

Meet with Pruzak and Matarazzo — in Library Week

If information is fundamental to competitive strategy, how should organisations manage such a critical resource? What should organisations do to be more explicit and systematic

in the ways they identify, acquire, evaluate, analyse, package and disseminate information? What are the appropriate steps and sequence that lead to effective information use in decision-

making? Well, you own, that will be the determining factor for success, requiring new skills for managers throughout organisations. The speakers explode the myth that the key is technology, showing how information technology can be an important enabler of better information use, but is truly useless — indeed 'dead metal' — without information and human users.

About the speakers

Laurence Prusak is principal of the Ernst & Young Centre for Business Innovation in Boston, Massachusetts. The centre is the pre-eminent source of practical insights about organisational knowledge management. Prusak leads the 'Managing the knowledge of the organisation' program and other research into the realm of knowledge management. He is a well-respected authority in the field whose view frequently appears in management journals and the business press. **James Matarazzo** is dean and professor at the Graduate School of Library and Information Science in Simmons College, Boston, Massachusetts. He is also a consultant on the organisation, evaluation and creation of corporate libraries, information centres and information management. Matarazzo is author of several publications relating to the performance and value of corporate libraries.

Do not miss this opportunity. Contact Julie Young, ALW committee chairperson (NSW). Telephone (02) 230 1550, fax (02) 233 2003, e-mail jyoung@ilinet.slnsw.gov.au for more information about the seminars. ■

Collaboration by association

Margaret Chapple, treasurer,
School Libraries Section, Western Australian group

Three professional associations — ALIA Schools' section (WA group), WASLA (WA branch, Australian School Library Association) and AISWA (Association of Independent Schools), have decided to conduct joint committee meetings and to produce a joint newsletter in 1996. For years these associations have combined to organise a bi-annual School Library Organisations Council (SLOC) conference. Many of our concerns overlap and the organisation of professional development sessions has always required co-operation so that members are able to attend sessions which are relevant to their needs regardless of which organisation initiates the program. Since the Western Australian umbrella group for professional educational associations (APEA) has been formed, the need for a more united representation is evident. At our first joint meeting, we discussed priorities for the year and a calendar of events. Our first professional development activity — a train the trainers session for the *Learning for the future* workshops — was held on 20 March for committee members. Other professional development topics will include new graduates, library officers, third generation library automation software, SLOC conference (1 June 1996), APEA conference (11–12 July), and APEA Information Literacy Policy for Schools (14 September). ■



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