



EDITOR'S NOTE

Remember that song Pure Imagination from the movie *Willy Wonka and the Chocolate Factory*? It has recently snuck into the background music for a supermarket advertisement; not its finest moment perhaps, but testament to its universal theme. I like much better that it is the song you hear when you log into chef Heston Blumenthal's website for his famed Fat Duck Restaurant. (Don't bother, you can't access it without a password and you can't get a password until your booking is confirmed. And no, I don't know this from personal experience – but I can dream).

Heston pairs the song with a scent specially created to bring back childhood memories of the candy store because it's that "world of pure imagination" he aims to deliver on your plate. It's hardly news that imagination and innovation nestle cheek to cheek in Australian library land. In this issue we are sharing some captivating examples of what active imaginations coupled with a 'can do' attitude can achieve. There are dozens of libraries connecting with their patrons in new ways. I'm not talking about "more than books" (mild Luddite alert*) but of the libraries who have answered the desire for a decent coffee while reading, for areas set aside to be quiet and others to be noisy, and

libraries that are creating flexible spaces for users to create, display, make and share. Victoria University Melbourne is bridging the gap between students and new resources and Sydney Institute is looking for ways to connect quickly with the continuing flow of new students.

One thing that characterises our organisations is that just about all of them are doing a lot with very little. The library team at Meyer Vandenberg Lawyers not only promote but use the same activities to support charity. Meanwhile the three-person staff of the Australian Competition and Consumer Commission Library promote their services to 850 staff by focusing on "giving them what they need".

There's a timely reminder there. In the headlong rush to adopt the (very useful) tricks and techniques of the marketing experts to promote our libraries, it's equally important to stay on message about what our library and information services are doing because it is very special and our profession is valued for it. Keeping that key message clear, front and centre, is essential in any promotion strategy.

I don't know about you, but a library has always been a sort of candy store to me. The shelves of treats, the space to think and dream, the chance to unwrap something new and inspiring... It's as good as a box full of (guilt free) chocolates.

The Buk bilong Pikinini project featured in our April issue operates in Papua New Guinea, not East Timor. Apologies for anyone who had to get our their atlas and thanks to those who let us know about the error.

LEE WELCH
Editor

**Luddite alert: A little while ago, just for the heck of it, I checked the publication date of a book I was reading. It was 1967. Forty-seven years old and no upgraded technology required; still as accessible as the day it was created. #Justsaying.*

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