG Menzies Library is celebrated its 50th Anniversary, 13 March 2013. ALIA members are welcome to participate in the Menzies 50th anniversary events throughout this year. Here are highlights of current events in 2013.

Exhibition 50 years of ANU and the University Library
13 March – 15 September 2013
Celebrating 50 years of dedicated library and information services to ANU, Canberra, Australia, and the world. This exhibition is organised in association with ANU Archives. Heritage Tours of the RG Menzies Library Building 2013. Come and find out why the RG Menzies Building is listed on the Commonwealth Heritage List and more in this 30-minute tour.

Heritage tours of the RG Menzies Library building are available for groups as a tribute to celebrating the Centenary of Canberra in 2013. For appointments, please contact asiapacific.library@anu.edu.au

More information on future events will be available on anulib.anu.edu.au/Menzies-50th/

From Robyn Bartlett, ALIA membership officer:
As part of our tour of ANU Libraries we met Lorena Kanellopoulos of E Press. E Press was set up to publish books from ANU’s academics and PhD students. Lorena was fiercely supportive of open access and all the books published by E Press are available free online or to be downloaded. They are also available in hardcopy as print-on-demand books. The only charge is to cover the cost of printing and administration.

E press publishes about 16 books a year, with each book taking about a month to prepare depending on the size, number of illustrations, and the state of the initial manuscript.

Proposals for books to be published have to be submitted to an editorial committee for evaluation and they are peer-reviewed with at least one review from outside of ANU.

To check out the books available or find out more information see their website epress.anu.edu.au

Images
1. The Chifley Library.
2. Mobile phone booth.
3. Roxanne Missingham shows Robyn and Rachael the impressive artwork at the entrance of the RG Menzies Library.
4. The RG Menzies Library.
5. A display case in the rare books, manuscripts, and special collections section of the RG Menzies Library.
The Australian National University Library’s Oriental collection was established in the early 1950s, largely in Chinese and Japanese, two languages regarded as an essential foundation for the university’s Far Eastern historical research. As a result of its amalgamation with Canberra University College, added to the ANU collection was CUC’s Indonesian language collection as well as its Asia-related material in Western languages (English, Dutch, and French). Since then, the ANU Library has developed this collection, extending to the wider Asian region and languages currently include Chinese, Japanese, Indonesian, Korean, Javanese, Balinese, Vietnamese, Hindi, Sanskrit, Tibetan, Burmese, Tagalog, Mongolian, Arabic, Urdu, Parsi, and Manchu.

To date, the major strength of the collection is its China, Japan, and Indonesia material in both indigenous and Western-languages, with the China collection being the most expansive. As was designed, the collection closely mirrors the research interests of the university.

As one of the more established Asian collections nationally, the ANU Library has managed to acquire quite a good selection of unique and rare items: in the China collection is the Qing Dynasty Manchu Xinjiang document collection; rare books from the National Library of Peiping acquired in 1961; the Xu Dishan collection, the library’s first significant acquisition in 1950; Japan collection: Toyo Keizai Bunko, an ongoing gift collection from one of Japan’s oldest and most influential publishing companies; and web-based and CD-ROM resources such as Nikkei Telecom 21, Yomiuri Shinbun, Asahi Shinbun, and Fujin Gaho; and in the Indonesia collection: Javanese and Balinese manuscript collection, and South Celebes manuscript collection. Of note also is the collection of sacred texts of Buddhism in Pali, Burmese, Chinese, Tibetan, Japanese, and Sinhalese. The ANU Library has been gradually building its digital collection over the years and unique in this collection are the Giles-Pickford photographic collection (images of 1860–1940 China), Cultural Revolution in China, and the recently added drawings of Bun Heang Ung on the Khmer Rouge period in Cambodia.

The combined collections of NLA and ANU Library’s Asian Collection have supported world-leading research on Asia since the 1950s, and continue to draw international visitors to Canberra annually. Together, the Canberra collection on Asia represents one of the world’s best sources on China and Indonesia.

Dr. Amy Chan
Southeast Asia, South Asia and Middle East Collection, ANU Menzies Library
Amy.Chan@anu.edu.au
Free and Open Source Software (FOSS) offers viable alternatives to proprietary software products used by libraries. Koha and Evergreen ILMSs are installed in many libraries worldwide. Many institutional repositories are built on Fedora, DSpace or ePrints. Generic tools such as Firefox, LibX, Omeka, Kete, and Zotero enrich the ability of libraries to connect people and information.

