



## PROGRAM OVERVIEW AND SPEAKERS

**SUNDAY 20 NOVEMBER 2011: 6:00pm to 7:30pm**

### Welcome Reception

At the Kinokuniya Sydney Bookstore <http://www.kinokuniya.com/> in Galleries Victoria, George Street, opposite Sydney Town Hall



## MONDAY 21 NOVEMBER 2011: 9:00am to 5:00pm

Keynote Speaker - Mark Pesce – Sydney based inventor, writer, entrepreneur, educator and broadcaster <http://markpesce.com/>



Paula Bray, Manager of the Visual and Digitisation Services department at the Powerhouse Museum <http://www.powerhousemuseum.com/> and <http://www.powerhousemuseum.com/imageservices/>



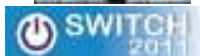
Mary Anne Hodel, Chief Executive Officer, Orange County Library System, Florida USA which was named the 2011 Library of the Future by the American Library Association <http://www.ocls.info/About/default.asp> and <http://www.ocls.info/News/default.asp>



Carolyn Robertson, Director, Christchurch City Libraries, New Zealand and President, LIANZA <http://library150.com/Articles/LibrariesManager/>



Paul Hagon, Web Developer, National Library of Australia <http://www.nla.gov.au/>  
The first Australian to be recognised as a Library Journal Mover & Shaker



**Dr Alex Byrne, Chief Executive Officer, State Library of New South Wales, Australia <http://www.sl.nsw.gov.au/>**

**Christine Mackenzie, Chief Executive Officer Yarra Plenty Regional Library Service, Victoria, Australia <http://www.yprl.vic.gov.au/>**



**MONDAY 21 NOVEMBER 2011: 6:30pm to midnight**

**GALA AWARDS DINNER**

"Dockside", Cockle Bay Wharf, Sydney <http://docksidevenue.com.au/>

**"Dockside" by Night**



**"Dockside" by Day**



## TUESDAY 22 NOVEMBER 2011: 9:00am to 5:00pm

Chris Winter, Australian Broadcasting Corporation (ABC), Innovation Division  
<http://www.linkedin.com/in/chriswinter99>



Professor Helen Partridge, Queensland University of Technology (QUT), Australia  
<http://www.liseducation.org.au/> Being a library and information professional in the age of Twitter, iPhones and Facebook?



Sophie McDonald, University of Technology Sydney (UTS) Library, Australia  
<http://www.lib.uts.edu.au/>



State Library of Queensland, Australia - The Edge <http://theedge.slq.qld.gov.au/home>  
and the New Mobile Library: Embracing Mobile Technology - Ann Kajewski



State Library of Victoria, Australia <http://www.slv.vic.gov.au/> and the Australian Continuous Improvement Group <http://www.acig.com.au/>

*Being The Best We Can: An Innovative Way to Demonstrate and Improve Library Performance* - Debra Rosenfeldt, Acting Director, Community, Learning and Public Library Partnerships, State Library of Victoria and Euan Lockie, Director, Australian Continuous Improvement Group

Mary Lou Byrne, Mosman Faces Project Coordinator, Mosman Library.



# WEDNESDAY 23 NOVEMBER 2011

## SYDNEY LIBRARIES AND CULTURAL SECTOR TOUR:

9:30am to 4:00pm by small coach with lunch and Tour Leader provided.

To the new libraries of:

- City of Sydney, Customs House
- Lane Cove
- Ryde
- Ashfield
- Randwick, and
- City of Sydney, Surry Hills.

# SPEAKER PROFILES

## Keynote Speaker - Mark Pesce



Mark Pesce is an inventor, writer, educator and broadcaster. In 1994 Pesce co-invented VRML, a 3D interface to the World Wide Web.

Mark has written five books, including *The Playful World: How Technology is Transforming Our Imagination*, which used toys such as Furby and PlayStation to explain our interactive future.

