



the front line

I suspect that most of us are so busy getting on with the job, trying to meet the needs of our various clients in an optimum way, fighting deadlines and shrinking budgets, that we give too little thought to the need to promote and market ourselves and our services.

In fact, if we think about this at all, it could well be to reject the notion (although it's unlikely we would admit to this) on the grounds that with resources stretched to the limit, further promotion would lead to an unmanageable and unendurable load. We would probably rationalise such a position by observing that in such a situation we would quickly lose credibility, and therefore we should do as little promotion as we believe we must.

We all pay lip service to the need for promotion and marketing but how many of us actually *do* it, and do it well enough? Some, do market their libraries and services with stunning effect, but they seem to be in a minority.

Helen Gothberg writing in *Library Administration and Management* 1(2), March, 1987, defines marketing as 'an advertising strategy used to promote an idea or sell a product.' 'Marketing,' she says, 'is based on an understanding of a potential buyer's or client's needs and how to satisfy them through appropriate means.'

Marketing, then, is an essential part of our public relations armoury. Libraries of all

kinds must be concerned to demonstrate and prove their value. Not only is this activity necessary to their health and welfare but possibly to their survival.

Too many of us, I believe, are still coasting on the assumption that the value of our services is not only self-evident, but is seen to be essential. But unlike health services, sanitation services and water supply, for example, libraries are not essential — unless they are *perceived* to be so, and we make them so!

There is an urgent challenge here for all of us — individually, and as an Association. We can no longer take the position that we shouldn't have to sell what seems to us to be a demonstrably valuable service and expect that the service will be either understood or supported by those who hold the purse-strings. Those purse-strings, as we know, are pulling ever tighter and the importance and value of our services and our profession must be proclaimed!

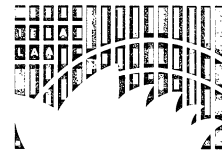
As Mona Garvey says in her book *Library Public Relations* (NY, Wilson, 1980): 'Public relations is an integral component, and extension, of the best kind of library operation and service. It should be a carefully planned, continuous program of identifying, analysing, and meeting patron needs, *as well as* effectively *communicating* with our various publics.' (my emphasis).

In Victoria at the present time we are seeing a vigorous campaign being mounted by SOLV (Survival of Libraries in Victoria) as the Victorian Government threatens to cut \$2 million from public library funding, and to introduce user charges. Meanwhile an extensive, and as some would tell it, a threatening review of Federal Departmental libraries is underway. We know of numbers of special li-

braries in the private sector which have either been closed or are threatened.

I believe that the need for effective public relations, promotion and marketing of our library services has never been more urgent and necessary than it is today.

Peter Dawe
President



IFLA 1988 Living Together — People Libraries, Information

IFLA Budget

From time to time the LAA receives enquiries from members about the IFLA Conference budget. Most of these are prompted by a concern that the Association's funds may be needed to subsidise the Conference should it run at a financial loss.

The Conference Committee believes that these concerns are unfounded. It is determined that the IFLA Conference should be fully self-financing and currently we have every indication that this will be the case.

As we get closer to the date our ability to accurately estimate the costs associated with the Conference improves. It is pleasing to note that in a number of areas earlier estimates seem to have been over-pessimistic and our more recent estimates of costs are coming down. The Conference Executive has also negotiated with IFLA various changes in the procedures to be followed in the conduct of the Conference which have also had a beneficial effect on our cost structure.

We now believe that the Conference can be
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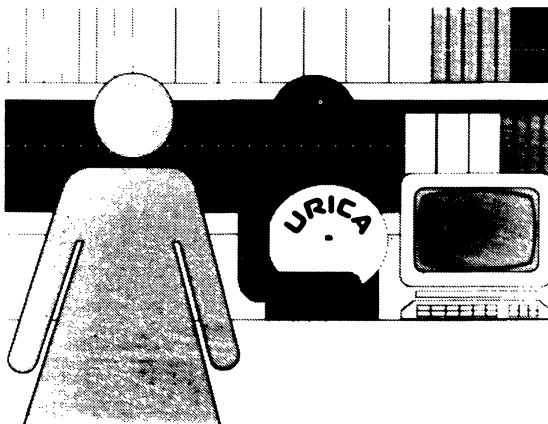
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**IFLA 88 Budget Update
Cont'd from page 2**

run at an all-up cost of \$420,000 in 1987 dollars. This includes: \$145,500 for conference planning and organisation; \$78,500 for printing and duplicating; \$9,800 for conference kits, satchels, etc. \$67,000 for interpretation and other program-related meeting expenses; \$72,000 for receptions, tours and hospitality, and \$42,000 for general expenses, including insurance, publicity, office supplies and services etc.

As for income, we expect to benefit from the low value of the Australian dollar, to the extent that any overseas visitors will be pleasantly surprised by the low cost of travelling in Australia. By the same token each overseas visitor's enrolment fee, set by IFLA at a limit of \$US275, will return approximately \$400 Australian to conference funds. Of course we are anxious to have a really good attendance by Australian librarians. Given that, and a modest amount of sponsorship, which the Sponsorship Committee is working hard to attract and which at this stage seems very achievable, we have no doubt that the money required to pay for the Conference in full, will be raised without the need for any form of subsidisation from the Association's general funds.

Certainly, if over the next 12 months the situation changes and a real concern about our ability to cover the costs of the Conference should arise, we will promptly report back to the members. In the meantime the one certain way to ensure the success of IFLA '88, including its financial success, is for all members of the Association to get behind it! Start by deciding that Sydney is the place to be in August/September 1988 and begin to save your dollars to make sure that you will be there!

