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ABSTRACT
        This two-page guide suggests an eight-step term paper
research strategy for students using the Fogler Library at the
University of Maine. The student is first guided to encyclopedias for
overview articles with bibliographies, then directed to the card
catalog; periodical indexes; and indexes for books, journal articles,
and newspaper articles. Finally, students are directed to style
manuals for assistance in organizing and writing the paper, and for
footnote and bibliography preparation. (EW)

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2.   Find a brief introduction or overview of the topic in an encyclopedia, perhaps one of the following:

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REF AE 5 E333   Encyclopedia Americana
REF AE 5 E363   Encyclopedia Britannica
REF LB 15 E47   Encyclopedia of Education
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REF H 40 A215   International Encyclopedia of the Social
                    Sciences
SCI REF Q 121 M3   McGraw-Hill Encyclopedia of Science and
                    Technology

Use the index or table of contents.   Also note descriptive terms used and names mentioned.

3.   Look for a bibliography or list of references at the end of the encyclopedia article.   This will lead you to other sources of information on your topic.

4.   Books on the topic are listed in the card catalog.   Check the Library of Congress Subject Headings (red books by the card catalog) to determine what subject terms are used. You may want to check various terms found in the encyclopedia.   Look in the card catalog under the appropriate heading to find books.   Note the call numbers needed to locate particular books, as well as noticing call numbers for possible browsing areas in the stacks.

5.   Find periodical or magazine articles on your topic using an index such as:

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6. Locate newspaper articles on your topic:

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Newsbank	Index Table
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7. Use the Periodicals Printout to see if the Library has the magazine(s) or newspaper(s) you need and to find where they are located.

8. Use a style manual for assistance in organizing and writing the paper, preparing footnotes, arranging a bibliography, etc. Several style manuals are kept at the Information Desk.

The Information Services Department offers a Term Paper Counseling Service which provides individual assistance with library research for term papers, independent study projects, etc. Check at the Information Desk or call 581-1673 for an appointment.

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FOREWORD

The major objective of this study was to carry out exploratory work on a segment of the information industry in Australia, with particular reference to information services provided by what is colloquially called the private sector.

The study was based on a non-random survey of information organisations and involved analysis of the literature in the area and printed materials describing the services provided by individual organisations. This provided a basis for identification of a range of what were termed 'information enterprises'. The information enterprises were categorised by broad type and general descriptive summaries compiled. In addition the summary data were used as a basis for the development of a broad model of the information transfer process which accommodated the role in information transfer at a societal level played by the information enterprises studied.

ACKNOWLEDGEMENTS

1: INTRODUCTION

1.1   Aims of the Study

In both the general media and specialist literature, there is an acceptance that Australia, in common with other developed countries, has an information industry, and that that industry is growing apace. The concept of what that information industry is or encompasses however seems to vary according to the observer's background and experience, as there has been no systematic study of the area as a whole in Australia. This study aimed to fill the gap in regard to some segments of the information industry, and to provide a base-line for further study.

The study emphasized that part of the information industry which is located in what is colloquially called the private sector, since what are termed the public and voluntary sectors are relatively well-documented. Within the private sector it dealt primarily with those organisations which are accessible to the general public and are concerned with the provision of responses to specific questions generated by individual enquirers or provision of information on a regular basis in relation to general information needs nominated by an individual.

The specific aims of the study were:

1. To provide a base-line for further detailed study of the information industry in Australia.

2. To identify the variety of information organisations in the private sector.

3. To develop, on the basis of an analysis of a range of individual information organisations, a broad categorization of information organisations in the private sector.

4. To summarize characteristics of the various categories of information organisations identified with an emphasis on services provided.

5. To develop a model of the information transfer process to accommodate the roles played in the transfer process at a broad societal level by the information organisations studied.

1.2   Limitations of the Study

(i)   The study aimed to cover the Australian situation as a whole, but for practical reasons there was concentration on New South Wales. Information on enterprises in that State was more readily available to the researcher, and at the same time follow-up was easier and less expensive than with other states. There is no reason however to believe that the situation in New South Wales as a whole is different to other states to the extent that concentration on it might have skewed the conclusions drawn.

(ii)   There was at no stage an intention of compiling a directory of information enterprises. Readers should be aware that the

individual profiles of information enterprises included in
the report were derived from interpretation of general
printed material and information conveyed by phone to the
researcher. The profiles are therefore selective in their
coverage of the many facets of individual enterprises and
relate to the purpose of the study. They do not claim to
give a comprehensive coverage of all aspects of the
individual enterprises studied.

(iii)   The study was not based on a random sample of organisations.
          Therefore generalisations to situations other than that
          described should be made with caution.

1.3   Brief Review of the Literature: The Information Industry

While no evidence of a study along the lines of the present study was
traced, a significant literature relevant to the area exists. The
highlights of this literature are indicated below.

A number of works have examined the role of information in society in the
broadest sense, arguing that there is a shift taking place from an
industrial to a predominantly service or information industry. Machlup's
seminal work (1962) and that of Porat (1977) dealt with the U.S. scene, and
the themes of these works was taken up by Jones (1982), Lane (1983), writing
about the Australian situation. Anderson (1983) in an article on private
sector information services in Australia summarized developments in
provision of on-line services and information brokerages up to that time
based in the main a general published material.

Another series of writings deals with the people who work in the information
industry. A landmark study is that of Debons et al (1981) which examined
the national situation in the U.S. with regard to types and numbers of
information professionals employed. More narrowly-based surveys examining
sub-groupings of information professionals such as librarians, information
scientists, include studies by Slater (1984); Moore and Kempson (1985); King
et al (1980); Sewell (1978); Levitan (1982).

In Australia there is a substantial literature on librarians (e.g. Willard,
1983; McMahon, 1967) and in recent years some beginnings at least in the
task of identifying the broader range of information worker. McKinnon
(1983) drew together information on educational courses available in
Australia or what they considered information-related courses of study.
Schauder (1984) with an interest in the Victorian situation, analysed job
advertisements using the categories of information worker identified by
Debons (1981) and described the nature of the work carried out by some
information professionals. Bourne et al analysed the labour supply and
demand in Australian libraries and information services (1982). These
studies provide a basis for the identification of the range of information
professionals in Australia.

The problems of identifying the full range of information professionals in
Australia in any systematic way were highlighted in a paper by Lansley and
Cree (1984). They concluded that identification of what are described

colloquially as 'information scientists' would be extremely difficult owing to a lack of agreed definition, and the variety of job titles and occupations which makes such workers difficult to locate.

A third category of writing of interest in the present context is that dealing with information services as such. In the field of librarianship in Australia many surveys of services exist (e.g. Browne and Juchau, 1978, Bryan and Horacek, 1983). Emerging sub-fields of information service are also being documented. For example Broadbent and Kelson, 1984 examined the information brokerage field in Victoria. Several works have covered the information and referral field overseas e.g. National Consumer Council (1983); Borrie (1982); Kahn (1966). For Australia, the situation has been described in several sources, including Bunch (1982) and Begg et al (1985) which focus on voluntary and public sector community information services.

Also in the category of document dealing directly with information services are various directories. Several Australian directories list sources of information and services e.g. Byrne's Directory of On-line Search Services (1984) and the annual list of community aid and information services published by the Local Community Services Association. However, the scope of these directories is relatively narrow and they do not by their nature provide any generalisations about the information industry in Australia.