As an educator, Mark Pesce founded graduate programs in interactive media at both the University of Southern California's world-famous Cinema School, and the Australian Film, Radio and Television School.

For the last six years, he has been a panelist and judge on the ABC's hit series *The New Inventors*, as well as a regular commentator on technology and society for JJJ's *Hack*, *The 7.30 Report*, *The 7PM Project*, and ABC Local Radio.

In 2006, Mark founded FutureSt, a Sydney consultancy dedicated to helping clients negotiate the challenges presented by our hyperconnected future.

## Paula Bray



Paula Bray is the Manager of the Visual and Digitisation Services department at the Powerhouse Museum that includes: Photography, The Image Resource Centre, The Photo Library and Rights and Permissions and Audio Visuals. Paula is responsible for managing the digital collections to the highest standard whilst coördinating photographic and AV projects for exhibitions, publications, events and the website. Paula runs a blog for the Museum called Photo of the Day and manages the Museum's two Flickr accounts and numerous public groups.

Paula has also worked as a photographer in the Arts for many years including: the Art Gallery of NSW, The State Library of NSW and The Australian National Maritime Museum. Paula has worked as a freelance photographer and had several exhibitions of her work including a solo show at Blender Gallery in 2007. Her work has been collected by the College of Fine Arts and private collectors. Paula studied photography at the College of Fine Arts for 5 years doing a Bachelor of Art and a Master of Art whilst also receiving the Agfa Gevaert award for the most innovative use of photography upon graduating.

## Mary Anne Hodel



Mary Anne Hodel has been director and CEO of the Orange County Library System (OCLS) since January 2002. Under her leadership, the system has won numerous awards including 2011 American Library Association Library of the Future Award and the 2010 Florida Library of the Year. Library circulation has increased 214 percent and door counts have increased 103 percent.

Thanks to her innovative thinking, OCLS is a recognized leader in technology - and was the first public library in the nation to offer Freegal and have an app on the iPhone store: *Shake it*. Orange County's roving reference, virtual library, mystery shopper and MAYL (Materials Access to Your Library), and customer satisfaction programs have been presented nationally and recognized as national models.

A leader in library services, she has spent her entire career working in libraries. Before coming to Florida, Mary Anne was director of the Ann Arbor District Library in Michigan which was named 1997 National Library of Year by *Library Journal* while she was there. Prior to that, she was Chief of the State Library Resource Center at the Enoch Pratt Free Library in Baltimore, Maryland.

Mary Anne has also worked as a Project Manager for the Edward Bennett Williams Law Library at Georgetown University in Washington, D.C. Other library experience includes working as a cataloger at Ramstein Air Force Base in Germany and multiple management positions at the Natural Resources Library of the U.S. Department of the Interior in Washington, D.C.

Mary Anne is a member of the American Library Association, Public Library Association, Library Leadership Administration and Management Association, the Florida Library Association, and the Library Information and Technology Association.

She is a current Board Member of the Public Library Association and the past Chair of the Library Leadership Administration and Management Association's Systems and Services Section (SASS) Management Practices Committee, and is a member of the LLAMA-SASS Executive Committee.

Mary Anne recently served on the PLA DEMCO New Leaders Travel Grant Jury, the Proquest Advisory Board, and the Urban Libraries Council Membership Committee. She currently serves as a Board Member on the Florida Humanities Council as well as its Finance and Development Committees.

Mary Anne has a master of library science degree from Catholic University of America and a bachelor of arts in political science from the University of Wisconsin, Madison. She is the mother of two grown children and during her free time enjoys travel, golf and photography.

In high school she had this crazy idea about immigrating to Australia but her parents had the silly idea that she should attend college.

## Carolyn Robertson



Carolyn Robertson has been the Libraries and Information Manager, Christchurch City Libraries since January 2005. Prior to her career in public libraries, she worked in tertiary and special libraries, including 10 years as Information Services Librarian at the University of Canterbury and 3 years as Chief Librarian of the Canterbury Medical Library.