When it comes to a request for proposal document, however, often no champion emerges in the form of a vendor to argue on behalf of what may be the most flexible and cost-effective alternative—or at least one worth diligent consideration. If libraries wanted to talk to ‘whoever is in charge’ of a FOSS product to find out about functions and affordability, they are more likely to find themselves talking to an entire collaborative community rather than a single representative with a phone number, office, and glossy brochures.

Historical ways of approaching software evaluation come with a mindset that may not match contemporary ways of supplying the best for users.

Many institutional repositories are built on Fedora, DSpace or ePrints. Generic tools such as Firefox, LibX, Omeka, Kete, and Zotero enrich the ability of libraries to connect people and information. When it comes to a request for proposal document, however, often no champion emerges in the form of a vendor to argue on behalf of what may be the most flexible and cost-effective alternative—or at least one worth diligent consideration. If libraries wanted to talk to ‘whoever is in charge’ of a FOSS product to find out about functions and affordability, they are more likely to find themselves talking to an entire collaborative community rather than a single representative with a phone number, office, and glossy brochures.

Historical ways of approaching software evaluation come with a mindset that may not match contemporary ways of supplying the best for users.

Library staff can take a few steps to increase confidence in their ability to assess Free Open Source Software.

1) Keeping aware of FOSS alternatives and understanding where to find them if word of mouth fails. GitHub and Sourceforge are good starting points.

2) Understanding that FOSS is not about saving money, but about redirecting funds so in-house expertise replaces licenses to vendors.

3) Remembering that FOSS is generally created and maintained by people who actually use it. Users are creators and creators are users. There is much more likely to be someone who can both understand any needed change and to make that change.

4) If a FOSS product does not seem to have the same functionality as a proprietary product considering whether it would be more responsible to spend funds to improve the FOSS product rather than paying for an off-the-shelf product that is ultimately less flexible.

5) Educating themselves about quality control and the strict rules and structures of a FOSS product that often means that several programmers contribute and check code rather than just one or two employed by a single vendor.

Kathryn Greenhill
Associate Lecturer
Department of Information Studies
Curtin University, Perth
k.greenhill@curtin.edu.au
ALIA MOVEMENTS

Janice Taylor

We are sorry to announce that Janice Taylor will be leaving her role as Director: Professional Services at ALIA. Family circumstances now take her back to the family farm in Bega NSW, where we wish her the very best of luck in her new ventures.

What have you enjoyed most about working at ALIA National? Being part of so much diversity of work ALIA does for its members.

Which accomplishment are you most proud of? I feel like so much of my work is unfinished, but probably getting the course accreditation review underway last year with Stage 1 completed on time and Stage 2 “on the starting blocks”.

What are your plans now? I am returning to the family farm in Bega NSW where I will do my best to accompany and support my husband in his role as Mayor! I will be assisting my son in his new automotive business venture as well as taking up a short term contract with our next door neighbour, Eurobodalla Shire Council to coordinate the delivery of quality library services to their communities.

In this issue of INCITE, we’re focusing on the future of the profession. Can you future gaze for us a little? Having been in the profession for a very long time, I have witnessed huge change and diversity particularly in the last 5-10 years and I see that with technology moving at such a rapid rate and with new generations and different information needs emerging the profession needs to continue to be flexible and adaptable more effectively and efficiently than ever before. We are already seeing some movement in the profession being downgraded and devalued in certain sectors so the future “look and feel” may be very different across the LIS sector into future. I believe the future of the profession can be secured and shaped by ensuring new students and graduates are given maximum opportunities for ongoing learning from their learning institutions and their workplaces. Our future depends on our relevance to exist and our ability to demonstrate value to employers and communities at large.

On 24 June, we will be pleased to welcome Diana Richards, currently Assistant Director of the Northern Territory Library, to ALIA House as Director: Operations. Diana will be joining the ALIA team for six months to help coordinate ALIA’s year of renewal.

State Manager update

Vassiliki Veros – it is with sadness that we farewell our NSW State Manager, Vassiliki Veros, who has left to focus on her education role and furthering her own studies. Vassiliki joined ALIA in 2011, and counts working on the successful ALIA Biennial 2012 conference among her accomplishments. We wish Vassiliki the very best, and look forward to hearing the results of her Master’s thesis.

Sally Murdoch – Sally is currently on parental leave, and will return to her State Manager role in 2014. During her absence, the State and Territory Managers will be working together to make sure that Tasmanian members will continue to be supported. If you have any questions, please contact ALIA, 02 6215 8222.

