15th Biennial Conference and Exhibition
9-11 February 2010
Melbourne Convention and Exhibition Centre
Australia

On behalf of the VALA2010 Programme Committee, it is my pleasure to invite you to Melbourne to attend the premier library technology conference for this region. With an exciting line-up of international and local speakers, and a packed programme focused on the challenges we face today, VALA2010 is a conference you can’t afford to miss.

In 2010, VALA will continue the very popular L-Plate Series as well as introduce an exciting VALA Top Trends Panel session. We will also present the inaugural VALAtech Boot Camp, a practical and technical stream for your library’s systems staff.

VALA is all about the use of technology, and much of the technology we use is sourced from our vendors. In 2010, the VALA trade and exhibition area will be located in a much larger space. We are delighted with the overwhelming support from the vendor community, and I encourage you to check out the Exhibition, as many vendors will be showcasing new and exciting products.

VALA2010 focuses on delivering relevant and practical learning. It also gives you the opportunity to explore the technologies and solutions that will play a role in your libraries. We trust you find this programme exciting and stimulating, and we look forward to meeting you in Melbourne in February 2010.

David Feighan
Conference Committee Chair
The theme for VALA2010 is **CONNECTIONS CONTENT CONVERSATIONS**. This theme focuses on the processes, applications and technologies used to connect content, as well as collaborative and social networking services, with our patrons and fellow professionals. In attending VALA2010, you will be treated to presentations on the use of open source solutions, services delivered on portable devices, the strategic use of social networking to build online communities, eBooks, discovery layers, digitisation, repositories, and much, much more.

**CONNECTIONS CONTENT CONVERSATIONS**

**CONFERECE VENUE**
Melbourne Convention and Exhibition Centre
2 Clarendon Street / Southbank VIC 3006
Australia / Tel + 61 3 9235 8000
Fax + 61 3 9235 8001 / www.mcec.com.au

**VALA2010 COMMITTEE MEMBERS**

Tania Barry  Yarra Plenty Regional Library  Lynette Brown  La Trobe University  
Alan Cohen  Tom Denison  Monash University  David Feighan  
Australian Taxation Office  Julie Gardner  Parliament of Victoria  
Zaana Howard  CPA Australia  Simon Huggard  State Library of Victoria  
Cathie Jilovsky  CAVAL Ltd  Ebe Kartus  Lynette Lewis  One Umbrella  
Michelle McLean  Casey-Cardinia Regional Library Service  Alison Morin  
Ebook Library  Bart Rutherford  Wesley College  Kim Tairi  Swinburne University of Technology  
Jeremy Taylor  St Vincents Hospital Melbourne  
Andrew Treloar  Australian National Data Service  Janice Van de Velde  
State Library of Victoria  Jan Weaver  Deakin University  Alyson Kosina  
VALA Executive Officer  WALDRONSMITH Management  Conference Office
Making your way over the red carpet and down the opulent staircase, you will begin to discover the magic and beauty of the Plaza Ballroom. Pre-dinner drinks will be served in the Ballroom Foyer before moving through to enjoy a three-course dinner. Following dinner, a live band will perform your dance favourites on centre stage. A separate “chill-out” room, decorated with plush lounges and mood lighting, will enable you to continue catching up with old friends and colleagues in a quieter atmosphere.

Following the outstanding success of the last VALA Conference Dinner, in 2010 the VALA Conference Dinner will return to the historic Plaza Ballroom at the Regent Theatre. Located in the heart of Melbourne, on Collins Street, the heritage-listed Plaza Ballroom is an imaginative combination of Spanish Baroque and Medieval styles. This spectacular and extravagant interior space evokes the romanticism and glamour of nightlife during the 1920s and 30s.

Book your tickets now for the VALA2010 Conference Dinner. It will be an evening to remember!
The VALA2010 Programme Committee wishes to thank our valued sponsors and exhibitors for their on-going support and their contribution to VALA2010.

Many different sponsorship and exhibition opportunities are available. Please contact the Conference Office to obtain further information.

3M > ALEXANDER STREET PRESS > ALTARAMA INFORMATION SYSTEMS > AUSTRALIAN LIBRARY AND INFORMATION ASSOCIATION > BEAR SOLUTIONS > BIBLIOTHECA - RFID LIBRARY SYSTEMS AUSTRALIA P/L > CAVAL LTD > CENGAGE LEARNING > CIVICA > CSIRO PUBLISHING > DA INFORMATION SERVICES > DEEP FREEZE MYPC > DIALOG > EBOOK LIBRARY > EBSCO INFORMATION SERVICES > ELSEVIER AUSTRALIA > ELSEVIER PTE LTD > EMERALD GROUP PUBLISHING > ENCYCLOPAEDIA BRITANNICA AUST LTD > ENVISIONWARE PTY LTD > EUROMONITOR INTERNATIONAL (ASIA) PTE LTD > EX LIBRIS (AUSTRALIA) PTY LTD > FE TECHNOLOGIES > GROUP (Australasia) PTY LTD > INFOTRIEVE AUSTRALIA PTY LTD > INNOVATIVE INTERFACES > INTEXT BOOK CO P/L > JAMES BENNETT P/L > MAXUS AUSTRALIA > MERGENT INC > NATIONAL LIBRARY OF AUSTRALIA > NATURE PUBLISHING GROUP & PALGRAVE MACMILLAN > OCLC (UK) LIMITED > OXFORD UNIVERSITY PRESS > PROQUEST > QLS TECHNOLOGY > RAECO > REFWORKS > RELAIS INTERNATIONAL > RESEARCH FOR LIBRARIES > RMIT PUBLISHING > SAGE PUBLICATIONS ASIA-PACIFIC PTY LTD > SAI GLOBAL LIMITED > SERIALS SOLUTIONS > SIRSIDVNX > SOFTLINK > STOMP > TAG ALERT PTY LTD > TAYLOR & FRANCIS > THOMSON REUTERS > THORPE BOWKER > TLC-THE LIBRARY CORPORATION > UNILINC LIMITED > UNIQUE MANAGEMENT SERVICES > WILEY-BLACKWELL > WOLTERS KLUWER-VID
SPECIAL OFFERS

