

# Feedback

## Book magic!

**Jo-anne Fuller discusses Australian Library Week, 2-9 October 1992**

**L**IBRARY promotion in Australia has fallen on hard times since the demise of the Australian Library Promotion Council. There have been numerous meetings to discuss library promotion, with a consensus that 'it is a good thing' and 'something should be done'. However, except for a few beleaguered Library Promotion committees, other small groups and individuals, little has been forthcoming to convert those

words into action.

Library promotion tends to be something that happens after everything else is done; if there is any money or resources left. It is viewed as peripheral to an organisation's strategic plan rather than an essential element. For this reason, the first step in the promotion of library promotion must be to raise awareness of its importance amongst the profession. Only with recognition of its value and a commitment to its implementation at

that fundamental level will a successful library promotion campaign directed at the public, politicians and funding bodies be possible.

Library promotion beyond the profession should be based on the dual strategy of ongoing general library promotion and targeted promotional activities focusing on Australian Library Week and other key dates and events in the library calendar.

The theme for general library promotion during 1992 is Book Magic. It aims to highlight the wonder, mystery, discovery, stimulation to the imagination, fantasy, future of endless possibilities, the 'neverending story' etc to be found in books! It reflects the requirements of the sectors currently most active in library promotion (school and public libraries), their target market (readers, especially children) and their primary activity (the provision and promotion of books and reading).

RAECO has produced a poster and other products to support this theme, for Australian Library Week, 2-9 October 1992, and an insert in this issue of *inCite* gives details of availability and prices.

The Australian Library Week Committee is tackling the wider issue of ongoing promotion of the profession and its services with its proposal to develop a broad-based lobbying and promotion kit aimed at the national market.

The committee would welcome your suggestions/comments on what you need, what you've tried and what works. Contact Sue Noble on (03) 553 0255. ■

### What a program!

**Only another thirteen months until the next Asian Pacific etc conference. Start planning for it now...**

**T**HE ASIAN PACIFIC Specials, Health and Law Librarians Conference will be held at Hotel Conrad, on Queensland's Broadbeach, from Monday 23 August to Friday 27 August, 1993. The Program Committee has been working extremely hard since last December, and the members have come up with a simply stunning array of topics. The theme of the conference, 'Creating our Future', has inspired a programme which covers the changing demands on the profession, the tools for change, and views on the changing profession.

This is a conference which must not be missed by librarians who want to be part of the profession in the future. Technology, resources and management are all covered at all levels, with the main conference being presented as three information-rich days of plenary sessions, papers and panel debates. All sessions will present important material for librarians from all subject areas, so there will be no streaming into Specials, Health and Law sections. Poster papers, following on from the main theme, will be presented on Friday morning.

Hotel Conrad was chosen after an exhaustive examination of the conference facilities of Brisbane and nearby areas. The Conference committee has negotiated excellent accommodation rates with the Hotel Conrad, so Brisbane attendees will not be disadvantaged.

The Call for Papers is currently being prepared, and will be distributed soon. So make your plans now to be a part of this ground-breaking conference in August next year. ■

THE BUSINESS  AUSTRALIAN

ONLINE ON PRESSCOM

Full text, updated daily.

If it made news, it made Presscom.

Ph: (08) 218 9559

Totally Integrated  
Totally Australian

  
**INSIGHT  
INFORMATICS**

Now there is a new  
standard in Library Systems  
Phone: (07) 356 3631  
(02) 867 5023