With regard to conceptual frameworks for the analysis of information services, there are several types of writing which provide a basis for such a framework and in some cases actual frameworks. The most useful for the present study are those which describe the functions and services of particular types of information agency. For example, Kahn's analysis of community information and referral activities (1966), Borrie's analysis of advice bureaux in the U.K. (1982) and King's work (1981) proposing a model of information transfer processes. Also of some value are the frameworks embedded in textbooks for practitioners and students, e.g. Sinclair (1980); Saracevic and Wood (1981); Browne (1984); Anthony (1982); Weisman (1972) and Atherton (1977). However, all of these frameworks tend to be narrow in their focus, and/or have not been derived from a systematic observation of information service. The present study aims, using these frameworks as a basis, to examine the practices in information services, and develop a framework which has validity for a more broadly-based Australian situation.

In conclusion it may be said that while there is a substantial literature on information services and related areas the literature on the information industry does not provide a systematic overview of the range of information organisations in the 'private' sector in Australia. Nor has a framework for the analysis of services provided by individual information organisations which has been developed with reference to the 'private' sector, and which would have application to the Australian situation.

1.4   <u>Some Terms</u>

A.   **Information User** = any person, organisation or group which uses
      information

B.   **Information Organisation** = an organisation (or organisational
      arrangement) which has the primary aim of providing
      information directly or through other organisations to
      information users. Examples of information organisations
      are libraries, information enterprises, bibliographic
      networks.

C.   **Information Enterprise** = an organisation (or organisational
      arrangement) which is more responsive to market forces
      than political constraints, and which has a primary aim of
      providing information directly or through other
      organisations to information users.

D.   **Information Resources** = a physical recording, arrangement and
      presentation of information in any format e.g. computer
      data base, slide, film, book research report.

E.   **Information Packages** = a rearrangement of information contained in
      information resources and which is tailored to the
      requirements of a specific information user or user group
      e.g. state-of-the-art reviews, displays, compilation of
      press clippings.

F.   **Information Collection** = a collection of information resources
      and/or information packages in any format or mixture of
      formats.

G.   **Information Service** = those outputs of information enterprises
      designed to fill the information needs of users and
      potential users.

2: METHODS USED IN THE STUDY

2.1   Developing the Framework of the Study

The research method chosen for the study was the survey, but as the present study focused on an area not previously examined in detail in Australia, it was necessary to carry out, during the study itself, a process of exploration and testing of tentative conceptual frameworks. The process of development of the concepts and the operational definitions for the study, is described below, interspersed with detail of data collection and analysis techniques used. This material is included for the benefit of future researchers in the area, but also to clarify for the general reader the concepts and approaches on which the study was based.

2.1.1   Private Sector, Public Sector, Voluntary Sector

The focus of the study was to be the private sector as colloquially described and in planning for the study, it was not anticipated that there would be any difficulty in distinguishing private and non-private sector organisations as such. However, when the task of developing criteria which would allow identification of information services as public, private, or voluntary was begun a world of complexity was revealed. Reference to the literature confirmed that "the sharp public/private dichotomy often found in the rhetoric is considerably more fuzzy in reality" (Greycar, 1982). Australian and overseas research shows for example that the extent of government funding in large non-government welfare organisations is as high as 84%, a trend also noted overseas (Greycar, 1982, p. 18). While Greycar was writing about the welfare field a brief examination in the early phase of the study of some of the organisations identified as potential participants for the study suggested that similar problems of categorisation of organisations as public, private or voluntary existed in the information area also, owing particularly to the complexity of the funding base of various information organisations.

Reference to the Selected Studies, (Dec. 1980) of the Jamison Commission of Enquiry into the Efficiency and Administration of Hospitals, threw up some possible solutions to the problem of distinguished voluntary public and private sectors and establishing a basis for the selection of information organisations for study. An article by McHarg used dictionary definitions and defined 'private' as belonging to or the property of an individual; the term 'public' was defined as referring to activities undertaken on behalf of the community, shared by all members of the community or directed to the promotion of general welfare. However, McHarg pointed up the limitations of these definitions for the health field, limitations which were obvious also for the information industry when a brief overview of the field was undertaken to test the usefulness of the concept for the study in hand.

McHarg's second approach based on the idea that the health field should distinguish between an 'agency' and an 'enterprise' was then examined. In McHarg's view an agency such as a recognised hospital, is paid for by the community whether or not there is a demand for services provided and they tend not to go out of business. On the other hand an enterprise such as a private hospital tends to be more responsive to market forces than to political constraints and if there is no demand for a particular service, it is unlikely to be supplied. The result is that community and private

hospitals can, unlike the recognised hospital, go out of business (McHarg, 1980, p. 7). McHarg's distinction between agency and enterprise was found useful for the context of the study and was adopted. The study therefore was focused on organisations or organisational arrangements which could be categorised as enterprises and the focus on the private sector per se abandoned. (See Appendix 1 for further detail of McHarg's argument). Criteria used to distinguish enterprises in the information field are detailed elsewhere in this report.

In retrospect, the researcher is of the view, that the initial focus of the study on the popular notion of the private sector, may have slightly skewed the overall picture of the information organisations and services which emerged. Some services based in the so-called public and voluntary sectors were added to the list of organisations being examined in the course of the study, where they were found to meet the criteria for description as enterprises. There might have been a different result had the concept of 'enterprise' been developed and applied at the onset. However, the amount of skewing is considered to be not very significant and to relate more to numbers of organisations in categories than to the categories of enterprises established in the course of the study.

2.1.2   Information Service, Information Centres, Information Enterprises

Just as 'information' has eluded satisfactory definition in the literature, so too have the terms 'information service' and 'information services'. For the present study it was necessary to develop a term and definition which would refer at a macro level to organisations providing information, i.e. a term and definition which would account for the organisation as a whole as the term 'information centre' or 'library' does. The term 'information enterprise' was therefore adopted for description at the macro level since it incorporated within it both the concept of enterprise and at the same time indicated that the organisation was engaged in information provision.

While this notion of the 'information enterprise' was satisfactory at a conceptual level, it was of course necessary to develop a method of application of the ideas inherent in the term to allow identification of actual examples of information enterprises in Australia. In addition there was a need to narrow the focus from information enterprises in general to a range of enterprises which would be manageable within the context of the limited scale of the study being undertaken.

The decision was taken therefore to limit the focus of the study in the first instance to those organisations which provide responses to enquiries generated by the general public either directly or through other information organisations. This decision was later amended to include enterprises primarily concerned with supplying information on a regular basis in relation to a general information need nominated by a person or organisation.

A range of indicators of enterprise was then developed to allow identification of specific information enterprises which might be included in the study. The indicators were:

1. commitment to promotion of information services at identifiable
    cost to the organisation e.g. advertising in the Yellow Pages,
    production of glossy brochures.

2. evidence that the existence of the organisation depended on level
    of use i.e. funding was not assured in the short or medium-term.

3. evidence that the organistion or organisational arrangement was
    operating on a for-profit basis.

<div align="center">OR</div>

evidence that the organisation was run by or involved significant
numbers of volunteers.

4. evidence in the case of information organisations based
    unambiguously in the public sector (e.g. government department,
    tertiary education institution) of initiative in the provision of
    information beyond statutory requirements.

None of the indicators on its own was found to be satisfactory or
sufficiently discriminating so that finally, an amalgam of the
indicators and in some cases a dash of judgement based on personal
knowledge of the organisations and the orientation and approach of
information supplied had to be used in deciding whether or not an
individual organisation qualified as an information enterprise.

2.1.3   Information Service, Information Outputs, Information Transfer

The aims of the study required that a model of the information transfer
process be developed which would accommodate and describe the role in
information transfer played at a broad societal level by the information
organisations studied. As a basis for this model, it was decided to seek in
the literature a model which could be used during the analysis of responses
from individual organisations, and which at the same time would provide a
framework and parameters for the description of services provided.