VALA is continuing to liaise with other organisations to bring you special offers for events in Melbourne during the week of the Conference. Meanwhile, here is the first offer.

SPECIAL OFFER FOR VALA2010

_JERSEY BOYS, The story of Frankie Valli & The Four Seasons_, Broadway’s multi Award winning smash hit musical, is now playing in Melbourne. VALA2010 Conference, Showbiz, and the producers of _JERSEY BOYS_ have arranged a special allocation of ‘A’ Reserve tickets exclusively for delegates and guests of VALA2010 to see the show on the evening of Thursday 11 February 2009. For more information and to book tickets visit www.showbiz.com.au/jerseyboys/VALA2010

Have we got a story for you!

JERSEY BOYS

_The story of Frankie Valli & The Four Seasons_
KAREN CALHOUN
Vice President,
OCLC WorldCat and Metadata Services,
Ohio, USA

Karen joined OCLC as Vice President, OCLC WorldCat and Metadata Services, in May 2007. In this role, Ms Calhoun is charged with charting a course for the future of cataloging and metadata services and extending WorldCat’s global reach. Ms Calhoun worked for OCLC from 1988 through 1996, serving in the OCLC Library Resources Management Division. From 1996 to April 2007, Ms Calhoun served in leadership positions at Cornell University Library, most recently as Senior Associate University Librarian for Information Technology and Technical Services. Recently Ms Calhoun, who is active professionally in research and as a speaker, was principal investigator for The Changing Nature of the Catalog and its Integration with Other Discovery Tools, a Library of Congress-commissioned study that proposed new directions for the library catalog in the digital era. See also www.oclc.org/reports/onlinelcatalogs/summary.htm. She holds a bachelor’s degree from Bucknell University, an MS in library and information science from Drexel University, and an MBA from Franklin University.

MARSHALL BREEDING
Director for Innovative Technologies and Research, Vanderbilt University Libraries,
Nashville, USA

As part of the management team, focusing on issues related to the strategic use of technology in the Library, Marshall designs and develops digital library resources and investigates emerging technologies. He also serves as the Executive Director of the Vanderbilt Television News Archive, a large-scale archive of digital video content (tvnews.vanderbilt.edu). Marshall frequently speaks and writes on topics of network technologies and library automation. He is the creator and editor of the Library Technology Guides website and the lib-web-cats online directory of libraries on the Web. Marshall has edited or authored five books and has written many other articles and book chapters. He regularly teaches workshops and gives presentations at library conferences on a wide range of topics, throughout the United States and internationally. More information is available from Marshall’s website at: www.staffweb.library.vanderbilt.edu/breeding/ Read his Guidestop blog on Library Technology Guides at: www.librarytechnology.org/

LEE RAINIE
Director of the Pew Internet & American Life Project,
Washington DC, USA

Lee Rainie is the Director of the Pew Internet & American Life Project, a non-profit, non-partisan fact tank that studies the social impact of the internet. He is a co-author of Up for Grabs and Hopes and Fears and the forthcoming Ubiquity, Mobility, Security, a series about the future of the internet published by Cambria Press. He is also co-authoring a book for MIT Press about the social impact of technology with sociologist Barry Wellman that will be published in mid-2010. The working title is Networking: The New Social Operating System. Prior to launching the Pew Internet Project, Lee was managing editor of the newsmagazine U.S. News & World Report. He is a graduate of Harvard University and has a master’s degree in political science from Long Island University.

XIAOLIN ZHANG
Executive Director of the National Science Library of the Chinese Academy of Sciences, China

Xiaolin Zhang is Executive Director of the National Science Library of the Chinese Academy of Sciences, one of the largest research libraries in China. He has also been active at the national level for coordinated and collaborative development of digital libraries, for strategic planning of the National Scientific Information Platform, for promotion and experimentation of knowledge-oriented services, and for leading the national effort in digital library standards. He led the large scale study of copyright issues and policies for the Chinese Science Digital Library, was one of the first to be involved in the Open Access movement, and was instrumental in organising Chinese studies on digital preservation policies and infrastructure. He has been a Governing Board Member of FLA and a Standing Committee Member of Asia and Oceania Section on 2005. See www.las.ac.cn/zxl/ for more information.

