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FAIR

Freedom of

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Resources

NATIONAL SIMULTANEOUS STORYTIME

Wednesday 27 May 2015

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the Brothers
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by Aaron Blabey

CONTENTS

ALIA Launches FAIR campaign

11

12

Online Keynote: Siva Vaidhyanathan

17

ALIA Special Report: State of the LIS Nation

34

Last Word From an IFLA Smurf

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INDEX: ADVERTISERS

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We are, of course, all about information sharing. We love hearing from you, sharing industry news, and keeping up to date with what's going on in the world of libraries and information management.

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EDITOR'S NOTE
OH, WHAT A FEELING!

It's quite a moment, to be in the same room with names you have grown up with in your chosen profession. They might have been your teacher, your boss, or an expert whose name is synonymous with best practice or scholarly research.

Over recent months, ALIA has been paying tribute to some of our longest standing Members with the presentation of the ALIA Member 25 Year Club pin. Which is why I was in the agelessly elegant Circulating Library at the State Library of South Australia a few weeks ago, amid the richly polished timber and a collection of well-travelled books that had likely served South Australians at least as long as many of us there had been Members of ALIA.

Here's a statistic for you (and my thanks to Geoff Strempel for doing the maths): there are 69 ALIA Members in South Australia who have passed that magic 25 year mark. The longest standing SA Member has been with ALIA for over 60 years and between us all, we had clocked up 2,493 years with the Association. Just imagine what the national numbers would be!

It's moments like this that reaffirm the collegiate nature of our profession. I think such moments are enormously important. They both respect the substantial contribution of support and experience, and encourage us to continue to stay connected and stand proud.

This month, we're looking at awards. ALIA bestows a number of awards each year and a lot of hard work and consideration goes into that process. But what does receiving an award feel like and does it change things for recipients? We decided to find out.

We're also gearing up for ALIA Information Online 2015, and our cover story this month is a chat with keynote speaker Siva Vaidhyanathan, Robertson Professor and Chair of the Department of Media Studies at the University of Virginia.

You'll find our special State of the Nation report on life and LIS in Australia as it is now in this issue too, and if you've ever wondered where publishing a mega-success series can lead, Bloomsbury Press tell us what life has been like for them since publishing Harry Potter.

As you settle in for a good read, let me encourage you to make just one more New Year's resolution: to put pen to paper for *INCITE* in 2015. Check the features planned on the ALIA website, or choose your own topic. After all, it's your magazine.

LEE WELCH
Editor

INDEX: CONTRIBUTORS

AT THE EDGE

ALIA Information Online 2015 Conference
2–5 February 2015, Sydney Australia

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YOUR VOICE

FANTASTIC PLASTIC?

Dear Editor,

Libraries have always been early adopters of technology. However our world will be the poorer if the current craze for 3D printing becomes ubiquitous in libraries.

In the November/December 2014 issue of *INCITE*, you reported 'Andrew Kelly (Town of Victoria Park Library) took us through his experience of managing a 3D printer program at his library. As he spoke, the 3D printer was running and creating a bracelet made of the same kind of plastic LEGO® uses for its products.'

LEGO® blocks are made from acrylonitrile butadiene styrene (ABS) and about 400 billion LEGO® blocks have been produced since 1949. ABS is durable and cheap but, as 3dprintingforbeginners.com says, it has drawbacks: '… it is a petroleum-based non-biodegradable plastic, but which fortunately can be recycled. Another problem is that ABS does create (mild) fumes which may irritate more sensitive persons – an installation of the printer in a well ventilated area or even a specific fume hood may be necessary. ABS can also deteriorate by prolonged exposure to sunlight.'

Most of the models currently produced using 3D printers are made from ABS or polylactic acid (PA), which is fortunately biodegradable, being from organic sources.

Do we really need any more plastic objects clogging our landfill and polluting our oceans? Millions of pieces of LEGO® are still washing up on beaches in pristine condition around the world, after spilling from a cargo ship off the coast of Cornwall (read about this at bit.ly/1tkSKLa). Great for collectors, bad for our environment. A paper by two CSIRO scientists highlights the problem: you can find up to 40,000 pieces of plastic per square kilometre in Australian waters, and almost half of seabirds have plastic in their guts. In their article (bit.ly/ZIECtb) on theconversation.com they say by 2050 that will be 95% of seabirds.

3D printing pundits spout the advantages for manufacturing, food technologists create 3D chocolate sculptures for chocoholics, but the reality is more plastic trivia. The 3D print of the month for June 2014, from a site offering free models, was – wait for it – a Yoda-shaped vase!

PHILIPPA WESTERMAN
pwesterman@vtown.com.au

(Editor's note: Philippa says that there is a green, handmade alternative to LEGO® available from Japan. Check it out at bit.ly/1znt1Jd).

INCITE
APRIL 2015

MAKING GOOD CAREER MOVES:
Adapting, learning, mentoring and the Australia LIS job market now

Building a library career requires education, lifelong learning, mentoring and a little bit of luck. We're asking for your advice: tell us what it's really like in the workforce, and how to remain relevant to future employers. It doesn't matter if you've just begun your LIS career or you're a seasoned professional, we want to hear from you.

The deadline for contributions is 17 February 2015. Check the guidelines for contributions on the ALIA website and email your stories and images to incite@alia.org.au. Please note all images must be high resolution (at least 300DPI, 500KB or higher) and sent separately as jpg files. Images may be reproduced in print and online.

SETTING A FAIR COURSE FOR 2015

Welcome to our first issue for 2015. Sue McKerracher and I are combining our columns in this special issue of INCITE so we can launch a very exciting new initiative: FAIR.

Advocacy is going to have an even bigger focus on the ALIA agenda for 2015 and, as this is our first column for the New Year, we thought we would share our wish list of what we hope the LIS sector and ALIA can achieve in the 12 months ahead.

1. The contraction in the library and information sector slows and we see signs of recovery as organisations realise that any cost saving has been vastly outweighed by the loss of valued services delivered by qualified professionals.

2. The impact of the cuts in government funding for school, vocational and higher education is less damaging for the sector than library colleagues fear (but it will be a rollercoaster ride).

3. The FAIR campaign takes off, with library and information service users rallying to support the sector (see page 27).

4. Copyright law reform progresses beyond the drawing board and into draft legislation that is technology-neutral and based on the principle of fair use.

5. The upward trend in ALIA membership continues as people embrace the fact that 'Together we are stronger'.

6. Our ALIA Groups receive the support and backing you need to offer targeted professional development that assists our Members in updating current skills and knowledge sets.

7. ALIA has implemented a refreshed policy on indigenous matters for our Members.

8. Research is seen to have a strong significance for our profession and academics, researchers and practitioners are supported in delivering research projects which show the value of the work we do.

2014 was a strong year for ALIA and its Members as we achieved positive growth in our membership, provided more professional development opportunities, strengthened our business, ran a very successful National Conference and started to show real returns on our ever-growing advocacy work.

The success of 2014 all comes down to our Members and their positive engagement with our profession. The ALIA House staff and our State and Territory Managers have worked hard to build up professional development sessions, seminars, talks and many other Member engagement events. ALIA staff have worked tirelessly to improve communication channels for Members – we now publish more than 100 editions of newsletters and 17 editions of print magazines and journals, and engage with social media on a daily basis'.

ALIA Board Directors have consulted widely about how we can improve the benefits for all our Members. The Board discusses and debates your suggestions to see how we can best implement the ideas we receive from our Members. The wish list above would be familiar to many of the Members who have heard Sue and I speak over the last 12 months. At each Board meeting we concentrate our efforts on strategic planning and discussing new and exciting initiatives that will help our Members and the LIS profession.

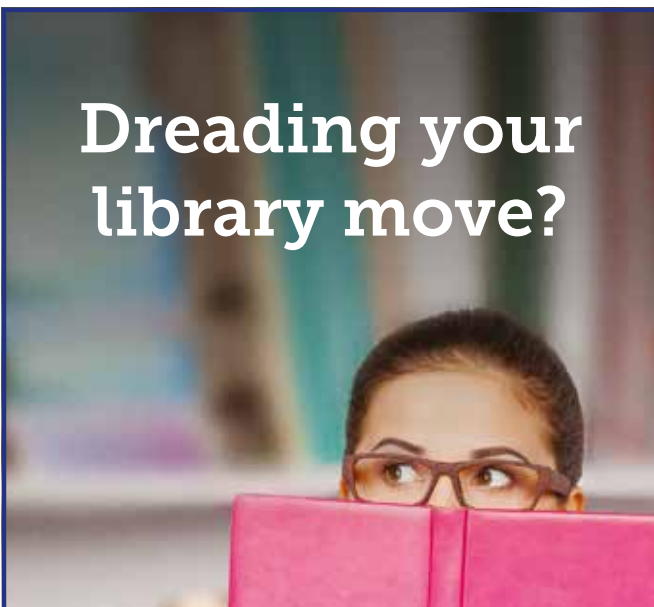2015 will see a focus on ALIA promoting to its Members the advocacy work that the ALIA Board members, ALIA staff and our Members undertake. This advocacy work is often not high profile, although it is resourced by your membership fees. Through the work undertaken by Sue and other senior members of ALIA and our profession, 2015 will be the year that advocacy takes centre stage.

DAMIAN LODGE AALIA (CP)
ALIA President

ALIA EVENTS

NATIONAL

02–05 FEBRUARY 2015

ALIA Information Online 2015 Conference
Hilton Sydney Hotel, Sydney
Visit information-online.alia.org.au for more details.

14 FEBRUARY 2015

Library Lovers' Day
Take a look at some of the ideas on how to celebrate Library Lovers' Day and join in!
www.alia.org.au/advocacy-and-campaigns/library-lovers-day

VIC

15 JANUARY 2015

Tex and the city lunch
All library folk are welcome to come along to a networking lunch at Father's Office, 249 Little Lonsdale Street at 12.30pm.
Check out www.fathersoffice.com.au
Lunch and drinks are at the delegates' own expense.

QLD

21 JANUARY 2015

ALIALLQ New Year Networking Drinks
Christmas is too busy, so they're having a New Year celebration instead at Coppa Spuntino, 88 Creek St, Brisbane from 5pm.
Contact Susan Oag (susan.oag.dlapiper.com) for more information.