Short Courses in RDA

SYDNEY INSTITUTE

TAFE

23-24 May & 31 May

Upgrade your cataloguing skills with Sydney TAFE

www.sydneytafe.edu.au/training/RDA

MORE THAN YOU IMAGINE

Training • Creating • Inspiring since 1891
EVENTS

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

Want to list your event on the ALIA website? Group members and office bearers – don’t forget to upload your event at www.alia.org.au/events/add. Not an ALIA event? Your LIS event may also be eligible to be added to our non-ALIA events. Contact events@alia.org.au for more information.

National

20–26 MAY LIBRARY AND INFORMATION WEEK
‘Share your Story’ during this year’s Library and Information Week. With fun events LIW will provide a great opportunity to raise the profile of libraries and information service professionals in Australia. Contact: Events Team events@alia.org.au 02 6215 8222

21 MAY NATIONAL NATIONAL LIBRARY TECHNICIANS DAY
22 MAY NATIONAL SIMULTANEOUS STORYTIME 2013
Join us for our biggest NSS event ever! National Simultaneous Storytime, now in its 13th successful year. It is a colourful, vibrant, and fun event that aims to promote the value of reading and literacy. Contact: Events Team events@alia.org.au 02 6215 8222

ACT

21 MAY ACT LIBRARY TECHNICIANS BREAKFAST
Celebrate National Library Technicians Day with breakfast at Pork Barrel Café in Kingston. Contact: Coleen Gammage colleen.gammage@treasury.gov.au

NT

23 MAY LIW DINNER AND ANNOUNCEMENT OF ALIA NT RECOGNITION AWARD 2013
To celebrate Library Week and the presentation of the ALIA NT Recognition Award in 2013, ALIA Top End is inviting you to dinner to celebrate. Contact: Frieda Evans friedaa.evans@nt.gov.au

QLD

20 MAY 6:30 PM LIBRARY AND INFORMATION WEEK TRIVIA NIGHT
Great trivia, raffles, and prize for the best themed table. Will take place at the Irish club. Contact: Nerilee Hall Nerilee.hall@qut.edu.au

TAS

1–31 MAY RESUME REVIEW SERVICE 2013 TAS NEW GRADS
This is an opportunity to have a library and information industry professional review and provide feedback on your resume for free. Contact: Karina Tuman ALIANewGradsTas@gmail.com

29 MAY MARKET READY: EMPLOYABILITY SEMINAR WITH SEARSON BUCK
Market Ready is designed to give people the tools they need to get ready to enter the employment market, either for the first time or re-entering. Numbers are limited so book now: we need a minimum of 10 people to make this event happen and a maximum of 25. RSVP: by 17 May 2013 to alianewgradstas@gmail.com

VIC

7 MAY 6-8PM LIBRARY FOLK IN THE PUB
Library students, new librarian, or those who work in the industry are invited for a friendly drink and/or dinner in the centre of Melbourne. Contact: Lesa Maclean maclean.lesa@gmail.com

21 MAY LIBRARY TECHNICIANS DAY DINNER WITH ALIA VIC LIB TECHS
Celebrate with the ALIA Victorian Library Technicians at our Library Technicians’ Day dinner to be held at Naughtons Parville Hotel. RSVP. Contact: Kim Wilson kwilson@slv.vic.gov.au, 03 8664 7138

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

Want to list your event on the ALIA website? Group members and office bearers – don’t forget to upload your event at www.alia.org.au/events/add. Not an ALIA event? Your LIS event may also be eligible to be added to our non-ALIA events. Contact events@alia.org.au for more information.
SOMETHING TO SELL

The common thread in working for four very different employers is having something to sell and wanting to sell it. Having written about the potential of computers in libraries for a diploma in librarianship assignment, arriving newly-qualified at the just-opened National Library was an opportunity to learn about library operations and size them up for automation. This involved working on the small team which ‘sold’ the National Library Council on the wisdom of computers in libraries. And this in turn led to working with computer suppliers who were as keen to place computers in libraries as we were to have them. Both parties had similar objectives, but came at them from different quarters.

The National Library was mission-driven, with enabling legislation which specified and authorised its activities, but our new partners were different. Their objective was to create a new customer, generate a new revenue stream, meet their sales targets, and, ultimately, return a dividend to their shareholders. I had no problems with any of that. The sale to the National Library quickly resulted in Australia’s first online information retrieval systems some 20 years before the availability of the commercial internet. But some of my colleagues were troubled by developing relationships between government and commerce, not realising that service improvements come from both outside as well as inside the organisation.

