

Welcome to the technology issue of INCITE. While it was a term apparently first used in the 1950's, the term 'frenemy' is now part of popular culture and potentially one that our profession can use for the many and various technologies that we and our users access.

Digital technologies are at the core of many services that our libraries offer and yet these very tools are currently being used as the potential reasons for the reduction or closure of our services. I was recently interviewed on Sydney radio by 'Dicko', previously of Australian Idol fame. He started his questions to me – as I am sure you are

all asked – "with the internet why will we need librarians and libraries?"

"Because not all information is good information in the online world," I replied. "Because library clients of all kinds need training and support to find exactly what they need or want from the masses of data out there in cyber space."

LIS professionals offer much more value-added services to their clients than simply providing access to the great mass of data and information accessible by the web, but for some reason this is not well

understood outside of our profession. The old image of the librarian as the gatekeeper of books and information remains alive in the community and, importantly, in the minds of decision makers. In our advocacy role, both the ALIA Board and all of you as members, have a significant and urgent communication and education task to undertake. It will take the contribution of all ALIA members to make others aware of the information access and literacy roles that we play, whether you are in a law, government, special, school, academic, or public library.

This current situation links strongly to the work that the Board wishes to continue in defining the LIS professional of the future. I am sure that the role will hold the same values and objectives as in the past however the methods of delivering an informed, lifelong learning community or workforce may be different. Innovation and knowledge are essential to growth and those who connect others to quality information and ideas to create innovation and knowledge are library and information professionals.

I hope that you have caught up with the news that Sue McKerracher has been appointed as the new Executive Director of ALIA. Sue has worked with ALIA on a number of activities, most particularly the National Year of Reading. She has a marketing and communications background, has operated

her own business and has worked extensively with libraries in both Australia and the UK. Sue has many contacts in government and the private sector in Australia and we welcome her to the ALIA team.

The senior team in ALIA National Office is now complete. Our new Director Professional Services, Janice Taylor (formerly Janice Biggin) commences in late July and Sue in mid-August, so be prepared to hear of all of the great achievements of the ALIA National Office.

Finally, I would like to pass on the most sincere thanks to Rob Miller from all of the ALIA Board and ALIA members. Rob has been patiently leading ALIA while we recruited to the Executive Director position and has he has done so with remarkable success. I am sure that Rob is looking forward to handing over to Sue, but the Board acknowledges that he has done a remarkable job for quite some time.

Vanessa Little

ALIA President

vanessa.little@alia.org.au



INDUSTRY SNAPSHOT

CAVAL appoints new CEO: Michael Robinson has been welcomed by Andrew Wells, CAVAL Board Chair, as the incoming CAVAL CEO. Robinson is currently the Hong Kong Institute of Education Librarian, and will return to Australia in September to take the role.

Research shows Australians global leaders in e-book adoption: According to Bowker Market Research's Global eBook Monitor, a study that tracks consumer attitudes to and purchasing of e-books in 10 major world markets, Australia ranks along with the U.K. and the U.S. in adoption of e-books, with 43 percent of its online population reporting they have downloaded at least some digital content in the past six months.

Would you like coffee with that? The Primary Research Group has published *The Survey of Library Cafes*. The report investigates how the library's food service operations are run, citing total cost of salaries, seasonal hours of the cafe, and the library's overall satisfaction. Of note, 53.85 percent of all survey participants say the library cafe has been successful in increasing the number of patrons who visit the library.