07 FEBRUARY 2015

Brisbane Library Tour
The Victorian Library Technicians' Group is once again venturing interstate to Brisbane to look behind the scenes of two libraries. The fee for the library tours is $15. The cost of travel, accommodation, meals, etc. is the responsibility of delegates. Contact Kim Wilson (kwilson@slv.vic.gov.au) for more information.

FAIR

Freedom of
Access to
Information and
Resources

Welcome to FAIR, a major new initiative from ALIA, which launches at the ALIA Information Online 2015 Conference in Sydney on 5 February.

Fairness underpins our professional ethos and it's this value that sets us apart from other organisations that occupy a similar space. People can buy books from bookshops, they can search for answers through Google, they can meet in a wifi-enabled cafe, but none of these other providers of content, information, space and technology comes with the same brand of equity and fairness.

So FAIR was a natural fit when we were seeking a way of bringing together all our advocacy initiatives. It worked both as an acronym and as a sentiment that encapsulated our objectives.

Once we had the title, the rest quickly followed.

What do we want to achieve with FAIR?

We aim to increase the reach and profile of our advocacy for the library and information sector. We want to engage with library users on a particular campaign and use this engagement to create a longer term relationship so they're there when we need them to help champion other causes.

Who is our target audience?

We're looking to ALIA Members and the library and information sector in the first instance, carrying the message through to library users via social media and in-library promotion.

What are the issues?

There are so many areas of concern to choose from. When we launch we will focus on four featured campaigns – school library staffing, public library budgets, copyright reform, and support for government libraries. We will also provide information about the challenges to TAFE library funding, the importance of health information, family literacy, changes to higher education – all the things that put Freedom of Access to Information and Resources (FAIR) at risk.

How can Members be involved?

In general terms, check out our FAIR pages on the ALIA website, subscribe to the free news alert, think about how you can use the collateral we have provided to share the messages with friends and colleagues, encourage your contacts to spread the word to the wider community and follow the conversation on social media. Find us on Twitter @joinFAIR and on Facebook at facebook.com/joinFAIR.

There are individual campaigns on the website with specific actions. Where these especially resonate with you, we welcome your active participation.

The strength of our case for change will be increased by having a critical mass of supporters to draw on.

Where do we go from here?

Our target is to have a base of 10,000 supporters for FAIR by the end of 2015. We have talked to other organisations with shared interests, and you can expect to see even greater collaboration to promote the value of library and information services and the professionals who deliver them.

For more information about FAIR, visit the website fair.alia.org.au or contact us advocacy@alia.org.au.

AT THE EDGE

Keynote speaker at the ALIA Information Online 2015 Conference next month, Siva Vaidhyanathan, teaches in the University of Virginia School of Law and is the University's Robertson Professor of Media Studies. INCITE asked Siva about his writing and his thoughts about what will be his first visit to Australia.

The ALIA Information Online 2015 Conference theme is 'At the Edge'. Siva Vaidhyanathan is an experienced explorer of edgy issues for the library and information services sector, including Google, copyright and intellectual property.

In March 2002, *Library Journal* cited Siva among its 'Movers & Shakers' in the library field. In the feature story, Vaidhyanathan lauded librarians for being 'on the front lines of copyright battles' and for being 'the custodians of our information and cultural commons'.

In 2001, Siva published *Copyrights and Copywrongs: The Rise of Intellectual Property and How it Threatens Creativity.* Siva has testified as an expert before the US Copyright Office on the *Digital Millennium Copyright Act* and he believes Australian librarians, like their colleagues overseas, should be ensuring we are fully across the current copyright debate.

'The most alarming and most interesting aspect of copyright right now involves international treaties. Increasingly copyright industries are ignoring legislators with their commitment to openness and debate and instead pushing trade negotiators to embed aspects of copyright protection in treaties,' he says.

'Many nations consider treaties differently than regular legislation, making them resistant to amendment and sometimes even secret until they are ratified. We can credit more than a decade of copyright activism by librarians and others for this move. Copyright extremists no longer believe in their ability to make cogent and convincing policy arguments in public.'

One aspect of the copyright debate that is causing a lot of discussion about interpretation is the term 'transformative' in relation to copying material between formats. Siva says it looks as though 'transformative' is here to stay for a while, at least in the United States.

'Oh, I wish 'transformative use' had a clear and predictable meaning,' Siva says.

'The good news is that we have seen several important new types of 'transformative' uses declared fair use in the United States of late. The most important of these involves

Siva Vaidhyanathan will speak about the Human Knowledge Project in Sydney next month.

the copies that Google made of copyrighted books for its Google Books service. The university partners were worried that their participation in the scanning project could make them liable. But it looks like such massive copying for the sake of creating a full text index is likely to be held to be fair use. The case continues up through higher courts.'

Siva adds that this is something he feels he did not predict accurately. 'I argued in many forums over the past few years that I did not think US courts would consider massive book scanning by a commercial entity to be fair use. I was wrong. And I am happy to be wrong on this. I do caution, however, that fair use remains a minor part of copyright law outside the United States. Fair use is still a local ordinance in a global information ecosystem.'

Siva has written for many periodicals, ranging from *The American Scholar* and *The Chronicle of Higher Education* to *The New York Times Magazine* and *The Washington Post.* He gained his PhD in American Studies from the University of Texas at Austin and has taught at a number of universities, including Columbia, New York University and Universiteit van Amsterdam.

In 2004, Siva tackled the issue of intellectual property in his book *The Anarchist in the Library: How the Clash between Freedom and Control is Hacking the Real World and Crashing the System.* He wrote that concerns about intellectual property now make artists pause and consider consequences.

'This impedes play,' he says. 'It saps confidence and innocence from the creative process. Many a creative discussion has devolved into a 'I wonder if we will get sued' argument. That's sad. Artists should not have to have lawyers on speed dial.'

'There are other, broader issues. For instance, much of our rich literary and musical heritage depends on our ability to improvise using the raw materials of the past. As copyright terms get extended to cover works made decades ago, we end up poorer. There are fewer works of importance entering the public domain.'

On the other hand, Siva believes Wikipedia has significant positive potential. 'I don't think any of us should be very worried about Wikipedia,' he says. 'In fact, Wikipedia offers us so many useful ways to teach people about the power and problems that web culture offers.'

'The best thing about Wikipedia is that it's easy to show students that there is an elaborate process of debate that generates the entries. There are clear rules that guide the style and substance. And if we see a problem with Wikipedia we may try to correct it. It's a wonderful teaching tool.'

'Google is another matter,' he says, having written a compelling case for caution in his book, *The Googlization of Everything and Why We Should Worry* in 2011.

'It's important that we all recognise that Google is working in the interest of Google,' he points out. 'Google is not some magical force in the universe. It is not run by wizards. It's a publicly traded American company. It offers services in exchange for our attention, which it sells. And human beings – overall male, educated Californians – make the value judgements that forge the workings of Google's algorithms. So its service to us is guided by, and limited by, the biases of the company and the people who work for it.'

'That means we should all use Google with caution. We should be careful as Google grows in political and cultural influence. Google can still be a wonderful addition to our lives. But we should be aware of its intent, its methods, its biases, and its power.'

Siva was writing another book *The Anarchist in the Library* when the planes hit the twin towers on September 11 2001. 'As a New Yorker, September 11, 2001 caused us all to rethink everything,' he explains.

'It became very difficult to get up in the morning and worry about what was going to happen to Napster or other peer-to-peer music systems. My concerns about digital networks had always been proxies for larger concerns about democracy, openness, cultural play, possibilities for dissent, habits and structures that foster deliberation and debate, privacy, and intellectual freedom. So once my own government set about trying to redesign or stifle what had been fairly open digital communication networks, I realised that my skills and concerns had more overtly political salience.'

'I ended up with a book that concerned itself with the health of our public sphere in general. This made the book diffuse and hard to sell, unfortunately. But I was incapable of thinking of the book any other way after I saw what happened to my neighbours that horrible day, and then what my government did to my country and others in the months after.'

'I do think we should be aware that our digital technologies can foster information anarchy, as in radical decentralisation and the breakdown of authority,' he continues.

'That has both positive and negative consequences. My argument in the book ends with the claim that libraries are embodiments of a more reasonable, rational, hopeful model of information exchange. Libraries are republican. They are both temples to the Enlightenment and functional elements of the Enlightenment. We should all try to live like we are fully and constantly engaged with libraries. And, of course, we should fund and support libraries.'

Siva is looking forward to ALIA's flagship online technology conference and enjoying a February summer. 'I have never been to Australia before,' he says. 'So I am open to being impressed by everything. I have long been impressed by the intellectual work that reaches me from Australia. And I am sure that I will learn a great deal during my short stay.'

Follow Siva Twitter at @sivavaid and hear him speak on Tuesday 3 February about the Human Knowledge Project at the ALIA Information Online 2015 Conference opening plenary session.

AND THE AWARD GOES TO...

*A*LIA confers a range of awards to recognise the achievements and professional contributions of our members. Why do we do it and what do the winners make of the experience?

For professional associations such as ALIA, award programs are designed to recognise and honour outstanding contributions to the profession, and to recognise excellence and pioneering work in library and information services.

ALIA's award program is an important element in the many activities and programs ALIA undertakes to encourage professional development, and to promote the objects of the Association.

For the winner, perhaps the most obvious and immediate result of winning an award is that intensely personal moment of satisfaction and validation. Jan Richards, a 2013 recipient of our highest peer-nominated award, the ALIA Fellowship, says for her that moment was truly special. So special, it momentarily left her speechless.

'My colleagues are used to me bursting out of my office and uttering the feared words "you'll never guess what!" when I receive a particularly exciting phone call, but when ALIA rang to tell me of my ALIA Fellowship I sat, quite shell-shocked, for quite a few minutes,' Jan says.

'It will sound corny, but the unexpected honour of the news totally took me by surprise, and the fact that Fellowships are peer-nominated added to that sense of "WOW!" You're not really supposed to know who your nominators were, but the library world is pretty small and as I hold mine in enormous professional (and personal) regard, it added to the sense of achievement.'

Manager of Central West Libraries in New South Wales, Jan was awarded her Fellowship for 'distinguished contribution to the practice of library and information science in Australia' and in recognition of her efforts as a 'passionate, long term, public advocate for Australian libraries throughout her career'.

