



Nora Stewart
Training and Development Officer

Marketing...do you need to know more about this?

Are you frustrated at trying to convince 'the-powers-that-be' that your services are valuable? Do you know how to investigate the potential of a new service?

The newest ALIA Training and Development self-education course has just rolled off the presses, and not a moment

too soon. Over the last few years information from surveys and other informal mechanisms has shown that people working in the library and information profession want to know more about marketing—and how to sell their services to clients as well as to those who ultimately fund their services.

ALIA's newest training package, *Marketing Strategies for Libraries and Information Agencies*, is designed to raise awareness and to educate on a practical and theoretical basis. It begins with some general concepts of marketing and the information environment, and goes on to look at more specific examples of costing services and product analysis.

The format of the course is easy to read and encourages wider investigation of the topics with an extensive 'Further Reading' guide, including a section on specific types of libraries and agencies.

Assessment questions at the end of each section also include topics for group discussion if a number of people are doing the course together.

All the self-education courses that ALIA Training and Development publish are ideal for busy people wanting to learn at an appropriate level and at their own pace, and to gain recognition for the effort. All participants receive a certificate on successful completion of assessment. Another bonus is that the courses all comply with the Training Guarantee Act so that employers can claim a legitimate training expense.

If you are interested in doing this course, the price is \$200; or only \$150 to ALIA members. Orders, or queries about this or other training packages, should be addressed to Nora Stewart, the Training and Development Officer at ALIA National Office. ■

- South Australia: No response received; following up.
- Tasmania: Little progress in 1992 but expect to proceed in 1993 and Board member Christine Goodacre will be the ALIA representative.
- Victoria: Arts Training Victoria registers its support or otherwise for all courses proceeding to accreditation which relate to its industry including the library and information sector. It is advised by a Standing Committee for Heritage and Culture on which ALIA is represented by Board member Angela Bridgland.
- Western Australia: The Arts Industry Employment and Training Council includes a library sub-group on which several ALIA members sit, including Branch President Brian Stewart and Board member Kay Poustie. SESDA, the peak body, is keen to have industry bodies such as ALIA involved in accreditation processes.

Competencies and ALIA

Articles in *inCite* over the past 18 months by Anne Hazell and Susan Ainsworth have kept *inCite* readers informed about issues related to this area.

The Board and the National Office have been heavily in-

involved in work towards the development of competency standards including work with Arts Training which has been formally recognised by the National Training Board as the competency standards body for the library and information sector. The Board has also provided input to the ALIA Industrial Information Officer regarding the NBEET Inquiry into ASF level 4, 5 and 6 competencies.

Members of the Board, Angela Bridgland, Margaret Findlay and Christine Goodacre, are also developing a presentation to be available to members speaking publicly on competency standards. The authors will present this at the RAISS Conference in Darwin in July.

Do you need a speaker?

Board members are always willing to speak at conferences or divisional meetings. The Board has proposed sessions on education and training issues for each of the Conferences to be held in 1993 and 1994, including the joint ALIA/NZLA Conference.

Members of the Board are located in all States with the exception of the Northern Territory and ACT and this should make contact with members easy for those wishing to invite speakers.

A new name: DA Information Services

DA Books & Journals, a major supplier of scientific, technological and medical information, has changed its name to DA Information Services.

The new name reflects changes within DA, the library profession, and the publishing industry as a whole. There is a greater desire for information to be obtained regardless of format. Time, convenience and money are the driving forces in today's information world.

DA has responded to these changing needs by diversifying its business. Information is now available to customers in the form of audio, video, microform, software, document delivery, as well as books and journals.

The most recent development is an online service, DA Direct, that allows free access to DA's information database. Features include searching and ordering of books, and subscriptions management.

For further information, call Richard Siegersma on (03) 873 4411. ■



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