

News from the Divisions

PUBLIC LIBRARIES SECTION NSW GROUP

Readers & Reference Adviser Group (RARA)

What promises to be a most informative meeting and discussion has been arranged for June 16 at the Queen Victoria Building (ground floor), at 6.00 for 6.30 pm.

There will be four speakers and the theme is 'Freedom of information: local government and the role of the reference librarian'.

The speakers will be Bruce Bell, Public Information Officer from the NSW Freedom of Information Council; Janet Howes, SCC Archivist; Bernard Sargeant, Consultant from Sutherland Shire Council; and Shirley Neil from NSW Local Government and Shires Association.

There will be an opportunity for questions and discussion with the speakers.

Visitors are welcome, and refreshments will be provided. For further information, contact Tony Estorffe (02) 299 9488.

INFORMATION SCIENCE SECTION ANNUAL GENERAL MEETING

Call for Agenda items.

The AGM of the Information Science Section will be held during the Adelaide Conference.

Would any ISS member wishing to place any item on the agenda please contact the National Secretary Ian Stone C/- Library Board of WA, 102 Beaufort Street, Perth, WA 6000, by 1 July, or alternatively your State Executive before that date.

NSW BRANCH

Branch Council met on Wednesday, 12 May. Items discussed included a proposal to hold a national conference, in Sydney, on the topic 'Interlending in the Eighties' in late 1983. Council decided to proceed with initial enquiries regarding speakers, date and venue.

Discussion also took place on the LAA 1988 conference to be held in Sydney and the likelihood of it being a combined conference with the NZLA and IFLA.

The General Councillor reported on the April meeting of General Council. The issue of standards for public libraries concerned Branch Council and it was decided to seek further information on proposals to review these standards.

The report presented to General Council on Tasks Performed by Support Staff in School Libraries also generated interest and the matter will be discussed further following a meeting between the NSW committees of the School Libraries and Library Technician sections.

Branch Council was pleased to note the continuing success of the Branch's publications and the publishing of 1982 editions of *Take Off* and *So You Want To Work in Libraries*, copies of which are available free of charge from the Branch Secretary.

Ian Gordon

NEW ENGLAND REGIONAL GROUP

The first meeting for 1982 of the re-established New England Regional Group was held on 5 May, when the LAA's Industrial Officer, Judith Hill, visited Armidale NSW.

The gathering took place on the University of New England campus, in a new meeting room built as part of the current extension to the University's Dixson Library.

As guest speaker, Judith gave a stimulating address on industrial issues relevant to libraries. In the previous week she had helped to organise a seminar in Sydney on 'Librarians and Industrial Relations'; and thus her northern visit provided a useful chance for a rural audience - of about 20 people - to consider some of the perspectives explored at the seminar.

Another meeting of the Regional Group is planned for 23 June, when Janet Robinson will speak on developments in ABN.

Karl G. Schmude

SCHOOL LIBRARIES SECTION NSW

Selling the Library

Kambora Primary School at Davidson, in the northern suburbs of Sydney, was the venue for a Saturday seminar run by the NSW School Libraries Section. Eighty-five teacher-librarians turned out to tune into 'Selling the Library' - a seminar on public relations for the teacher-librarian.

A feature of this course was its use of expertise from fields outside librarianship in a successful attempt to explore applications of marketing, communication, and advertising principles for school libraries.

Crystal Condous, lecturer in the Department of Library and Information Studies at Kuring-gai College of Advanced Education, with special interests and qualifications in Marketing, outlined the underlying considerations to be made in examining the user market - both active and potential users, in defining library aims in relation to who we are trying to serve with what, and in re-examining and maximising use of all available resources.

Sam Heyman, lecturer in Communications, also at Kuring-gai College, looked at techniques of effective communication, while Richard Atkin, Marketing Manager from Boots Company, outlined the basic principles of advertising with numerous ideas for their specific application in (and outside) the school library.

Two practical sessions followed - one from John Lee, librarian at St John's/McKillop Library, and another from Martha Heeren, Library Consultant (and President of the section). These consisted of a number of successful solutions to some of the problems of library communication within schools. They ranged from audiovisual presentations and newsletters to simple but striking graphic guides for library users, as well as a look at available channels of communication within the school structure.

The venue for this seminar was an inspiration in itself, being Kambora's lively new library, with its eye-catching signs and thematic displays and mobiles reflecting the active role played by the library in the school program, as well as the special displays mounted for the day by the Library Promotion Council of Australia and IBBY.

In an effort to disseminate more widely what participants rated as a highly valuable experience, the section in planning a video production of the highlights of this seminar for future use by interested groups throughout the state.

M.J. Stannus

MANAGEMENT OF RESOURCE SHARING IN SPECIAL LIBRARIES

6TH NATIONAL SPECIAL LIBRARIES CONFERENCE

Parmelia Hilton International, Perth

26-29 September 1983

CALL FOR PAPERS

This national conference will be a forum at which Special Librarians can evaluate their needs for resource sharing and the means by which worthwhile sharing can be achieved. The emphasis will be on management of resource sharing by the individual Special Librarian.

Major topics to be addressed are the need to share resources, technologies for resource sharing, evaluation of resource sharing schemes, management of resource sharing, practical experiences, and proposals for resource sharing among Australian Special Libraries.

Original papers on these topics are invited. An abstract of about 300 words should be submitted to the Chairman of the Conference Committee by 30 September 1982. Notification of acceptance will be given by 31 December 1982.

Write to: Chairman, Conference Committee, 6th National Special Libraries Conference, Mr Bruce Bott, Law Library, Supreme Court, Barrack Street, Perth WA 6000. Phone: (09) 325 9433.

Getting taped!

SEVERAL OF THE LAA22 Sessions are to be taped, and they will be on sale after the Conference.

The sessions to be taped include the opening address by Professor D. Stranks; S. Martin: Networks; I. McPhail: Free Library Service; V. Bourne, M. Hill and B. Mitcheson: The Employment Situation; C. Robinson: Libraries and the Community; F. Ratcliffe: Collection Building in a Time of Economic Restraint; B. Abbey: Social Impact of the New Technology; P. Ciancolo: Challenge in Children's Books and D. Butler: Babies Need Books.

Order forms for the tapes will be included in delegates' satchels, and for those unable to attend the Conference, further details about obtaining the tapes will be given later. Keep watching *InCite!*