Recognition beyond the profession was equally satisfying for Jan. 'I was duly congratulated by my organisation and colleagues (complete with the requisite morning tea) but perhaps the most satisfying response was comments made by community members who'd seen the story in the local media – not because they were saying well done, but because they invariably said how great our library service and, in particular, our staff were,' she says.

'It may sound trite but my award was only possible because of the support and inspiration of those I work with.'

ALIA also recognises outstanding achievement by students in the profession. Some have been already been working in the sector for a time, others are switching careers and embarking on a new and exciting pathway. ALIA's student awards are as much about developing connections in the profession for new graduates as they are about student assessment results.

Dr Stuart Ferguson is the Knowledge and Information Studies Course Convenor for the Masters in Information Studies (Online) program at the University of Canberra. He says that, as an educator, he has been keen to arrange student awards with the relevant professional associations, but he admits he has previously wondered whether awards have as much significance for postgraduate students studying online as they do for on campus undergraduates. He has come to the conclusion that they do.

'There is no doubt awards help recent graduates stand out in the employment stakes, which is so important,' he says.

'Yes, potential employers have academic transcripts to guide them, but seeing that a graduate is the highest performer in a specific cohort of students tells the employer a lot about that person's abilities and aptitude for hard work, particularly when most of our postgraduates are balancing study, work and family commitments. I'm delighted to see associations such as ALIA recognise this.'

A past recipient of the ALIA Student Award at the University of Canberra, Yasmin Birchall, agrees. She says she has found having an award on her resume a useful addition, regardless of the fact that her career path since winning has diverged from traditional library roles.

'I received the award at a time that was (and it still is) quite challenging for librarians because of the shrinking number of jobs available in the industry, so it was useful to be able to have an industry recognition on my CV,' Yasmin says.

In the past, Yasmin has worked in a range of libraries, including as a health librarian and in public and

government libraries. She now manages healthcare projects for a large not-for-profit.

'Since winning the award, I haven't actually worked in a library, but still consider myself fortunate to be working as an information professional doing work that I love. LIS studies certainly help in equipping graduates with a broad toolbox of skills that can be applied to a wide range of employment situations,' she says.

Research shows employee recognition can have powerful and positive effects on staff turnover and productivity. Effective award programs encourage recipients to increase their level of engagement with their institutions and are critical to supporting ongoing levels of motivation for personal and professional development.

ALIA also awards research grants each year to foster this development. Bursaries of up to $5,000 are offered to enable Members to undertake 'research on a selected library or information issue of present and future relevance to the development and improvement of library and information services in Australia'. The twin objectives of these grants are to create an opportunity for self development and to benefit the recipient's institution and present position.

In 2013, Roxanne Missingham, currently University Librarian and Chief Scholarly Information Officer at Australian National University, applied for a research grant to gain a better understanding of information needs to support Australia's policy of engagement with Asia.

Being successful in her application inspired her to think more broadly about 'how libraries benefit the mission of research in Australia, in terms of the impact on the Australian community,' she says.

An award such as a research grant can start a ripple that lasts throughout a career, or spur a line of investigation that may eventually have significant consequences for an institution and even more broadly for the practice of a profession. For example, Roxanne says the experience has motivated her to read more widely and work through theories ranging from the impact of public policy to science communication, triple helix theory, and the integration of resources and policy and industry change.

'Without the impetus [of the research grant] I would not have read or thought as deeply in these areas,' Roxanne says.

'I have also realised how really hard it is to do research and to gain the time of national figures. It has led to many great conversations (and arguments, including at the recent Research Applications in Information and Library Studies [RAILS] conference) where discussions have been very profound about policy decision making and what role libraries can play as 'honest brokers' – and whether

we need to think quite differently about how we support national engagement.'

Applying for a research grant or winning a merit award certainly says something about the drive and stamina of the recipient. Going the extra mile when everyone is seemingly already working harder and longer than ever is a big ask.

As Jan Richards says, 'It's almost 12 months since I received that call and I still have to pinch myself. It's so easy to get caught up in the day to day and wonder if the "extra" is worth it.'

'I've always been a great believer that you get out of life what you put into it and I love the buzz that my involvement in our profession brings me; the projects I'm involved with, the people I've met. The ALIA Fellowship is the icing on the cake.'

Where, how and who won?

You can find information about ALIA's awards and grants programs on the ALIA website, along with information and citations for past award recipients.

Want to know more about applying for an award? Contact us via email at awards@alia.org.au or phone (02) 6215 8222.

Left to right: Lady Jean Brodie-Hall (widow of Sir Laurence Brodie-Hall after whom the award is named), Bernadette Waugh, Neil Turner.

ABOVE AND BEYOND
THE BRODIE HALL AWARD 2014

It was lovely to be present at the recent Western Australian CSIRO Alumni Brodie Hall Lecture and to see one of our best known, and friendliest, retired special librarians, Bernadette (Bernie) Waugh awarded the Brodie Hall Award for 2014.

The Brodie Hall Award was established in 2011 by the Western Australian Chapter of CSIRO Alumni. It represents the highest acknowledgement and recognition of outstanding achievement by CSIRO staff (administrative, technical and scientific) in Western Australia, in recognition of service and contribution beyond that for which the recipient would be rewarded by normal process.

Bernadette first trained as a geologist at the University of Western Australia and it was during this time that she met her husband Russell. Bernie was appointed Librarian-in-Charge at the CSIRO Floreat site in May 1985, at the beginning of the revolution in information technology.

Times were difficult as budgets were slashed and staff numbers in the library had been continually reduced. Bernadette was an outstanding librarian, ensuring that the library kept up with the latest technology, assisting staff through the rapid changes in information management, and leading several changes to CSIRO's national library network. She was proactive in instructing scientists in the value of computer searches, interlibrary loans and, later on, about online searching.

This was the time when the scientific literature was expanding exponentially. Bernadette's efforts, skill and understanding of science greatly benefitted scientists in CSIRO in Western Australia.

As CSIRO grew in Western Australia, Bernadette established libraries at the new sites of Waterford and Bentley. This involved staff appointments, establishing the library systems, organising the physical relocation of Floreat stock, and merging this material with other collections for these new sites. Conversely, some divisions of CSIRO relocated to the Floreat site and the merging of collections was again cheerfully overseen by Bernadette.

Bernadette has mentored numerous library students throughout her career with her willing participation in the practicum placement of students at CSIRO from the three West Australian institutes offering library studies. She was an active member of ALIA and was recognised by the Association as Special Librarian of the Year in 1993.

All of the letters of support for Bernadette's nomination for the Brodie Hall Award also highlighted her active and vibrant ('bubbling enthusiasm' was one description) contribution to life at the Floreat site, mingling with research, support, administrative, workshop and ground staff. She contributed to the social aspects of the site, such as the Christmas party and Melbourne Cup lunch, and one year organised an exhibition for Library Week, titled Where Art Meets Science and featuring artworks by staff at Floreat.

Since retiring from CSIRO in 2007, Bernadette has continued to serve CSIRO well as an active member of the CSIRO Alumni, serving on the committee of the WA Chapter, interviewing former CSIRO staff for oral histories to be deposited in the Battye Library, and bringing her engaging personality to alumni functions. She has also recently joined the ALIA Retirees WA Group and will no doubt be kept busy with some of their planned activities.

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With thanks to Neil C. Turner, Chair, WA Chapter, CSIRO Alumni, and former colleagues from CSIRO

Statistically Speaking

Australia's libraries and LIS professionals

There's nothing quite like the start of a brand new year to focus our attention on where we are, and where we want to be. Over recent years, as part of our focus on advocacy, ALIA has been collecting and disseminating evidence-based information about our profession. This has included undertaking major projects such as an environmental scan of the current research agenda, the recent education and employment trend report and the Future of the Profession project. These projects have collated useful data for the many members of the profession making regular business cases for their libraries and information services to policy makers and financial managers.

As we move into 2015, we've collected some of these findings from across the profession to give members a 'state of the nation snapshot'. It's not exhaustive, but you may find some of these facts and figures surprising. We encourage you to collect your own evidence wherever you can, and to use these figures to support your initiatives.

University Libraries

It is a requirement for all universities in Australia to have a university library service. Many institutions see these collections and services as a symbol of their organisation's investment in 21st century learning. Specialist skills in this field reach from in-depth collection and subject knowledge and original cataloguing and metadata application, to high level research and experience in procurement and contracts to support subscription negotiations. The Council of Australian University Librarians (CAUL) represents the library leaders in the sector. Their research shows that, between them in 2012, Australia's 39 universities:

- Operated 203 university libraries
- Employed 4,050 people, including 1,589 library professionals and 907 paraprofessionals
- Were used by one million staff and students
- Made over 15 million loans
- Had a total expenditure of $667m, of which $331m was allocated to salaries and eresources budgets totalled $218m.

VET Libraries

The other key group in the tertiary sector is the Vocational Education and Training (VET) library sector. Library and information professionals in these libraries also make use of specialist subject knowledge and are dedicated to helping students improve their employability, a task that can also involve significant expertise in delivering programs for information literacy education and learning support.

There are 61 Institutes of TAFE around Australia (ACT 1, NSW 12, NT 1, QLD 13, SA 4, TAS 1, VIC 17, WA 11). Although complete information on this sector is not readily available, an analysis of Victorian TAFE and university libraries in 2012 found:

- The average library budget allowed per TAFE student was $26.36 while the average for university students was $459.70
- The staff to student ratio in TAFE was one staff member to 793 students while the ratio for university libraries was one staff member to 352 students.

School Libraries

In Australia's school libraries, teacher librarians are valued members of the teaching community as well as being members of the library team. There are 9,427 primary and secondary schools in Australia. The resourcing of these libraries varies enormously. Some are experimenting with completely electronic collections, while others have developed into flagship library and information technology hubs, providing study spaces and facilities for group learning as well as their collections. The ALIA School Libraries Advisory Committee and ALIA Schools Group (based in Victoria) liaise with the Australian School Library Association and state-based school library associations to deliver a united voice for the sector.

