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The marketing mix:
*promoting museums, galleries
and exhibitions*

by Dr Sharron Dickman

This is a new publication from Museums Australia Inc (Victoria), the peak state membership body for museum and gallery professionals. This boldly designed 134-page book is invaluable to all those promoting the arts or who operate in the small business field. It covers the latest in marketing theory, supported by a wide range of Australian case studies and illustrative material.

It is an important library reference.
ISBN: 0 949069 15 9

**Purchase price: AUD\$24.95 plus
AUD\$5.00 postage. Available from:**

Museums Australia Inc (Victoria)
Unit 4/19-35 Gertrude Street
Fitzroy Victoria 3065 Aust
Ph: (03) 9416 1945
Fax: (03) 9416 0523

In the news

Trouble getting to *the* conference of 1996?

Trevor Wakely

Baker & Taylor have generously undertaken to sponsor a delegate to attend the ALIA 4th biennial conference, *Reading the future*, to be held in Melbourne from 6-11 October.

The sponsored delegate will receive full conference registration, a ticket to the conference dinner, plus travel and accommodation if the sponsored delegate is from outside the greater Melbourne metropolitan area. It has been decided to make the sponsorship available to any librarianship/library technician student or junior library acquisitions staff member (less than five years library work experience).

Students interested in seeking sponsorship will be required to submit a copy of their curriculum vitae together with a short essay on either *The benefits of professional networking — how ALIA conferences aid professional development*; or *What is the future for library acquisitions?*

Junior library acquisitions staff will also be required to submit a copy of their curriculum vitae; a statement as

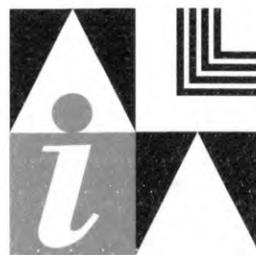
to why they deserve to be sponsored and what benefits they hope to gain by attending, plus a letter of support from their supervisor.

The Baker & Taylor sponsorship will give someone who would not normally be able to attend the opportunity of participating in the library and information conference for 1996. Entries close Friday 12 July 1996 and will be short listed by the ALIA Victorian Branch Awards Committee, with the lucky delegate being announced late August.

All library and library technician schools, state ALIA Branches, ALIA National and State Acquisitions sections, ELIS, and Library Technicians sections will be sent information regarding this Baker & Taylor delegate sponsorship package to ensure wide publicity of its availability.

For those quick off the mark, entries may be sent to Trevor Wakely, Bureau of Meteorology Library, GPO Box 1289K, Melbourne VIC 3001. Further details can be obtained from Trevor on e-mail t.wakely@bom.gov.au. ■

6-11 OCTOBER
1996 ALIA
MELBOURNE BIENNIAL CONFERENCE



READING THE FUTURE
CENTENARY CONFERENCE

Call for motions NSW Branch AGM

The ALIA NSW Branch Annual General Meeting will be held on Tuesday 26 March 1996, 6.00 for 6.30pm. Motions for discussion at the meeting are to be forwarded in writing to Janelle Thoms, ALIA NSW Branch Secretary, 11 Moseley Street, Carlingford NSW 2118 by 15 February. Contact details for both the proposer and seconder must be provided.

Notice of motions will be included in the *NSW branch annual report*,

which will be distributed as an insert in the March issue of *inCite*.

Members should note that the only items that may be raised under general business are those of an informal nature or those that are within the scope of the business already laid down. Motions of a substantial nature relating to items not covered in the printed notice will not be allowed. Enquiries to Jo-anne Fuller or Nicole Hmelnitsky on telephone (02) 9906 6000. ■