So I jumped ship. I signed on with an Australian manufacturing company already running a national computer network and sought to ‘sell’ them on library uses of the network, and at the same time ‘sell’ my professional colleagues on the value of database creation and dissemination through this network. How was it different in the private sector? The pace was quicker and it was much easier to get things done. Provided the proposed activity was intended to create a new customer (‘selling’) or retain an existing customer (‘marketing’), it was usually approved. No committees, no meetings without outcomes, no turf wars, no obsessive risk-management – all replaced with responsibility and accountability for profit as the cost of staying in business. I loved it, and our networks flourished.

Then I was persuaded to stand for President of the then Library Association of Australia, and got the gig. Was this different? Was it ever! A whole 12-member Council to report to, one which represented all types of libraries, but predominantly state and university libraries – a very different ‘selling’ proposition where gentle guidance to consensus was the most effective style. Fortunately my apprenticeship involved watching the late Warren Horton ‘sell’ a meeting on a brilliant decision reflecting the unanimous views of all present. During this time, the LAA became ALIA and our National Office moved from the former Avery Scales factory in Sydney to purpose-built accommodation in Canberra – probably the hardest ‘sell’ of all.

Life changes when your heart stops. And when it starts again, ‘selling’ is different. I was ready to ‘sell’ for myself, from my own experience and from my own library consulting company. I had worked for the Commonwealth and respected its mandate. I had worked in the private sector and understood the discipline imposed and the freedom granted by the focus on sales and profit, and I had worked to a Council (now the ALIA Board) and learned the importance of personality in decision-making. I was also invited to participate in the activities of the Aurora Foundation and under the guidance of John Shannon and Becky Schreiber, this provided a theatre for ‘selling’ the benefits of experience to mid-career librarians, and also helped me clarify what I understood to be important; the value of librarianship rests in the currency of skills to identify and manage authoritative information sources – ‘quality information’ – and the ability to ‘sell’ this message to others.

I find it exhilarating and occasionally terrifying to be my own boss, where success in proposal writing, presentation, reputation, and track record directly determine my livelihood, but it’s also liberating to be more or less in control of the way I spend my time. The company I started with Sherrey Quinn back in 1997 is now well-established, with a customer list running to more than a hundred libraries. Much has been learned along the way and one of the most important lessons is to take responsibility for your own professional development. If you’re not aware of what’s happening around you, and not reflecting on your professional practice, your isolation will become solitary confinement – hardly a ‘selling’ situation.

Information technology and the ability to relate software capability to customer requirements, and to create new functionality where there is a need have been the basis of most of the ‘sales’ I’ve made. Understanding that persuading people to accept advice is a lot easier to write than to do, but at the end of the day the most important issue for the government, industry, professional associations, and small business is the same: ‘Who are the customers, and why will they buy?’

Ian McCallum FALIA, CP
Libraries Alive!
ian@librariesalive.com.au
In March, we held our second vendor roundtable in Melbourne, with 14 representatives from publishing, technology, equipment, and service companies joining us to talk about how we can work more closely together.

Vendors and practitioners have a common goal, to ensure the long term success and sustainability of the library and information sector. A healthy sector means good business for vendors and good jobs for practitioners, so while we may be on opposite sides of the table for purchasing negotiations, we are working towards the same outcome.

Without vendor sponsorship and exhibition booths, conference attendance would be out of reach for most delegates. Without advertising, we wouldn't be able to publish INCITE. However, an open cheque book is only one part of the value vendors bring to the sector.

Vendors are well placed to enjoy an overview of what is happening across the industry. They can help map different types of library and information services, identify innovation, and promote excellence in Australian LIS to colleagues elsewhere in the world.

Advocacy and lobbying can be difficult for practitioners employed by government. As private companies, vendors are not restricted in this way, and have the opportunity to be strong advocates for library and information service. Examples include:

- Softlink supporting our 13 Project for school libraries by tailoring its annual school library survey to include questions about cybersafety.
- Scholastic Group helping us promote libraries’ role in early reading and literacy by helping us deliver National Simultaneous Storytime.
- Proquest getting behind Library and Information Week, to help us make this landmark event even more relevant to our members in academic libraries.
- The One Umbrella running a free careers workshop at Information Online, in Brisbane, and Zenith Management supporting an event for Queensland Government library and information professionals in danger of losing their jobs.

As commercial enterprises, library vendors are very good at gathering data and intelligence about the sector, and generous about sharing, where it doesn’t give away trade secrets.

For the Future of the Profession project we are working with vendors to factor their insight into likely scenarios for the sector heading towards 2025. We will also soon be introducing a new corporate membership category of the Association, recognizing the importance of vendors.

Thanks to OCLC for hosting the meeting at its King Street office and to our vendor colleagues for giving up their afternoons to be part of the discussion. Thanks also go to the Australian Library Suppliers’ Association in Sydney for participating in, and to Zenith Management for hosting, a similar but smaller session late last year.