The 2011 report from the Australian Government Inquiry into School Libraries and Teacher Librarians stated that one of the dominant themes that emerged is a lack of hard data, although:

• A 2010 Australian Council for Education Research survey of staff in Australian schools suggests there are some 5,600 teacher librarians in primary schools and 2,900 in secondary schools, making a total of 8,500

• According to research carried out in 2013 by Queensland University of Technology and the School Library Association of Queensland, 'At schools without a qualified teacher librarian, school NAPLAN scores were consistently below the national mean score for NAPLAN reading and writing, and one principal related declining growth in average NAPLAN reading scores to the lack of a qualified teacher librarian.'
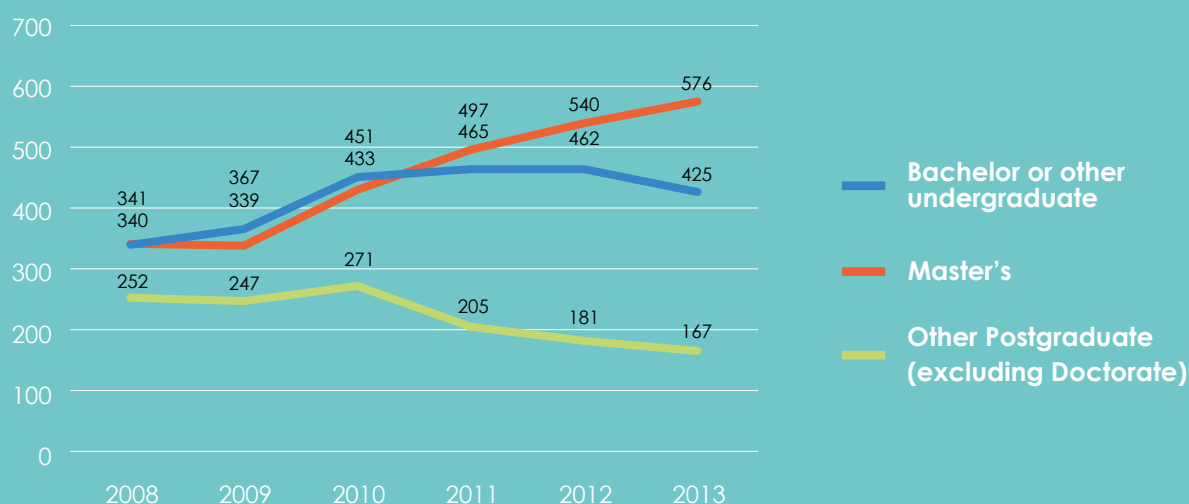
Public Libraries

Local and state or territory funding supports some 1515 public library service points across Australia, including 1,439 fixed point and 76 mobile libraries. Public libraries manage collections across a significant range of formats, provide access to resources such as the internet for their communities and develop and deliver hundreds of different programs and services geared to their communities' specific needs.

Consultants SGS Economics and Planning undertook research into the return on investment of Australia's public libraries for ALIA and the results, published in 2013, revealed our public libraries generate an annual benefit of $1.97 billion, representing a benefit cost ratio of 2.9. The consultants also found the larger the investment in public libraries, the greater the benefits derived by their communities.

Figures provided in the latest National and State Libraries Association report for the 2012–2013 financial year showed:

• More than seven out of 10 public libraries were open for more than 30 hours each week
• Almost 174 million items were lent to 10 million members of Australia's public libraries and more than 40 million items were made available for the use of the community
• Library customers made more than nine million visits to public libraries per month
• Over $128 million was spent on ensuring Australia's public library collections were kept up to date and relevant, part of a total expenditure on public libraries of $1.02 billion (a 18% increase over the previous year)
• On a per capita basis, funding for public libraries increased by 12% in 2012-2013.

Number of higher education students enrolled in Librarianship, Information Management and Curatorial Studies at various levels

Year	Bachelor or other undergraduate	Master's	Other Postgraduate (excluding Doctorate)
2008	341	340	252
2009	367	339	247
2010	451	433	271
2011	465	497	205
2012	462	540	181
2013	425	576	167

Special Libraries

Based on the Australian Libraries Gateway database, there are between 2,200 and 2,400 special libraries in Australia, but an exact figure is hard to pin down because these libraries can be hidden within organisations. It also depends on the definition used, as anything from a volunteer-run historical society collection to a teaching collection may qualify as a special library.

Effective, fast and thorough search skills are critical in this sector and expertise in filtering, evaluating and packaging search results is part and parcel of a special librarian's job. Collections are dynamic and collection development focuses frequently on access to the latest authoritative resources.

- The return on investment of special libraries is estimated to be in the region of $5.43 for every dollar spent, according to a 2013 study undertaken by ALIA in partnership with the Australian Law Librarians' Association, ALIA Health Libraries Australia and Health Libraries Inc.

Collecting Institutions

There are nine collecting institutions in Australia: The National Library of Australia, the State Libraries of New South Wales, Queensland, Tasmania, Victoria and Western Australia, the ACT Heritage Library and the Northern Territory Library.
The primary role of these libraries is to collect, preserve and provide access to the documentary history of Australia, including books, manuscripts, documents, images, maps and other materials, in print and other formats. Library and information professionals in these institutions manage legal deposit collections and frequently curate collections, providing context for items and formats and ensuring access to materials will always be available.

Our state and territory libraries also provide a leadership role, supporting public libraries within their jurisdiction and working in partnership with archives, museums, galleries, university and special libraries to enhance knowledge and access to unique collections.

National and State Libraries Australasia (NSLA) represents these institutions. In the 2011–2012 financial year, NSLA reports revealed:

- 12 million people visited these library buildings
- 217 million pages were viewed on websites
- 1,703 terabytes of digital collections were stored
- 1,700 staff, including librarians, library technicians, archivists, curators and professionals from other disciplines were employed
- The asset value of these collections was recorded as $5.2 billion, while the asset value of the buildings and sites was given as $1.02 billion.

ALIA Futures

In 2013, we set out to investigate the big questions about our future.

- How will libraries remain relevant for users?
- What changes will institutions and individuals in the sector experience?
- Will 'library and information professional' continue to be a necessary and desirable occupation?

We received challenging, insightful, inspiring responses to our request for feedback at events held all around Australia. As a result, we have been able to identify themes and develop actions that will support positive outcomes.

ALIA Futures - Generic themes for the LIS sector

Ten themes covered all library and information services, including school, public, university, TAFE and special libraries, and collecting institutions.

1. Libraries and information management
The same skills, differently interpreted.

2. Fair
People's love of libraries is underpinned by our contribution to a fair and just society.

3. Equality of opportunity
We help to overcome the gap between advantage and disadvantage.

4. Funding
Library users and funders have a different perception of the value of our services.

5. The library experience
Others provide information, but no one else provides the library experience.

6. Analogue and digital
We will need to look good and work well both online and in real life.

7. More space not less
More space for people, less space for books in our future libraries.

8. Stretching collection budgets
More content, in multiple formats – we will need to be smart with our money.

9. Community created content
Libraries will help connect readers with all kinds of new content from surprising creators.

10. Unimaginable technologies
Technology will continue to have a massive impact on how we work and the services we deliver.

The findings from the ALIA Futures project have been produced as seven reports, available as pdf downloads from the ALIA website www.alia.org.au

The Profession

The body of knowledge required to become a library and information services professional is built around seven core areas of knowledge:

- Knowledge of the broad context of the information environment
- Information seeking
- Information architecture
- Information organisation and access
- Information services, sources and products
- Information management
- Generation of knowledge

According to the Australian Bureau of Statistics, employment in the library sector has remained fairly static over the last decade. *The ALIA LIS Education, Skills and Employment Trend Report 2014* released late last year (available online at bit.ly/1ricKzc) revealed the library and information services sector may be relatively small, but it is also a sector with a highly qualified workforce, with both established specialisations such as teacher librarianship, and emerging specialisations such as health librarianship, reflected in ALIA's recognition as Certified Professionals in selected fields.

- Australian Bureau of Statistics figures show there are approximately 25,000 librarians employed in Australia, although these figures do not include library and information professionals working outside libraries, nor do they include professionals from other disciplines (for example finance and human resources) working in Australian libraries.
- The ALIA Trend Report shows that, in comparison with other occupations, librarians and library technicians have attained significantly higher levels of education, and librarians' average weekly earnings are 30% above the national average.

Evidence is essential to making any case for funds or to create effective policies and procedures. ALIA remains committed to supporting ongoing research to support advocacy across the profession. You can find more resources online at www.alia.org.au.

ALIA's NLS7 is a low-cost, high-value 3-day event of speaker sessions and workshops geared towards students and new Library and Information Sector professionals but open to everyone.

Theme:	**Trajectories**
Dates:	**24–26 July 2015**
Location:	**NSW Teachers Federation Conference Centre, 37 Reservoir Street, Surry Hills**
Web:	**http://nls7.org**
Twitter:	**#ALIAnls7**

NLS7
SYDNEY 2015

DROMKEEN WINNERS ANNOUNCED

Dromkeen Medal winner Helen Chamberlin.
Photo by James Braund.

The State Library of Victoria has awarded the 2014 Dromkeen Medal to Helen Chamberlin, an esteemed editor and publisher with more than 40 years' experience working in children's literature.

The Dromkeen Medal was established by Joyce Oldmeadow in 1982 to honour an individual's outstanding contribution to children's literature. Since the Medal was first awarded in 1982, it has been presented to 32 prominent Australian writers, illustrators, editors and publishers. The Dromkeen winners were selected by a panel of authors, illustrators, publishers and librarians.

The 2014 Medal recipient Helen Chamberlin has worked as an editor and publisher of children's books, picture books, graphic novels and young adult fiction for more than 40 years, including nearly two decades at Lothian Books. She has nurtured some of Australia's most celebrated writers – such as award-winning author Shaun Tan, Anne Spudvilas and Gregory Rogers. She still develops lists for Windy Hollow Books, Ford Street Publishing and Hachette. Ms Chamberlin also volunteers with the Children's Literature Australia Network to mentor emerging illustrators and authors, and bring children's book festivals to schools.

Shaun Tan – author of acclaimed graphic novel *The Arrival* – said, 'Helen really is one of our industry's great quiet achievers, someone with a genuine passion for good literature for readers of all ages, coupled with a wise and patient approach to dealing with authors and artists, as well as the vagaries of publishing, with all its changing economic, cultural and political aspects.'

At the Dromkeen awards dinner, the State Library also presented the annual Dromkeen Librarian's Award. This is awarded to a school or children's librarian or teacher for their dedication to improving the literacy of young people.

