

For the answers to some vexing questions

Patricia Walker, president, ALIA public libraries section (Western Australia group)

How far have we come... how far can we go? For the answers to this vexing question from a librarian's perspective, the conference organising committee invite you to come to Perth from 14–17 November 1999 for the ALIA Public Libraries National Conference, being held at the Sheraton Perth Hotel.

The conference theme has been chosen to provide an opportunity for reflecting on where we have come from, as well as looking to the future. Just how far can we go, in determining collection management policies with the new media, in offering literacy programs, with our marketing strategies, our strategic management, or the design of library buildings? The conference organising committee has been active in seeking dynamic and interest-

ing international and local speakers to challenge you as you consider these and other questions and rethink your role in the profession of librarianship.

The sub-themes of *What's it all about? — reading and literature; Just get on with it! — management; and What's it worth? — value for all*, will provide opportunities for consideration of the many varying facets of public librarianship. We are certain that the conference program will offer something for all, and will entice you to visit us in Perth.

We are also planning an innovative industry exhibition, and this coupled with a social program (for which the Western Australian librarians at conferences have become famous), will give



you an unforgettable conference experience.

So if you have not already done so, mark the dates in your diary now and visit Perth in November 1999. Further information about the conference, including sponsorship packs and trade information, is available from the conference secretariat, Promaco Conventions Pty Ltd, PO Box 890, Canning Bridge 6153, phone 08 9332 2900, fax 08 9332 2911, or e-mail promaco@promaco.com.au ■

Health libraries promotional opportunity

Mellita Vertigan and Stephen Due, Health Libraries section of Victoria

The ALIA Health Libraries section of Victoria, with the aid of a generous donation from the now defunct Central Medical Library Organisation (CMLO), has produced a promotional brochure for health sciences libraries and information services. The brochure is suitable for use by libraries Australia-wide, and will give health sciences librarians a new avenue for promoting themselves and their library service. Like banks and other service organisations which use promotional brochures extensively, libraries have a golden opportunity with this medium to inform existing and potential clients about the nature and scope of their services.

Here is a sample of the text from the brochure:

The health professions are supported by a truly vast global publishing industry on a scale unmatched in any other discipline.

Having the right information at the right time is essential for making informed decisions, whether it be in the clinical setting, for research, education,

management or administration...

Our aim is to make a vital contribution to the knowledge, efficiency and cost-effectiveness of the health professions.

The brochures are suitable for display throughout your organisation, or within your own library and information service, or for use in your orientation programs. There is room on the back page to insert your library details (for example your address, phone and fax numbers, and hours of opening).

Help ALIA to help you! A little bit of promotion will help you win the recognition and support of those who matter most.

The brochures come in packs of 100 and cost \$20 per pack (plus postage). Cheques to be made payable to the Health Libraries Section (Vic). To order please contact Mellita Vertigan, Health Sciences Library, The Alfred, Commercial Road, Prahran, Victoria 3181, ph 03 9276 3042 fax 03 9276 3411 or e-mail: mellita2@vicnet.net.au. ■

