



World Library and Information Congress: 74th IFLA General Conference and Council

"Libraries without borders: Navigating towards global understanding"
Quebec, Canada, 10 – 14 August 2008



IFLA International Marketing Award

IFLA is a large organisation which supports and promotes many interests and sectors. The Management and Marketing Standing Committee organises the Marketing Award and has assembled an international panel to serve as the Jury each year.

They assess the submissions for the way the applicant applied marketing practices to their library project. This allows for a wide range of libraries of disparate size, clientele and budgets to apply for the Award. Details of the winning submissions are posted on the IFLA website <http://www.ifla.org/III/grants/marketing-award-winners.htm>

The Award is designed to reward the best library marketing project worldwide each year, encourage marketing in libraries and give libraries the opportunity to share marketing experiences. Daisy McAdam, Chairperson of the Jury, said that "altogether there were 27 excellent applications from 16 different countries but our international jury unanimously agreed that [Central West Libraries' submission prepared by Ros Dorsman] was outstanding in efficiency, replicability and simplicity."

The Award was presented to me at the Press Conference after an introduction by Christie Koontz, Coordinator of the Jury. As a lecturer in library marketing, she applauded the strategic approaches and continuing commitment shown by the winners. Also announced were the two runners up, Shelley Civkin and Grant Kaiser, who both came from Canadian libraries.

Emerald Publishing Group sponsored the Award in 2008 and Elaine Breen handed over an "aeroplane friendly" facsimile of the plaque and cheques to assist the winning libraries to further their marketing efforts. I was very pleased to be able to meet some of the Jury who showed a real interest in the campaign, "Have you done your homework?" It was also a chance for me to present them with some of the NSW and ALIA @your library® merchandise to thank them for their continued support of marketing (and to showcase what has been done in Australia).

Being able to attend IFLA is certainly an immensely rewarding professional development experience so it was certainly worthwhile to send an entry. I was also pleased to hear that Emerald

will continue to sponsor the Award for the next three years so they must have recognised the benefit to them of this level of exposure.

Impressions from IFLA

While I had been to IFLA before (Sydney, 1988), the Congress in Quebec City was the first for me in a completely different environment.

I was there as the recipient of the 6th International Marketing Award sponsored by Emerald Group Publishing so the experience was particularly special.

My impressions on the first day were of the huge number of people milling around collecting their satchels, queuing to enquire about the tours, library visits and whatever other information they required. The easily identifiable volunteers were also on hand the whole time to assist, give directions (where on earth is room 200b?), help with internet access via the Congress WI FI (where impeccably dressed men and women sat on the floor tapping away at their laptops) or managing bookings at the free PCs courtesy of OCLC.

The choice of sessions was truly daunting and eventually I went to only a few covering my main interests of marketing, libraries as a social and virtual space and one in French that defeated my language skills (the headsets are another story).

The poster displays were worth exploring and showed what a diversity of programs there is in libraries across the world. I found that this was a satisfactory substitute to attending sessions, as I could spend as much time as I needed absorbing the posters and chatting to anyone else who had similar or contrasting interests.

What were the highlights for me? Receiving the Award at the Press Conference and attending the Management & Marketing Standing Committee meeting remain the most memorable for me.

And what about the trade exhibitions? Huge but not so many chocolates; perhaps other delegates got there first or the tone was more serious.

My favourite exhibitor (after Emerald and RMIT, of course) was the noisiest - the ProQuest game show 'Globe

or No Globe' where everyone's a winner but you need to work for it.

With so many delegates, I didn't run into many from Australia or New Zealand, but I had interesting conversations with colleagues from Europe, Asia, Africa, the US and Canada, which is what it's all about really.

Attending IFLA is quite expensive, so if your budget won't stretch to Milan in 2009, think about going to Brisbane in 2010 and make it worth the trip.

Have a look at <http://my-ifla.livejournal.com> for a lighthearted view of the experience. Other links are www.ifla.org/IV/ifla74/post-congress.htm and www.cwl.nsw.gov.au



Ros accepts her award

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Copyright and IFLA

As the Australian representative on the Copyright and other Legal Matters (CLM) Committee, the majority of the sessions I attended at IFLA were related to copyright issues. Considering that copyright underpins many of the issues presently facing libraries such as digitisation and archiving, the scope of presentations was broad.

The joint CLM/FAIFE session which considered 'Barriers, of access to government information' attracted an audience of around 300 with presenters from: Canada, South Africa, Denmark and the USA. They provided an analysis of restrictions to access to government information in their specific countries. There was a consistency of views regarding the fact that protection of government information, which is publicly funded, by Crown Copyright and the tendency of governments to charge for access and restrict usage is not appropriate. In addition all countries mentioned the inconsistency of legislative approach so that security legislation can restrict access even if copyright legislation allows it.

The CLM session 'Users' rights: making copyright work for libraries' focussed on exceptions and limitations available for libraries in copyright legislation. The basis for the session was a study carried out for the World Intellectual Property Organisation (WIPO) by Professor

Kenneth Crews of Columbia University. Issues raised were the inconsistency of exceptions and limitations between countries, the fact that libraries and archives do not always utilise the exceptions and limitations to the best effect, and enormous variations between countries on the application under any of the exceptions.

Other sessions which covered copyright issues included the one on 'Legal deposit of audiovisual materials' which took the approach of case studies from a variety of countries followed by a workshop which identified common issues and discussed strategies to address these at the national levels and how countries could assist each other. Similarly the session on Traditional Knowledge considered issues of intellectual property and the complexities of application in Indigenous societies.

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IFLA Section on Library Services to Multicultural Populations

Following four years of deliberations, two important work projects were finalised at the meetings of the Section on Library Services to Multicultural Populations. IFLA has ratified the Section's *Multicultural Library Manifesto*, which will now be presented to the UNESCO *Information For All* conference in 2009 for adoption as a UNESCO Manifesto. This document lays

the foundation for all library services to recognise and meet the needs of their linguistically and culturally diverse clients. The importance of this document has received recognition from the American Library Association, which has recently awarded the Section a Presidential Citation for International Innovation for its work on the Manifesto.

Also finalised was the revision of *Multicultural Communities: Guidelines for Library Services* (3rd edition). Under the Chair of Robert Pestell, Information Officer of the Section, the 1986 Guidelines have been completely revised, in particular taking account of the newer technologies and the interactive, content creation opportunities afforded by web 2 technologies for culturally and linguistically diverse communities.

For IFLA 2010, this section will hold a satellite at the State Library of NSW. <http://www.ifla.org/VII/s32/index.htm>

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Abax are leaders in library interiors, with over thirty years of experience in the field. We work with leading architects, designers, librarians and craftspeople to develop furniture and furniture systems.

We are always eager to explore new influences, and trends. The library is no longer just a place for books and studies, but a hub for multicultural exchange, communication and social events.

At the same time the library is a space for contemplation, affording room for individual study and reflection.

Our ambition is to be at the cutting edge of library technology, to meet and respond to the needs and developments of libraries, whether in planning the interior of the local school library or designing custom furniture for a new international research centre.

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