The winner of the 2014 Dromkeen Librarian's Award is Pam Saunders, currently the head of library at Melbourne High School. Pam has previously worked as a school librarian, and in public libraries, as well as managing the Centre for Youth Literature at the State Library.

ANOTHER WIN FOR BALLARAT HEALTH SERVICES LIBRARY

Ballarat Health Services (BHS) Library's groundbreaking collaborative project with the Services Pharmacy Department and the Standard 4: Medication Safety Committee to enable completion of the hospital's accreditation (reported in *INCITE* in September 2014) has received further recognition, winning a BHS Quality Innovation and Excellence Award.

The Ballarat Health Service confers corporate and clinical Quality Innovation and Excellence Awards, and the Library won the award for the corporate category.

The win was announced at the BHS Annual General Meeting, with the hospital's Board, CEO and executive team all present to hear the news. BHS Library Manager Gemma Siemensma said the award and the project has given the library 'amazing visibility' within the organisation.

The BHS Library has also made the most of their category win in the ALIA 2014 Australia's Favourite Library awards.

'It's the work of a moment to add 'voted Australia's favourite health library 2014' to our email signatures and it all helps reinforce the excellent reputation the library service has built, with both our parent organisation and our professional communities,' Gemma said.

WINNING STREAK FOR HUME LIBRARIES
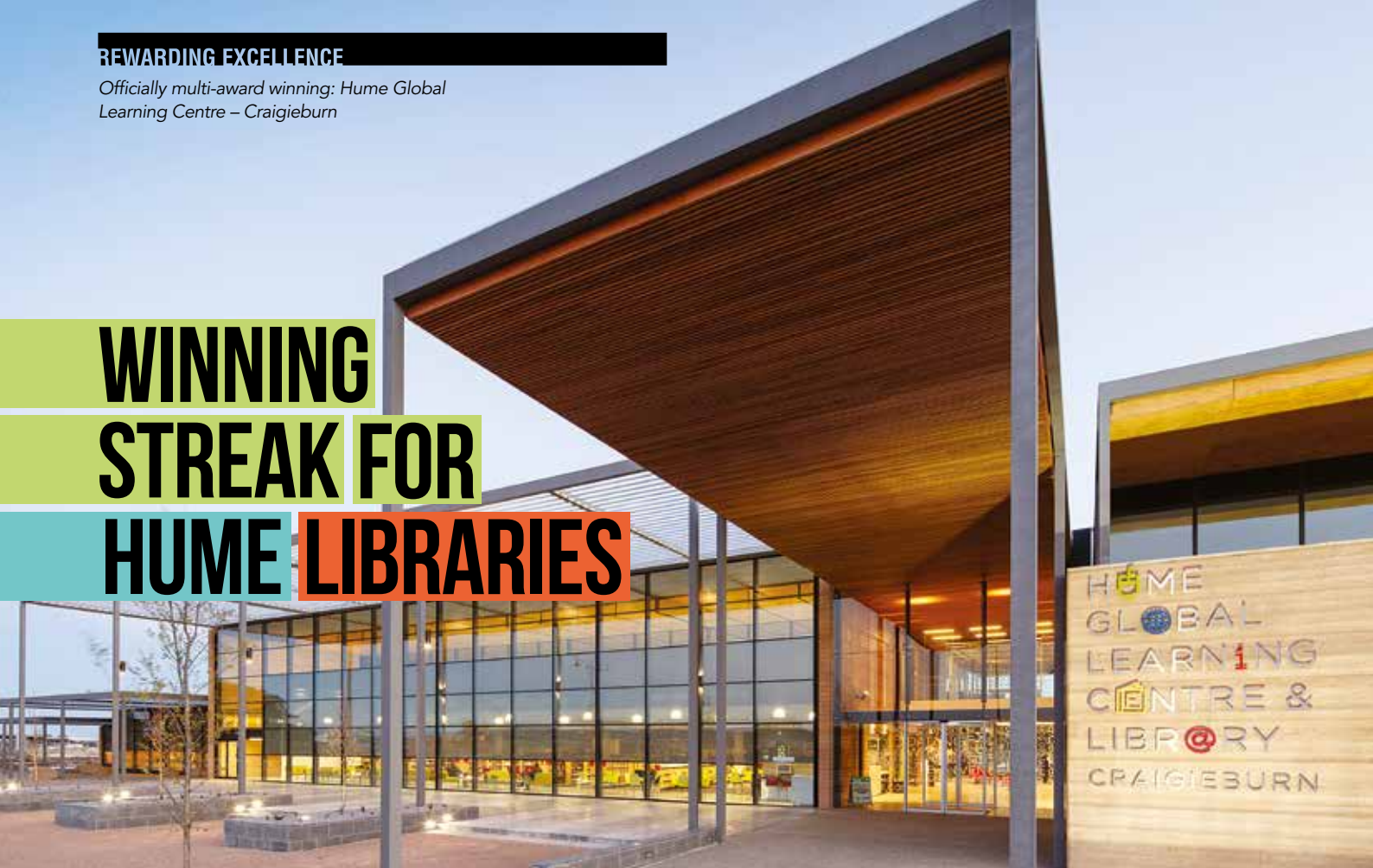
Hume Libraries is the public library service of Hume City Council, located on Melbourne's north-western fringes, and 2014 was quite a year for their library team. Hume Libraries received three major accolades, recognising the high esteem the local community has for the library service, its appreciation for high quality community buildings, and the commitment of the staff that work tirelessly for the community.

The first honour awarded to Hume Libraries was the title of Australia's Favourite Library Service by ALIA in May 2014. We received an astounding 30,000 votes via phone, email, text and online. The support shown by the community for our learning spaces, the services we provide and the multitude of programs we deliver was overwhelming and humbling.

In late 2014, Hume City Council also was the recipient of the inaugural International Public Library of the Year award for the Craigieburn Library, located at Hume Global Learning Centre – Craigieburn. The award was presented by the Danish Agency for Culture at a ceremony during the International Federation of Library Associations and Institutions (IFLA) conference in Lyon, France. Craigieburn Library beat libraries from England (the Birmingham Library), the Netherlands (Bookmountain Library in Spijkenisse) and Denmark (Ørestad Library).

The $17 million Hume Global Learning Centre – Craigieburn, designed by architects Francis-Jones Morehen Thorp, provides a range of services under one roof – including the Craigieburn Library, an exhibition gallery, occasional childcare program, café, Council's Customer Service Centre and a training and conference facility.

And the celebrations continued as the Hume Libraries service was the first in Australia to achieve eSmart status. The eSmart initiative, developed in partnership by the Alannah and Madeline Foundation and the Telstra Foundation, aims to increase cyber-safety and deals with cyber-bullying by changing behaviours. Many public libraries in Australia have now signed up to the program. For Hume Libraries, the achievement of eSmart status means that staff are well-equipped to ensure that our community use their – and our – technology in a smart, safe and responsible way.

It was a big year for Hume Libraries, and one that will be hard to beat! However, the momentum will continue and we have many things planned for 2015 – such as introducing MakerSpace facilities in three branches. The MakerSpaces will have a combined focus of electronics and digital media, offering programs covering basic programming, stop-motion animation, music and video editing, and 3D printing.

If you're local to Melbourne, come and visit the library at the Hume Global Learning Centre – Craigieburn. The centre is about 30 minutes from the CBD. If you're from another part of Australia and find yourself in Melbourne, please stop by – we'd love to show you our beautiful buildings and chat with you about our services and programs.

MIEKE MELLARS
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Conserve Your
Mother Language

*I*nternational Mother Language Day is designed to develop greater awareness and interest in linguistic and cultural traditions, and to inspire solidarity based on mutual interaction, understanding, tolerance, cohesion and respect within modern multicultural societies. Nirmal Paul is the founder of Mother Languages Conservation (MLC) Movement International Inc. Here, he explains why libraries of all kinds should be celebrating International Mother Language Day on 21 February 2015.

In technical terms, language is the engineering of arranging sounds in a particular way to convey a message to others. Spoken and written languages are our main instrument of communication. Languages are a powerful tool for preserving and developing the tangible and intangible heritage of our civilisation. They are the foundations of formal education and gradual development, adapting to social, economic and generational changes of human society.

The term 'mother language' refers to the ancestral roots of a language family and culture. Considering our current environment of rapid technological development, migration and globalisation, the practice, protection and revitalisation of mother languages depends on understanding the long term interests, as well as motivational change of concerned linguistic communities.

Unfortunately, languages are globally associated with a history of gradual loss and decline. Linguists believe the declining trend of language has caused a reduction in the number of practiced languages to around 7,000, down from 20,000 in 800BC.

Studies have revealed one language dies every fortnight.

Over the period of 1970–2005, the declining trend has exceeded 20%, and linguists are concerned that by the end of this century, half of today's languages will have become extinct. In Australia, about 90% of the country's 250 aboriginal languages are near extinction. Only seven have more than 1,000 speakers, and only two or more are likely to survive the next 50 years or so.

Losing a language means losing identity, culture, and the historical track of human civilisation. Mostly the loss of linguistic and cultural diversity will result in the inabilities for future generations to access integrated studies on chronological developments of human society, civilisation, development and globalisation.

To combat this unprecedented global trend, as well as to promote linguistic and cultural diversity and multilingualism, the International Mother Language Day (IMLD) has been observed on 21 February every year since 2000.

In Australia, IMLD is celebrated every year at Ashfield Heritage Park, NSW and it was here the world's first monument to the movement was erected, referencing mother language conservation, multiculturalism, globalisation and the spirits of 21 February, in a design created to reach out to all linguistic communities.

In addition to on-going formal and institutional education, research and revitalisation programs running by governments and non-government organisations and institutions, the Mother Languages Conservation Movement International Inc has been working in support of the 1999 IMLD observance mission of UNESCO. Using the Ashfield monument design elements as a framework, we are supporting the establishment of Twenty-first (Ekushey) Corner bookshelves in libraries, community centres and academic institutions, created to collect and save alphabets used by their users and communities. We are also supporting the adoption of a standard policy by UN member countries to observe IMLD and encourage participation, and developing standard guidelines for technical and communication media to promote the Conserve Your Mother Language message and campaign.

The MLC Movement International is also in the process of publishing a book illustrating an effective integrated strategy for all concerned local, national and global authorities and institutions to adopt a policy on mother language conservation with leadership and guidance of UNESCO and the United Nations to encourage linguistics professionals to come together as a global community under the banner of Mother Language.