Carolyn has just completed her term as President of LIANZA (The Library and Information Association of New Zealand Aotearoa) and is now serving her last year on the Executive Council as Immediate Past President. Carolyn thoroughly enjoyed her presidential year, notably LIANZA's wonderful Centennial celebrations and the visits to several different regions where she met lots of dedicated and enthusiastic librarians and enjoyed touring some excellent libraries.

Carolyn is a registered member of LIANZA and was awarded an Associateship in 2001. She is also a member of the following national bodies:

- Te Puna Strategic Advisory Committee (TPSAC) representing large public libraries
- Association of Public Library Managers (APLM)
- Strategic Advisory Forum to the National Librarian (term completed June 2011)
- IFLA Metropolitan Libraries Section – Strategic Planning Committee (from August 2011)

Carolyn has presented papers at two international conferences in recent years and been actively involved in both organising and speaking at New Zealand library conferences. Carolyn believes it is an exciting time to be working in our profession and being active in our professional bodies, as we reaffirm and redefine the role of libraries and librarians in today's world.

Currently Library Staff are very occupied with earthquake recovery at Christchurch City Libraries. As well as the numerous challenges they face in getting libraries open and services up and running, there are great opportunities to think outside the square. Where possible, Library Staff are enjoying the chance to present library services in different ways that are both flexible and responsive to the needs of the community. She is looking forward to sharing some of their experiences with post earthquakes as well as providing an update on the latest digital innovations.

## Paul Hagon



Acknowledged as a major honour within the library community, Paul is the first Australian to be recognised (2010) as a Library Journal Mover & Shaker.

Paul's nomination recognises the world class work he has done with library mashups and APIs. The LJ's Movers & Shakers spotlights librarians from all corners of the library world.

To quote: "Paul uses his skills as a web developer to mash together digitised images from libraries, museums, and archives around the world, helping to expose some real treasures from library collections in beautiful, useful, and interesting ways."

"I come from a design background, not a library background," Paul Hagon said. "I think this gives me a different outlook on things. I like the problem-solving element of making information available in relevant and interesting ways."

Paul's Movers & Shaker citation is available on the Library Journal's website <http://www.libraryjournal.com/csp/cms/sites/LJ/LJInPrint/Archive/profiles10/moverandshakershagon.csp>

## Christine Mackenzie



Christine is the CEO of Yarra Plenty Regional Library Service a position she has held for seven years. Prior to this she was the Manager Library Services at the Brisbane City Council for six years.

Christine is a past President of ALIA and has held a number of executive positions on various ALIA sections and branches. She is currently

- Chair of the International Federation of Library Association's (IFLA) Metropolitan Libraries Section
- A committee member of ALIA's Online Content Regulation Group
- A committee member of the Australian Government's Public Lending Right Committee, and
- A committee member the Public Libraries Victoria Network (PLVN) Executive.

Christine was awarded an ALIA Fellowship in 2008 and was recently elected to the Governing Board of IFLA.

## Professor Helen Partridge



### **Being a library and information professional in the age of Twitter, iPhones and Facebook?**

Web 2.0 technologies such as blogs, wikis, Facebook and Twitter have resulted in transformation of the library and information profession. This transformation is impacting on the nature of skills required for occupational success.

This presentation will outline the results of a recent study undertaken as part of an Australian Learning and Teaching Council Teaching Fellowship.

The study aimed to identify the current and anticipated skills, knowledge and attributes needed by library and information professionals in a web 2.0 world (and beyond!).

This presentation will challenge your thinking about what it means to 'be' a library and information professional in an ever changing world of new and emerging technology.

### **Biographical Details**

Professor Helen Partridge is based in the Faculty of Science and Technology at the Queensland University of Technology (QUT) Brisbane, Australia. She is the coordinator of QUT's library and information science education programme.

