

Keeping up-to-date on labour relations

I would like to say how much I have enjoyed reading Phil Teece's column over the last few years. I have a personal interest in labour relations and have found his column an informative and easy to read update on current issues.

Andrea Rankin, Grange, SA

The image of the profession

As a recently returned member to ALIA, I read with interest the latest December and January issues of *inCite*, and noted that the Association is still dealing with the vexed question of professional image.

From a quick glance at the list of new members published in these two issues,

it can be clearly seen that librarianship is still a predominately female career. While not wanting to delve into gender specifics, I feel that we, as an Association, must continue to adopt gender-neutral marketing strategies if we are to convince our clients that we are at the forefront of information management and technology.

From my experience, many males would rather choose a career in computing, simply because they perceive that librarianship is, as is typically stereotyped, frumpy females with glasses who hide behind their books. We must move away from the traditional 'library' image to one more akin to an information centre, where information can be managed and disseminated from corporate databases, the internet and/or intranet, records, archives and the library.

Peter Tilley, New Town, Tas

Your voice

Your letters on any issue of relevance to the library and information sector are welcomed and encouraged.

All letters should be addressed to the *inCite* editor and may be e-mailed to incite@alia.org.au, or faxed to 02 6282 2249, or posted to: Your voice, ALIA, PO Box E441, Kingston ACT 2604. Please include your name and postal address with your letter or e-mail.

Letters will be accepted until the 18th of the month for publication in the following month's issue.

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