

Australian Library Fair

Virginia Walsh sees a great opportunity for cooperation between ALIA and the library supply industry

ALIA has announced its whole-hearted support for the Australian Library Fair, in which it will be playing an active role. The Fair will be held at Darling Harbour in June 1994, the same venue and dates as the Australian Book Fair. It will seek to provide exhibits and other attractions of specific interest to the library profession.

The organising committee, which includes members of the library supply industry, is working closely with ALIA to provide library staff with another avenue to meet members of the library supply industry and to see the products that are available.

ALIA—especially through its NSW Branch and Divisions—will be involved in the development of seminars that will complement the trade exhibition and be an added attraction for those attending.

This exhibition should be a great draw for all those librarians and other library staff who are not normally able to attend conferences, but who have an interest and role in the purchasing decisions made by their organisations. By attending the Australian Library Fair they will have the opportunity to expand their understanding of the role of the library supply industry and see the range of products and services that

constitute this very large market sector.

The cooperation between ALIA and the organisers of the Fair is another example of the strong and mutually supportive relationship between the trade and the Association, based on ensuring that members of the library community are well-informed about issues of relevance to the provision of information services. The Australian Library Fair will complement the many other occasions on which the Association and the trade collaborate in mounting exhibitions at ALIA's biennial and special interest conferences throughout Australia. ■

Dymocks Wagga Wagga book store and Wagga Wagga city library sponsorship deal

Riverina Community Library Service is proud to be the beneficiary of a sponsorship initiative between Dymocks Wagga Wagga Book store and the Wagga Wagga City Library, believed to be the first of its kind in NSW.

Under this scheme, any library members who makes a purchase at Dymocks will receive a \$1 voucher for every \$10 spent in the store. The client hands the voucher in at the Wagga Wagga City Library on their next visit and the library in turn, redeems all vouchers in the form of books from Dymocks.

The concept of this arrangement was initially presented to Friends of the Wagga Wagga Library by Sherry Bartlett, franchise owner of Dymocks Wagga Wagga Book store.

After scrutiny of the proposal by appropriate committees and agencies, the arrangement was approved for implementation. Propriety of the initiative was ensured by adhering to the published ICAC sponsorship principles and having ICAC approval of the arrangement in writing.

The sponsorship deal was launched by Val Moon, Manager Public Libraries Branch (State Library of NSW) on Wednesday

evening 9 March 1994 at a function organised by Friends of the Wagga Wagga Library at Dymocks Book store with a star-studded guest list that underlined the significance of the occasion, and the community interest in this initiative.

This sponsorship arrangement provides a tangible acknowledgment by private enterprise of the vital role played by libraries in the

community. It gives an opportunity for library clients to support a local business, while contributing to the development of their library service. It also helps to strengthen the community and cultural bond between libraries and book stores.

Perhaps the most fulfilling aspect of the Dymocks/Wagga Wagga City Library sponsorship arrangement is that all participants are winners! ■



Present at the launch were (from left) Cllr Mary Kidson, Val Moon, Robert Knight, Brian Plummer, Gretchen Sleeman (President, Friends of the Library), Rhonda Schipp (Patron of the Friends), Sherry Bartlett.