

Chicago — city of magnificent architecture, the windy city, the beautiful Lake Michigan, Chicago River (which by a feat of engineering runs backwards away from the lake), a place of cricked necks from constantly looking upwards at some of the world's tallest buildings.

This was the venue for the 1985 IFLA Conference held from 18th-23rd August. About twenty-one Australians attended the conference, several of whom currently are directly involved with the organisation of the 1988 IFLA Conference to be held in Sydney. They were Jenny Adams, the Executive Director, Helen Sweeny (Secretary, IFLA Conference Committee), Marianne Broadbent (Convenor, Programme Sub-Committee), Margaret Trask (Chairman, 1988 Biennial Conference Committee) and Warren Horton (Director-General, IFLA).

For us, the main purpose of the visit was to look closely at the organisation of an IFLA Conference, to talk to the IFLA Executive about plans for our own conference, to publicize the 1988 Conference, and to gain as much information as we could from the US Organising Committee and the Japanese and British Conference Committees who are organising conferences for 1986 and 1987 respectively.

In general, there was much about the IFLA Conference that was familiar from our own biennial conferences. The conference had about two thousand participants, there was an IFLA Council meeting prior to the conference, and of course many of the sessions dealt with topics which are of concern in Australia today. As well, there were some familiar faces and names amongst the trade exhibitions.

What was different and exciting was the international flavour of the Conference and the opportunity to discuss libraries and library developments with participants from over eighty different countries. The Executive Director was able to listen to speakers from Yugoslavia, Jamaica, Poland and the USA discuss the role of library associations as effective pressure groups for political action' to cite just one example. There was also a lot of informal discussion with Executive Directors and Office Bearers of other Associations.

Socialising at IFLA was easy because of the number of receptions attached to the conference and as usual much useful information was picked up on these occasions. The conference started with a party in the trade exhibit, there was a State of Illinois reception in the new and controversial and very different State of Illinois building and later in the week a reception from the City of Chicago in the Chicago Public Library and Cultural Centre. The final function was a block party in the street outside the American Library Association with the street closed off especially for the occasion.

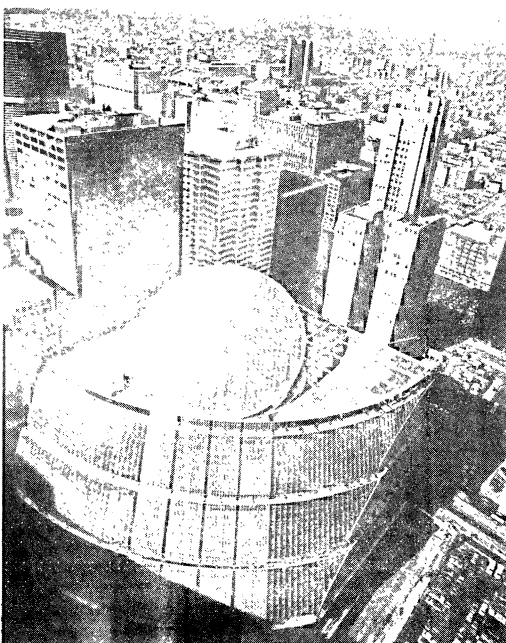
Promoting Australia turned out to be the easiest task we had to perform. With us had gone some very attractive preliminary announcements providing some basic information about Australia and the conference and inviting people to register their intention

IFLA Chicago

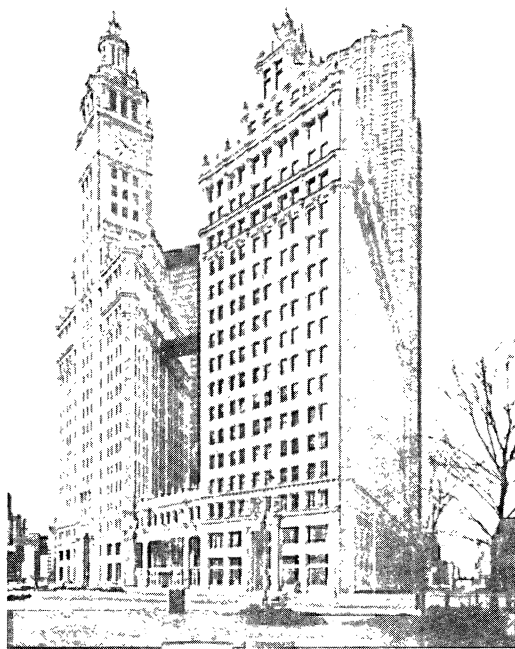


Jenny Adams, Executive Director of the LAA, in front of Chicago Public Library. IFLA banners are on display

to attend. Provided by Qantas these were eye-catching in their typically Australian colours of yellow, ochres and red; they disappeared immediately and some intentions to attend have already been received. Limited numbers of the first of four posters being issued for the conference were also available. These were handed out to the IFLA Executive and staff, to other library associations and to some IFLA Office Bearers. The promotional material was, however, almost unnecessary. The Paul Hogan advertisements currently being shown overseas have created great interest in Australia and many IFLA participants expressed a desire to come to Australia in 1988. And the fact that it is our bicentenary will ensure continued promotion overseas.