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Where ALIA's Research Advisory Committee brings you news from the world of library and information services research.

QUALITY IS CRITICAL

The need to reduce costs and maintain or extend services has led to an increasing focus on continuous improvement strategies within libraries. *Janine Schmidt looks at research outlining the changing nature of quality assurance.*

The libraries of the Australian Technology Network (LATN), comprising Curtin University, RMIT University, Queensland University of Technology, the University of Technology, Sydney, the University of South Australia and the Auckland University of Technology, have collaborated for some years on various projects. Tang's paper describes the maturing of service improvements by the group from 2005 to 2010.

In 2005, a study reviewed quality assurance practices at the member libraries through examination of websites, a questionnaire and interviews. In 2010, these findings were revisited, using the same questionnaire, to determine further actions undertaken. This paper focuses in particular on the responsibility for quality assurance, the use of appropriate performance frameworks, and the extent of involvement of individual training and work planning, to determine growth in line with a framework developed by Wilson and Town in the United Kingdom. This framework establishes five levels of quality assurance, from an ad hoc approach at Level 1 to an advanced approach at Level 5, where all activity and the organisation culture are focused on continuous improvement.

> What is quality assurance? It includes performance measurement, planning and benchmarking against others to ensure that services provided are 'fit for purpose'. Who determines the quality? The customer.

Concepts such as total quality management (TQM), the balanced scorecard, the Australian Business and Service Excellence guidelines, 'Approach, Deployment, Results, and Improvement' (ADRI) and lean systems have expanded on the approach. The paper notes the changing emphasis on quality, referring to the Australian Universities Quality Agency (AUQA), whose activities have since been transferred to Tertiary Education Quality Standards Agency (TEQSA): 'We aim to create a smarter future for Australia – by upholding standards for students'.

The paper notes the growing sophistication of approaches to quality assurance within the libraries studied. All have a documented quality framework, most allocate responsibility for quality improvement to a specific staff member, and almost all provided training programs at the individual level and emphasised individual performance as part of organisational performance. Planning, performance measurement, client surveys, documentation, systematic reporting and analysis of findings, and encouragement of best practice have all become part of the organisational conversation. Most libraries have undertaken continuous improvement strategies as part of their overall institutional framework.

Libraries continue to operate under significant pressures for accountability. The tertiary education changes currently mooted add to the importance of ensuring that library services meet client needs effectively and provide value for money. All libraries must operate within a quality assurance framework. Collaborative activity, an appropriate organisational culture, training of staff and an emphasis on performance measurement from the client perspective will assist libraries in ensuring they deliver services cost-effectively. Libraries who wish to win awards and plaudits from their customers must manage their quality assurance processes effectively.

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FROM OUR COLLECTION:
Tang, Karen. Quality assurance improvements in Australian university libraries in *Performance Measurement and Metrics* vol. 14(1) 2013 pp.36-44.

LEARNING TO STAND ON YOUR **OWN TWO FEET**

I n recent conversation with an older colleague, Alycia Bailey was informed she was no longer a new librarian, but a librarian toddler: still learning to walk on her own, but no longer likely to slump into a 'death position' if left unsupervised. Now, having completed her fifth year as a library professional, Alycia has found herself compelled to reflect on the things she learned over those short years, and to share some of her lessons learned with new librarians who are only just learning to walk.

COLLECT EVIDENCE

In the past two and a half years since I started at my current position, I have joined LARK (Library Applied Research Kollektive) and completed a master's research project. In the process I've learned the value of data. Even if you're not studying formally, you should always be collecting data. Not just circulation statistics and door counts, but qualitative data as well. Get patron feedback about programs, write stream of consciousness notes after events or get a colleague to observe your practice and give you feedback. No matter how well you're doing, it can always get better. Reflect on what you've done and how it can be improved.

MAKE PROGRAMS INTERESTING FOR YOU

If you've got to run a program while smiling and engaged for at least an hour, then it may as well be something you enjoy. My thing has been gaming. I've used games to encourage students to engage in critical thinking, word play and storytelling. In my master's project I also used video games to get students interested in coding, mathematics and science. My participants could see that I was excited to be there, with them, sharing something amazing. My enthusiasm has infected them with a love of learning and makes them come back for more.

SMARTER PLANNING MAKES BETTER PROGRAMS

Even for regular lunchtime club meetings, I have learned to always make a short, reusable session plan. Sometimes it's nothing more than dot points, and I usually don't bring it with me to meetings, but I find that the act of writing out a plan cements in my mind the purpose of the program and keeps me on track. Writing plans also helps you to focus your energy on what really matters and means your participants get the most out of the experience.

GET A LIFE

When I started as a librarian, I would work all the time. I'm talking twelve hour days, skipped lunch breaks, late nights, early mornings, planning programs on my days off and checking work emails in bed. I was unhappy, tired and my work was suffering. I still work late occasionally and sometimes I skip lunch, but life is a lot more balanced and I'm better at work for it.

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PUTTING A PHENOMENON TO GOOD WORK

A team for change (left to right): Jonathan Glasspool, MD Academic & Professional; Jenny Ridout, Editorial Director Drama & Performance Studies, Eela Devani, Business Development Director, Digital; Matt Kibble, Digital Publisher, Kathryn Earle, Head of Visual Arts.

When you see articles about Bloomsbury in the press they often start out 'Harry Potter publisher…'. But this is changing. Bloomsbury has, in recent years, invested heavily in areas outside of trade and fiction, notably in academic, digital and library products. In 2014, they won the Bookseller Industry Award for Academic, Educational & Professional Publisher of the Year for the second year running, impressive results for a company which only started its academic program six years earlier. Building the program at a remarkable rate, the Academic & Professional Division now publishes around 1,400 titles a year, has a vast backlist of 20,000+ titles, and last year launched its own ebook platform, Bloomsbury Collections. So how did they do it, and why?

To understand the Bloomsbury phenomenon, let's first go back to 1997. After eight other publishers had rejected JK Rowling's *Harry Potter and the Philosopher's Stone*, Bloomsbury signed up the first book in the series, and it quickly became a bestseller. The books have sold over 450 million copies worldwide and the final instalment, *Harry Potter and the Deathly Hallows*, became the fastest-selling book ever, with 2.65 million copies purchased in the first 24 hours in the UK. Harry Potter has been credited with improving literacy by encouraging children to read more widely, and appeared on the best books lists of the American Library Association and *School Library Journal*, among others.

As well as being a leader in children's publishing, Bloomsbury has had, from the time of its founding in 1986 by Nigel Newton, a reputation for quality adult fiction and non-fiction. Authors include Khaled Hosseini, Nadine Gordimer, Margaret Atwood, Michael Ondaatje, William Boyd, Hugh Fearnley-Whittingstall, Elizabeth Gilbert and Heston Blumenthal. Reference works which should be familiar to all libraries include the Wisden and Whitaker's titles, *Who's Who*, and *Reeds Nautical*.

Having established such great success as a trade publisher, and having amassed significant cash reserves, what was next for this independent publisher?

Bloomsbury chose to counter balance the success of its volatile and successful consumer publishing with the greater dependability and higher margins of academic publishing. It is now an unusual publisher, combining academic and consumer publishing, where traditionally media conglomerates have focused on consumer publishing, and academic publishing has been the province of university presses.

> There is no question that the academic books benefit from Bloomsbury's high reputation in trade publishing.

This is just the first indication of a different approach. From the start, the publisher has challenged academic publishing nostrums by publishing its first titles under an Open Content business model. Select titles were available for all to read in full, without author fee, in the belief that increased discoverability would lead to more – rather than fewer – print sales.

Bloomsbury continues to support accessibility and has published around 100 books under the Creative Commons and Bloomsbury Open licences. Today, these are available to read on the Bloomsbury Collections platform.

You don't build up a library of 20,000+ titles in five years with only a home-grown list, and the majority of growth has come from Bloomsbury's acquisitions and investment in digital publishing. Over the last six years, Bloomsbury has acquired a long list of companies and imprints: The Arden Shakespeare, Continuum, Berg Publishers, Bristol Classical Press, Fairchild Books, AVA and Tottel, and Hart joined Methuen Drama, which had been acquired in 2007.

With so many imprints and companies coming together, some of which were publishing in the same disciplines, Bloomsbury has had a major task on its hands to bring order to the array of imprints. Head of UK Academic Marketing, Jennifer Howell, remembers proofing a media studies flyer which contained no fewer than five logos and sent the poor customer off to three websites. She wanted to weep. Although many imprints were well known and loved, some hard decisions had to be made if Bloomsbury wanted to avoid a branding car crash.

Newly published Continuum, Berg, and Bristol Classical Press books were rebranded as Bloomsbury. Where imprint histories were long and firmly established – Methuen Drama, Arden Shakespeare, T&T Clark, Fairchild Books – the imprints were kept, but under the Bloomsbury umbrella brand. AVA Books were rebranded as Fairchild Books. Communicating these changes to libraries remains an ongoing challenge, and though there are always short term issues with any change, Bloomsbury believes it is the right thing to do by both customers and suppliers.

As well as expanding its print program, Bloomsbury has reacted to the times and changes in the library environment with a range of online resources for students and academics available on subscription and/or perpetual access.

The Berg Fashion Library (2010) won a pile of awards, including the Dartmouth Medal and ALA Outstanding Reference Source. In 2012, Bloomsbury digitised 800,000 original documents in collaboration with the Churchill Archives Centre in Cambridge, making them available in Australia and libraries worldwide for the first time. The Churchill Archive stands as a digital library of modern international history. Drama Online (2013) now contains 1000+ plays, enhanced with play tools and critical analysis, from Methuen Drama, Arden Shakespeare, and Faber and Faber.

Last year saw the launch of Bloomsbury's own ebooks platform, Bloomsbury Collections. This platform offers digital rights management-free collections from across the humanities and social sciences, and will offer 4,000 titles by March this year. Bloomsbury Collections is truly diverse, including The International Critical Commentary 1901–2014, The Churchill Collection, Japanese History Landmark Texts (from the Bloomsbury Academic Collections print sets), Classical Literature Archive 1994–2012, and a range of frontlist collections in subjects such as education, philosophy, linguistics and law (Hart).

