

The fourth speaker, Barbara Reed, consultant archivist, explained that archivists have to be a 'jack of all trades', making decisions 'off your own bat' as to whether to preserve each item considered. The archivist should be aware of the possibilities of microfilming original records and the advisability of doing so in each case.

She emphasised that microfilming was used to protect the original record, to make the material more available and ensure preservation of information. A range of technical procedures were described to ensure adequate preservation: assessment of priorities in relation to cost, need for adequate finding aids, photographic preparation, specification of type and quality of product, microfilming and regular monitoring.

Points made in the discussion highlighted the limitations of microfiche readers, which cannot cope with low reduction. The state of old newspapers is also a limitation on the format of the microfilm product. It was pointed out that the retrieval system is the weak link in the chain of preservation by microfilming.

The National Library is considering compiling a catalogue showing where master negatives are held, and making a cold store available for rent. The committee of the SIG on Conservation of Library Materials was invited to give consideration to the need to preserve books listed in the Ferguson bibliography.

Helen Price
LAA Bicentennial Conservator

ously Merlin) Hotel, in its Foyer Bar. Non-early risers who do not attend the AGM at 7.00 am that same day will gain Brownie points by coming along to the Sundowner. Sundowners will recommence on 27 January 1989. Judy Morrissey can be contacted for more information on (09) 328 2844.

Update, update... Information for the Nation

The **Information for the Nation** campaign aims to increase public awareness of the benefits of library and information services for all sectors of the community. The IFLA/LAA conference was our first real opportunity to promote **Information for the Nation** to the profession, and every opportunity was taken to do so. Alan Bundy's Presidential Address at the Association's Annual General meeting focused on the campaign, encouraging us to build on our strengths, our assets, our supporters and our users, as well as our co-operative national network of library and information services. The LAA stand in the conference exhibition featured campaign material, and our big yellow barrel attracted some interesting comments.

It is proposed that this will be a three-year campaign, and in the first year the focus will be on information services to the manufacturing sector. The Department of Industry, Technology and Commerce has contributed \$50,000 to the campaign and has asked us to examine the information services provided to industry by state library services, to look at the role of the National Industry Extension Service (NIES) in this area and to establish in all states a link between these bodies, so that (NIES) becomes a point of access for industry to library services nationwide. Elizabeth Swan, formerly of ACI Information Services, has been engaged as a consultant to carry out this survey in NSW and Victoria, and to establish a methodology for surveying the other states and territories. The Campaign Director will cover these, and a report should be ready for the Department of Industry, Technology and Commerce before the end of the year.

Members and *InCite* subscribers will have received our first promotional brochure outlining the campaign, and seeking your support and suggestions on activities and on issues that the campaign should address. A competition sponsored by Time-Life Books was run in conjunction with the distribution of this brochure,

and the winner was Brian Tyrrell of Sunshine-Melton Library Service in Melbourne. A number of imaginative ideas and offers of support for the campaign came from this mailing.

A sponsors brochure is about to be produced, and this will be forwarded to potential corporate sponsors, with a launch to be held in Sydney in November.

Discussions have been held between the Convener of the National Campaign Committee, Anne Hazell; the Campaign Director and the Executive Officer of the Australian Council of Library and Information Services (ACLIS), Gordon Bower about co-operative action by the two bodies in promoting library and information services. The support of bodies such as ACLIS, ASLA and ALPC is important if the campaign is to show our full potential as information providers.

Divisions will shortly be asked to become involved in the campaign, by establishing local committees, identifying potential sponsors, and distributing campaign materials. A communications kit prepared by Alex Byrne is about to be published. It contains a wealth of information and ideas on lobbying and promotion, and will be a must for all divisions and libraries wishing not only to support but to publicise and market their services.

Watch *InCite* for the next update on **Information for the Nation**, or call me at the LAA office if you would like further details.

Sue Phillips
Campaign Director

SPECIAL LIBRARIES SECTION WA GROUP

Sundowner success

Amongst the many successful activities organised by the Special Libraries Section (WA Group), this year, has been the monthly Sundowner. Held on the last Friday of each month for the last four months, the Sundowner has been a wonderful opportunity for special librarians to get together socially. Conversation has been lively and has also provided a means for 'airing grievances' for those working in professional isolation — as many special librarians do.

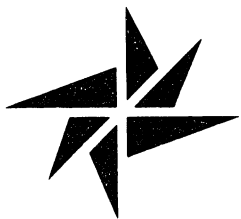
The last Sundowner for the year will be held on 25 November at 5.30 pm at the Hyatt (previ-

Correction Elections 1988

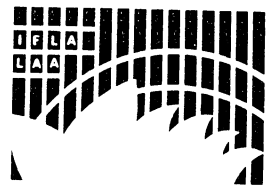
The election brochure and ballot paper for the 1988 election of Vice-President (President Elect) and members of the Board of Education distributed with *InCite* no.17, 7 October, incorrectly refers to Margareta Nicholas, a nominee for the Board of Education, as Margaret Nicholas.

Margareta is database manager, South Australian CAE Library. The Association apologises for this error.

Ask DAD! Directory of Australian Directories provides the answers — who/what/where, in any subject area.



We needed you . . . and you were there



IFLA/LAA SYDNEY 1988



Alan Bundy, President of the LAA, and Sue Kosse, Executive Director of the LAA, wish to express the LAA's appreciation and gratitude to all those individuals and institutions who so willingly and generously supported the LAA in hosting the 1988 IFLA/LAA Conference. Without you the LAA could not have done it.



Alan Bundy
President

THANK YOU

Sue Kosse
Executive
Director