

• **28/8 NSW TAFE section.** *Promoting skills of library staff seminar.* Covering what sort of professional development and continuing education is available. Contact: Ellen Hrebenuik, ph 02 9335 2681, fx 02 9335 2340, ellen.hrebenuik@tafensw.edu.au. [Note change of date]

7/9 SilverPlatter Information. *Free LINK TO THE FUTURE presentation.* Find out about ERL 4, links to full text with SilverLinker and more. Sydney, 2pm. For further information contact: Caroline Scharrer, ph 02 9267 9055, cscharrer@silverplatter.com

• **9/9 NSW Library Technician meeting.** State Library of NSW, Level 10, Boardroom. 5:30 for 6pm. Contact: Katherine Raper, ph 02 9514 3688, Katherine.Raper@uts.edu.au.

• **12/9 NSW School Libraries section.** *Write your own report card: accountability and the school library.* Contact: Ian McLean, ph 9886 7501, mcleani@gwise.dse.nsw.edu.au.

21/9 SilverPlatter Information. *Information WinSPIRS and WebSPIRS 4.0 half day training course.* Cost: \$75. Sydney, 9:30–12:30pm. Bookings: Caroline Scharrer, phone 02 9267 9055, cscharrer@silverplatter.com

23/9 Updating your internet research skills. UNSW, School of Information, Library and Archive Studies. Contact: Maureen Henninger, ph 02 9385 3589, fx 02 9385 3430, M.Henninger@unsw.edu.au.

24/9 Indexing web documents. UNSW, School of Information, Library and Archive Studies. Contact: Maureen Henninger, ph 02 9385 3589, fx 02 9385 3430, M.Henninger@unsw.edu.au.

28/9–2/10 Re-entry skills for librarians, week 1. UNSW, School of Information, Library and Archive Studies. Contact: Maureen Henninger, ph 02 9385 3589, fx 02 9385 3430, M.Henninger@unsw.edu.au.

• **Oct NSW TAFE and School sections.** *Internet content management seminar.* Covering filtering/censorship on the internet. Contact: Ellen Hrebenuik, ph 02 9335 2681, fx 02 9335 2340, ellen.hrebenuik@tafensw.edu.au.

• **9/10 NSW Acquisitions and Library Technician sections.** *Take your partners — libraries and suppliers in partnership.* Faculty of Design, Architecture and Building, Building 6, Room 4.17, Harris Street, Ultimo. 8:30–4pm. Contact: Ms Katherine Raper, ph 02 9514 3688, Katherine.Raper@uts.edu.au or Linda Bishop, ph 02 9273 1636, rbishop@ilinet.slnsw.gov.au.

• **7/11 NSW School Libraries section.** *Conserving the past for the future — archives in school libraries.* Contact: Ailsa Holmes-Walker, ph 9781 3541, ailmuirf@ozemail.com.au.

• **11/11 NSW Library Technician meeting.** CSIRO, Prospect, Division of Animal Production, Blacktown. 6pm. Contact: Katherine Raper, ph 02 9514 3688, Katherine.Raper@uts.edu.au.

continued next page...

Marketing Victoria's public libraries

Victoria's public libraries have identified marketing of their services and resources as a top priority in various strategic workshops. As a result, an exciting statewide project has been funded by the State Government, through the State Library of Victoria.

A working party made up of staff from library services throughout the state has been working hard on the project since November 1997, with the assistance of Stratcom, consultants who specialise in public relations and marketing, and a representative of Network Services at the State Library of Victoria.

The first stage of the project culminated in a campaign launch by Lorraine Elliott, parliamentary secretary to the Premier, and Alan Stockdale, Treasurer and Minister for Multimedia, during Australian Library Week 1998.

The launch was held at Brighton Library, part of the Bayside City Council Library Service, where Mrs Elliott unveiled the *librariesvictoria* logo and slogan. Mr Stockdale then launched the *librariesvictoria* website (www.librariesvictoria.vicnet.net.au).

The project aims to reposition the image of libraries, and has a challenging target au-

dience of young males aged eighteen to twenty-nine, as well as males and females aged thirty to forty. Seminars were held for library staff throughout the state in the week prior to the launch. The involvement of all library staff is seen as crucial to the success of this marketing strategy — they are the 'sales team' who are in the best position to reinforce the message with new and existing users of libraries.

In stage two of the project, an advertising campaign across Victoria will commence, with the emphasis on print media and radio to connect with the target audience. It is supported by implementation of a 1300 number which provides a single point of contact connecting callers to their nearest public library service. This exciting initiative is seen as a practical way to support the provision of information by other strategies such as the website, posters and advertising.

To find out more about the *librariesvictoria* marketing project contact Barbara Horn, at Yarra-Melbourne Regional Library (phone 03 9203 3601, e-mail barbarah@yarranet.net.au) or Judy Peppard at network services, State Library of Victoria (telephone 03 9669 9630, e-mail jpeppard@newvenus.slv.vic.gov.au).



Local Government Library Traineeship – Certificate II

The Local Government Library Traineeship is a comprehensive, national, entry-level traineeship developed for the library industry. The traineeship allows training to be delivered either on- or off-the-job, and has been designed to meet a wide range of needs in the workplace. In this way the traineeship can be delivered equally successfully in urban Sydney, or far north Queensland.

The traineeship was designed to remain consistent with the Library Industry Competency Standards, and therefore retain the integrity of the qualification. It is on

the national register, and is registered in Victoria and Tasmania. Registration in the other states and territories is underway.

The course has been designed to meet the following criteria:

- cover the relevant competencies at AQF 1 and 2, from both the library and local government competency standards;
- provide credit transfer into the existing Certificate III in Library and Information Studies;
- provide pathways into training and career opportunities in related fields

such as museums and galleries; and

- suitable for delivery in flexible modes to enable training to be delivered either on- or off-the-job.

This traineeship has been developed to help employers interested in employing library and information services trainees.

For further information regarding this traineeship contact Carla Scmazzone, project manager, at the Australian Local Government Training National Office, freecall 1800 064 672, or visit the website at <http://www.alphalink.com.au/~algt>