Bloomsbury is now the number one academic visual arts publisher in the world, and Bloomsbury-owned Fairchild Books is a market leader in fashion studies. So it seemed natural to launch Bloomsbury Fashion Central, intended to become the 'go to' site for fashion scholars, lecturers, students and professionals. It will include two new online libraries: Fairchild Books Library, comprising over 140 fashion textbooks and course materials will be available mid-2015, and Fashion Photography Archive will launch in 2016. Curated by Valerie Steele, the latter will include over 600,000 runway, backstage and street style images, supported by hundreds of articles, audio and video files.

If the extent and range of Bloomsbury's program surprises you, they won't be offended. Changing the perception of a publishing house takes time. Bloomsbury remains proud of their fiction, cookery and trade non-fiction program, and of Harry Potter. But don't be surprised if the introduction articles about this publisher start to talk about 'Academic publisher Bloomsbury…' instead of Harry Potter in the future.

TIME TO SHARE

ShareIT is Australia's Interlibrary and Resource Sharing (ILRS) wiki; a place for interlibrary loan and document delivery (ILL/DD) practitioners to find information on resource sharing for libraries.

The wiki is designed around how to 'Find It', 'Get It' and 'Supply It' and is the home of the ILRS guidelines published earlier this year. It is also the forum for Resource Sharing groups to add minutes or advertise their meetings.

ShareIt is still quite small but has the potential to be a very useful tool for ILL/DD practioners. However we need your help to update and enhance the content to make it really worthwhile. It's your wiki! Come on help us keep it up to date! You will find everything you need to know to be part of it at shareit.alianational.wikispaces.net.

BEST PRACTICE GUIDELINES RELEASED

The ALIA Interlibrary Lending Advisory Committee has developed a series of best practice guidelines to incorporate suggestions that don't quite fit in the formal Code of Practice. These guidelines can more easily be amended as feedback is received from the library community to clarify or suggest improvements to the way we conduct our services in a shared environment. The guidelines have been divided into three areas: for supplying and requesting libraries, for requesting libraries, and for supplying libraries. The guidelines can be found on the ShareIt wiki at bit.ly/1uYinpF.

A LIBRARY WITHIN A LIBRARY FOR BOOKS BY CHILDREN, FOR CHILDREN

Welcome! Book Cubbies in Western Australia and Victoria are in constant use.

By children, for children: Books can be handmade or published – complete with an ISBN.

A child-friendly portable library, in which books made by children for children are displayed and celebrated, is harnessing the power of books and publishing to connect children, families and their communities.

The Book Cubby is an innovation developed by Kids' Own Publishing, the world's first dedicated publisher of books by children for children. There are currently 13 Book Cubbies in metropolitan and regional libraries across Victoria and Western Australia and this number is growing steadily.

Inside each cubby, shelves hold both published books (with ISBNs), books made by hand and photocopied, and now also books created by children using a specially designed digital publishing app called WePublish that allows children to write, illustrate and print out their own eight-page book.

Each cubby's timber surrounds create a special place where children can read stories written by other children and discover worlds through another child's eyes. All children involved in publishing workshops are invited to leave a copy of their newly created book on the shelf.

Children leave their newly published book in the cubby, knowing that it could be read by anyone, anywhere.

The State Library of Western Australia (SLWA) has built three Book Cubbies, now in constant use. One is in the SLWA building in Perth's Cultural Centre's dedicated children and family space; two others travel to the state's metropolitan and regional libraries and affiliated community events on request. The City of Armadale recently partnered with Bunnings and a local Men's Shed to build a book cubby.

The City of Wanneroo are installing a cubby in their new Banksia Grove Family Centre in the northern suburbs of Perth. Their newly developed program, It's All About Play, will integrate community publishing with family activity at the centre.

Libraries are using the cubbies to showcase collections of community published books, profile the works of local communities and artists, and act as a creative hub and stimulus for community publishing activities, emphasising the important and active role children can play in their own reading, writing and learning journey.

JO MOLLOY
Kids' Own Publishing
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TOP RIGHT: ALIA's Director of Learning Judy Brooker, presented Ben Gooley with his award.

BOTTOM RIGHT: The class of 2014: Judy Brooker with UC's 2014 graduates (left to right): (front row) Judy Brooker, Elayne Townsend, Gina Twyble, Sue Pavasaris and Associate Professor Sally Burford; (back row) Dr Tracy Ireland (Assistant Professor of Cultural Heritage; Head of Discipline), Ben Gooley and Dr Stuart Ferguson (Convenor of the Master and Graduate Certificate courses).

UC'S CLASS OF 2014

Ben Gooley's performance as a post graduate student has earned him the University of Canberra's ALIA Student Award, given to the student graduating with the highest grade point average in the Master of Information Studies in Librarianship.

Ben is employed full time in the university sector and completed the Masters of Information Studies part time over three and a half years. He said that he was struck by the breadth of the course content in both its core subjects and electives and he found the online course format a real boon in understanding information management from within the online context. Ben completed his practical placement in the Academic Services Division of UNSW Library.

UC'S CLASS OF 2014

SA 25 YEAR PIN CLUB

Senior Metadata Librarian, Merlene Ralph, and her uncle, Glen Ralph, were both at the Adelaide Circulating Library late last year to celebrate 25 years plus with ALIA. A number of Members spoke at the event, sharing fond, funny and moving memories about their careers and connections with the Association. Glen spoke briefly about his work building the Wilmar Library collection of approximately 14,000 volumes, officially opened by the late Professor Tony Foskett in 1984.

WIKIBRARIANS
GATHERING MOMENTUM

The Wikipedia and Libraries information evenings presented by ALIA in partnership with Wikimedia Australia in late 2014 attracted 360 participants to nine presentations around the nation, and have already led to new collaborative projects, including a new Wikipedia editing assignment for undergraduate students at the University of Notre Dame Australia in Western Australia.

Free information sessions for ALIA Members were held in Perth, Hobart, Adelaide, Brisbane, Canberra, Sydney and Melbourne, enabling participants to gain a different perspective on a tool that some have previously regarded as a threat to traditional skilled reference services. But that's a view that is changing, and changing fast, as more and more LIS professionals decide to actively participate in Wikipedia, improving the depth and credibility of the resource, and reaching out to new library users in the process.

At the ALIA National 2014 Conference, Macquarie University Library's Research Librarian Andrew Spencer and Content and Communications Coordinator Brendan Krige, along with Dr Sham Nair from the University's Department of Biological Sciences, presented a paper on using Wikipedia as a gateway to library resources.

Their hypothesis was that students are so used to the ease of use with tools such as Google, that they now expect other resources, such as those in libraries, to be as just as easy to find and to use. Linking from Wikipedia to scholarly resources in the University Library puts the library's resources and support right where it needs to be – where students are already looking.

INCITE has previously reported on other successful library initiatives with Wikipedia, including Michael Carney's project with original materials at the State Library of New South Wales, and Liam Wyatt's role as the world's first official Wikipedian in Residence at the British Museum (*INCITE* March 2014). Clearly, over the last 12 months, momentum has been gathering and interest in being part of the Wikipedia phenomenon has been growing, with teacher librarians harnessing familiarity with Wikipedia as a way to improve students' information literacy skills, and a major project partnership between the National Library of Australia and the State and Territory Libraries to showcase local newspaper content in Trove database via Wikipedia.

The University of Notre Dame's Lydia Dawes said the Perth information session in late 2014 was particularly useful, as she was in the process of planning teaching for 2015 at the time.

'I'm always looking for new teaching ideas and this came along at the perfect time to plan for next year,' Lydia said.

Other information literacy educators in university libraries are following suit, using the opportunity Wikipedia provides to teach new LIS students the important skills of not just locating, but also enabling access to unique and original materials along with reputable scholarly resources.

Wikimedia Australia Committee member Pru Mitchell says such collaborations between Wikipedia and Australian LIS professionals are a natural fit, improving reference to quality Australian content within Wikipedia and, at the same time, providing a fantastic tool for teaching information literacy.

'Feedback from ALIA participants indicated they appreciated learning about the mission, scope and structural elements of Wikipedia,' Pru said. Many also expressed an intention to try editing Wikipedia and to contribute references – which makes this partnership a success from a Wikimedia Australia perspective. Wikimedia Australia would like to thank Kirrin Sampson, ALIA Training Manager, and the state and territory managers who made this happen.

As *INCITE* goes to press, ALIA Training, supported by the State Library of New South Wales, is working with Michael Carney and Kathryn Barwick to develop and lead in-depth training workshops for Members, covering page set up, editing protocols, image uploading to commons and other basic skills needed by newly-minted Wikipedia contributors. It is hoped participants from these workshops will, in turn, share these skills with colleagues so that more library and information professionals can contribute to Wikipedia and use it to highlight special and unique collections and resources across Australia's collections.

The first of these workshops is scheduled as a satellite event at next month's ALIA Information Online 2015 Conference. ALIA is also establishing a wiki for the Australian library Wikipedia editing community to encourage discussion, debate and the sharing of knowledge between Members.

GIVE AND TAKE
FOR A GLOBAL VIEW

When Suzanne Parfitt qualified as a librarian in the United Kingdom in the early 1990s, she never imagined that 20 years later she would be working in Asia, while also studying as a distance education student in Australia. Technological advances have led to a shrinking world and new opportunities have opened for librarians. Now that it's so easy to connect and share across time and distance, Suzanne asked herself why it is so important for us to step out through our physical or virtual library doors and explore the world.

Many libraries are now serving customers who live around the globe. The library at the Australian university where I study offers an extensive range of services to me in Singapore. Similarly, the international school library where I work has students who come from all around the globe. The library meets their cultural needs in a number of ways, including the provision of mother-tongue collections, and an online virtual library, which enables students to access resources wherever they may be.

Like many libraries, we have an ethos of sharing. We create tutorials, videos and guides to support curriculum topics, which we make available on the internet with a Creative Commons license. In doing so, we actively contribute to the growing body of open access educational resources that make reliable information available to anyone with an internet connection, whatever their location or circumstance.

As libraries increasingly connect people around the world with the information they need, I feel it is essential that we, as librarians, have a global view.

Obviously, the ideal way to gain a global outlook is to travel. I work in Singapore, but I also enjoy visiting libraries and attending professional development events in other countries. I recently spent three weeks at La Trobe University in Melbourne on a work placement for my Masters course. By travelling to Australia, where I have never lived or worked, I gained valuable experience of library work in another country.