We would also like to thank Holley Dumble from Ex Libris for her commitment to providing vendor representation on the ALIA Information Online 2013 Conference Program Committee.

If you would like to participate in our roundtables, please contact sue.mckerracher@alia.org.au.
WORKING FOR LIBRARIES

It’s not often that we focus an issue of INCITE on those who work with libraries, rather than in them. But given the opportunity, we really wanted to pick their brains. What made you choose a career as a vendor? What opportunities have you discovered? What are some of the drawbacks? And what advice would you offer to new graduates, students, or information professionals considering a change?

We were very lucky that so many industry professionals were willing to answer our questions, share their experiences, and offer advice. Read on to find out what it’s really like working in the private sector.

Dan Hamid
Regional Manager, Alexander Street Press

I worked in a university library in New Zealand, then I went to a New Librarians Symposium in Adelaide in 2004 and spoke with Linda Dunne, from Elsevier. She enthused me about the career opportunities for young librarians, and told me how I would be interacting with libraries in every sector. I am dealing with people at every level, gaining an overview of the whole industry. And it’s really fun.

Andrew Hocken
Collection HQ

Being a librarian first was great for relationship building as a vendor. You don’t need to ask those “dumb questions” because you know the job already. I thought about going back into libraries, but haven’t because I love meeting lots of librarians at work and at conferences.

Andrea Gilbey
Informa

Working in libraries provides a good foundation for what the issues and challenges are. Having the experience of working in a library helps when I’m going to train in a library. I feel a connect with librarians when they know that I worked as a librarian.

Selena Johns
LIBERO

I’m a big fan of Research & Development and product innovation – where new technologies are used in systems to improve on the way librarians go about their craft.

Norma Tovey
Maxus

Working for Maxus means I go to work in a library every day.

Jane Burke
Proquest

Working in libraries first has added a whole dimension to being on the vendor side. It’s too bad there is a divide between librarians and vendors; we are supporters of the librarians. You don’t work in this industry unless you really care about librarians and the value of libraries. Libraries really matter!

Lyn Walker
NZ Manager, Softlink

I have worked in the Library and Information field for over 29 years and have a diverse career in school, public, corporate, and academic libraries. I was a previous client of Softlink. I project-managed implementations as part of my role as Senior Librarian at a school library and information centre. With experience in other library sectors, [a job with Softlink] was an opportunity to return to employment in the corporate sector and pass on the knowledge I had gained over the years.
Professional development and qualifications provided invaluable knowledge in current library and information field including best practices and the direction of new technologies in the information and knowledge field. I upgraded my qualifications recently and studied papers that were specific to my role working for a vendor.

I think vendors offer an opportunity for a new career path and to gain new skills that extend and use your qualifications, and enable you to apply your library experience and professional knowledge when working and consulting with clients and prospects. Working as a vendor provides the opportunity to network and work with many different library and information centres.

Susan Gan
Educational Consultant, Softlink

I think I have learned a lot about the library industry and the various ways libraries are established and managed. I don’t think I would have gained that insight if I hadn’t moved to Softlink. I really enjoy the opportunity of getting to know our clients, as well as influencing the future product development from the various feedback I receive across the industry.

Dion Dias
Senior Product Analyst, Liberty Development Team, Softlink

After completing my Graduate Diploma in Library and Information Studies I worked as a reference librarian at various UQ libraries in the late ’90s before becoming the systems librarian for Bremer TAFE. I worked at Bremer for around five years. During this time, I completed my Masters in Information Technology with a focus on programming.

I think there are many opportunities for information professionals to work with vendors across the industry. My role at Softlink is very rewarding and it has enabled me to combine my library and technology interests.

I think it is also beneficial for the industry that vendors employ librarians. Without direct knowledge and input from experienced information professionals, the technology would not be as effective for the industry.

Sue Warren
Educational Consultant, Softlink

When I was presented with the opportunity to work at Softlink, I recognised the valuable transferable skills that were very applicable to the position. I quickly identified that I was able to make a change, but the career direction was the same. I was still working within a role that aligned to my philosophy towards building better school libraries and supporting teacher-librarians. This is very important to me.
**FUTURE GAZING**

With ALIA’s focus on the Future of the Profession in 2013, we asked some of our vendors to use their unique expertise and position to future gaze. What is the future of the industry?

