

NOTES FROM THE DIRECTOR

After three years and nine months as Director of the LAA this is my final column in *InCite*.

During the last few weeks as I have attempted to tidy up all those loose ends that seem to hang around in any job, I have had an opportunity to look back over my time as Director and to contemplate the huge range of activities in which the Association is involved.

When I took up the position in 1984 there were several things that I wanted to achieve. I was convinced that the Association needed to broaden its outlook and to embrace information professionals other than those who worked specifically in libraries. I also wanted to improve the relationship between Head Office and office bearers and members of the Association and to look at offering more to the individual member. My final aim was to attract more external publicity for the Association.

I don't intend to use this column as an opportunity to dissect the work that I have done in the past few years to see whether I have achieved these aims, but I would like to make some broad comments on the Association and where it should be heading in the future.

Without doubt the Association has adopted an attitude of broadening itself to include information professionals rather than librarians. Part of this was put in train by the Corporate Plan and Review Committee report but the work of the Board of Education also ensured that this would happen. We have

done much to open up the membership for these people, however I believe that the Association still has a great deal of work to do in offering them services which are attractive to their particular needs, and in identifying that group of potential members and encouraging them to become a part of this very exciting Association.

Looking at the Association from a seat in Head Office it is impossible for me to tell whether there are barriers between Head Office and voluntary office bearers, however I am still amazed when I hear people who are committed members of the Association talking about their particular Section or Special Interest Group and the Association as though the two are completely different entities. It's obvious therefore that there still are barriers, and I believe that these exist throughout the profession as a whole.

It does not seem to me that any of us find it particularly easy to look at issues that do not directly affect us in our own specific workplace. Therefore when an issue such as national information planning comes along the profession and the Association find it difficult to band together to work towards achieving this. Unless we can break down these barriers and stop looking at issues that relate only to our specific area I believe the profession is, to some extent, doomed. As funding cuts become more and more commonplace it is absolutely essential that we learn to work together as a single unit and establish ways of co-operation and networking that will ensure that the quality of services is at the very least maintained, and if possible better than is being offered today. We have an opportunity to build a superb information network, however it is imperative that all of us work towards a single aim.

While the Association can do much to encourage this, it will continue to be difficult until each and every member is willing to work for more than their own isolated service.

In working in such a way the Association should also be able to create a strong lobby group and this will attract more and more publicity in the general media. I have realised while I have been at the Association however, that there is one thing that many members do not realise, and that is that in the Government and the media the Association does have a high reputation and wide links. The Head Office of the Association is constantly contacted by Government departments and by members of the media wanting information about particular issues related to librarianship or for co-operation on particular projects. Much of this work goes publicly unheralded, however the fact that Government bureaucrats continue to return to the Association for more information indicates that they regard us as the Association which has the expertise in the information area. If we work together it should not be difficult to use all our contacts to exert very strong pressure to achieve our aims.

So where do these thoughts leave the Association as I depart this office? My own feeling is that we are certainly heading down the right path. That we, as a profession, are becoming more aware of the need to exert pressure on governments and to maintain a high public profile.

We still have to continue down that path and I can't help thinking back to a talk that David Coombe gave to the ACT Branch mid-winter dinner in 1985. Naturally, his talk was mainly aimed at lobbying and someone had given him a General Council agenda before-

- | QTY. | TITLE |
|------|--|
| ___ | American Art Directory |
| ___ | American Book Publishing Record Annual |
| ___ | American Book Trade Directory |
| ___ | American Library Directory |
| ___ | American Men and Women of Science |
| ___ | Audio Video Marketplace |
| ___ | Books in Print |
| ___ | Bowker Annual |
| ___ | Bowker International Serials Database Update |
| ___ | Bowker Law books and Serials in Print |
| ___ | Childrens' Books in Print |
| ___ | Directory of American Research and Technology |
| ___ | Directory of American Scholars |
| ___ | EI-Hi Textbooks and Serials in Print |
| ___ | International Literary Marketplace |
| ___ | Irregular Serials and Annuals |
| ___ | Large Type Books in Print |
| ___ | Literary Marketplace |
| ___ | Magazine Industry Marketplace |
| ___ | Magazines For Libraries |
| ___ | Medical and Healthcare Books and Serials in Print |
| ___ | Microcomputer Marketplace |
| ___ | North American Online Directory On Cassette |
| ___ | Paperbound Books in Print Spring |
| ___ | Paperbound Books in Print Fall |
| ___ | Publishers, Distributors and Wholesalers of the U.S. |
| ___ | Publishers Trade List Annual |
| ___ | Religious and Inspirational Books and Serials in Print |
| ___ | Scientific and Technical Books and Serials in Print |
| ___ | Software Encyclopaedia |



R. R. Bowker titles available on standing order direct from Butterworths. Complete the form and receive all the publications you need regularly as soon as they are available.

- | QTY. | TITLE |
|------|--|
| ___ | Subject Guide to Books in Print |
| ___ | Subject Guide to Childrens' Books in Print |
| ___ | Ulrich's International Periodicals Directory |
| ___ | Who's Who in American Art |
| ___ | Who's Who in American Music |
| ___ | Who's Who in American Politics |
-
- MICROFICHE**
- | | |
|-----|--|
| ___ | Books in Print, Monthly |
| ___ | Books in Print, Quarterly |
| ___ | Books in Print, Annually |
| ___ | Subject Guide to Books in Print, Quarterly |
| ___ | Subject Guide to Books in Print, Annually |
| ___ | Ulrich's Database, Quarterly |
| ___ | Ulrich's Database, Annually |
-
- CD ROM**
- | | |
|-----|---------------------|
| ___ | Books in Print Plus |
| ___ | Ulrich's Plus |

Please register my standing order for the titles marked until countermanded in writing. Please charge my account.

