

Keep it short and snappy...

Robyn Gattera, team leader, Australian Library Week, Brisbane City Council Library Service

After months of planning and preparation the day had finally arrived. On Sunday 16 May, Brisbane City Council Library Service hosted the state launch of Australian Library Week.

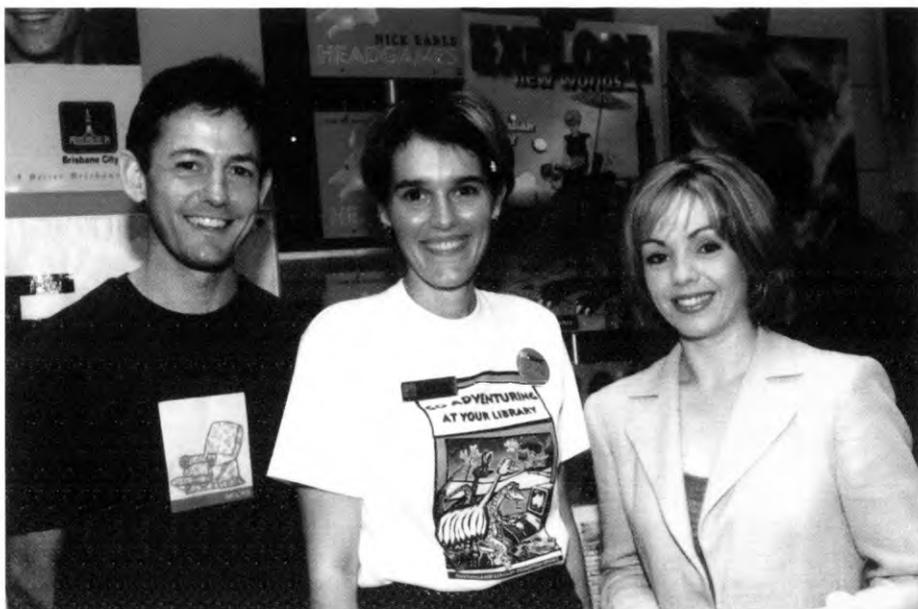
The aim was to design a program that was 'short and snappy', and much consideration was given to the where and when. It was decided to host the launch at The Myer Centre — a six-floor shopping complex which has a central atrium enabling the activities on Centre Stage to be seen and heard over all six floors. Sunday proved to be an ideal choice, as it took advantage of Sunday trading in the city. Another advantage of this venue was the opportunity to mount a display on the stage for the week prior to the launch. Hence, weekday shoppers and workers could not miss the fact that Australian Library Week was happening!

How did we make it 'snappy'?

Two celebrity guests, one councillor, a 'wrap the mummy' competition (requiring audience participation), celebration cake and 600 balloons ... all in forty minutes.

Channel 7 newsreader, Tracey Challenor, opened the show, with her familiar voice attracting the attention of the lunchtime crowd. Her role as MC was performed with charm and professionalism. Councillor Ann Bennison (customer and community services) spoke of the positive changes to council libraries in recent years. Last but not least, Nick Earls (best-selling author of *Headgames* and *Zig zag street*) entertained the audience with anecdotes of his library experiences. Each guest enjoyed the challenge of speaking in a venue six floors high.

Those participating in the 'wrap the mummy' competition fulfilled our expectations by generating lots of attention and laughs. Each contestant walked away with a prize-pack including a T-shirt, book, double movie pass, vouchers, balloons, bookmarks and brochures (all ensconced in a library calico bag). Cutting the cake signalled the official opening of Australian Library Week. And the 600 balloons? Well, this is a whole story in itself! The short version is that as a promotion ex-



Launch of Australian Library Week in Queensland at the Myer Centre Stage, Brisbane. (l-r) Nick Earls, author; Robyn Gattera, ALW co-ordinator, Brisbane City Council; and Tracey Challenor, Seven Nightly News (Channel 7)

ercise, the majority were distributed prior to the launch.

How did we do it?

Queensland Library Promotion Council and their sponsorship in the form of T-shirts, balloons, bookmarks and fifteen student volunteers were a significant contribution to the success of this launch. And for their commitment and

professionalism a big thank-you to my fellow launch committee members: Vicki McDonald, Michael Briggs and Deirdre Kesteven.

If anyone would like further information on our activities I can be contacted at cra@brisbane.qld.gov.au. Australian Library Week 2000 is not too far away! ■

Stump the librarians

Box Hill Institute of TAFE — Victoria

Australian Library Week saw the staff at Box Hill Institute attempt to stump their librarians. Library staff invited Institute staff to ask any question to which they knew the answer. Library staff had three days to find the answer. It was an overwhelming success.

Questions were many and varied including 'Why do women's shirts button the opposite way to men's?', 'How many tribbles make a Tribble Delight?', 'What is the only English word with five consecutive vowels?', 'What is Rhoemod?', 'Which Australian stamp had the least number of copies issued?'

The library staff had a great time, using reference skills beyond the normal TAFE questions. It gave us a chance to delve into little-used reference resources and extend our internet searching skills.

We must admit there were half a dozen questions we could not find the answers to, but we were able to extend our common knowledge and now have lots of quiz questions to use at dinner parties. It was great public relations for the library and we intend to use the idea again in the future, possibly challenging Institute staff to use our library resources to answer our questions.

Helen Reid