As indicated in the literature review above (Section 1.3) there was a number
of frameworks and models for the analysis of individual services available.
The Kahn model was assessed as useful although limited to the community
information and referral field (1966). Some ideas were gained from
textbooks such as Atherton's and work by Saracevic and Wood (1981), Debons
et al (1981), and Lunin (1982), were also helpful in this context. The most
useful framework however was that of King (Appendix 2).

Using the King model and the literature referred to, a draft model was
developed (Appendix 3) for use as a framework for the analysis of the data
about services provided by the individual enterprises selected for inclusion
in the study. The process of the analysis and subsequent revision of the
model to accommodate the role in information transfer played by the
enterprises studied is described below (Section 2.4).

2.2   Identification of Individual Enterprises for Inclusion in the Study

Developing a list of potential participants in the survey involved extensive detective work, as there was no comprehensive list of information organisations in Australia available.

The researcher sought to develop a list which would be:

- comprehensive in terms of information enterprises in the 'private' sector based on the assumption that many if not most information enterprises would be located in this sector, regardless of the problems of precise definition of 'private'.

- selective in terms of the information enterprises in the public and voluntary sector, given the extensive documentation of services in those areas (see the literature review in Section 1.3).

In checking the range of sources of information expected to give names of information enterprises, application of criteria to sift out enterprises from non-enterprises was not possible, since the only information available in most cases was simply the name and address of an organisation. Hence the list developed for the study included many organisations which were subsequently eliminated from consideration when full data about them were obtained.

The sources checked are indicated below with an indication of their usefulness as sources for the purposes of the study:

- **Yellow Pages** current at November 1984 and covering the capital cities:

        Sydney
        Melbourne
        Adelaide
        Hobart
        Perth
        Brisbane
        Darwin

    The Heading 'Information Services' was checked.

    The Yellow pages was the most useful source checked. The organisations listed under Information Services had chosen to be so described and many ultimately met the criteria for categorization as information enterprises.

    Initially organisations known to be based unambiguously in the public sector e.g. the information sections of various state libraries, were omitted. At a later stage in the study, these lists were rechecked and the criteria for identification of enterprises applied.

- **Key informants** in the capital cities i.e. persons known to be familiar with the information services area in general, or with some segments of it.

    Those key informants who were familiar with a narrow segment of the information industry were more useful sources it was found than those who had a general interest. On the whole, the key informants' most useful contribution was as a cross-check that no obvious omissions had been made in the lists compiled.

- **Newspapers, and the information science and librarianship literature** during the period July 1984 - March 1985 for advertisements, feature articles indicating existence of information services and so on.

    Newspapers and the general literature of the area indicated a small number of services not located elsewhere. Difficulty was experienced in several cases in locating services referred to briefly in feature articles.

- **File of job advertisements** compiled over the period 1982 - October 1984 by the Coordinator of Practice Studies, School of Library and Information Studies, Kuring-gai College of Advanced Education.

    The clippings were made on the basis of a daily scanning of the _Sydney Morning Herald_ (Monday - Saturday); Saturday's edition _Australian_; _Incite_, _National Times_, and Wednesday edition _North Shore Times_ (Sydney).

    The job advertisement clippings file was compiled as a by-product of a job-placement service to students graduating or studying professional courses in library and information studies. The clippings were selected on the basis of the perceived suitability of particular jobs for Kuring-gai College of Advanced Education students and graduates. The completeness of the file, even in those terms could not however, be guaranteed, as students were known to have removed particular clippings from the file from time to time or from the notice-board in the College where they were initially displayed.

- **Directory of on-line search services**; edited by A. Byrne, 1984.

    A number of services was traced through this directory, which were not traced elsewhere.

- **Information Consultants, Freelancers and Brokers Directory, 1984**; edited by J. Goddard, E. Hsieh, M. Wanklyn.

    All references to New South Wales based enterprises were selected, and every second one listed for other states in Australia.

- <u>Guide to Australian Agricultural Information Sources and Systems</u>:
revised 1983; by H.M. Russell.

    All entries were scanned, but on the basis of the information
    available none met the criteria for inclusion in the list.

- <u>Some Self Help and Community Organisations, 1984</u>.

    This list compiled in Sydney by the Association of Self Help
    Organisations and Groups was used to trace a number of support or
    'umbrella' organisations in the voluntary sector which met the
    criteria as information enterprises.

- <u>Marketing Information Services Workshop</u> participants list; compiled
for distribution at a Unesco Workshop, Canberra, December 1983.

    This list covered a wide range of organisations, including several
    which met the criteria for inclusion in the survey.

- <u>Directory of Australian Associations</u>, 3rd edition, 1984.

    The only immediately obvious heading was 'Information Systems' and
    this was checked with little success. Enquiries regarding the
    possibility of a key-word search on the titles of the associations
    indicated that the data in the directory were not at that time on
    computer.

- <u>Community Aid and Information Centres</u>, published in Sydney by the Local
Community Services Association.

    This list was checked for information on the voluntary sector and
    a small selection of centres listed included in the study.

- <u>How and Where Directory</u>, 5th edition, 1982.

    The directory was scanned in its entirety and several
    organisations listed from it. Several organisations not listed in
    other sources were traced.

- <u>Directory of Australian Databases</u>.

    This directory published by the Australian Database Development
    Association provided names of several organisations not traced
    elsewhere.

- <u>File on Information Brokers held at the State Library of New South
Wales Reference Department</u>.

    The file consisted mainly of brochures and newspaper clippings.
    Several organisations were traced through this source.

- Community Information Sharing Service.

  This voluntary co-ordinating organisation when contacted placed a notice in circulated meeting notes inviting individual centres to contact the researcher with regard to their centres services. Two additional agencies were included in the study, as a result.

- Record File for Information Agencies Laboratory, Department of Information Studies, Kuring-gai College of Advanced Education.

  This file arranged by the names of organisations providing information services, provided a system of keeping track of descriptive materials donated to a collection for use by students studying information agencies in all sectors (libraries, government departments, information brokers, etc.). The list was checked for names of organisations, and several additional names traced.

Note

Where organisations were listed as having offices in more than one centre, the Sydney office only was included in the list.

2.3   Contacting the Information Enterprises

In November 1984, 185 letters were mailed to organisations identified as potentially meeting criteria for information enterprises. A copy of the letter is contained in Appendix 4.

Telephone follow-up was begun after 3 weeks but abandoned after some 10 calls when it was discovered that a series of mail disruptions in Sydney had badly affected mail both to and from the organisations.

In late January, after the holiday period, the follow-up procedure was begun anew. Phone-calls were attempted for all of New South Wales organisations which had not sent a reply. If the call was unsuccessful after 3 attempts, a duplicate letter and covering note was mailed out. Non-responding organisations outside New South Wales were sent a duplicate letter with covering note.

In addition, letters were sent for the first time in late January to ten organisations which had been identified as potential enterprises since the first November mailing.

In total 96 responses were received, out of the 195 organisations contacted. Nine letters were returned by the Post Office as 'Unknown at this Address'.

No claim is being made with regard to the 'sample' of organisation w ch actually replied. No attempt was made to draw a random sample, ther being no suitable sampling frame in any case. It is the judgement of the researcher however, that the net response to the study was such that the enterprises described reflects with reasonable accuracy the variety of a range of information enterprises in Australia. Where there may be deficiencies is in the balance or numbers of each type of enterprise, i.e.

the relative number of each type of enterprise should not be relied on as a reflection of the balance Australia-wide.

2.4   Analysis of Responses

Responses came, as requested, in a variety of formats. The most frequent type of materials received were publicity brochures and annual reports. Individual letters were also received.

Each response was broadly analysed under the following headings:

1.   Type of organisation, as described by the organisation itself.

2.   Access i.e. who could use the services provided.

3.   Area of interest/subject coverage.

4.   Stated aims of the information organisation (or information division if the response came from an organisation with more than information provision as a primary aim).