**Nell Hirst, Zenith**

Librarians understand, and have acted on, the strong messages around the need for on-going development in the use of technology to both source and deliver resources to our clients. We also understand that training clients on how to fully utilise technology is now one of our most important functions. We get it – we are doing it. And so to our future – what next? Client Service springs to mind. Clearly it is at the core of what we do, and there are certainly changes afoot.

I would refer you to the following presentation at VALA 2012 detailing the changes made in the client service team at the University of NSW Library: http://webcast.gigtv.com.au/Mediasite/Play/e26b2f9e7398410cba8dc413fcbf6ec11d

Online interface has become the norm in the commercial, retail, and social world – but the next trend we predict will be toward more face-to-face human contact, not less. Humans are hard wired to recognise and respond to the humanity in other humans. The Commonwealth Bank is willing to put money behind a marketing campaign to promote the human face-to-face contact that its branches offer through the use of a real life, non-virtual, smiling and happy to help concierge. I always use the same coffee shop – not just because they make the best coffee – but they greet me by name, know my order, and personalise the interaction.

Our future is human.

**Andrea Gilby, Informa**

If we take steps to adapt now, perhaps the change won’t be difficult to manage in 2030. It’s vital as online publishers that we embrace technological innovation, finding new ways for the delivery and access of information. Next generation search technology will be even more sophisticated and complex, strengthening the role of the librarian.

I believe that social media sites will play a greater role in the discovery and usage of our e-resources, although Facebook will probably have been superseded by something much greater.

In libraries, the physical content will continue to diminish and the emphasis will be on protecting and enabling resources, with an increase of digital repositories. I like the notion that libraries will transition from being centres of information to centres of culture.

Driven by library demand and offered by libraries as an alternative to printed resources.

Circulation of books, DVDs, and electronic devices will be handled mainly by the library clients themselves using self loans and returns systems, and automatic book sorters working with smart tag systems. Smart tag driven book sorters and robotics will cut staff inputs while reducing the time required to get items back into circulation.

We see the future library professional being a highly trained IT expert with impressive training capabilities to enable them to assist their library clients in the use of new types of electronic equipment and being able to recover the digital information available through the libraries electronic systems.

**Matt Keys, Allied Pickfords Business Relocation**

The workplace of the future is going to be less centralised, more mobile, and more flexible than anything most people have experienced before.

Global internet adoption has changed our concept of what work is, and the trend towards activity-based or co-working spaces, cloud computer storage, and mobile devices is leading the path to the future. Transportation technology is progressing at a slower pace than some other industries, however in the near future, companies will focus on fully automated vehicles where people can “punch in” or “speak” the place they want to go to and the vehicle will automatically take them there.

Business relocation specialists will integrate IT engineers to offer services such as server and data centre relocations, PC disconnect and reconnect, cabling and sophisticated electronic inventory management systems using bar code technology.

If we look at the library of the future, we may see library buildings converted into computer labs, study spaces, and headquarters for information-technology departments. Collection development would become a matter of maintaining database subscriptions recommended by faculty and cataloguing the exclusive purview of the vendors of digital-book-and-journal collections.

In summary, business relocation specialists will employ a highly skilled workforce to move less furniture, less paper, less books and files, and more and more technology.
The role of libraries and library vendors continues to evolve and adapt to the world around us. User ability, access, and selection for maximum demographic-based-use are factors impacting the future of the library profession. The selection of quality content has been fundamental to a library service and to their users, as is librarians ensuring metadata accurately reflects the information to be delivered. The most important future variable is ‘how will content be delivered’. Will it be in packages of metadata delivered through a few platforms or will it be thousands of ‘books’ or bits of information which require sorting and effective dissemination? In the next few years innovations include the delivery of the written word in an electronic environment with platforms such as Axis 360 and mediated profiling which allows each library to maintain its local selection skills while maximising content and cost effective workflows. Library vendors will continue making selection, ordering, and receiving processes more cost effective for all library types.

Pam Millist,
Maxus Australia

The proliferation of open source and social media tools as well as expectations of access to information over the internet have accelerated computer literacy and created widespread interest in managing information. These expanded expectations for personal and organisational collections and resources to be available online are now beginning to demonstrate the failure of technological solutions to effectively categorise and organise information. All this is creating new roles as well as strengthening demand for existing roles. Some of the new opportunities and roles are for design thinking, user testing for information access, and digital strategists.

The future for librarians and information management professionals will be dictated by the ability to take the lead and to assert influence in contributing to the solutions for the so-called ‘Information Age’. Otherwise, with the rise in power of other professions encroaching on this work, the role of LIS professionals will be completely usurped.
While in INCITE we tend to speak of the LIS profession from an Australian perspective, our vendors and library suppliers often think much bigger. The majority of vendors working in Australia are not focusing on Australia alone, but on Australia as one part of the Asia-Pacific region that they represent.