STEPHANIE ORLIC
Chef de projet multimédia – Museum Lab, Service Multimédia, Direction de la production culturelle, Musée du Louvre, Paris, France

Stephanie is head of the Unit Projects and Partnerships outside the museum, in the Multimedia division of the Cultural Production Department at the Musée du Louvre. She is in charge of the joint Louvre - DNP Museum Lab project www.museumlab.jp/english, which is using geospatial tagging, mobile devices, and multilingual systems to engage with patrons. A graduate in Art History and in Information and Communication Sciences, she worked in multimedia companies with the audiovisual group CANAL+ before arriving at the Louvre in 2005, where she has been working on the issues of multimedia mediation for art museums.

McKENZIE WARK
Associate Professor of Media Studies, Eugene Lang College and the New School for Social Research, New York, USA

McKenzie Wark is the Associate Professor of Media Studies, Eugene Lang College and the New School for Social Research. He is a theorist interested in media and new media technology, he is also interested in intellectual property, computer games, and new media art and culture. He is the author of A Hacker Manifesto (2004), Gamer Theory (2007), and other works. Ken was a member of the Nettime network of new media artists, theorists, and activists for many years, and served as co-editor of their anthology Readme! (1999). He has also worked with the Institute for the Future of the Book www.futureofthebook.org/mckenziewark)
On Monday 8 February, VALA will present the 2010 L-Plate Series. This series of introductory sessions focuses on the technologies that will be discussed during the VALA conference. Brush up your knowledge and enhance your VALA2010 Conference experience by attending the VALA2010 L-Plate Series. This series, which runs from 1300 to 1730, is free to all VALA2010 Conference delegates. The 2008 VALA L-Plate Series proved to be very popular, with 96% saying it exceeded their expectations, so book early as spaces are limited. L-Plate Series registration includes afternoon tea. Detailed VALA L-Plate Series programming and booking information will be available on the VALA2010 website later in 2009.

Comments from the 2008 attendees included:
- Great overview
- Good way to find out about what’s new
- Great initiative
- Congratulations – look forward to seeing L-Plate Series every VALA
- Definitely do it again next year
- My list of things to experiment with has grown much longer

THE VALA L-PLATE SERIES

I found all presentations valuable and informative – feel much more able to understand the jargon.

If the VALA L-Plate Series is a fun way to brush up on your knowledge, the VALAtech Boot Camp is our new series of high-end technical and practical sessions. Book into these interactive sessions (no passive participation here) and expand your knowledge of some of the key and emerging technologies used today. As a high-end and practical stream, a core level of technical knowledge is required. Participants are also asked to bring their notebooks / netbooks. The VALAtech Boot camp is free to delegates, and spaces are strictly limited. The VALAtech Boot Camp runs from Monday 8 February to Thursday 11 February. See the following pages for preliminary session information. Detailed VALAtech Boot Camp programming and booking information will be available on the VALA2010 website later in 2009.

OCLC API MASHATHON

OCLC API MASHATHON Session A 0900 – 1730 Monday 8 February
Join Roy Tennant from OCLC at an all-day workshop that will give participants a firm grounding in a variety of OCLC-provided APIs, including the WorldCat Search API. All of these services are free to OCLC cataloguing institutions. You will emerge well prepared to use a rich array of library APIs to enhance your local services.
**Tuesday 9 February 2010**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Activity</th>
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<tbody>
<tr>
<td>0800 – 1800</td>
<td>Registration</td>
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<tr>
<td>0900 – 0905</td>
<td><strong>OPENING ADDRESS AND WELCOME</strong></td>
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<tr>
<td></td>
<td>David Feighan, VALA2010 Conference Committee Chair</td>
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<tr>
<td>0905 – 1015</td>
<td><strong>PLENARY SESSION</strong></td>
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<td></td>
<td>Karen Calhoun, Vice President, WorldCat and Metadata Services, OCLC, USA</td>
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<tr>
<td>1015 – 1050</td>
<td>Morning Tea, Exhibition Viewing and VALA Showcase – Exhibition Area</td>
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<tr>
<td>1050 – 1120</td>
<td><strong>CONCURRENT SESSION 1</strong></td>
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<tr>
<td></td>
<td>Paul Hagon and Bobby Graham, National Library of Australia</td>
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<td></td>
<td>Making our catalogue as easy to use as 1, 2, 3</td>
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<td>1125 – 1155</td>
<td><strong>CONCURRENT SESSION 2</strong></td>
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<tr>
<td></td>
<td>Michele McLean and Linda Burridge, Casey-Cardinia Library Corporation, Vic</td>
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<td>From mess to CMS: the transformation of a library website</td>
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<td>1200 – 1230</td>
<td><strong>CONCURRENT SESSION 3</strong></td>
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<tr>
<td></td>
<td>Karen Joc, Alesia Perkins and Ann Swallow, Zayed University, United Arab Emirates</td>
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<td>The impact of discovery platforms on the information seeking behaviour of ESL undergraduate students</td>
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<td>1230 – 1405</td>
<td><strong>CONCURRENT SESSION 4</strong></td>
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<td>Jane Burke, Serials Solutions, USA</td>
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<td>Discovery versus disintermediation</td>
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<tr>
<td>1405 – 1435</td>
<td><strong>CONCURRENT SESSION 5</strong></td>
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<td></td>
<td>John Garraway, The University of Auckland, New Zealand</td>
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<td></td>
<td>The Big BUT: how business models, user behaviour and technology advances influence discovery decisions at The University of Auckland Library</td>
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<tr>
<td>1440 – 1510</td>
<td><strong>CONCURRENT SESSION 6</strong></td>
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<td>Michael Gonzalez, University of Western Sydney</td>
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<td>Beyond the grave: where to with gen (wh)?</td>
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<td>1515 – 1545</td>
<td><strong>CONCURRENT SESSION 7</strong></td>
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<td>Shirley White, Roxanne Missingham and Rina Brettell, Parliament House, ACT</td>
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<td>All aboard Parlinfo Search: the journey towards integrated access to bibliographic and full text information from the Parliament of Australia</td>
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<tr>
<td>1545 – 1620</td>
<td><strong>PLENARY SESSION</strong></td>
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<td></td>
<td>Xiaolin Zhang, Executive Director, National Science Library, Chinese Academy of Sciences</td>
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<tr>
<td>1620 – 1730</td>
<td>Morning Tea, Exhibition Viewing and VALA Showcase – Exhibition Area</td>
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<tr>
<td>1730 – 1900</td>
<td>Welcome Reception – Exhibition Area</td>
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<tr>
<td>0800 – 1800</td>
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<tr>
<td>0845 – 0955</td>
<td>PLENARY SESSION&lt;br&gt;Marshall Breeding, Director for Innovative Technologies and Research, Vanderbilt University Libraries, USA</td>
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<tr>
<td>0955 – 1030</td>
<td>Morning Tea, Exhibition Viewing, and VALA Showcase – Exhibition Area</td>
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<tr>
<td>1030 – 1230</td>
<td>VENDOR PRESENTATIONS</td>
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<tr>
<td>1230 – 1345</td>
<td>Lunch, Exhibition Viewing and VALA Showcase – Exhibition Area</td>
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**CONCURRENT SESSION 7**<br>Warwick Cathro and Susan Collier, National Library of Australia, ACT<br>Integrating national discovery services: the policy and technical challenges