5.   Main information services provided, analysed in relation to the draft information transfer model.

6.   Main information collections such as files, collections of materials and so on, on which the service was based.

Several problems arose in the analysis process. These are described below along with the steps taken to resolve them.

a.   There were frequent gaps in the information provided. The gaps in the information were filled by making phone calls to individual enterprises, but owing to the wide variety in the level and expertise of persons dealing with the enquiry, interpretation was often necessary. The researcher found it difficult not to suggest responses in several cases, as the respondent lacked even a basic conceptualisation of the information services being supplied by the organisation in question, even though the organisation described itself as one primarily involved in information. It seemed to be a matter of the different perceptions by information workers, influenced perhaps by their work background and experience.

The aims of the information service or division were not always articulated, particularly where the information service was part of a for-profit organisation. Where information on aims was not available from material supplied, a gap was left in the profile of the organisation concerned.

Information on the information resources available was either absent, sketchy or ambiguously stated from the researcher's point of view in several cases. This aspect was followed up by phone or letter but not always with success.

In addition the amount of detail and language used in the information supplied varied substantially, so that interpretation was necessary from time to time to reduce (or expand) the information provided to a reasonably uniform level of detail. The language chosen is as far as possible the style of language used in the materials and information supplied.

b. When responses from individual organisations were examined, as expected a number had to be eliminated from the study as they did not meet criteria for description as information enterprises or insufficient evidence was available to apply the criteria.

Further groupings of information organisations had to be eliminated from the study as numerically they were too few to allow generalisations to be made about them. They included:

- information organisations based on the professional expertise of individuals including some trade associations or manufacturing and marketing organisations which provide specialist services for clients or potential client. These services while often described as information services appeared to be more related to advice services or the services provided by an individual professional (e.g. a lawyer) than to information service as defined in the present study.

- information organisations concerned with maintenance of private data bases on computer. This type of enterprise provides facilities for e.g. individual firms to process and maintain data generated in-house.

- information organisations based on publication and distribution of information resources, where there is no opportunity for potential information users to specify an information need and receive a response tailored to that need. Examples in this category are publishers of hard-copy indexes, or general up-dating material targeted at broadly defined groups such as 'professionals'.

- information organisations not open to the general public on a free or fee basis. This category includes services provided by associations and business organisations, available only to members, affiliated organisations or employees.

- information organisations existing primarily to disseminate information to a mass audience. These included public relations organisations, and marketing divisions of commercial organisations.

The net result of the processes of elimination of organisations from the study was that 80 enterprises in two broad categories of information enterprise remained. These were:

1. enterprises with the primary aim of providing responses, in any format, to individual enquiries generated by information users who come from outside the organisation itself. The response to the enquiry in all such cases is based on retrieval of information from a systematically arranged collection of information (in any format). The enterprise may also provide access to information collections on a self-serve basis. These enterprises were labelled 'Information Service Enterprises'.

2. enterprises with the primary aim of providing information management advice, consultancy and support to Information Service Enterprises. The enterprises were labelled 'Information Management Enterprises'.

C. One of the stated aims of the study was the development of a model which would demonstrate the information transfer role played at a broad societal level by the information organisations included in the study. It had been anticipated that use of the draft model described in Section 2.1.3 above would allow completion of the analysis of the data, before final revision of the model commenced However, the draft model was found to be too broad-brush to provide a satisfactory focus and framework for the analysis of services and hence before the analysis could be completed the model had to be substantially revised. The revision procedures involved:

    .   development of a list of services provided by individual enterprises

    .   categorization of the services provided

    .   revision of the information transfer model to accommodate the categories of service

    .   re-application of the model to all data describing services provided by the enterprises studied, to verify the reliability of the analysis process and test the descriptive capacity of the revised model.

The outcomes of these processes are contained in Sections 4.3 and 5.

Comment on the Research Methods

In general, the methods chosen were satisfactory given the exploratory nature of the study. Many decisions and revisions of procedures were necessary as the study was in progress but this could be expected in work of this nature.

3: PROFILES OF THE INDIVIDUAL INFORMATION ENTERPRISES

3.1   Introductory Notes

A profile of each information enterprise (IE) included in the study follows.
It should be noted that fictitious names have been attached to each profile.
The assigning of fictitious names was done for three reasons.

1.   A number of information enterprises requested that information supplied
     be not identifiable to source.

2.   The profiles are selective i.e. they relate only to those aspects of
     the individual enterprise directly related to the study. They do not
     therefore give a complete picture of the individual enterprise as a
     whole.

3.   The information in the profiles is based on extracts of a range of
     general printed materials, interpreted and 'standardised' into a format
     useful for the analysis of an enterprise for the purposes of the study.
     The researcher is concerned that this factor might be overlooked and
     that in the event of the profiles being treated as authoritative
     directory information, the reader would be mislead.

The profiles are arranged alphabetically by the name (fictitious) of the
enterprise.

3.2   Note on Information Provided in the Profiles

For each IE the following information is supplied:

 •   fictitious name of IE. Where feasible the 'flavour' of the real
     name of the IE was retained. For example, if a community-based IE
     included a reference to a particular locality in its name, a
     fictitious locality was incorporated in the assigned name.

 •   general type of organisation, or parent organisation e.g. private
     company, professional association. The terminology of the
     organisation concerned was used as far as possible, drawing on
     printed material supplied to the researcher.

 •   audience to whom the IE is oriented, with an indication where this
     differs from the group which has access to the services on request
     only.

 •   area of interest of the IE. This ranges from social issues to
     complex technical areas.

 •   specific aims of the IE. In the case of IEs which are part of
     larger organisations, it might be assumed that the aims of the IE
     are those of the parent organisation, however, only aims given for
     the information enterprise itself are indicated.

 •   services provided by the IE. These are the outputs of the IE, the
     'things' the IE provide for information users.

    •   information resources and collections on which the services are based. By definition Information Service Enterprises have, or have access to a systematically arranged collection in some format or another. Several Information Management Enterprises also hold collections of information.

Note that the headings (1, 2, 3, etc) used below in the individual profiles are abbrev⁻ated versions of the above categories of information. (For further explanatory notes on interpretation of profiles see Section 2.4).

3.3 The Information Enterprises: Profiles

A.B. NICHOLLS

1. Type of Organisation: information brokerage.

2. Access Policy: open to all interested persons on a fee-for-service basis.

3. Area of Interest: energy resources, coal technology, water pollution and water treatment.

4. Aims of Information Services: -

5. Information Services Provided:
   - provide responses to queries
   - literature searching
   - information packaging including preparation of abstracts, evaluation of documents, literature reviews.

6. Information Collections: not indicated.

ACCOMMODATION INFORMATION CENTRE

1. Type of Organisation: regional resource development unit.

2. Access Policy: open.

3. Area of interest: housing

4. Aims of Information Services: to provide support, information and advice to individuals and groups involved in housing, those providing direct service and those involved in housing action and campaigns, students and interested others.

5. Information Services Provided:
   - publications, including newsheet, directories, research reports.
   - referral to relevant government and voluntary organisations, resident action and tenant groups.
   - compilation of research reports.
   - support and advice of housing lobby groups.

6. Information Collections:
   - collection of materials on housing arranged by subject.

AGENTSINFO

1. Type of Organisation: service operated by a computer services organisation on behalf of a group of stock and station agents.

2. Access Policy: intended primarily for stock and station agents on a fee-for-service basis.

3. Area of Interest: at present limited to advertisements related to the buying and selling of livestock, property and merchandise.

