

Toowoomba librarian wins world competition

Toowoomba City Library is the first in Australia to own the new eBook technology, thanks to the ingenuity and effort of one of its staff.

Electronic services librarian, Sue Hutley, won an international competition run by American Internet company eBookNet.com. Her prize was ten Rocket eBooks valued at around \$7000.

A Rocket eBook is an electronic, hand-held device that can store up to ten hardcover books.

In order to win the competition, Sue Hutley had to submit a written proposal to eBookNet.com stating how Toowoomba City Library would utilise the new technology.

Her idea was to form a regional discussion group among nine other southeast Queensland libraries, aimed at offering support and advice on how to successfully expand the use of the technology.

As a result of Sue's winning proposal, library services from Brisbane, the Gold Coast, Logan, Ipswich, Maroochy, Pine Rivers, Redlands, Caboolture and Caloundra will each receive an eBook.

Sue Hutley said that distributing the eBooks to libraries throughout southeast Queensland will ensure that more people have access to the technology.

To find out more about eBooks, visit the website at <http://www.ebooknet.com>. ■

State Library wins marketing award


The State Library of South Australia was awarded the National Public Sector Award for Marketing Excellence by the Australian Marketing Institute at its national conference recently.

Awarded for its campaign *You'll be surprised by what you find at the State Library*, the Library was selected for running a successful and comprehensive public-sector marketing campaign which was outstanding nationally.

Judging criteria included ingenuity and creativity, effectiveness, difficulty and effective application of marketing principles.

The judging panel noted that the Library addressed the broader complexities of the marketing function, and that the results were 'very impressive'.


The Australian Marketing Institute founded the Public Sector Awards for Marketing Excellence in 1999 to recognise outstanding achievements in the field of public sector marketing. ■



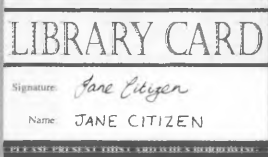
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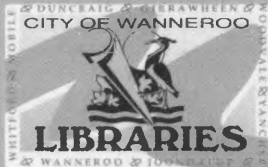
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