**CONCURRENT SESSION 8**<br>Emily Hudson, University of Melbourne, Vic<br>Fair use, fair dealing and Section 200AB: what overseas experience may teach us about Australian copyright law

**CONCURRENT SESSION 9**<br>Patrick Gregory, State Library of Victoria<br>It’s reference, Jim, but not as we know it: using the Vocera communications system to support mobile customer service at the State Library of Victoria

**CONCURRENT SESSION 10**<br>Paul Bonnington, Monash e-Research Centre, Vic<br>The changing landscape of research: tools and methods for 21st century discovery

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<tr>
<td>1345 – 1415</td>
<td>Warwick Cathro and Susan Collier, National Library of Australia, ACT</td>
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<tr>
<td>1420 – 1450</td>
<td>Paul Hagon, National Library of Australia, ACT&lt;br&gt;Everything I know about cataloguing I learned from watching James Bond</td>
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<tr>
<td>1455 – 1605</td>
<td>PLENARY SESSION&lt;br&gt;Stephanie Orlic, Chef de projet multimédia – Museum Lab, Musée du Louvre, France</td>
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<tr>
<td>1605 – 1640</td>
<td>Afternoon Tea, Exhibition Viewing and VALA Showcase – Exhibition Area</td>
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<tr>
<td>1640 – 1740</td>
<td>PLENARY SESSION&lt;br&gt;Top Trends – Panel</td>
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<tr>
<td>1900 – 2300</td>
<td>Conference Dinner – Plaza Ballroom</td>
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</table>

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Thursday 11 February 2010

0800 – 1745
Registration

0845 – 0955
PLENARY SESSION
Lee Rainie, Director of the Pew Internet & American Life Project, USA

0955 – 1030
Morning Tea, Exhibition Viewing and VALA Showcase – Exhibition Area

1040 – 1100
CONCURRENT SESSION 11
Social Networking
Sue Cook, CSIRO Information Management and Technology, WA, and Constance Wiebrands, Curtin University of Technology, WA
Keeping up: strategic use of online social networks for librarian current awareness

1105 – 1135
CONCURRENT SESSION 12
IT Management
Carolyn McDonald and Kate Davis, Gold Coast City Council Library Services, Qld
ICT as core business: will we prosper or drown?

1140 – 1210
CONCURRENT SESSION 13
Web/Library 2.0
May Chang, University of Maryland Baltimore County, USA
Agile and Crystal Clear with library IT innovations

1210 – 1345
Lunch, Exhibition Viewing and VALA Showcase – Exhibition Area

1345 – 1415
CONCURRENT SESSION 14
Online Communities
Anirhossein Mohtasebi, Extol Corp, Malaysia and Pamiam Najafi, Borajani, University Technology Malaysia
Privacy concerns in social networks and online communities

1420 – 1450
CONCURRENT SESSION 15
Digitisation/Publishing
Linda Friend, The Pennsylvania State University, USA
Open-source journal publication software: can I edit a journal effectively with OJS or DPubS?