4. Aims of Information Service: to provide a videotex service for independent stock and station agents.

5. Information Services Provided:
    *   distribution of information among agents via the system.
    *   electronic mail and bulletin board.
    *   other services include:
        -   computerised cattle auctioning, weather reports, futures reports, and a market commentary
        -   computer data processing, such as accounting systems
        -   access to software appropriate for rural industry.

6. Information Collections:
    *   data provided by users, held on computer.

AGRI-INFO

1. Type of Organisation: independent, for-profit company.

2. Access Policy: open to all persons and organisations, on fee-for-service basis.

3. Area of Interest: provides factual information relevant to agriculture; general news; agriculture; weather; prices; products; futures; finance; background information such as rail-freight costs, application rate for weed killer.

4. Aims of Information Services: to provide an information and communication system for those involved in agriculture.

5. Information Services Provided:
    *   access to factual information
    *   electronic mail service
    *   manuals and indexes to facilitate use of service
    *   newsletter
    *   users support service.

6. Information Collections:
    *   on-line data base from Australian and overseas sources.

ALLIED INFORMATION MANAGEMENT SERVICE

1. Type of Organisations: information brokerage.

2. Access Policy: open, on fee-for-service basis.

3. Area of Interest: as required by client.

4. Aims of Information Services: -

5. Information Services Provided:
    * information management consultancy including training
    * information retrieval service using local and overseas databases and manual sources.

6. Information Collections:
    * access to local and overseas data-bases
    * access to library network.

ALPHA LIBRARY CONSULTANTS

1. Type of Organisation: private sector, consultancy service.

2. Access Policy: orientation towards school librarianship.

3. Area of Interest: related to school librarianship.

4. Aims of Information Services: -

5. Information Services Provided:
    * compilation, editing, indexing of publications in the field of small or school library automation.
    * provision of educational activities to up-date librarians
    * advice on school library audiovisual or computing projects.

6. Information Collections: not indicated.

AMERICAN INFORMATION SERVICE

1. Type of Organisation: organisation responsible for U.S. government information disseminated overseas, in addition to administering educational exchange and cultural programmes.

2. Access Policy: open to all interested persons, at four Australian locations.

3. Area of Interest: matters relating to the United States with emphasis on politics, government, economics, defense and international relations.

4. Aims of Information Services: -

5. Information Services Provided:
   • access to reference library collection
   • response to individual queries, from government departments, tertiary education, media, libraries
   • current awareness bulletin, with document back-up
   • loan of videotapes for educational institutions

6. Information Collections:
   • library collection
   • access to overseas on-line data bases.

ANGELA PAGE CONSULTANCY

1. Type of Organisation: information brokerage.

2. Access Policy: open, on fee-for-service basis.

3. Area of Interest: as specified by clients.

4. Aims of Information Services: -

5. Information Services Provided:
   • information management consultancy
   • literature searching
   • editorial services for magazines

6. Information Collections:
   • service based on access to library and information centres of other organisations.

ARCHIVES FOR SOCIAL SCIENCE RESEARCH

1. Type of Organisation: section of a research department at a university.

2. Access Policy: open on a fee-for-service basis (free to university students and staff).

3. Area of Interest: social, political and economic affairs.

4. Aims of Information Services: to collect and preserve computer-readable data ... and to make that data available for further analysis.

5. Information Services Provided:
    *   publish newsletters, directories, catalogues.
    *   referral to other sources of social science data.
    *   responses to queries about data-sets and their availability.
    *   provision of data-sets on magnetic tape with background information on the data-set.
    *   provide a repository for data-sets generated by social and political science researchers.

6. Information Collections:
    *   on-line data bases, developed in-house
    *   access to data-bases held overseas.

ASIAN INFORMATION CENTRE

1. Type of Organisation: division of the consular services provided by an overseas government in an Australian state.

2. Access Policy: open to all interested persons.

3. Area of Interest: information related to an Asian country.

4. Aims of Information Services: to disseminate information about an Asian country; to promote a wide variety of cultural activities.

5. Information Services Provided:
    *   provide displays, exhibitions, film-showings.
    *   access to a reference and audio-visual library.
    *   consultation and enquiry service.
    *   referral on trade and tourist matters.
    *   publication and distribution of reports, newsletters, kits, pictures.
    *   lectures and educational courses on cultural topics and language.
    *   promotional activities e.g. essay competitions, school lectures, exchange schemes.

6. Information Collections:
    *   library collection including films, books, periodicals.
    *   collection of promotional literature.

AUSTRALIAN ASSOCIATION FOR PEOPLE WITH DISABILITIES

1. Type of Organisation: national federation of organisations and individuals. Funded from government and membership sources.

2. Access Policy: open to all interested persons and organisations.

3. Area of Interest: disability and rehabilitation.

4. Aims of Information Services: the aim of the Film and Information Service is to provide a resource for staff and members of the organisation, and all other interested persons on disability matters.

5. Information Services Provided:
    .   access to collection of materials on disability and rehabilitation.
    .   mail, phone-in answer service in addition to "in-person" service.
    .   publications which include a Contents List Service; Extracts from Hansard Service; newsletter, film exchange.
    .   compile bibliographies.

6. Information Collections:
    .   collection of films, books, pamphlets, journals, reports, posters.

AUSTRALIAN COMPUTER GRCJP

1. Type of Organisation: for-profit organisation with four main operating divisions.

2. Access Policy: all persons on a fee-for-service basis. Orientation towards other organisations rather than individuals.

3. Area of Interest: no limitation. As required by client.

4. Aims of Information Services: -

5. Information Services Provided:
    .   maintain privately-owned computer data bases on behalf of client.
    .   provide access to public data bases e.g. census data.
    .   advisory service to enable customer to analyse data held on computer data bases.

6. Information Collections:
    .   range of data bases.

AUSTRALIAN GEOSCIENCES FOUNDATION

1. Type of Organisation: independent national institution established by mining and petroleum industries operating in Australia, not-for-profit organisation funded by income from courses and subscriptions from mining and petroleum.

2. Access Policy: available to foundation members, companies and consultants.

3. Area of Interest: Geosciences.

4. Aims of Information Services: to provide to members a range of information services based on a specialist earth sciences library.

5. Information Services Provided:
   - publish course manuals, books, computer-generated lists of references, thesauri, tape-slide productions.
   - training related to geoscience information.
   - distribute annotated current awareness service based on accessions to resource centre, with document back-up.
   - provide responses to queries.
   - book review scheme.
   - compile monthly publication on basis of scanning data base to select new material relevant to field.
   - coordinate an earth sciences information system
   - publish hard-copy quarterly which records new additions to the information system and microfiche cumulations.
   - on-line searches of the earth science information system and other Australian and overseas data-bases.
   - provide bookshop specialising in publications from technical and learned societies and foundation conference materials.

6. Information Collections:
   - resource centre covering the geoscience disciplines.
   - local and overseas data-bases.

AUSTRALIAN INSTITUTE FOR STANDARDISATION

1. Type of Organisation: independent body incorporated by Royal Charter
    operating on non-profit basis.

2. Access Policy: open to all interested persons and organisations.

3. Area of Interest: all areas covered by standards.

4. Aims of Information Services: to publish and promote the adoption of
    standards.

5. Information Services Provided:
    . answer queries regarding standards.
    . give access to reference copies of local and overseas standards.
    . publication of standards.

6. Information Collections:
    . collection of Australian and overseas standards.

AUSTRALIAN METALS ORGANISATION

1. Type of Organisation: association funded by mining industry.

2. Access Policy: available to industry and general public, including
    schools.

3. Area of Interest: lead and zinc and their use.

4. Aims of Information Services: to develop the market for lead and zinc.

5. Information Services Provided:
    . compile and publish education kits.
    . publish quarterly magazines aimed at a specialist audience.
    . loan service for films and video material
    . publish regular newsletter
    . answer individual queries.

