

# IFLA 2010

The Australian Library and Information Association (ALIA) is delighted to welcome librarians from around the world to Brisbane, host city of the 2010 World Library and Information Congress. Australia is proud of its multicultural society and this is reflected in libraries and librarianship throughout the country. Indigenous library services are a distinctive feature of our professional landscape, and the IFLA conference will offer a rare opportunity to engage with outstanding practice in this field. We look forward to sharing our libraries with conference delegates, and learning from them, as they participate in what promises to be an outstanding conference.



IFLA, the International Federation of Library Associations and Institutions, is the leading international body to represent the interests of library and information services and their users. It is widely recognised as the global voice of the library and information profession. IFLA's headquarters is located in The Hague and has recently appointed Jennefer Nicholson, former ALIA Executive Director, to be its Secretary General.

Each year, librarians from around the world gather at the IFLA annual conference. This year, several thousand delegates are expected to attend the 74th IFLA general conference and council in Quebec City, Canada. For librarians and information professionals across Australia, though, a growing sense of anticipation and excitement is associated with IFLA's decision to hold the 76th general conference and council in Brisbane in August 2010. ALIA has kindly invited me to serve as Chair of the National Committee for that event and this is the first in a regular series of updates and announcements about what promises to be a truly international event.

The principle venue for the event will be the Brisbane Convention and Exhibition Centre on Brisbane's South Bank in close proximity to the State Library, other cultural institutions and the Brisbane CBD. The formal part of the conference will take place between 15 and 19 August but already a number of IFLA groups and sections and other organisations are planning satellite events, both in Brisbane, in Australia and New Zealand and in South-East Asia. I have recently returned from the American Library Association annual conference and was thrilled to learn that so many colleagues already have firm plans to join us in Brisbane. They, and colleagues from around the world, will bring a truly international flavour to our profession. The conference will provide a welcome opportunity for those of us in Australia to interact and exchange ideas with library leaders from other countries. The IFLA annual conference attracts delegates from all aspects of library and information services.

The Theme of the conference, "Libraries: Engaging, Embracing, Empowering" offers a variety of perspectives on our professional lives, our institutions and associations, and our interactions with clients from all walks of life. To be successful, libraries must first engage with those whose lives they seek to enrich. They must then embrace and understand their needs. And finally, they must empower them: to access information, without barrier, to become fulfilled citizens.

Responsibility for planning the conference in Brisbane is shared between three organisations: IFLA Headquarters, the professional conference organiser based in the UK,

and the National Committee which I chair. Since IFLA will host two conferences before the Brisbane event, this year in Quebec City and next year in Milan, many of the detailed planning activities have yet to begin. However, we know that the profession in Australia will pull together to ensure that an appropriate mix of tours, social activities and other professional events are presented to delegates. We will shortly be appointing a broader group of volunteers to assist our preparations and I would welcome any offers of support and assistance.

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## Central West Libraries wins IFLA marketing award

Central West Libraries (NSW) has been awarded first place in the 6th IFLA International Marketing Award with their campaign "Have you done your homework?".

The award is designed to:

- reward the best library marketing project worldwide each year
- encourage marketing in libraries
- give libraries the opportunity to share marketing experiences.

Central West Libraries' submission was prepared by Technical Services Librarian, Ros Dorsman, and described the marketing of an online classroom service offered in partnership with Tutoring Australasia.

"Our research identified a need to offer students a different way of using Central West Libraries' resources to help them with their homework. The yourtutor online delivery gave us the means to connect a student with an experienced tutor via the internet," said Jan Richards, Library Manager. "It is particularly beneficial for our clients in rural areas and for those logging in from home outside our opening hours."

The launch of the service coincided with much media attention on the homework issue, and the campaign found support from print, radio and TV news sources. Student feedback showed that there was high satisfaction rate and readiness to refer the service to a friend.

Central West Libraries is the first Australian public library to receive this Award. The Library will receive \$US1 000 to further its marketing efforts and the prize includes attendance at the IFLA Conference and Council in Quebec City, Canada in August. Emerald Group Publishing is the sponsor for the 2008 Awards.

"It is a terrific thrill for us to win this Award and being able to go the IFLA conference in Quebec is very exciting," said Ros Dorsman.

For more information go to <http://www.ifla.org/III/grants/marketing-award-winners.htm>, <http://www.cwl.nsw.gov.au> and <http://www.yourtutor.com.au>

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