Professor Partridge has published widely in the area of teaching and learning and has won a number of teaching awards including the 2005 QUT Vice Chancellors Distinguished Teaching Award. Professor Partridge was elected to the Board of Directors of the Australian Library and Information Association (ALIA) in 2006 and 2008.

Actively involved in ALIA, she is a member of the Research and Publishing Standing

Committee and is the association's representative of the International Federation of

Library and Information Association's (IFLA) Library Theory and Research Standing Committee.

In 2008 she received one of eight Associate Fellowships from the Australian Learning and Teaching Council (ALTC). The fellowship established guiding principles and models of best practice for 'LIS education 2.0'. The project acknowledged and explored the impact web 2.0 was having on the LIS profession and its education and training.

In 2009 Professor Partridge received \$219,000 from the ALTC for a research project that will re-conceptualise LIS education for the twenty-first century. Working with eleven other universities, she led a project aimed at establishing a framework for the education of the information professions in Australia.

Professor Partridge's work in LIS education has recently been recognized through the receipt of a European Commission's Erasmus Mundus Scholarship. Through this scholarship she was a visitor scholar at the Oslo University College teaching in the International Master in Digital Library Learning.

In addition to a focus on LIS education, Professor Partridge's research interests include a focus on the way people use information in their everyday life.

In 2011 Professor Partridge was a visiting scholar at the University of Oxford where she undertook a study that explored people's information practices within a web 2.0 world.

## Sophie McDonald



Sophie McDonald is an Information Services Librarian at the University of Technology Sydney, Library. She is a member of the team responsible for developing information literacy programs, with a special interest in mobile technologies and using social media to engage with clients. She has recently been involved in trialling a game-based learning model of information literacy for first year students using QR codes and mobile apps. She is a blogger, app addict and loves to read vampire fiction on her iPad.

At the University of Technology, Sydney (UTS) Library, we are reinventing our information literacy program to support learning, teaching and research in physical, digital and mobile spaces. Web 2.0 has changed the way our clients find, use and create information and they now expect a dynamic and flexible learning environment in and away from the library 24/7. It is important to understand this new environment so we are working together to develop a range of mobile services that make use of technology such as QR codes and social media to engage with clients and create opportunities for learning.

In 2010, UTS Library held its inaugural Library Fun Day and QR codes were used to deliver clues in the treasure hunt. We are also experimenting with QR codes to connect physical and digital information literacy programs with online tutorials and support. Library staff are creating mobile friendly screencasts that are uploaded to YouTube and offering workshops in searching our mobile catalogue and databases.

Information literacy programs and library services are promoted via Facebook, Twitter and Foursquare to connect with clients in their digital and mobile worlds.

## Mary Ann Kajewski



**The New Mobile Library: Embracing Mobile Technology**  
**State Library of Queensland**  
**PO Box 3488, South Brisbane, Queensland 4101 Australia**  
[mary.kajewski@slq.qld.gov.au](mailto:mary.kajewski@slq.qld.gov.au)

As the information transformation continues to develop, libraries will investigate mobile devices and services to support the information requirements of their users wherever they may be.

Libraries can better serve their users by embracing the growing capabilities of mobile technology. They can promote and expand their existing services by offering mobile access to their websites and online public access catalogues; by supplying on-the-go mobile reference services; and by providing mobile access to e-books, journals, video, audio books, and multimedia content.

This paper will present a synopsis of the emerging environment of information engagement through mobile technology. The major mobile technologies will be introduced, their usage reviewed and the cultural shifts that are associated with their introduction into information society investigated.

It will demonstrate opportunities for libraries to implement mobile technologies to enhance or supplement conventional services and collections, and will explain how libraries can most strategically employ these tools as well as the mobile culture.