6. Information Collections:
    . library collection, including films, videos, statistical
      information.

AUSTRALIAN NEWS AGENCY

1. Type of Organisation: news agency, operating on for-profit basis.

2. Access Policy: open on fee-for-service basis.

3. Area of Interest: current information on general, financial and sporting topics.

4. Aims of Information Services: -

5. Information Services Provided:
    * news and information bulletins transmitted to regular client's premises by television.
    * distribution of press releases.
    * responses to queries on sires on on-off or regular basis.

6. Information Collections:
    * in-house data bases.

AUSTRALIAN VIDEOTEX

1. Type of Organisation: division of Australian Telecom.

2. Access Policy: available to all persons on fee-for-service basis.

3. Area of Interest: covers information related to industry, business, domestic concerns.

4. Aims of Information Services: -

5. Information Services Provided:
    * provide access to data bases held on computer
    * provide communication facility between users, or users and data base providers.

6. Information Collections:
    * range of data bases.

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CENTRE FOR INFORMATION ACCESS

1. Type of Organisation: information brokerage.

2. Access Policy: open to all persons on fee-for-service basis.

3. Area of Interest: as required by client.

4. Aims of Information Services: -

5. Information Services Provided:
   - information management consultancy
   - responses to queries
   - communications facilities provision
   - document supply
   - office services such as typing, photocopying.

6. Information Collections: not indicated

CENTRE FOR INTERNATIONAL COOPERATION

1. Type of Organisation: cooperative venture of a number of non-government development agencies.

2. Access Policy: open to all interested persons. Some services based on subscription.

3. Area of Interest: information on the Third World, Australian aborigines and development issues.

4. Aims of Information Services: to research and disseminate information concerning the Third World, Australian aborigines, and development issues.

5. Information Services Provided:
   - current awareness service
   - access to library collection
   - provision of copying facilities
   - responses to queries by phone, letter or in person
   - bookshop service

6. Information Collections:
   - library collections, including periodicals, pamphlets, monographs, audio-visual materials.

CENTRE FOR METALS INFORMATION

1. Type of Organisation: association to promote use of copper.

2. Access Policy: available to all interested persons.

3. Area of Interest: related to copper and its use.

4. Aims of Information Services: -

5. Information Services Provided:
   - provide responses to queries on copper and its use
   - publish promotional materials hased on scanning of other printed materials, e.g. journals, abstracts.

6. Information Collections
   - access to data base held at a U.S. copper data center
   - access to current literature on copper
   - staff with expertise in area.

CENTRE FOR TECHNICAL AID TO PEOPLE WITH DISABILITIES

1. Type of Organisation: organisation funded by contributions from individuals, business or service clubs and government. Operates on non-profit basis.

2. Access Policy: open to people with disabilities or persons involved in rehabilitation engineering, caring for people with disabilities.

3. Area of Interest: related to technology for people with disabilities.

4. Aims of Information Services: provide information on technical aids not commercially available.

5. Information Services Provided:
   - respond to individual queries
   - publish information sheets, journals
   - referral to centres which provide information on commercially available aids
   - organise seminars, workshops

6. Information Collections:
   - library collection including books, journals, pamphlets.

CITY CHAMBER OF COMMERCE

1. Type of Organisation: Chamber of Commerce.

2. Access Policy: open to members. Some services available to public on a limited basis only.

3. Area of Interest: related to trade and commerce.

4. Aims of Information Services: to collect and circulate statistics and other information relating to ... trade, commerce, shipping manufacturers ...

5. Information Services Provided:
    .   publication of reports, directories, bulletins
    .   educational activities to promote use of services
    .   responses to queries in area such as conditions of employment, potential markets, economics, taxation
    .   provision of meeting facilities
    .   access to collection of trade and local publications
    .   provision of translation services
    .   organisation of briefing seminars by consular representatives.

6. Information Collections:
    .   library collection
    .   computerised data bases

CITY CONFERENCE AND VISITORS CENTRE

1. Type of Organisation: non-profit organisation, with funding from private and government sources.

2. Access Policy: persons interested in organising a conference or attending a conference in a particular capital city.

3. Area of Interest: information related to the capital city in which the Centre is located and relevant for conference organisers and attenders.

4. Aims of Information Services: to provide advice and assistance to conference and meeting organisations, information and assistance to the general tourist.

5. Information Services Provided:
   - answer queries of conference organisers and attendees
   - preparation of submissions for state or national bodies wishing to host a national, regional or international conference in the capital city.
   - compile and publish guides to venues, attractions, accommodation etc. in the capital city.
   - provide materials for promotion of particular conferences in the capital city.

6. Information Collections:
   - collection of materials arranged by venue, area
   - directories of facilities.

CITY FUTURES EXCHANGE

1. Type of Organisation: financial institution trading in futures.

2. Access Policy: members and all interested persons on fee-for-service basis.

3. Area of Interest: related to futures trading.

4. Aims of Information Services: to provide information and education for members and the general public.

5. Information Services Provided:
   - provide regular reports and statistical summaries
   - correspondence courses, lectures
   - publications about the exchange, including lecture notes.
   - hire of films and other audiovisual materials
   - recorded message service

6. Information Collections:
   - computer data bases
   - collection of audiovisual and print material.

COALITION OF SELF HELP ORGANISATIONS

1. Type of Organisation: community-based organisation providing support to self-help organisations and groups.

2. Access Policy: orientation towards groups, but provide some services also to individuals.

3. Area of Interest: related to self-help.

4. Aims of Information Services: to provide a register of self-help organisations and an information service ...

5. Information Services Provided:
    . provide access to a register of self-help organisations and groups
    . provide responses to self-help and general organisations, disability
    . provide referral to other agencies
    . support to self-help groups in development stage
    . community research and 'corporate advocacy'
    . organisation of lectures by coalition members

6. Information Collections:
    . directories
    . reference collection

COMMUNITY SERVICE SUPPORT GROUP

1. Type of Organisation: resources and advocacy organisation to support development of community services.

2. Access Policy: community based agencies working in development and/or information areas; individuals or organisations requiring information about the group's area of interest.

3. Area of Interest: related to community development, information and aid.

4. Aims of Information Services: to support the development of community information services provided by member organisations.

5. Information Services Provided:
    . provide advice and consultancy on development of service
    . prepare submissions for government, respond to request for views on area of interest
    . access to a reference collection of materials related to the group's interests
    . compile publications e.g. directories, manuals on information systems for use by member organisations.

6. Information Collections:
    . reference collection.

CONSUMERS PUBLIC INTEREST ORGANISATION

1. Type of Organisation: non-profit organisation to help consumers.

2. Access Policy: open to general public on membership basis.

3. Area of Interest: all matters related to consumer affairs.

4. Aims of Information Services: -

5. Information Services Provided:
    *   publication of consumer magazines and reports
    *   responses to queries and consumer complaints submitted by members
    *   access to library collections (by appointment for public)
    *   compilation of submissions to government and other authorities in contact with manufacturers and importers
    *   provides speakers to a variety of venues
    *   compile background research documents to support organisation's activities
    *   current awareness service

6. Information Collections:
    *   library collection including reference materials, journals, annual reports, news clippings
    *   access to local and overseas on-line data bases
    *   computer data-base developed in-house for documents and correspondence.

COORDINATION CENTRE FOR COMMUNITY ACTIVITIES

1. Type of Organisation: link-up organisation for a network of autonomous community-based groups.

2. Access Policy: membership open to individuals and groups.

3. Area of Interest: related to development and promotion of _ommunity activities centres.

4. Aims of Information Services: ... to act as an information resource and exchange centre ...

5. Information Services Provided:
    *   provides advice on programming, funding, etc.
    *   access to a resource centre with a variety of community information
    *   provides educational activities, such as training workshops, information exchanges.
    *   publishes newsletter, manuals for centre operators, directories
    *   provide access to loan collection of craft and outdoor equipment.