Conferences are another great way to network with people from around the world. I attended the IFLA Annual Congress held here in Singapore in 2013, and gained a wealth of knowledge on international librarianship through that experience.

While travelling may not be an option for everyone, but an international outlook is still possible. There are numerous ways to connect with librarians around the world without

leaving home. I recently joined the International Librarians Network (ilnetwork.wordpress.com), which organises peer-to-peer mentoring, allowing librarians in different countries to share experiences and ideas. And if you can't attend conferences you can follow them through Twitter instead. You can find lots of library conference hash tags to explore on Twitter at libraryconferences.tumblr.com. I also gain current knowledge by following the blogs of information professionals across the world, including Phil Bradley in the UK (www.philbradley.typepad.com), Judy O'Connell in Australia (judyoconnell.com) and Joyce Valenza in America (blogs.slj.com/neverendingsearch).

I believe in grasping any international opportunity, in order to meet new people, learn from their experiences and find out about libraries in other countries. I've gained a broader view of our profession this way, and found out about the latest developments and ideas by connecting with leading thinkers.

It's also important to remember international connections are not all about taking. My library colleagues and I write blogs, and we tweet and share our resources through Creative Commons. We therefore contribute to the global librarianship network and help to provide reliable information for all.

I believe that, whatever the scale of your international engagement, it will be positive for you, your library, your community and also the wider world.

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Suzanne Parfitt is Assistant Librarian at Tanglin Trust School in Singapore. She is an Associate Member of the Chartered Institute of Library and Information Professionals (CILIP) and is currently studying towards a Master of Information Studies at Charles Sturt University. Find Suzanne's blog at referenceteamlibrary.weebly.com/suzanne and follow her on Twitter @sueparfitt.

Suzanne Parfitt: Why a global view is important

NOMINALLY YOURS

We don't need to tell you the importance of continuing education. We talk about it in every issue of *INCITE*. If you're in the health sector, school or public libraries, you've also probably heard about the work ALIA has been doing to ensure the specialist skills and knowledge in those sectors are recognised through ALIA's Professional Development Scheme specialisations and Certified Professional status.

If you are a current financial professional Member, you can also use your ALIA post nominals to differentiate yourself from the pack when seeking employment or promotion. You've earned them, why not let them work for you? ALIA encourages every Member to advocate for yourselves, and your professional association, by using your ALIA post nominals in resumes and job applications.

INCITE is now also adding ALIA post nominals for contributing authors. (Please advise the editor by email when submitting content if you do not wish us to include them.)

AALIA Associate
Members in this category must hold an ALIA-accredited library and information science qualification at undergraduate or post graduate levels.

AALIA (CP) Associate Certified Professional
Members in this category must hold current Associate membership and maintain compliance with the ALIA Professional Development Scheme. You may use the post nominal letters AALIA (CP) after 12 months compliance.

FALIA Fellow of the Australian Library and Information Association
Fellows of the Association are nominated by their peers for consideration for this honour. For more information visit the ALIA website.

ALIATec Library Technician
Members in this category must hold an ALIA-accredited library technician qualification.

ALIATec (CP) Library Technician Certified Professional
Members in this category must hold Library Technician membership and maintain compliance with the ALIA Professional Development Scheme and you are entitled to use these post nominals after 12 months compliance.

AALIA (DCP) or ALIATec (DCP)
Distinguished Certified Professional
This status is available to Certified Professional ALIA PD Scheme participants that have shown ongoing commitment to professional development through membership of the scheme for at least five years, and who satisfy referee-supported additional requirements. See the ALIA website for more information.

(Please note you must be a current financial Member of ALIA in order to be able to use the post nominal letters.)

WHY NOT CREATE YOUR OWN DEVELOPMENT OPPORTUNITIES ?

IFLA's 'smurfs'

G hylène Palmer works at Murdoch University Library and has been a member of the ALIAWest committee for five years, enjoying the professional development, mentoring and social aspects that ALIA membership brings to new graduates as well as other library professionals. About a year ago, Ghylène heard the 2014 International Federation of Library Association and Institutions (IFLA) annual conference was going to be in Lyon, France and was looking for volunteer helpers. She decided to apply.

I initially thought the organising committee might not be interested in employing a French-speaking Australian to work as a volunteer in France, but I was determined to try my best. A few months after submitting an application and a resume, I was contacted for a phone interview (which was conducted in French and English), and a few weeks later, I was accepted as a volunteer for IFLA Lyon 2014. I was about to embark on the library adventure of a lifetime!

> Although I was about to be thrown completely out of my comfort zone, all I could see were the amazing career possibilities and networking opportunities this new challenge could bring.

The organising committee allocated daily shifts in various areas of the conference, such as visitor information desk, registration information desk, translation headsets centre, living signs and the interpreter booth.

Some of my most memorable shifts include the US Caucus, where I met some amazing American delegates who have convinced me that the upcoming American Library Association Annual Conference with 20,000 delegates would be worth my while. I found myself helping out in the interpreters' booth, listening to presentations being interpreted simultaneously in six languages, and leading a tour to the United Nations Library in Geneva. The highlight of the tour for me was undeniably the UN Library, which encompasses an impressive collection of resources. It is, first and foremost, highly valued by its organisation.

Out of 530 applications, 295 volunteers were part of IFLA Lyon, comprising of one Australian (moi), three Africans, one French resident of Denmark, one Swede, two Germans, two Italians, one Belgian and one Luxembourger. Our registration, accommodation, food and travel expenses while in Lyon were covered by IFLA.
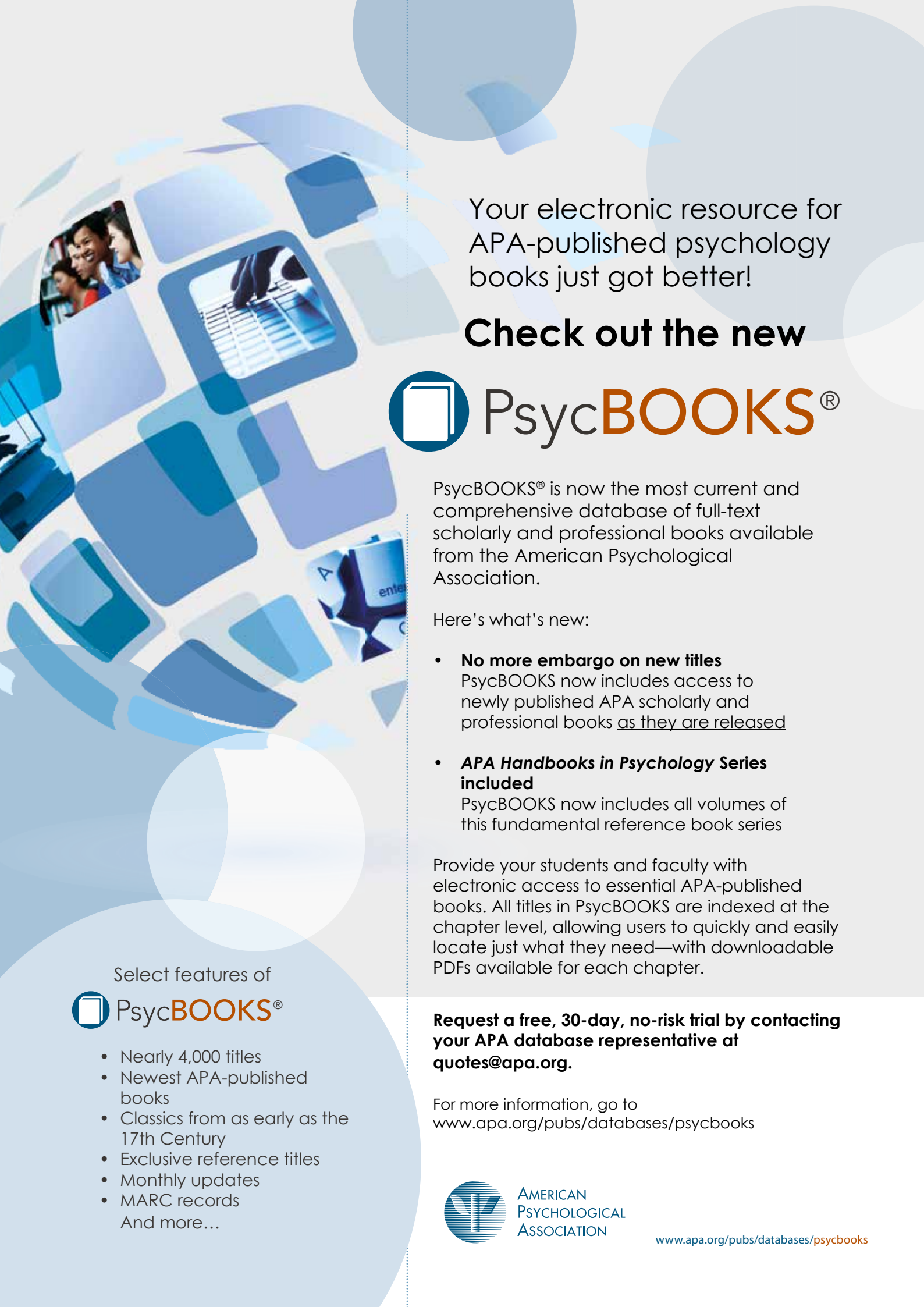
We became known as 'the smurfs' (due to our beautiful blue volunteer vests) and we worked solidly on creating a seamless conference experience for over 3,500 delegates from 120 countries. Having a behind-the-scenes experience, and seeing firsthand the amount of work involved in putting together a conference of this calibre is beyond what I could have ever imagined.

I also made the most of the times I was not allocated a shift. I attended a session on management of library associations and heard about the great work that ALIA is doing on the future of the profession and how this relates to the IFLA trend report. I also attended the General Assembly, where all the associations from around the world have their say about IFLA's constitution and strategic direction.

As an Australian, I had a great sense of pride to be at an international conference where Australia was so well represented (we had about 66 Australian delegates in attendance). I travelled halfway across the world to make international connections, but I discovered that my Australian and New Zealand connections also grew more than I would have expected.

I also took the opportunity to experience the non-library aspects of Lyon. The Lyon sights, food and lifestyle certainly played a considerable part in making the 80th IFLA World Library and Information Congress a magical learning experience.

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