### **Biographical Details**

Mary Ann Kajewski is Librarian, Capacity Development at the State Library of Queensland where her work includes developing and delivering learning and professional development programs for public librarians throughout Queensland. Her qualifications include a Bachelor of Arts in Library and Information Science (Charles Sturt University) a Library Technician Certificate (Department of Technical and Further Education New South Wales) and a Certificate IV Workplace Assessment and Training (Axiom College, Brisbane).

## ***Being The Best We Can: An Innovative Way to Demonstrate and Improve Library Performance***

**Debra Rosenfeldt, Acting Director, Community, Learning and Public Library Partnerships, State Library of Victoria**

**Euan Lockie, Director, Australian Continuous Improvement Group**

Being The Best We Can is a collaborative project delivered in partnership by the State Library of Victoria (SLV) and Public Libraries Victoria Network (PLVN). The project developed a comprehensive performance framework and self-evaluation process for public libraries, then facilitated self-evaluations by a series of pilot libraries to prove the process and refine the framework.

Completing a Being The Best We Can self-evaluation enables public libraries to understand the effect they have on individuals and communities, and how well their service meets users' needs. Originally inspired by a Scottish Libraries and Information

Council model, it has evolved into a distinctly Australian framework, suitable for use by public libraries throughout the country and aligned with the Australian Business Excellence Framework.

The process involves a self-evaluation by libraries, using the Being The Best We Can framework and evaluation guide, and external verification of the self-evaluation process and results by two peers. The peers provide an impartial, independent and thorough review of the library's assessment and evidence. The self-evaluation results in a written report that demonstrates the libraries performance, with peer review comments, as well as a service improvement action plan.

Being The Best We Can enables libraries to:

- Take stock of current performance, answering the key questions: How well are we doing? How do we know? What are we going to do now?
- Identify and understand strengths and areas for improvement.
- Share best practice and establish benchmarks for services to aspire to.
- Demonstrate the relevance and value of library service to community and key stakeholders.

Over two years, nine Victorian public library services piloted the framework and self-evaluation to thoroughly assess its relevance and useability in different public library services. The process itself is a unique professional development opportunity for library managers and staff as well as peer reviewers, to gain a greater understanding of the library service, the environment in which it operates and the whole service it offers the community.

The peer review component supports the collaborative nature of public libraries and builds close relationships with colleagues, while also creating a shared understanding of benchmarks in public library services. The final self-evaluation reports have been shared through the PLVN website, creating a knowledge bank and an archive of library services, enabling future reports and results to be compared from a continuous improvement perspective.

Being The Best We Can enhances 'connectivity' in several ways. Firstly, its comprehensive framework ensures the vital connections between the library and its community are thoroughly evaluated during the process.

Secondly, the peer review and benchmarking process creates new networking linkages between library professionals in different regions.

Collections and services are an important focus of the Being The Best We Can evaluation framework, forming one of the five Key Result Areas for assessment 'Providing gateways to information, learning and leisure'. Key assessment questions focus on a comprehensive review of digital resources and support for online service delivery as well as training and support for the online world for and by library staff.

Being The Best We Can has the potential to help libraries make significant service improvements through a process that is comprehensive, yet relatively simple and quick.

## Mary Lou Byrne



Mary Lou Byrne commenced her library career at Mosman Library while studying for a Bachelor of Arts (Library Science) at Kuring-gai College, Lindfield.

On completion of the course Mary Lou took up a position at the NSW Parliamentary Library remaining there until 1993 when she and her family moved to Kuwait and she became the librarian at the Kuwait English School.

Returning to Sydney in the late 1990s she was welcomed back to Mosman Library and, apart from a short stint in the Solomon Islands where she advised and assisted in the set up of their Parliamentary Library, Mary Lou has continued to work in Local Studies at Mosman.

Having grown up in Mosman, she is familiar with the faces and places that create the suburb's rich history. Realizing the importance of capturing Mosman's living history on film and engaging the community through an interactive website Mary Lou devised, implemented and developed Mosman Faces.