1455 – 1525
CONCURRENT SESSION 16
Usability/Portability
Cathie Jilovsky, George Panagiotidis and Janette Wright, CAVAL Ltd
Digitise this: digitising content, making connections and opening conversations

1525 – 1555
Afternoon Tea, Exhibition Viewing – Exhibition Area

1555 – 1705
PLENARY SESSION
McKenzie Wark, Associate Professor of Media Studies, Eugene Lang College and the New School for Social Research, New York, USA

1705 – 1710
CLOSING
Bart Rutherford, VALA President

1710 – 1830
Farewell Refreshments

The conference programme outlined in this brochure is preliminary and is subject to change. VALA reserves the right to alter this programme as planning progresses. Information will be updated regularly on the Conference website: www.vala.org.au/conf2010.htm
VALA Showcase presentations will include:

**TUESDAY 9 FEBRUARY 2010**

1025 – 1040 Smarter faster information to you: Sharepoint in a small special library  
Kathy Stapleton Department of Foreign Affairs and Trade, ACT

1240 – 1255 Zine collections, their communities, and digitisation: a precarious LIS dialogue  
John Stevens State Library of Victoria

1255 – 1310 Re-imagining library services – ten libraries, two countries, one vision  
Wendy Quihampton National and State Libraries Australasia, VIC

**WEDNESDAY 10 FEBRUARY 2010**

1005 – 1020 Online integration at the State Library of Victoria  
Kelly Gardiner State Library of Victoria

1310 – 1325 CAN cross-pollination and cultural mediation: access and practice  
Ingrid Mason Collections Australia Network, NSW

1615 – 1630 Linking, sharing and repurposing digital assets displayed online: the creation of the Australian War Memorial’s indigenous collections database  
Robyn Van Dyk Australian War Memorial, ACT

**THURSDAY 11 FEBRUARY 2010**

1220 – 1235 Open source library services for special libraries  
Michael Huynh Canberra Hospital, ACT

1235 – 1250 Talking with pods: a look inside UQ library’s podcasting project  
Jennifer Creese University of Queensland Library

1305 – 1320 Do I login, register, join or click here! Authentication @ State Library of Queensland  
Anna Raunik State Library of Queensland

Provisional showcase schedule / subject to change / see website for updates / www.vala.org.au/conf2010.htm
Datasets Coordinators Meeting and Forum

CAUL Electronic Information Resources Committee are holding the Datasets Coordinators Meeting and Forum in Melbourne on Monday 8 February 2010 from 0930 to 1700. Please note this meeting is for CAUL/CEIRC members only. Please visit www.caul.edu.au/meetings for more information.

Contact: Diane Costello
diane.costello@caul.edu.au
Tel: +61 2 9125 2990

ANZREG is proud to be associated with the VALA 2010 Conference. Our annual seminar, to be held at State Library of Victoria, Village Roadshow Theatre and Conference venue, Friday 12 February 2010, has been timed to coincide with VALA, so that Ex Libris customers who are in Melbourne, can come along and share their knowledge and learn about the latest issues surrounding Ex Libris products and the Australia/New Zealand community.

Please see the ANZREG website for more information:
www.anzreg.monash.org/meetings/2010_Seminar/

Contact: Simon Huggard
shuggard@slv.vic.gov.au
Tel: 03 8664 7122

Gumboots for the Data Deluge: a practical workshop. To be held at Monash Conference Centre, Collins Street, Melbourne. 9:30am to 1pm Friday 12 February 2010.

Limited to 40 attendees. More information about the workshop and how to register will be available soon on the ANDS website www.ands.org.au/events/

ANZREG

Interested in a mature open source content management system?

Don’t miss Melbourne JoomlaDay from 12–14 February 2010 at The University of Melbourne. Melbourne JoomlaDay is Australia’s super popular Joomla! conference with in-depth information for beginners, designers, implementors and developers.

Participate in presentations around the world of Joomla!, workshops, and special sessions for Joomla! in not for profit organisations and educational environments.

Early bird registration will open in September 2009.

For more information please visit http://melbourne.joomladay.org.au

Contact: Matthias Raab
matthias.raab@mc4-it.com
Tel: 0425 785 192

If you are interested in organising a satellite meeting or pre or post Conference workshop during VALA2010, please contact the WALDRONSMITH Management Conference Office on +61 3 9645 6311.

VALA is proud to support the following associated events.

Australia New Zealand Regional Ex Libris Group Seminar

Australia National Data Service (ANDS) Event

Melbourne JoomlaDay 2010

MELBOURNE JOOMLADAY 2010
HOW TO BOOK

Please indicate on the registration form your accommodation requirements, listing hotels in preferential order 1, 2, 3 etc. As there is limited space available at each hotel, it is important that you book early. Accommodation will be allocated strictly in order of receipt of registration form and payment.

EXCITING NEW VENUE FOR 2010

WALDRONSMITH Management can coordinate your accommodation requirements in Melbourne. Attractive rates have been negotiated for VALA2010 delegates.
**Hilton Melbourne South Wharf**
2 Convention Place
South Wharf VIC 3006
T +61 3 8888 7768
F +61 3 9621 1258
www.newmelbourne.com.au

Guest room $265 per night
The NEW Hilton Melbourne South Wharf is the only hotel adjoining the Melbourne Convention and Exhibition Centre and overlooks the Yarra River.

**Holiday Inn Flinders**
575 Flinders Lane
(Cnr Spencer Street)
Melbourne VIC 3000
T +61 3 9629 4111
F +61 3 9629 7027
www.holidayinn.com

Standard room $185 per night
Holiday Inn on Flinders is a truly friendly and personal boutique-style hotel and is located an easy 5-minute walk from the Melbourne Convention and Exhibition Centre.