6. Information Collections:
    *   collection containing reports, directories, newsletters, monographs.

CRAFTWORKERS INFORMATION SERVICE

1. Type of Organisation: non-government, company limited by guarantee.

2. Access Policy: open to interested persons. Some services based on fee-for-service.

3. Area of Interest: crafts in Australia and overseas.

4. Aims of Information Services:
   - To act as a focal point for the dissemination of information on the crafts in Australia and overseas.
   - To publish books periodicals and leaflets and produce films and slide kits.
   - To promote, crafts, arts and design in Australia and encourage high standards of workmanship to be established and maintained.

5. Information Services Provided:
   - publication programme includes a newsheet, a national journal, and craft resource materials, posters, directories, brochures, films
   - supplying information on e.g. craftspeople
   - advise on establishment of state-level information services by State Councils
   - provide access to craft journals library and other materials such as slides.

6. Information Collections:
   - register of Australian craftspeople of all levels.
   - slide library.
   - journals library.

DAILY PRESS INFORMATION CENTRE

1. Type of Organisation: division of a media organisation.

2. Access Policy: open to all interested persons, some services on fee-for-service basis. Some services oriented to schools.

3. Area of Interest: as required by client. Emphasis on community information.

4. Aims of Information Services: -

5. Information Services Provided:
   - answers to queries including bibliographic queries
   - supply of documents
   - press clipping service on nominated topics
   - publication of e.g. resource booklets for schools
   - educational activities including lectures, workshops on use of service

6. Information Collections:
   - newspapers published by parent organisation
   - community information files.

DAS INFORMATION SERVICE

1. Type of Organisation: information brokerage.

2. Access Policy: open, on fee-for-service basis.

3. Area of Interest: as required by client.

4. Aims of Information Services: -

5. Information Services Provided:
   - access to an overseas on-line interactive information retrieval system
   - educational activities on use of the system.

6. Information Collections:
   - on-line data base.

DELTA INFORMATION MANAGEMENT CONSULTANTS

1. Type of Organisation: private sector organisation.

2. Access Policy: open to all persons on a fee-for-service basis.

3. Area of Interest: -

4. Aims of Information Services: -

5. Information Services Provided:
   - information management consultancy
   - marketing of computer software.

6. Information Collections: not indicated.

DEVELOPMENT ASSOCIATION FOR COMMUNITY INFORMATION SERVICE

1. Type of Organisation: community-based organisation, with some government funding.

2. Access Policy: community information policy and activities.

3. Area of Interest: orientation towards agencies providing community information and community information service.

4. Aims of Information Services:
    *   to provide a link between government and centres providing community information originating in the government sector, with emphasis on state government level.
    *   to draw together ideas from a wide spectrum to assist in development of community information policy.
    *   to encourage involvement of communities themselves in community information activities.

5. Information Services Provided:

    *   provide a reference collection of materials about community information provision
    *   publish information packages, newsletter
    *   organise and support promotional activities for community information centres
    *   stimulate cooperative activities and interchange in the community information area by circulation of material, encouragement of regional and sub-regional networks of community information networks.

6. Information Collections:
    *   reference collection of materials relevant to provision of community information.

EARTH CONSERVATION GROUP

1. Type of Organisation: non-profit, community-based organisation.

2. Access Policy: all interested persons.

3. Area of Interest: conservation related e.g. rain-forests, nuclear issues, energy conservation.

4. Aims of Information Services: to promote conservation awareness and concern among members, general public.

5. Information Services Provided:
   - respond to individual queries
   - referral to other agencies
   - compile newsletter, information sheet, information kits
   - provide speakers on conservation
   - information activities with other organisations
   - provide access to library collection.

6. Information Collections:
   - library collection, includes pamphlets, books, newsletters, periodicals.

ENERGY RESOURCES INFORMATION CENTRE

1. Type of Organisation: based on membership drawn from companies engaged in exploration, development mining and processing uranium ores in Australia.

2. Access Policy: open to all interested persons.

3. Area of Interest: uranium and nuclear energy.

4. Aims of Information Services:
    - to provide information about the development of the Australian uranium industry, the contribution it can make to world energy supplies and the benefits it will bring to Australia.
    - to promote a flow of factual information on all aspects of the mining and processing of uranium, the role of nuclear energy in supplying part of the world's electricity needs and the associated nuclear fuel cycle.

5. Information Services Provided:
    - produce and distribute publications, including a regular newsletter and the provision of material to the news media
    - answers queries received in writing and by telephone
    - provides speakers
    - conducts seminars

6. Information Collections:
    - library of films
    - reference library
    - contact with similar organisations overseas.

ENVIRONMENTAL INFORMATION REFERRAL SERVICE

1. Type of Organisation: operated by an international agency.

2. Access Policy: available to interested individuals and organisations.

3. Area of Interest: wide range of topics related to the environment.

4. Aims of Information Services: to assist organisations and individuals in locating world-wide sources of technical, scientific and environmental information.

5. Information Services Provided:
    - referral to services of environmental information around the world
    - promotion of service in Australia.

6. Information Collections:
    - manual and computer-based directories.

ENVIRONMENTAL RESOURCES CENTRE

1. Type of Organisation: information centre which forms part of a lobbying group's activities on conservation matters.

2. Access Policy: all persons and organisations interested in conservation.

3. Area of Interest: conservation-related topics.

4. Aims of Information Services: to provide a public information and resource base for individuals and organisations interested in conservation.

5. Information Services Provided:
   - arrange displays in a variety of venues
   - provide speakers on environmental topics
   - office facilities, meeting rooms
   - book-shop service for books, posters, and other publications
   - provide answers to queri s.

6. Information Collections:
   - library collection including environmental impact statements.

FACTEX

1. Type of Organisation: based on an affiliation of organisations to provide a videotex system for the travel industry.

2. Access Policy: main users will be travel agents but any organisation or individual in the tourism industry who requires the information w ll have access. Fee-for-service basis.

3. Area of Interest: related to travel industry and including information provided by airlines, tour operators, accommodation chains, car-rental and insurance companies.

4. Aims of Information Services: to provide an information and reservations facility for travel agents.

5. Information Services Provided:
   - access to information on range of services and their availability.
   - communication facility between agents, provides and industry principals with electronic mail and bulletin board.

6. Information Collections:
   - data-bases provided by various information providers.

FASTFACTS

1. Type of Organisation: information research division of large media organisation.

2. Access Policy: open, on fee-for-service or membership basis.

3. Area of Interest: as required by client, but oriented to business.

4. Aims of Information Services: –

5. Information Services Provided:
   - responses to queries
   - copying service of press clippings on nominated topics on one-off or regular up-dating basis
   - telephone research, presented in report format
   - comprehensive studies on particular companies and products
   - indepth industry profiles and market analysis
   - market research based on field work
   - supply of documents

6. Information Collections:
   - in-house data-base which includes full text of some business publications
   - access to overseas data-bases and information organisations
   - media library.

FORESTGLEN LOCATOR SERVICE

1. Type of Organisation: organisation supported and controlled by a chamber of commerce.

2. Access Policy: open.

3. Area of Interest: information on where a particular item may be purchased or a type of service obtained in the industrial/retail/commercial suburb of Forestglen.