OCLC, the international library cooperative, regularly puts together statistics about the world’s LIS regions. They separate the world into three sections: The Americas (North and South), EMEA (Europe, the Middle East, Africa, and India), and Asia Pacific (Asia, Australia, and Oceania). We thought it might be interesting to share some of the information and figures about our region – that is, Asia Pacific – particularly in comparison to the rest of the world.

First, a note on the statistics: OCLC extracts the information from a number of respected third-party sources that, in their judgment, are the most current and accurate source of data to which they have access. For the sake of uniformity, the total number of libraries are represented by administrative units, not service points. Expenditure is reported in US$, however accurate numbers were often difficult to determine as, in many countries, expenditures for libraries fall under the public domain and their budgets are subsumed under ministries or agencies. Further, the labels that we are familiar with (specials, school, etc) do not always coincide perfectly with those used in other countries. OCLC has gathered, analysed, and presented the data to the best of its ability. For more information on the data, please visit the website: http://www.oclc.org/en-AU/global-library-statistics/about.html

The Statistics for Asia Pacific in the LIS Environment:

<table>
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<tr>
<th></th>
<th>Australia</th>
<th>New Zealand</th>
<th>China</th>
<th>Japan</th>
<th>Singapore</th>
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<tr>
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<td>6753</td>
<td>1559</td>
<td>58,953</td>
<td>47,090</td>
<td>351</td>
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<tr>
<td>Users</td>
<td>14,523,813</td>
<td>1,713,829</td>
<td>15,160,109</td>
<td>60,668,547</td>
<td>4,937,270</td>
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<tr>
<td>Volumes</td>
<td>130,900,826</td>
<td>27,325,387</td>
<td>1,063,356,687</td>
<td>1,123,808,654</td>
<td>22,225,640</td>
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<td>Total Libraries</td>
<td>11,013</td>
<td>2,749</td>
<td>10,673</td>
<td>45,708</td>
<td>424</td>
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While Australia and NZ can’t compete with China and Japan in terms of number of libraries, within the Asia Pacific region there are 24 countries with fewer than 50 libraries.

For interest’s sake, let’s look at how we compare with other nations around the world.

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<th>UK</th>
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<td>137,65</td>
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</table>

Australia is a comparatively small market for vendors, but we benefit both from the innovation of international companies serving our sector, and from the special insight of our local ANZ suppliers.
MAKING IT WORK – the 123 of good supplier relationships

I’ve worked in a number of industries – as a teacher, librarian, publisher, bookseller, and now a library supplier. In all my workplaces, there’s been a common theme of books and literacy. Experience in the commercial and educational worlds as supplier and customer has helped me understand the real difference a good supplier relationship can bring to the smooth and effective operation of programs and communities.

Good supplier relationships can be as easy as 1.2.3.

1. Find the one.
That is the person or sometimes persons who make things happen in an organisation. It’s not always the person with a double barrelled title or fancy business card; it’s usually someone passionate about their part of the business and who understands the requirements of yours. Finding the one may take time as you start working with a new supplier. Once found, apply all the usual business rules – over communicate and share the good news and the bad.

2. Be nice.
Two simple little words with far reaching consequences. Remember when your parents suggested that you treat others as you’d like to be treated? That old adage still holds true in this digital world.

Vendors run businesses that employ humans, so mistakes are inevitable, but the attitude of fixing those mistakes is the measure you’re looking for. Was it their fault? Did they admit fault, and get the matter sorted quickly and efficiently? If so, thank your procurement unit that they chose wisely and remember to say thank you to the vendor. Good vendors want to know when they’ve stuff up, because then they get a chance to improve.

3. Deliver what you promised.
Did the contract say you would provide profiles, a budget by fund, meet every quarter, orders every Friday? Deliver on the expectations. And if there’s a problem at your end, then communicate as soon as you can. The customers we most enjoy working with are the ones who understand that life interrupts best practice. If there’s a possibility of a problem, or extra funding – anything that will disrupt the ordinary and require additional resources – then shoot through an email or pick up the phone to give your vendor a heads up. Sometimes the problem (and the money) goes away, but the good relationship established will stand.

All our businesses are complex and our people often over-stretched. Putting some time and effort into maintaining good communication with your suppliers is important and economically sound. Add it to the list of KPIs for your senior team leaders, create a brief checklist of actions and expectations, which they can follow and plan supplier meetings for the calendar year.

1.2.3 – you’re done. Good luck.

