

# EDITOR'S NOTE



## MEMORIES ARE MADE OF THIS

There doesn't seem to be a single aspect of life now where the digital isn't bellying up to the 'stuff as we used to do it' and throwing a virtual spanner in the works. Somewhat ironically, perhaps, it's proof of an old (non-digital) adage – that the only constant in life is change (thank you, Heraclitis, wherever you are).

But what is change if it isn't the clarion call of opportunity? That's certainly how our contributors see it in this issue's feature on digital futures. Take your pick from a raft of new opportunities via the emerging creative economies, brush

up on some social media best practice, hack yourself into a 3D world or check out the forecast for cloud computing – it's all in this issue.

Our cover story is a special one too. We bring you, hot off the press, the winners of the 2015 Australian Book Industry Awards. The Awards and their sponsors at 3M have partnered with ALIA to bring you all the news you need to plan your next book-buying retail therapy outing, or to share your favourites with your library users.

We round out this issue with insights from behind the walls in a prison library, news from across the sector, and a laugh or two with some of the responses to Public Libraries Australia's survey of the funniest questions asked by library patrons. I need no further excuse to share one of mine, from my early days in the Darwin City Public Library. It goes like this:

Woman throws cassette tape of Joan Sutherland's *Songs My Mother Taught Me* on the counter and starts yelling, 'It's a lie, it's a lie!'

Me: 'Er, what's a lie? Can I help you?'

Her: 'You can have this tape back. It's not true. My mother NEVER taught me those songs!'

Ah, library memories – I've collected a few. Some very special ones have come from my role as editor of *INCITE*. As this is my last issue in that role, let me thank all who have provided me with those memories, and especially everyone who has succumbed to assorted instances of begging and (chocolate) bribery to meet ridiculously short deadlines along the way. Thanks too, to the terrific team at ALIA House and at HWR Media and Communications, who all help ensure *INCITE* reaches you on time, and to each and every Member who takes the time to write, read and respond to the magazine. Gold stars and elephant stamps to you all!

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LEE WELCH  
Editor

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## HOW OTHERS SEE US

Dear Editor,

I read the April issue feature on making good career moves with great interest as I am a Master of Information Management student at Curtin University. My interest in this issue not only lies in being a librarian who will be graduating this year, but also as a researcher. I am currently undertaking a project that will investigate human resource practitioners' perceptions of librarian competencies regarding employment in both traditional and non-traditional roles. The project will also measure perceptions of occupational prestige in relation to librarianship.

I have found that previous investigations of competencies usually involve the perceptions of librarians, library

managers and LIS educators. However, very little has been done to find out how HR practitioners perceive librarians, and yet they are a crucial part of the employment process. I feel that gaining an understanding of HR practitioners' perceptions will widely benefit the library and information profession, especially in relation to job-seeking (by new graduates or seasoned professionals), career path planning, developing training and conducting advocacy.

I am writing to enlist support from the information community. In July this year I will launch a voluntary online survey design utilising ALIA's core competencies, and also typical and new dimensions of prestige. I will be distributing the survey via listserv. I invite you to complete the survey if you are eligible when it goes live, or to please forward it to others. I also welcome comments and suggestions from all *INCITE* readers, and can be reached via email at the address below.

I look forward to sharing my findings at the end of my project.

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**INCITE**  
SEPTEMBER 2015  
**NEW SPACES,  
NEW STRATEGIES**

*In September, INCITE looks at innovation across the LIS spectrum: innovative spaces, innovative services, and innovative strategies to capture and grow key stakeholder support. True innovation helps libraries adapt to meet their users' needs now and into the future. How do you do it?*

*The deadline for submissions is 21 July 2015. Check the guidelines for writers on the ALIA website and email your stories and images to [incite@alia.org.au](mailto:incite@alia.org.au). Please note, all images must be high resolution (at least 300DPI) and sent separately as .jpg files. Images may be reproduced in print and online.*