

Support IFTN



As a newcomer to the library world I find it amazing that librarians themselves are not making more of an effort to inform the public of what is happening in the service today.'

These are the words of Mieke Hinchcliffe-Wood, the newly appointed Campaign Director of the Library Campaign in the United Kingdom. With objectives generally similar to those of the Information for the Nation (IFTN) campaign, although focused entirely on public libraries, the Library Campaign aims to 'harness a very strong public opposition which in the end will prevent the government and the local authorities from treating the library service as a soft option'.

With the same target group in mind, the IFTN Committee has chosen to place the first series of advertisements of the print media campaign in *The House Magazine*, which is distributed to members of Federal Parliament.

The series of ten advertisements, which will appear throughout the autumn session of parliament, focuses on various kinds of library and information services. It will culminate at the end of the session in a large advertisement giving statistics about the size of the Australian library and information network. The message will emphasise our successes, but point out how much more effective we could be if we were better resourced and supported.

The contributions of the sponsors listed below have made this series of advertisements possible.

WE NEED YOUR SUPPORT TO HELP US HELP YOU!

The IFTN National Committee acknowledges the generous support of:

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HELPING US TO HELP YOU!

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INFORMATION FOR THE NATION

...through the national network of 14,000 Library and Information Services

Australian Library and Information Association
376 Jones Street
Ultimo NSW 2007
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From 1 ..

Gaining representation of librarians on the planning team has been another difficulty. Although as a profession we see clearly how we are organised, it has been interesting to observe the difficulties an outsider has had in sorting out the various parts of Australian librarianship. Nevertheless, organisations within librarianship have now been alerted to the activities and importance of SAG and SAG has recognised the importance of consulting with the library profession by inviting representatives of ACLIS and the State Librarians' Council.

ALIA was represented at both Workshops in Perth. Alison Crook (State Librarian, New South Wales), representing ACLIS, and Janine Schmidt (Director, Collection Services, State Library, New South Wales) attended the last SAG meeting in April.

SAG is not alone

Meanwhile, there are several initiatives within the library profession that have addressed the issue of statistics in recent years. In particular:

- The State Librarians' Council began a project in 1988 to standardise statistics for National, State and Public Libraries. A report by Jacqui Ecclestone (State Library Services of Western Australia) outlined a detailed procedure for achieving this, and further work is continuing in all States with the aim of collecting statistics from July 1989.
- For many years academic libraries in Australia and New Zealand have published an annual statistical survey in *Australian Academic and Research Libraries*. Geoff Allen (Librarian

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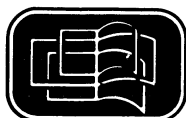
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