The State of Illinois Building



The Wrigley Building, Chicago

Several areas of concern to the 1988 IFLA Conference Committee were addressed during the week. These were primarily to do with the production of conference papers and the provision of interpreter services. Both are complex and important items because they are potentially expensive items. Discussions with the IFLA Executive lead us to believe that we can make some compromises in these areas which will reduce the costs and yet still provide the facilities that IFLA Conferences need. It would be fair to say there is a growing recognition by IFLA that countries can no longer rely on government support for international conferences and that IFLA must become a

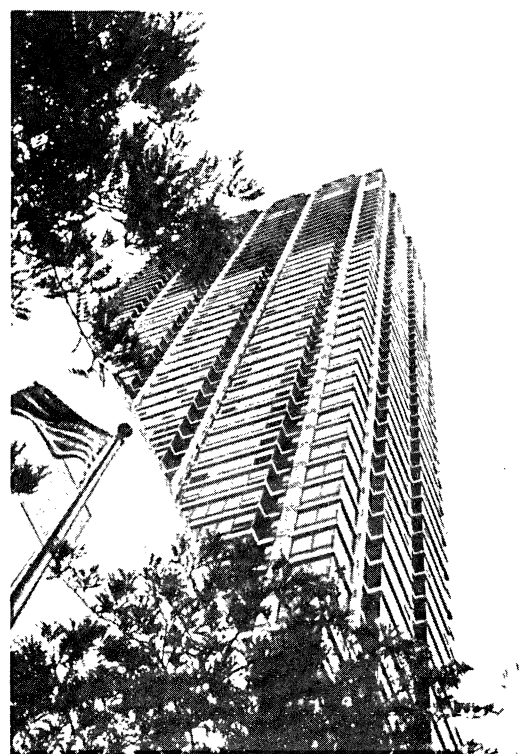
IFLA CHICAGO

Continued from page 1

more cost effective conference, which will have a significant impact on the Australian conference.

Australia will also be the first country to hold IFLA back to back with its own biennial conference and this will provide great opportunities for greater Australian participation in IFLA and international participation in the LAA conference.

A highlight of the closing Council meeting of the conference was the announcement that Pat Layzell-Ward, Head, Department of Library and Information Studies, WAIT, had been elected as Chairman, Division of Education and Research and would therefore become the first Australian representative to serve on the IFLA Professional Board. This is a great honour and Pat must be congratulated for the impact she has made in IFLA. Her attendance at Professional Board meetings will ensure that Australia is kept at the forefront of IFLA's thinking.



The American Library Association

What were our thoughts as we came away from IFLA in Chicago? We'd had an exciting and informative week, we knew much more about the inner workings of IFLA and the organisation of an IFLA conference and had productive discussions with the US, Japanese and UK Conference Organising Committees as well as the IFLA Executive.

But our main thought was that never has there been a better time for Australia to be organising an international conference and that 1988 promises to be something special.

Jenny Adams
Executive Director

P.S. Great news also waited for us on our return to Australia. While we had been winging our way to Chicago, the Australian Bicentennial Authority had been considering our application for Bicentennial endorsement and this has been approved. This will allow us to be listed in the official calendar of Bicentennial events and to use the Bicentenary logo. It will greatly assist in obtaining sponsorship for the conference. An extract of their letter appears below.

5 September 1985

Ms J. Adams
Executive Director
Library Association of Australia
376 Jones Street
Ultimo NSW 2007

Dear Ms Adams,
I have pleasure in confirming that the Board of The Australian Bicentennial Authority at its meeting on 16 August 1985, endorsed as an Australian Bicentennial Activity the proposal of the Library Association of Australia for the 24th Biennial Conference and the 54th Conference of the Federation of Library Associations and Institutions.

My Board has asked me to congratulate you and your colleagues for your initiative in organising this event which will be included in the Bicentennial Calendar of Events.

As you may be aware, endorsement as an Australian Bicentennial Activity entitles your organisation to non-commercial usage of the Bicentennial symbol and logo in relation to the activity. Details on the reproduction of the symbol and logo will be provided with the Endorsement Kit.

Yours sincerely,
J. B. Reid

NEW DEGREE COURSE FOR KURING-GAI

From 1986, the School of Library and Information Studies at Kuring-gai College of Advanced Education will offer (subject to Higher Education Board approval) a Bachelor of Arts (Information Science). The course which has been designed to meet requirements of the Library Association of Australia will prepare professionals to work in a wide range of information positions, such as information co-ordinator, information resource manager, librarian, research assistant, information officer, indexer, information analyst.

The course is built on a marketing perspective of information provision and has core studies which include:

- a disciplinary sequence in information science
- minor disciplinary studies with choice among sequences in areas such as communication, organisational studies and computing science
- skill studies covering areas such as administration of information services, statistics, research methods, computing, information production techniques
- professional studies including practical activities, field work, projects, and the compilation of a professional portfolio in relation to the students special area of interest.

Electives in the course cover areas such as information systems design, management, marketing, instructional design, information dissemination, video production, information collection management, advanced statistics and research methods, and the study of specific target groups for information provision activities.

The proposed course is the first bachelor's degree in Information Science to be offered in Australia which focuses on information provision outside the context of specific institutional settings. In addition it is believed to be the first course anywhere to offer a disciplinary sequence in the theoretical foundations of information provision.

Enquiries should be directed to Mairéad Browne, Acting Head, School of Library and Information Studies, Kuring-gai College of Advanced Education, Eton Road, Lindfield, NSW 2070. Telephone 467 9250; 467 9336.

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