Hans W. Groenewegen
Conference Treasurer.

Happenings Cont'd from page 11

• **JUNE 9 LAA UCLS (WA Group). Meeting: Students Speak!!** What do student users expect from academic libraries? Students from UWA, Murdoch and Curtin Universities and WACAE address UCLS. Venue: Reid Library, University of Western Australia. Time: 5.30 pm. Contact: Jane Klobas (09) 332 2513.

JUNE 16 Library Promotion Council (WA) Meeting. Alexander Library Building. Contact: Lorraine Stivey (09) 459 7011 ext. 242.

JUNE 22, 23, 24. Curtin University of Technology Business Centre. Three-day Information Management Course. Curtin University of Technology. Cost: \$295 (includes lunch, tea and course notes). Contact: Mrs Peggy Hogan, Curtin Business Centre, Curtin University of Technology, PO BOX U1987, Perth (09) 350 7789.

JUNE 23-26 Insearch Ltd DIALOG Seminars: Business (23 June); Introductory (24 June); Sampler (25 June); Legal Applications (25 June); MEDLINE (26 June). Contact: (02) 218 9790.

• **JUNE 27 WA Branch/AACOBS. Seminar: Library ILL's - is there a cure?** Heritage Function Centre, 445 Charles St, Nth Perth. Time: 9.00 am - 5.00 pm. Cost: approx. \$25 (includes lunch). RSVP to: Jenni Roche (09) 427 3411.

• **JUNE 29 LAA School Libraries Section (WA Group). WAYBRA Vote Sorting.** Teaching Aids and Inservice Centre, Baggot Road, Subiaco. Time: 4.15pm. Contact: Julia Hancy (09) 322 8099.

• **JULY 1 LAA Cataloguers Section (WA Group). Meeting: 'Cataloguing Problems of Specials'.** Alexander Library Building, Room 2.9. Speakers: Shirley Deutscher, Crown Law Department, and Kerry Smith, Mount Newman Mining Co. Special Librarians are especially welcome. Light Refreshments will be served. Contact: Adrienne Voller (09) 322 2022 ext 18.

JULY 21 Library Promotion Council (WA) Meeting. Alexander Library Building. Contact: Lorraine Stivey (09) 459 7011 ext. 242.

AUGUST 18 Library Promotion Council (WA) Meeting. Alexander Library Building. Contact: Lorraine Stivey (09) 459 7011 ext 242.

• **SEPTEMBER 7 LAA WA Branch '50 years celebration'.** Location, time to be advised.

• **JUNE 10 LAA Tas Branch Lunchtime meeting. Bruce Davis 'Bibliographic Database of the Heritage Commission'.** Good Woman Inn, Argyle Street, Hobart. Time: 12.30 pm. Cost: \$12.50. RSVP by 5 June to Christine Frey (002) 20 2351.

• **JUNE 24 LAA Tasmanian Specials Sections. Evening Meeting: 'Life After Librarianship'.** A group of librarians who are using library skills in non-library situations will address the meeting. Venue to be announced. Contact: M. Evans (002) 20178.

**Conferences Coming up -
Partners in adult learning
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Participants will explore the community role of libraries, adult education providers and other local adult learning resources; learning needs of special groups such as housebound people and migrants and women; technology and its effects on adult learning needs and opportunities.

Guest speaker will be John Ohliger of Basic Choices, Inc., Madison, Wisconsin, who has over 40 years' experience as an influential teacher, social critic, bibliographer and library-based learner/independent scholar working in both mainstream and alternative education.

John Ohliger helped pioneer US lifelong education philosophy and legislation, and created a clearing house on social issues and education. He leads the struggle in the US against mandatory continuing education for professionals, and provokes lively debate on information and information technology.

John's published bibliographies and writings are characteristically extensively researched, irreverent, humorous and provocative. Titles include: 'Is lifelong adult education a guarantee of permanent inadequacy?'; 'The Tao of learning'; 'Is J. Edgar Hoover a virgin?'; and 'Radical ideas in adult education'.

Watch *InCite* for further information on the Conference. Application forms will be distributed soon. Contact Marian Letcher, Carngbush Library, 425 Church St, Richmond, Victoria 3121, (03) 429-3644, or Peter Fraser, Council of Adult Education, 256 Flinders St, Melbourne, (03) 652-0694.



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The School offers a Graduate Diploma in Information Management, and the degrees of master of Librarianship (by coursework) in Information Science and in Library Management, Master of Librarianship (by research) and Master of Archives Administration (by research). The School is presently reviewing the structure and content of these programs. The School also offers the Ph.D. degree. The appointee should have or be completing a relevant doctoral degree or give other evidence of ability to undertake research in the field. Relevant experience in teaching and/or the information industry would be advantageous.

The position is available from 1 January 1988 and appointment will be either with tenure or on the basis of a contract with provision for conversion to tenure.

Further information is available from Professor W.B. Rayward, Head, School of Librarianship, (02) 697 3445.

Applications close 30 June 1987.

Salary range:

Lecturer - \$27,859 - \$36,600

Senior Lecturer - \$37,381 - \$43,568

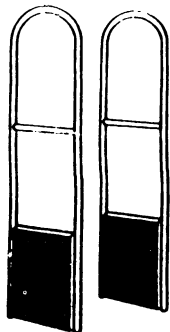
Commencing salary according to qualifications and experience.

Applicants should forward two copies of their curriculum vitae, including telephone number during business hours, transcripts of academic record and the names and addresses of two referees, to the Academic Staff Office, PO Box 1, Kensington, NSW, 2033.

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