

FRONT

L I N E



Rosemary McLauchlan: NSW Branch President.

Isn't it amazing how you only become aware of the value to you of something when things go wrong! Problems associated with the production of *InCite* earlier this year have alerted us in New South Wales to the importance of communication in our professional area of operation. In States with large memberships, such as NSW, it is not feasible financially to produce regular State newsletters, so we are very dependent on an informative, timely and relevant bulletin.

Communication, as the theorists tell us, involves the transfer of information from a source via some medium to a recipient. Indications of a satisfactory or successful transfer should be clear to the source in due course. The process is reversible: what is the source for one transfer can become the recipient for another. Noise can interfere with or degrade the message so that a distortion or indeed no message at all is received, and sometimes this is not obvious to the source. To enable a successful communication process, feedback is necessary and desirable at all times.

Communicating is a basic social skill, and certainly a fundamental factor in the establishment of such organisations as our Association. The need to keep up-to-date, to express an opinion, to write to the editor, to communicate a job vacancy, to advertise a product or service, to report on what fellow professionals are doing: all of the above and more occupy the thoughts and time of many of us as an adjunct to the daily process of earning a living. Unfortunately, some of us get only as far as thinking about doing some of the above.

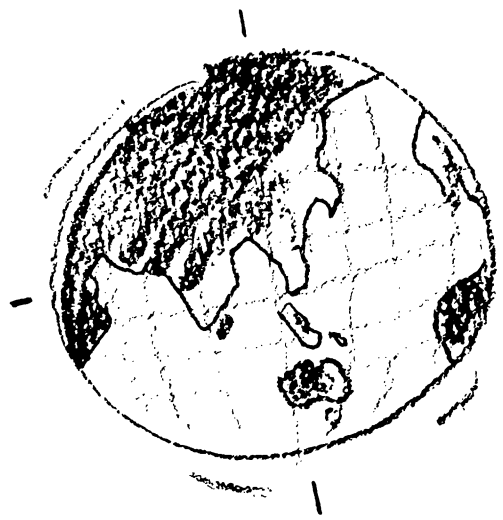
As a representative of the NSW Branch, I would like to encourage all of my readers to go that step further and put the thought into action: attend that interestingly titled meeting, ring the

convener of that branch sub-committee, talk to that colleague about a possible professional development activity you would attend if only someone would arrange it — for all you know, there may be others who will echo you when you say 'I'd like to know ...'. Other people's ideas of value for money from their Association membership may very well reflect your own.

Branch and sectional activities are to my mind the most obvious flag-bearers of the Association. We can run successful conferences on a national basis annually or biennially, or we can arrange other one-off events that attract a great deal of attention, but, to the bulk of members — the ones who pay their membership dues to 'their' professional association annually — what ALIA offers is regular input to their career and the chance for occasional feedback when they want to have their say.

Problems with the Events column of *InCite* have shown that members rely on a steady flow of meetings, arranged visits etc. — not all of which they will attend personally, but they will probably know someone who did. On the other hand, committees arranging activities need to keep in touch and to be kept in touch. What meetings are members most likely to attend? Which speakers are they most likely to want to

A small indication of the areas of our expertise.



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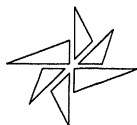
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hear? Which libraries or information services do they see value in visiting? And so on.

It is often said that you get out of anything what you put into it. It is also clear that representatives of groups need to be in touch with the people they represent. I believe that our Head Office staff are doing all they can to ease the process of communication within the Association, and it is up to us as members to use what is available to the full. If what is available is not satisfactory, we need to explore further means of overcoming the difficulties. Let's aim to keep the lines of communication open at all times.

Rosemary McLauchlan
NSW Branch President

STOP PRESS



Brad Casey has been appointed as temporary Industrial Officer and began work at ALIA Head Office on 15 May. Brad has more than 5 years' experience in public-sector industrial relations with the Commonwealth and the New South Wales State Public Service. He can be contacted on (02) 692 9233, or (008) 22 1481 toll-free.

A more detailed report of staff changes will appear in the next issue of *InCite*.

ALIA Press – a promising future



Advertising for, and — it is hoped — speedy filling of, the key position of Manager, ALIA Press, was the highest priority that emerged from the 11 May meeting of the Publications Board.

ALIA Executive Director, Sue Kosse, reported that the position was being advertised immediately in book trade and national publications, including *InCite*.

The Board identified many major issues that the new Manager will need to address. In the meantime, Kerry Webb and Peter Clayton are preparing a position paper on the way in which ALIA Press, the commercial publishing arm of the Association, is likely to operate.

In the pipeline

There are many publications already in the pipeline, among them *The new classics*, an international guide to award-winning children's literature; and Anne Casey's *Dorothy Hewett*, an outstanding bibliographic guide to this remarkable Australian writer.

Vivienne Sigley's fascinating *Australian mottoes* will soon be going to the printer, as will the third edition of the *Australian dictionary of acronyms and abbreviations*, which is about 50 per cent bigger than the last (1981) edition. Finishing touches are being put to the second volume of Harrison Bryan's *ALIAS (Australia's library, information and archives services — an encyclopaedia of practice and practitioners)*. The Board also

noted good progress with the collection of data for the *Researcher's guide to audio-visual resources in Australia*, and other proposed publications were discussed.

Some of the resolutions from the Australian Libraries Summit relating to preservation and library materials for people with disabilities had been referred to the Board for action or comment. The Board pledged its support for the bodies charged with seeing these resolutions through.

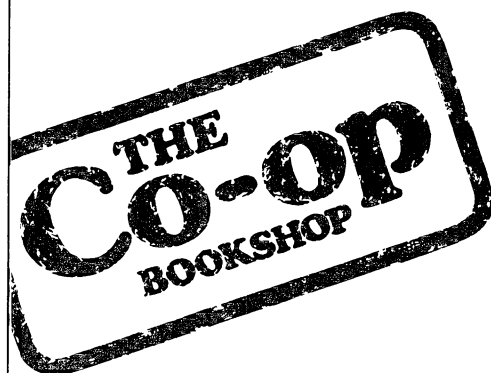
Permanent paper

The Board noted its long and active involvement in the promotion of the use of permanent paper: it has already initiated a seminar on the topic and is itself publishing works (notably *ALIAS*) using permanent paper. The Board noted a forthcoming New South Wales Branch seminar on the issue. Pat Ward reported that a revised edition of the highly successful publication *Stopping the rot* was in preparation, and that the companion video was selling well.

The new production arrangements for *InCite* were noted, and the Board resolved to recommend to General Council that a current index to *InCite* be produced. This would be available to members at a nominal cost. The Board will also test the market for a retrospective index to *InCite*.

Your comments on the *InCite* index proposal, or any other publications is-

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