Patricia Genat
patricia.genat@alslib.com.au
0419 340056

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Please call John Cooksey, General Manager - Employment Services or Julie Daw, General Manager - Library Technical Services on 1300 692 355.

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Correction: The correct name for the ‘sound chairs’ on page 20 of the April edition of INCITE is ‘Featherston talking chairs’.

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The last word out there was a prickle in my foot. I knew a local politician was participating in a Cranky Bear play that the children at Tamminin school were performing, but I wasn’t sure which politician. The first I saw of him was during the play when he was wearing a full Bear suit. It was a lovely 34 degree Darwin day. When he finally removed his bear head, the sweatiest politician since Nixon during Watergate emerged for photos. Good on you, Gerry Wood.

Though there are three Bear stories, this year we’ve chosen to leave him in his cave and read one of your stories. By the time he tells them, they’re all in the wrong book and they’re ejected from his pages, the story is over and Nicholas reveals who the story was supposed to be about, ‘…me.’

When I was 2½ years old, I told my babysitter I had an ‘ickle’ in my ‘oot’. It took her some time to work out there was a prickle in my foot. I...
still talk regularly to that babysitter and the name Nicholas Ickle was a dedication to her.

You both write and illustrate your books. Is there one or the other that you favour? About how long does it take to complete a book?

I consider myself a writer who can draw a bit. I always wrote stories and drew cartoons as a kid and I really wanted to be a cartoonist. I started selling greeting card designs in my 20s which led on to doing a few readers for educational publishers in Melbourne. I developed my writing style for the picture book format and started trying to find an illustration style while working in a bookshop. Over four years in the bookshop and two as a sales rep for Walker Books, I had access to hundreds of picture books. I was completely resigned to just being a writer when my first manuscript was accepted for publication, but one thing led to another and the original illustrator fell through. I had sent some sketches with the original manuscript and it was decided that I should be given the chance to illustrate it. Turns out it’s a lot harder to illustrate a picture book than to write one. I still find the illustration process extremely challenging and I’m still learning. My fastest book was done in a month, my slowest in six months.

Your bio states that you have two jobs. Can you tell us a bit about the other one?

I’m afraid that bio is now incorrect. I finished up a full-time second job about 18 months ago and have since been full-time working on my books. But that job was fantastic. I was a ‘house parent’ for 100 indigenous teenagers from communities across the top of Australia who are sent to Darwin to board. I was there for six years, so it was hard to leave having helped so many kids get through school in a strange city. It was NEVER boring and richly rewarding.

Your passion for working with young people is well-known. What do you think the biggest issues Australian youth are facing today?

Education – literacy in Australia has fallen to historic lows. In some remote areas, it is at third world levels. By far the biggest challenge the youth of today face is the education system. There is so much information available at our fingertips now, which is great. But I worry we aren’t teaching digital natives how to find the ‘right’ information. A Google search, for example, has to be one of the best tools ever invented, but it works much better if you have research skills. The chances of coming up with incorrect or spurious information in a library is negligible. That is certainly not the case on the internet.

Online bullying seems very insidious to me. It’s hard to avoid a bully who comes into your home digitally and gathers forces against you from a pool of ‘friends’. Bullying isn’t new, but it’s starting to get much nastier.

Having said all of that, I know a heap of kids who are going to be just fine whatever happens.

As a National Year of Reading Ambassador, you championed literacy in the Northern Territory. What were some of your experiences, and what challenges does the territory still face?

As above, getting the balance right in schools. Our schools are largely in the hands of bureaucrats in Canberra and literacy is well below the national average. Remote area and Indigenous education is so inconsistent as to be dysfunctional, but mainstream schools are also performing below average. There are some wonderful remote community schools turning things around with good leadership and a relevant curriculum, but the cookie-cutter system just doesn’t work up here.

I was helping 12–18 year old Indigenous kids with their homework for years. Thirteen year olds with the literacy level of seven year olds had homework asking them to circle the superlative adjectives in a paragraph and give alternative names for the upper and lower houses of parliament.

What can people do to help?

I think the NT is so far from the major capitals that people don’t realize the level of disadvantage that is going on in their own country. All people can do is have some compassion for fellow Australians getting a bad deal.

If you had the ear of the Australian government for one key message, what would it be?

Your asylum seeker policy is cruel.

And, finally, didn’t you worry about Sheep getting cold at the end of The Very Cranky Bear? Would it have been too much to paint her a shawl?

Good point!

Thanks so much, Nick, and we look forward to reading The Wrong Book on 22 May 2013.
SHARE your STORY

Give me a quiet place to study
I love the smell of books
Research, research
I'm an information junkie

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