**Medina Executive Northbank**
550 Flinders Street
Melbourne VIC 3000
T +61 3 9246 0000
F +61 3 9246 0199
www.medina.com.au

One bedroom apartment $209 per apartment per night
Surrounded by cosmopolitan cafes, and shopping and only a 10-minute walk to the Melbourne Convention and Exhibition Centre.

**Crown Promenade**
8 Whiteman Street
Southbank VIC 3006
T +61 3 9292 6688
F +61 3 9292 6677
www.crownpromenade.com.au

Standard room $260.00 per night
Crown Promenade is located in the heart of the action – Melbourne’s vibrant Southbank entertainment precinct and only a 5-minute walk to the Melbourne Convention and Exhibition Centre.

**Crowne Plaza Melbourne**
1-5 Spencer Street
Melbourne VIC 3000
T +61 3 9648 2777
F +61 3 9629 5631
www.ichotelsgroup.com

Standard room $205 per night
Deluxe room $235 per night
A short stroll across the Yarra from the Melbourne Convention and Exhibition Centre, the four star Crowne Plaza Melbourne overlooks the Yarra River.

**Quality Hotel Batman’s Hill on Collins**
623 Collins Street
(Cnr Spencer Street)
Melbourne VIC 3000
T +61 3 9614 6344
F +61 3 9614 1189
www.batmanshill.com.au

Club room $176 per night
One bedroom apartment $228 per night
Located opposite the Southern Cross Station and a 10-minute walk to the Melbourne Convention and Exhibition Centre.

**Melbourne Short Stay Apartments**
191 City Road
Southbank VIC 3006
T 1800 008 910
F +61 3 9696 2177
www.shortstayapartments.com.au

One bedroom one bathroom apartment $189 per night
Two bedroom one bathroom apartment $229 per night
Two bedroom two bathroom apartment $249 per night
Three bedroom two bathroom apartment $389 per night
Melbourne Short Stay Apartments offer quality executive serviced apartments. The open plan apartments offer genuine space with separate living and bedroom areas. All apartments are well-appointed and only an 8-minute walk to the Melbourne Convention and Exhibition Centre.

**Riverside Apartments**
474 Flinders Street
Melbourne VIC 3000
T +61 3 9619 9199
F +61 3 9629 7582
www.riversideservicedapartments.com.au

One bedroom apartment $210 per night
Two bedroom apartment $290 per night
Offers spacious, fully self-contained serviced accommodation approximately a 10-minute walk to the Melbourne Convention and Exhibition Centre.
The Registration and Information Desk will be located on the Ground Level of the Melbourne Convention and Exhibition Centre, and will be open from 0830 to 1745 on Monday 8 February 2010, from 0800 to 1800 on Tuesday 9 and Wednesday 10 February 2010 and from 0800 to 1745 on Thursday 11 February 2010. Avoid the queues by calling early at the Registration Desk to collect your Name Badge and Conference Satchel. The staff at the Registration Desk will be happy to assist you in any way they can.

Note
If paying deposit by credit card, the Conference Office will forward your credit card details to the hotel to reserve your room(s). Please be aware that the hotel may have held your credit card details only as security for the booking, and may choose not to debit your card with the payment until time of check-out.

Terminology
“Double” refers to a room with one double bed. “Twin” refers to a room with two beds. “Single” refers to a single occupancy room. Accommodation rates are for room only and do not include breakfast, unless stated otherwise.

Payment of accommodation
The balance of your accommodation account and any incidental charges must be paid in full, directly to the hotel, on departure.

Early arrival or late departure
Please note that the check-in time for the Conference hotels is from 1400. Please indicate or notify the Conference Office in writing if you will be arriving early, as you may be required to pre-register the night before to guarantee immediate access to your hotel room. Please also indicate or notify the Conference Office in writing if you will arrive at your hotel after 1800, to avoid your room being released.

Deadlines
The hotels impose strict release dates of 30 days prior to arrival; therefore any bookings made after 9 January 2010 will be subject to availability.

Change of booking
Any change to a reservation must be notified to the Conference Office in writing and not directly to the hotel.

Accommodation Cancellation Policy
Hotel policy dictates a cancellation fee of the first night’s accommodation is applicable forty-five (45) days prior to arrival. Some hotels may strictly enforce this. Any amendments to original hotel bookings must be forwarded in writing to the Conference Office.
Climate change and global warming are among today’s most pressing environmental issues, brought about by increased concentrations of greenhouse gases in the atmosphere. Transport is Australia’s fastest growing source of greenhouse gas emissions. Greenfleet is a non-profit organisation that provides a simple service to help reduce your impact on the environment. Since 1997, Greenfleet has planted over 5 million trees in an effort to offset the carbon emissions produced by Australians. VALA2010 invites you to make a tax-deductible donation to Greenfleet via the VALA2010 Registration Form to help offset the carbon emissions produced by travelling to this year’s conference.

