

ALW 1994 — Destination information

Promoting services in Tasmania

The following activities promoted libraries and their services during Library Week in Tasmania:

- An ALW street banner was hung in central Hobart throughout the week.
- Library Week was officially launched in Tasmania for ALIA by radio personality Annie Warburton. The venue (State Reference Library) provided an opportunity to highlight the extensive print and electronic resources of the library. Special attention was given to the important role which libraries play in providing access to information resources including the 'information superhighway'. The launch was attended by a cross-section of prominent community and business figures, and politicians.
- Two staff from the State Library Service were featured on a popular afternoon ABC radio program, informing listeners of the broad range of resources available through the state-wide network of Tasmanian reference and public libraries.
- Public displays of the Internet in the State Reference Library were extremely popular with the public and provided many with their first

view of the Internet. Similar displays in the future could provide the opportunity to attract significant media attention.

- An open forum for TAFE students and staff was held at the Clarence Campus to raise and discuss issues relating to the Library, its services and suggestions for improvements. The forum was well-attended and was very successful in raising the profile of the library and providing valuable client feedback to the library, including praise for library staff.
- Many libraries mounted displays to promote their services during the week with creative uses being made of the promotional posters and balloons, and the slogan *Destination information* provided opportunities to promote electronic information resources such as CD-ROMs and online databases.

The Tasmanian Branch of ALIA is currently seeking testimonials from high-profile library users on why they use libraries as the 'Destination for information' — we plan to incorporate these into a Library Week poster or other promotional material for the next Library Week.

All in all, a busy and successful Library Week in Tasmania.

Peter Conlon

Database Day, Picnic in the parks, and Sunday lunch on the lawns

A South Australian summary of events

ALW was celebrated across the state. At Keith Community/School Library in the south-east the Week was launched with *Database day* and a hands-on demonstration of on-line services. At Barmera Public Library in the Riverland a regionally-coordinated book sale wrapped up the week. The highlight at the Port Lincoln Public Library was the launch of their new local history collection.

Peterborough Library in the north demonstrated CD-ROMs in the local supermarket, whilst community groups were given tours of the new library.

Picnic in the parks was the theme at the Parks Community Centre Library, while the Salisbury Library Service and Munno Para Library combined to celebrate family literacy with fancy dress, puzzles, games and literacy/numeracy activities throughout the week. At Burnside Library, ALW activities were combined with Seniors Week and Heritage Week, with a display of life-size figures depicting family life in Burnside in the nineteenth century, and talks to elderly residents by the Genealogical Society.

At Tea Tree Gully Library, Humphrey Bear was a special guest at *Sunday lunch on the lawns* organised jointly with ALIA (SA Branch), while at the Mitcham Library breakfast was held for elected members, Friends of the Library and volunteers, followed by tours of the library every day. The State Library ran a variety of tours and demonstrations daily.

Margaret Dunstone



Annie Warburton launching ALW in Tasmania at the State Reference Library in Hobart with Peter Conlon (centre), President Tasmanian Branch