My order number is _____

Name _____

Organisation _____

Address _____

_____ Post code _____

Signature _____

Date ____/____/____

BUTTERWORTHS PTY. LTD.
 271-273 Lane Cove Road. (Entrance 34 Waterloo Road)
 North Ryde. PO Box 345, North Ryde 2113
 Phone (02) 887 3444



hand so that he could get some idea of the key issues for the Association.

He made the very pertinent point that his impression was that we were a very introspective group. He noted that we have a budget in excess of \$1,000,000 per annum but that very little of that is spent on such things as lobbying, publicity, etc. and that the majority of items on our agenda were internal issues. A quick run through the September Council agenda shows that not much has changed. Out of 74 items of business only about 20 are of an external nature. We cannot, however, place all the blame on Council as much of its agenda is driven by the divisions of the Association. It is therefore an issue that must be addressed by all of us and we must ensure that more of our money is used to attract outside attention.

I look forward to being a continuing part of the Association and of watching and, hopefully, helping in its continued progress. There are so many people that I would like to thank and it is difficult to name them all but it would be remiss of me not to single out a very special few.

I would very much like to thank all the office bearers of the Association who are too numerous to name but who carry out the most incredible amount of work, particularly in view of the fact that they do it in their spare time and who remain incredibly committed. I would like to thank the Presidents of the Association that I have worked with — Warren Horton, Ron Davis, Ian McCallum and Peter Dawe — and the two Secretaries with whom I have been closely involved — Averill Edwards and Jan Cree. I must mention Anne Hazell with whom I worked on the Corporate Plan and Review Committee along with Warren Horton. It was one of the most stimulating times of my life and I am very grateful that I had the opportunity to work with two such distinguished colleagues and to work on such a significant project for the Association.

I would also like to thank the staff of the Association who are a committed group of people often much undervalued and unrecognised for the vital work that they carry out. It is easy to say that they are paid to do it but if you knew the hours they work and the cheerfulness with which they deal with criticism, you would understand that they often take on far more than they are being paid for.

Lastly, I would like to thank you, the members, for your support of the Association and I hope that I will continue to maintain contact with you through the Association and to see you at the IFLA/LAA Conference in Sydney next year.

Jenny Adams
Director

InCite Deadline Dates
Please note that the next deadline date is 20 October. The last deadline closing date for 1987 is 17 November.

Issue No.	Closing date	Mailing date	Cover date
19	Oct. 20	Nov. 2	Nov. 6
20	Nov. 3	Nov. 16	Nov. 20
21	Nov. 17	Nov. 30	Dec. 4

INFORMATION ONLINE 88

EARLY REGISTRATIONS CLOSING SOON

The closing date for early lower-rate registrations for the Third Australian Online Information Conference and Exhibition is rapidly approaching — 31 October 1987 — so get in soon!

Early response is so strong that the conference looks set for another capacity house of online professionals and many others at the Hilton International, Sydney on 19-21 January 1988.

Many library and information professionals are already familiar with the rapidly developing world of online information, and many more will have to become so within the very near future such will be its pervasiveness. Information Online 88 can help you meet this challenge, as an experienced online user or as a newcomer by offering:

- a choice of nearly 40 papers given by experts in their field and covering a wide range of new online applications and technologies;
- internationally renowned and respected keynote speakers such as George Maltby, Martha Williams, Charles Hildreth, David Batty and Masahiro Kawahata;
- special one-day subject streams — Made in Australia (Australian online innovations and applications), Communications/Networking, User Systems/Interfaces, Database Production, Business and Finance, Law and Government, Education and the Sciences — and if your interests are quite specific, single day registrations are available;

- product reviews giving you up-to-date information on the latest products and services available through many of our exhibitors;
- the exhibition itself, offering comprehensive information and hands-on demonstrations of a wide range of online database products and services, with a lucky door prize of an IBM laptop computer and communications software presented by ACI Computer Services PC Division and Sourceware Pty Ltd;
- the opportunity to meet and renew friendships with many others in the online field, and to catch up on developments elsewhere;
- the enjoyment of our social program (just ask anyone who was there over the last two years) and the excitement of being among the festivities in Sydney during a key month in the Bicentennial;
- and finally, a closing extravaganza of laser disc technology, highlighting a rapidly emerging medium for online information.

Information Online 88 promises to be an even greater success than its highly acclaimed predecessors in 1986 and 1987. Remember, there is space for only 600 conference delegates — in previous years we had to turn away many more — so don't miss out! A comprehensive conference brochure and registration form can be obtained from Australian Convention Management Services (02) 332 4622.

Andrew Mackenzie

Dynix AUTOMATED LIBRARY SYSTEMS

EXCITING EXCELLENT AUTOMATED POWERFUL FLEXIBLE COMPLETE

INTEGRATED SYSTEMS
LINKED MODULES
INTERLIBRARY NETWORKS

MODULAR CONCEPT
PORTABLE
AFFORDABLE

SUCCESSFUL WORLDWIDE
BOTH IN PUBLIC LIBRARIES
AND ACADEMIC ENVIRONMENTS

FOR COMPLETE INFORMATION,
CALL OR WRITE TO:

DYNIX AUSTRALIA PTY LTD
34 GREENHILL RD
WAYVILLE
SOUTH AUSTRALIA 5034
(08) 373 0622

Dynix A UNIQUE COMMITMENT TO LIBRARIES