Below is an example of how much CO₂ is produced per journey:

<table>
<thead>
<tr>
<th>Return journey</th>
<th>Distance</th>
<th>CO₂ per person</th>
<th>Tree total per person</th>
<th>Total cost per person</th>
</tr>
</thead>
<tbody>
<tr>
<td>SYDNEY MELBOURNE</td>
<td>1,413 km</td>
<td>0.25 tonne</td>
<td>2</td>
<td>$3.00</td>
</tr>
<tr>
<td>BRISBANE MELBOURNE</td>
<td>2,759 km</td>
<td>0.42 tonne</td>
<td>2</td>
<td>$6.00</td>
</tr>
<tr>
<td>AUCKLAND MELBOURNE</td>
<td>5,293 km</td>
<td>0.76 tonne</td>
<td>3</td>
<td>$9.00</td>
</tr>
<tr>
<td>PERTH MELBOURNE</td>
<td>5,416 km</td>
<td>0.77 tonne</td>
<td>4</td>
<td>$12.00</td>
</tr>
<tr>
<td>SINGAPORE MELBOURNE</td>
<td>12,058 km</td>
<td>1.65 tonnes</td>
<td>7</td>
<td>$21.00</td>
</tr>
<tr>
<td>LOS ANGELES MELBOURNE</td>
<td>25,553 km</td>
<td>3.38 tonnes</td>
<td>13</td>
<td>$39.00</td>
</tr>
<tr>
<td>LONDON MELBOURNE</td>
<td>33,709 km</td>
<td>4.43 tonnes</td>
<td>17</td>
<td>$51.00</td>
</tr>
</tbody>
</table>

Quoted pricing is valid for 12 months only from 22/7/2009.

For further enquiries regarding the VALA2010 Conference, please contact the Conference Office.

For further information visit www.greenfleet.com.au.
OCLC member libraries are evolving from bricks to portals. Services like Amlib and WorldCat Local help improve the connections between libraries and users, making it easier to have the kinds of conversations that best meet the needs of today’s information seekers.

Join OCLC at Stands 6 & 7 to learn more about how your library can be a part of this exciting future and participate in our Web-scale library management services. Hands-on demonstrations of Amlib, VDX, WorldCat, NetLibrary, CONTENTdm and other services will also be available.

**VALAtech Boot Camp from OCLC**
8 February 2010 • 0900 – 1730
Melbourne Convention and Exhibition Centre
2 Clarendon Street • South Melbourne, VIC 3006
Software developers: join us for a day of coding and learning about OCLC Web Services.
REGISTRATION

Your registration and payment may be sent by:

1. Internet registration: simply visit the VALA2010 website: www.vala.org.au/conf2010, click onto the registration page, complete your details and submit.

2. Complete the registration form and forward by mail or fax to the address as noted, with your payment.

Note: Please retain a copy of your form for your records. Each registrant must complete a separate form (photocopies are acceptable).

On receipt of your confirmation email, it is advisable to check all items listed. Any requests for alterations must be made in writing to the Conference Office.

CONFERENCE OFFICE

For further information please contact:
VALA2010 Conference Office
WALDRON SMITH Management
61 Danks Street West
Port Melbourne VIC 3207
Tel: +61 3 9645 6311 Fax: +61 3 9645 6322
Email: info@wsm.com.au

SECTION B: CONCURRENT SESSIONS

Please tick your preference below:

Tuesday 9 February 2010
- Concurrent Session 1 – Discovery
- Concurrent Session 2 – Physical and Virtual Access
- Concurrent Session 3 – Repositories
- Concurrent Session 4 – Discovery
- Concurrent Session 5 – Metrics
- Concurrent Session 6 – Repositories

Wednesday 10 February 2010
- Concurrent Session 7 – Innovation
- Concurrent Session 8 – Intellectual Property
- Concurrent Session 9 – Automation
- Concurrent Session 10 – Looking Forward

Thursday 11 February 2010
- Concurrent Session 11 – Social Networking
- Concurrent Session 12 – IT Management
- Concurrent Session 13 – Web/Library 2.0
- Concurrent Session 14 – Online Communities
- Concurrent Session 15 – Digitisation/Publishing
- Concurrent Session 16 – Usability/Portability

SECTION A: DELEGATE DETAILS

☐ This is my first VALA conference. Please tick this box if this is the first VALA Conference you will be attending, so we can extend a special welcome to first time delegates.

☐ Shared Registration (institutions only). Note: with a shared registration, your organisation name only will appear on the Conference name badge. Please complete all details below to confirm primary contact.

Prof Dr Mr Ms Mrs Miss

Given name: Preferred name for badge:

Surname:

Position/Title:

Organisation:

Department:

Address:

State: Postcode: Country:

Telephone: Fax:

Mobile: E-mail:

Confidentiality (please tick):
- I do not wish for my registration details to be published
- I do not wish to be contacted by a vendor

Special requirements:
- Diet:
- Disability assistance:

SECTION C: ACCOMMODATION

Please indicate 1st, 2nd and 3rd preferences in boxes and forward deposit for 1st preference.

