

Letters

TAFE/UCLS

IN reply to Colin Cayless's letter (*Incite* no 19, 21 Nov 1980) and prior letters on the topic of TAFE and UCLS, I would like to make one point clear in support of B. Burgess (*Incite*, no 16, 19 Sept).

TAFE librarians do have a unique role in education in Australia in accordance with the unique role of TAFE colleges in Australia.

TAFE colleges are serving those who are more practically orientated in their skills and/or generally those mature age persons who are wanting to attain accounting, management and similar skills and have not completed prior formal academic education.

To include TAFE librarians in the UCLS group is making them merely a subsidiary of a larger sister group. Before aligning with any other group they need to stand up alone and be counted in order to make a contribution to librarianship in Australia and to gain adequate acknowledgement from government bodies.

I agree with Colins Cayless, TAFE librarians do share common ground with UCLS librarians in that they are serving equally intelligent patrons. However, a definition of a group such as TAFE librarians must be formulated before similarities can be ascertained with other library groups.

There must be 'fragmentation' initially and I would take B. Burgess's suggestion one step further to suggest another separate section for the TAFE sector be established in the LAA not just a special interest group within UCLS.

D. Williamson
Mt Gravatt College of TAFE

Index to Aust Book Reviews

MR BORCHARDT's letter (*Incite*, 21 Nov 1980) about the *Index to Australian book reviews* is appreciated, as is the prompt assistance of AACOBS and others, and the generosity of the Australia Council in supporting the continued publication of the *Index* for a further year.

This gives us the opportunity to get the publication on its feet again, and to attempt to recover the production costs at least. The greater part of the cost, that is, of the indexing and editorial work, will doubtless remain a problem for resolution, although one State Library has offered assistance with co-operative indexing.

In the meantime, the following actions are being taken immediately:

- A promotional campaign aimed especially at the libraries Mr Borchardt mentions – public, school and college;
- An increase in the subscription price to \$25 a year;
- A drastic reduction in the free distribution list;
- An investigation into alternative compilation and production methods.

Whilst it is true that there has been little promotion of the *Index* recently, all public libraries and secondary school libraries have in the past been sent promotional literature.

Gratifying as is the concern that has now been displayed, had more interest in the publication been shown earlier, the Libraries Board would have been unlikely to have considered ceasing publication. What happens to the subscription list in the next 12 months will no doubt determine the future of the *Index*.

R. K. Olding
State Librarian, SA

IN hastening to support Borchardt's call in *Incite* (no 19, 21 Nov) for Australian libraries to accept their responsibilities and buy the *Index to Australian book reviews* I consider that one point made in his letter requires emphasis.

The inadequate promotion of sales of the publication seems to be symptomatic of the lack of entrepreneurial flair and marketing skills of librarians in general.

Marketing to Australian, and overseas libraries, as Borchardt would confirm, is not easy. It requires patience, persistence, imagination and willingness to invest money in the expectation of an ultimate return. However, it can be done.

Anyone wishing to know how, is referred to Nat Bodian's *Book marketing handbook* 1st ed. published by R. R. Bowker 1980.

A. L. Bundy
Glen Waverley, Vic

A tender cut

I WAS interested to read in *Incite* (5 December 1980, p7) that 'Tender documents . . . had been sent to all library schools' and that 'Tender statements for modules of a middle level management program are being prepared for distribution'.

And two questions came into my mind. I wonder whether I've got the answers right? They were:

Q 1 Who cares how tender a document is?

A A silverfish

and

Q 2 Can middle-management be tender?

A Not when its moduled. You'd have to use papain.

Professor Jean P. Whyte
Monash University

Future Forecasts Wanted . . . Alive!

THE FUTURES COMMITTEE was established by the Association's General Council, following the Biennial Conference in Canberra in August 1979.

The Committee has met on several occasions and reported to General Council at its meeting on 28 November 1980.

The Committee's Terms of Reference require it to prepare a report which:

A Examines the documentation associated with LAA20 and the issues raised at the Conference and assesses likely changes which will affect the profession and the Association over the next 20 years;

B Proposes objectives, an organisational structure and mode of operation for the Association which will allow it to evolve and respond in a positive manner to the changes in its environment; and

C Initiates immediate action in relation to planning, policy creation and decision making so that the Association may begin to shape its future.

The Committee has decided to commission a number of papers on specific topics, to provide a basis for informed discussion in the Committee and in the profession generally.

The object of this notice is to seek the names of individuals who would be prepared to write a discussion paper on one of the topics. Individuals may wish to nominate themselves or another party.

Respondents are asked to specify their particular field of interest and to supply a list of their publications.

It is anticipated that the papers will be of a minimum length of 10,000 words and may range up to 20,000 words. The Committee's wish is that the papers be provocative and catalytic rather than merely 'state-of-the-art' or definitive.

The topics are listed below and detailed briefs on each topic are now in preparation for the benefit of prospective authors.

The topics on which papers are to be commissioned are:

- 1 National planning for libraries and information services – to include coverage of the development of national information policies and national planning bodies.
- 2 Networks and their implications for libraries.
- 3 Technological change – (i) as it relates to information creation and dissemination.
- 4 Technological change – (ii) as it relates to information management.
- 5 Educational change and its impact on the individual and therefore on libraries.
- 6 Social change and its impact on the individual and therefore on libraries.
- 7 Economic structure of information in public access services.
- 8 Emergence of a commercial information industry.
- 9 Politics of information, including censorship, privacy, freedom of information.

If you would like further information, please contact the Association's office for a copy of the detailed briefs.

The closing date for receipt of names is Friday, 27 February 1981, so that they can be considered at a meeting of the Futures Committee on Wednesday, 11 March 1981.

Gordon Bower, Executive Director

DID you know that Telecom has already begun advertising for staff for the new videotex service which could be up and running by the end of this year? (*Aust Financial Review*, 24 Dec 1980).

TASMANIAN COLLEGE OF ADVANCED EDUCATION LIBRARY

Technical Services Librarian Lecturer 11-1

\$17,739 to \$23,304 per annum

(Ref no 17280)

Applications are invited for the position of Technical Services Librarian.

The appointee will be responsible to the Librarian for managing the Technical Services section of the Library (nine staff) to provide the following services: Acquisition, Cataloguing, Classification and End Processing of all library materials, designing computer systems relating to Technical Services and the maintenance of Records and Statistics.

Candidates must have considerable cataloguing and other technical services experience and training and/or experience in computer applications or library-systems analysis. A degree and eligibility for the Library Association of Australia's Associateship are essential.

For further information contact Mr S. Locke, Newnham Librarian, phone (003) 26 0534.

Applications quoting the above reference number and including the names and addresses of three referees should be forwarded to the Personnel Officer, Tasmanian College of Advanced Education, PO Box 1214, Launceston, Tas 7250. Closing date: 30 January 1981.