

demonstrates the responsibility which honorary committees take in disbursing members' fees and other revenues raised through seminars, publications etc. In regard to 'surplus' funds arising from such activities, it needs to be made clearer that the Association makes good use of such funds.

The feeling of possession which comes with having run a successful activity returning a profit, needs to be dispelled in some way. Branch Councils, General Council, National Office need to demonstrate that some tangible benefit comes to the Association and its members through the return of surpluses to be used for e.g. membership services, lobbying, promotion, etc.

In the area of promotion, the one major careers market in which Branch involved itself this year was held at Darling Harbour. This Careers Expo was an expensive venture, but the Branch felt it was worthwhile because of the high level of interest shown by the targetted groups (Year 12 and university students). Jan Heath, ALIA SA Branch President, referred to a similar event in her 27 August Frontline. Her idea, that the National Office should negotiate a special price for participating in all shows organised by the same company, is worth pursuing.

Branch supported other local careers markets with promotional materials.

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Most Divisions represented on NSW Branch Council have been active throughout the year. Branch has assisted wherever possible by maintaining a register of activities, by financial support, by being a sounding board for ideas. In two areas of particular concern to Branch, education and lobbying, activities of note are:

- the Library Technicians Section has reported on the need for an external studies program for library technicians to be offered within NSW; and
- the Public Libraries Section has

been active in opposing the recommendations in the Review of Local Government Rating (the 'Oakes Report'), joining together with other bodies to present a united front.

Branch is busily involved in networking. Some of the bodies on which it is represented include ACLIS, NBC, and the Action Committee on Local Government Records. The launch of the *Preserving our Heritage* video kit demonstrates clearly the way the extent of Branch's networking. Members of the audience at the launch included librarians, library school educators, archivists, local historians, conservators, lay people.

Pat Ward, one of Branch's greatest networkers, was killed in a train accident earlier in the year. Her loss is keenly felt by members of the present Branch Council and by her colleagues and friends everywhere. On a happier note, another great networker, Margaret Trask, was presented the HCL Anderson Award at Branch's AGM in late February 1990.

By the time you read this potted history of NSW Branch in 1990 and some reflections of mine, the year will nearly be gone. May your New Year's resolution include a reference to ALIA and your active involvement in its activities during 1991! ■

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## ALIA 1990 Conference post script

- The Conference Committee, in discussion with John Levett, the Editor of *ALJ*, has decided to publish in a forthcoming issue of *ALJ* all the plenary papers and Lynn Allen's Presidential Address. Unfortunately, these papers were not available in time to be included with the Conference Proceedings.

- You may wonder why, with over 1000 delegates, our conference did not make page 1 of the *West Australian*. I'm wondering too. It was not for lack of effort! In the interests of encouraging others in the profession to continue with publicity even when conference is on and all delegates have arrived, I offer the following notes on two thrusts made during the Perth Conference:

(a) *Hills Hotline*. We were very fortunate to gain such generous sponsorship from Hills. Paul Genoni and his team of Erin Fraser, Anne Gardner and Grant Stone were able to produce a high class daily newsheet for delegates. This team met all copy deadlines and gave us a polished record of daily happenings.

(b) *Publicity*. We had budgeted for and engaged a media agent to organ-

ise publicity for the conference *while it was on*, to alert Perth and WA country people and hopefully other Australians of this important professional activity.

I arranged that there were radio interviews (usually via phone hook-up) with most of the plenary speakers, the ALIA President and the National Librarian. They featured on the ABC, Perth metropolitan talk back radio, and all major WA country stations. For example, the Librarian of Congress, Dr James Billington, was booked to speak to Albany, WA for 5 minutes and was on the air for some 15 minutes. Similarly for Warren Horton in Geraldton.

An attempt was made to get TV coverage, but not very successfully. We did get page 2 in the *West Australian* during conference week, and there was also some coverage in the week after the conference.

- Those of you who want to obtain speakers' papers which were not pre-printed should contact the speakers directly. Also, tapes of all sessions are available from Quickcopy Audio Recording Services, 214 Lord Street, East Perth, WA 6004, telephone (09) 328 2266, at \$10 each plus postage and

handling.

All of this was hard work, some of it frustrating, but well worth the effort.

*Kerry Smith*

Chair, Publicity Sub Committee  
ALIA 1990 Conference ■

(Conference pictures on page 6)

## Want to see the video?

### Opening Ceremony and Celebrity Interviews

A videotape is being prepared of the ceremony and the interviews of James Billington by Dennis Richardson, John Berry III by Alison Crook, Sue Kosse by Margaret Medcalf, and Lynn Allen, ALIA President, presented by Geraldine Doogue.

The cost of the videotape will be approximately \$45 post paid. If you are interested in obtaining it, contact Lennie McCall, care of the Library and Information Service of WA, Alexander Library Building, Perth Cultural Centre, Perth, WA 6000. ■