

EDITOR'S NOTE OUT OF THE MOUTHS OF BABES

There's a reason they say you should never work with children or animals. Animals only pay attention if they feel like it, and children have a way of cutting straight to the heart of things, exposing any artifice along the way with (sometimes breathtaking) honesty. More power to them, I say, because as well as hitting our weak spots with devastating accuracy, it is often the children who willingly give us the uncomplicated, honest feedback we really need.

No matter the library sector, children are truly a vitally important audience, with whom we must engage effectively, and for whom our library and information services are essential if they are to grow up to be healthy, contributing members of society – and committed supporters of all that libraries stand for.

That's why our cover story interview this month is with Dr Paul Willis, Director of RiAus, Australia's science hub. What he has to say about engaging with children – with anyone, really – should resonate with all LIS practitioners. As a science communicator, Paul knows exactly how important getting the key message across is, and how hard it can be too.

Clearly, libraries of every stripe are aware of the need to connect with the next generation of readers and decision makers, as you can see from the wide range of services and innovations reported in our pages this month.



Our OPINION guest columnist is an expert at engaging with reluctant readers. Susannah McFarlane, creator of multiple 'kid heroes', is a firm believer in 'dressing muesli up as Coco Pops'. She tells us why on page 14.

This is our last issue for 2014, and once you've finished reading it, it will probably be just about time to prepare for the holidays – whether that means actually having one of your own, or dealing with everyone else having theirs while you are working. I'd like to take this opportunity to thank all of this year's contributors for taking time to write for *INCITE*, and the team at ALIA House and HWR Media and Communications for all their hard work making sure the magazine reaches your mailbox or inbox on time. And we would all like to thank you, our Members and readers, for your constant inspiration and feedback along the way.

LEE WELCH
Editor

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