

It's all @ your library!

The @ your library campaign was simultaneously launched across New South Wales (shades of National Simultaneous Storytime) at 11:00am on Wednesday 15 December 2004 with a diverse range of events to alert local residents in every city, suburb, town or village that whatever their information, homework or hobby needs — it's all at your library!

From puppet shows in Penrith and film screenings in Liverpool, to bush barbecues in Walgett and morning tea with the Mayor in Bega, libraries embraced the event with gusto. A key component of the launch in Orange was a photo shoot of the community forming a giant '@' in front of the library. To make a decent '@' library staff needed at least 200 people and they were delighted that so many people came along to be part of the fun — partially drawn by the promise of ice-creams!

This project builds on the successful campaign developed by Libraries South Australia using the @ your library campaign, which originated in the United States, and is being funded by the Library Council of New South Wales. It is broad enough for all public libraries to participate in, using the components that most suit their requirements.

The focus of @ your library is a series of eight 'mini' campaigns which highlight a specific library area or service.

- Holiday Fun — January, April, July and October
- Connect (Technology) — February
- Lifelong learning — March
- Just Ask — May
- Connect (Social Capital) — June
- Behind the scenes — August
- Treasures — September
- Read — November



Each campaign is supported by a poster and bookmark plus a host of resources (media releases, ideas, evaluation forms) on the website [<http://www.atyourlibrary.sl.nsw.gov.au>], which is targeted at library staff. The project team has also developed some value-added merchandise — enviro-friendly library bags, tattoos (a big hit during Holiday Fun), mouse mats and large banners.

The eight campaign themes will be complemented by the branding of traditional library events with the @ your library logo; for example, Children's Book Week @ your library. We have published a calendar that pulls all of these events together. Libraries also have the option to badge local events with the @ your library logo.

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Copyright, Digitisation and Cultural Institutions Conference 2005

Digitisation features prominently in the current and proposed activities of many Australian cultural institutions. It offers unparalleled opportunities for access, facilitates research and education, and is increasingly being used as part of information management systems within institutions.

However, digitisation also raises many legal questions, particularly in relation to copyright. For instance, when does digitisation infringe copyright? When must an institution obtain a copyright clearance to digitise a work? What rights should it ask for? Does it make a difference that the digitised image is only accessible by staff? What factors are relevant in formulating a risk management strategy in relation to copyright?

These issues and many others will be discussed at a forthcoming conference presented by the Centre for Media and Communications Law (CMCL), the Intellectual Property Research Institute of Australia (IPRIA) and the State Library of Victoria.

This conference is part of a project being conducted by the CMCL and IPRIA (both of the University of Melbourne) in relation to digitisation practices and copyright management in public museums, galleries and libraries.

The project was instigated by Museums Australia, and is funded by the Australian Research Council as well as six of Australia's leading cultural institutions: Art Gallery of New South Wales; Australian Centre for the Moving Image; Australian War Memorial; Museum Victoria; National Museum of Australia; and State Library of Victoria.

A key part of the conference will be the launch of written digitisation guidelines prepared by the CMCL and IPRIA in relation to digitisation and copyright. The guidelines are specifically focussed on the issues facing the cultural institution sector, and will provide both an overview of relevant issues for general staff, and user-friendly, practical ideas for those dealing with copyright on a regular basis.

Attending the conference will provide a great opportunity for cultural institution staff to obtain practical information about complying with copyright law, and also provide a forum to consider future reform of copyright law and practice.

The one-day conference will be held at the State Library of Victoria on Friday 26 August 2005, with registrations starting at 8.30am. Further information regarding the conference is available from the CMCL website at www.law.unimelb.edu.au/cmcl.

Please direct any questions in relation to registration to Janice Van de Velde of the State Library of Victoria on jvandvelde@slv.vic.gov.au or phone (03) 8664 7112.

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