I would like to share with, or will be accompanied by:

Type of room:
- Single
- Double
- Twin
- Other

Smoking
- Smoking
- Non Smoking

Hotel
- Hilton Melbourne South Wharf
- Crowne Promenade
- Crowne Plaza Melbourne
- Holiday Inn Flinders
- Quality Hotel Batman’s Hill on Collins
- Rendezvous Hotel Melbourne
- Medina Executive Northbank
- Melbourne Short Stay Apartments
- Riverside Apartments

Room type
- Guest room
- Standard room
- Deluxe
- Standard
- Club room
- Deluxe room
- Commerce room
- One bedroom apartment
- One bedroom apartment
- One bedroom, one bathroom
- Two bedroom, one bathroom
- Two bedroom, two bathroom
- Three bedroom, two bathroom

Preference

Room rate/Deposit
- $265
- $260
- $205
- $235
- $185
- $176
- $228
- $189
- $219
- $209
- $189
- $229
- $249
- $389
- $210
- $290

TOTAL PAYMENT SECTION C: $

All accommodation prices quoted on this page are Australian Dollars and inclusive of GST.

15th Biennial Conference and Exhibition
9-11 February 2010
Melbourne Convention and Exhibition Centre
Australia
SECTION D: REGISTRATION FEES AND FUNCTIONS

Purchase of one full registration includes: entry to all sessions, lunches, morning and afternoon teas, Welcome Reception, Farewell Refreshments and a copy of the proceedings on CD-ROM. Conference Dinner tickets must be purchased separately. All participants are required to officially register. The following fees apply.

VALA membership number: □ Personal □ Institution  
Note: institutions are entitled to two delegates per membership

<table>
<thead>
<tr>
<th>Registration type</th>
<th>VALA Member</th>
<th>Non member</th>
<th>Payment $AUD</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL REGISTRATION – EARLY BIRD</td>
<td>$880.00+GST=$968.00</td>
<td>$1040.00+GST=$1144.00</td>
<td>$</td>
</tr>
<tr>
<td>FULL REGISTRATION</td>
<td>$1080.00+GST=$1188.00</td>
<td>$1240.00+GST=$1364.00</td>
<td>$</td>
</tr>
<tr>
<td>SPEAKER REGISTRATION DISCOUNT – EARLY BIRD</td>
<td>$595.00+GST=$654.50</td>
<td>$755.00+GST=$830.50</td>
<td>$</td>
</tr>
<tr>
<td>SPEAKER REGISTRATION Discount</td>
<td>$795.00+GST=$874.50</td>
<td>$955.00+GST=$1050.50</td>
<td>$</td>
</tr>
<tr>
<td>FULL TIME STUDENT</td>
<td>$300.00+GST=$330.00</td>
<td>$380.00+GST=$418.00</td>
<td>$</td>
</tr>
<tr>
<td>DAY REGISTRATION – EARLY BIRD</td>
<td>$450.00+GST=$495.00</td>
<td>$540.00+GST=$594.00</td>
<td>$</td>
</tr>
<tr>
<td>DAY REGISTRATION</td>
<td>$525.00+GST=$577.50</td>
<td>$615.00+GST=$664.50</td>
<td>$</td>
</tr>
<tr>
<td>CONFERENCE DINNER</td>
<td>$110.00+GST=$121.00</td>
<td>$110.00+GST=$121.00</td>
<td>$</td>
</tr>
<tr>
<td>WIRELESS ACCESS</td>
<td>$30.00+GST=$33.00</td>
<td>From 23 January $35.00+GST=$38.50</td>
<td>$</td>
</tr>
<tr>
<td>WELCOME RECEPTION</td>
<td>Number of additional tickets: $60.00+GST=$66.00</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>CONFERENCE DINNER</td>
<td>Number of additional tickets: $110.00+GST=$121.00</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>ADDITIONAL CONFERENCE PROCEEDINGS</td>
<td>Number of additional copies: $45.00+GST=$49.50</td>
<td>$</td>
<td></td>
</tr>
</tbody>
</table>

SECTION E: GREENFLEET

Contributing to the environment

I wish to make a donation to Greenfleet to help offset the greenhouse gas emissions associated with my VALA2010 conference travel. All donations are tax deductible in Australia.

[ ] $10  [ ] $20  [ ] $40  [ ] Other amount $

[ ] For contributions of $10 or more only I wish to receive a receipt from Greenfleet. I give permission for my details to be forwarded to Greenfleet for the purposes of issuing a receipt only.

TOTAL PAYMENT SECTION E: $ ____________

SECTION F: PAYMENT OF FEES

Upon payment of the total amount due, this document will be a Tax Invoice

TOTAL PAYMENT SECTION C: $ ____________

TOTAL PAYMENT SECTION D: $ ____________

TOTAL PAYMENT SECTION E: $ ____________

TOTAL PAYMENT DUE: $ ____________

SECTION G: PAYMENT METHOD

VALA2010 accepts the following payment methods: EFT, Cheque, MasterCard or VISA. Please tick:

[ ] Electronic Funds Transfer (EFT)

All EFT payments to be made to VALA – Libraries, Technology and the Future, Inc:
Bank: ANZ / BSB: 013278 / Account Number: 2999 93771. Please use your name as a reference and include a copy of your remittance advice with your registration form or email details to vicki@wsml.com.au

[ ] Cheque

All cheques to be made payable to VALA – Libraries, Technology and the Future, Inc. International delegates are required to pay by international bank cheque in Australian dollars only, which must be drawn on any major Australian bank. Cheques not made out as requested may be returned by our bank.

[ ] VISA  [ ] MasterCard

Card number: ____________________________

Cardholder’s name: ____________________________

Expiry date: ____________

Cardholder’s signature: ____________________________

Date: ____________

Date: ____________

All prices quoted within this brochure are in Australian dollars.