



**— the
bottom
line**

We and they, them and us;
Point the finger, make a fuss;
Pull apart and not together —
Enough! Do you wonder whether
We will even have a future
If our own we cannot nurture?

Okay, you may think it's doggerel. But the point is not trivial. Your peripatetic President is picking up negative attitudes towards the LAA as a whole and towards individual members. Current demands on our time and energy are quite enough without further dissipation into personal bickering.

Librarianship is a service profession. Our function is to meet the needs of those who fund us. And since we usually spend tax-generated revenue to provide our services, we are publicly accountable for our actions.

How then can we impart to our customers the confidence to expect or request our assistance if we do not have confidence in our employers, our Association, our colleagues, or even ourselves?

We all like to be considered 'professional' — indeed we've even constructed an objective test for determining which members meet the 'professional' criterion. Whilst such fine discrimination might have been necessary in the bad old days when we struggled for credibility and sought respectability through standards and qualifications, times have changed.

Our customers now pronounce on our professionalism. And they judge us by our actions. If the service is good, it's professional; if it's bad, it's amateurish.

Amateurs snipe at their Association without bothering to understand its operational constraints. Amateurs take pot shots at their employers and at each other without acknowledging their inter-dependence. Amateurs are blind to the significance of the only activity which really counts — individual or collective service provision.

Try not to be an amateur. Don't tell me that your qualifications and experience are better than mine, or hers, or his. So what? I'm much more interested in what you do and how well you do it. Do you create goodwill or trauma with your customers? Do they keep coming back, and do they bring their friends? Do you rate as an ambassador or as an apologist for librarianship?

And what if you speak as an organisation rather than as an individual? Are you mindful of the objectives of the institution and attentive to the needs of your supporters? Are you prompt and efficient in disseminating and assimilating information? Is your own house in order — or do you find it easier to identify disorder in others?

Right now it's appropriate to consider the basics: managers manage; librarians serve; and Associations cater to the needs of all their members.

Doggerel?

Ian McCallum
President

Inserts may be mailed with all issues of *InCite*. To find out more call Kathy Huselbee on (02) 692 9233.

DARWIN CONFERENCE

Continued

ual brasserie-style chic; the Take Away shop for meals in a minute.

The Darwin Performing Arts Centre is an integral part, architecturally at least, of the larger Darwin Centre which comprises the Beaufort Hotel, office block and convention centre. The Centre, with a 1070 seat play house and 250 seat open space theatre, will be home for most performing arts events in Darwin.

All keynote addresses will take place in the Performing Arts Centre, as well as several other large functions such as the James Bennett lecture by Thomas Keneally. The large exhibition, which is shaping up to be exciting and futuristic, will span two floors of the Beaufort Centre.

Three other venues for the conference are spread within a one kilometre radius of the Beaufort Centre — the Sheraton Hotel, the Travelodge and the Hotel Darwin Convention Centre. Most of the concurrent sessions and AGM's will be at these locations. All are within short walking distance of the tropical Centre Mall and shopping area, and are flanked by shady parkland and Darwin harbour views.

In future editions of *InCite* we will be highlighting a selection of the conference speaker and their papers, together with more information on the exciting exhibition. Meantime, note about the printing of our programme and registration form. Unfortunately the price quoted for the Social Programme are different on the grey coloured registration form for the white coloured Programme Brochure. Please use the prices quoted on the white Programme Brochure in all cases.

Janet Martini
Publicity and Public Relations

URICA.

Simply the best

library computer system ever invented.

Libraries have been central to mankind's store of knowledge for thousands of years. But only today, with the advent of the URICA Library System are librarians able to perform their proper function without being bogged down with routine clerical tasks.

URICA, tomorrow's software, available today

The URICA Library System runs on the Reality/Sequel range of Microdata computers.

Being the most sophisticated library system available today, it is ideally suited for use in a wide variety of library applications such as public libraries, regional libraries, major reference libraries, academic libraries, technical and professional libraries.

Software packages available

- URICA86
- Mini-URICA
- Special-URICA

Library management with improved control

Amongst its many uses, URICA reduces the labour component of many clerical tasks, reduces the cost of creating and maintaining bibliographical data, provides information in the form of reports on the library's activities, and so provides library management with improved control over its resources and services.

URICA helps librarians in:

- Enquiry
- Cataloguing
- Circulation
- OPAC (Online public access cataloguing)
- Acquisition
- Serials Control

AWA COMPUTERS

Adelaide	(08) 333 2044	Perth	(09) 321 9334
Brisbane	(07) 369 3577	Sydney	(02) 922 3300
Canberra	(062) 47 7522	Newcastle	(049) 67 5433
Hobart	(003) 34 4532	Auckland	78 9055
Melbourne	(03) 529 4133	Singapore	469 8822