4. Aims of Information Services: to promote the industrial/retail/ commercial aspects of Forestglen.

5. Information Services Provided:
   - response to enquiries.

6. Information Collections:
   - local directories, including 'Yellow Pages'.

GENEALOGICAL SOCIETY

1. Type of Organisation: special interest organisation.

2. Access Policy: open to all interested persons. Membership available.

3. Area of Interest: Genealogy.

4. Aims of Information Services: to provide research facilities for family historians.

5. Information Services Provided:
    *   access to library collection
    *   publication of materials for family historians including research guides and a journal
    *   provision of course of study to accredit genealogical researchers.

6. Information Collections:
    *   library collections including monographs, microforms, journals, reference materials.

HISTORY ASSOCIATION

1. Type of Organisation: special interest, community organisation.

2. Access Policy: services available free to members, and to general public on a fee for service basis.

3. Area of Interest: Australian history, with emphasis on one Australian state

4. Aims of Information Services: -

5. Information Services Provided:
    *   provide access to library collection
    *   publications, including journals, newsletter, occasional books
    *   enquiry service by phone and letter.

6. Information Collections:
    *   library including manuscripts, archives, slides, microforms.

INFORMATION ASSOCIATES

1. Type of Organisation: information brokerage.

2. Access Policy: open to all persons on a fee-for-service basis.

3. Area of Interest: as required by clients.

4. Aims of Information Services: —

5. Information Services Provided:
    - information management consultancy
    - conducts 'surveys' in any field requested
    - preparation of state-of-the-art reports
    - searching local and overseas data bases for specific queries.

6. Information Collections:
    - access to local and overseas data bases.

INFORMATION CENTRE FOR INTERNATIONAL COOPERATION

1. Type of Organisation: division of an international governmental
    agency.

2. Access Policy: open to all interested persons.

3. Area of Interest: areas related to interests of the organisation's
    general assembly e.g. trade statistics, apartheid.

4. Aims of Information Services: to disseminate information to the
    general public about the organisation's activities and interests.

5. Information Services Provided:
    - responses to individual queries
    - access to collection of materials
    - publication of monthly newsletter
    - provide speakers to promote the organisation as a whole.

6. Information Collections:
    - library collection
    - access to film and photographic collections
    - access to collections held by the organisation in other cities
      e.g. Geneva, New York, Bangkok.

INFORMATION CENTRE FOR MIGRANTS

1. Type of Organisation: division of a financial institution.

2. Access Policy: all persons resident in Australia for less than 12 months.

3. Area of Interest: matters related to banking and settlement in Australia.

4. Aims of Information Services: -

5. Information Services Provided:
   - advice on banking
   - information and entitlements, legal requirements and so on relevant to living in Australia
   - referral to service agencies, government departments etc.
   - translation service

6. Information Collections:
   - directories
   - materials distributed by government and other agencies.

INFORMATION AND HEALTH CENTRE

1. Type of Organisation: community-based organisation, with funding from government and non-government sources.

2. Access Policy: all interested persons.

3. Area of Interest: community information including health, welfare, education, recreation, transport, life-styles, clubs, associations, etc.

4. Aims of Information Services: -

5. Information Services Provided:
   - responses to enquiries
   - referral to other agencies or professional organisations
   - maintain community noticeboards
   - provide space for meetings by groups
   - displays
   - arrange educational activities to promote the service e.g. lectures.

6. Information Collections:
   - pamphlet collection
   - information file on cards.

INFORMATION SERVICE FOR PEOPLE WITH DISABILITIES

1. Type of Organisation: non-government organisation to promote full
    participation and equality of people with disabilities.

2. Access Policy: available to groups and people with physical,
    intellectual, sensory and psychiatric disabilities.

3. Area of Interest: services available, gaps in service provision,
    rights, and issues relevant to people with disabilities.

4. Aims of Information Services: to provide a clearing house for
    information relevant to people with disabilities.

5. Information Services Provided:
    •   responses to queries
    •   referrals to other resource centre e.g. for equipment, interstate
        service
    •   publication of a newsletter
    •   access to a library collection
    •   access to office equipment and space for groups.

6. Information Collections:
    •   information files and kits
    •   library collection

INFORMATIONFINDERS

1. Type of Organisation: division of a larger communications organisation. Operates on a for-profit basis.

2. Access Policy: open to all comers, on a fee-for-service basis.

3. Area of Interest: scientific, technical, economic, administrative area. Orientation to business community.

4. Aims of Information Services: to complement existing information resources already accessible to users or to provide a complete information service.

5. Information Services Provided:
    - provide factual answers
    - on-line searching of local and overseas data-bases
    - research and analysis service which provides synthesis on areas in the form of state-of-the-art reports, literature summaries, analytical reports, industry profiles
    - referral to subject experts
    - document delivery
    - publication and distribution of information products e.g. directories.

6. Information Collections:
    - internally held resources such as published directories, reference books, almanacs, trade directories.
    - local and overseas databases.
    - access to Australian and overseas information centres.
    - network of experts in various fields.

INFOSEARCH RETRIEVAL SERVICE

1. Type of Organisation: international company, operating on for-profit basis.

2. Access Policy: open, based on fee-for-service.

3. Area of Interest: "virtually every subject in the world".

4. Aims of Information Services: -

5. Information Services Provided:
    - provide lists of references
    - lists of annotated references
    - facts based on e.g. statistics, directory listings, full-text articles and newswires, financial data
    - training in use of on-line system
    - current awareness service

6. Information Collections:
    - computer-based, on-line data bases.

INFOTECH INFORMATION SERVICES

1. Type of Organisation: information brokerage.

2. Access Policy: open to all persons, on a fee-for-service basis.

3. Area of Interest: emphasis on technical information, relevant to mining industry in one Australian state, business information.

4. Aims of Information Services: -

5. Information Services Provided:
    .   on-line computer searches, local and overseas databases.
    .   current awareness service
    .   document delivery
    .   information management consultancy

6. Information Collections:
    .   access to computerised data bases
    .   access to resources of information services in geographical area.

INTERNATIONAL HUMAN RIGHTS ORGANISATION

1. Type cf Organisation: international agency, financed by membership subscriptions, donations and local fund-raising efforts.

2. Access Policy: membership open to all persons.

3. Area of Interest: related to human rights.

4. Aims of Information Services: -

5. Information Services Provided:
    .   access to collection of materials generated at London headquarters and locally
    .   publish newsletter
    .   provide lectures, educational activities to promote organisation
    .   respond to individual enquiry
    .   disseminate information to media and other organisations.

6. Information Collections:
    .   collection of materials, systematically arranged
    .   access to research and documentation centres based at London headquarters.

IRS COMPUTER SERVICES

1. Type of Organisation: private sector, operating on for-profit basis.

2. Access Policy: open on fee-for-service basis.

3. Area of Interest: as required by client, with emphasis on Australian material.

4. Aims of Information Services: -

5. Information Services Provided:
   - maintenance of private data-base service for on-line storage and retrieval of numeric and textual information.
   - provide access to Australian on-line computerised data bases
   - educational activities to promote use of service
   - electronic mail service

6. Information Collections:
   - Australian data bases.

J.L. ALLEN GROUP

1. Type of Organisation: private company offering computer services and products.

2. Access Policy: open on fee-for-service basis.

3. Area of Interest: numeric data related to business and industry.

4. Aims of Information Services: -

5. Information Services Provided:
   - provide access to public online numeric data bases
   - provide range of data retrieval and business graphics software for use e.g. with public numeric data bases and to combine data from the organisation's public data bases and other data bases.
   - provide communications facility.

6. Information Collections:
   - local and overseas on-line computer-based systems.

JONES - INFORMATION SPECIALIST

1. Type of Organisation: information brokerage operating on for profit basis.

2. Access Policy: open, on fee-for-service basis.

3. Area of Interest: no limitation. As required by client.

4. Aims of Information Services: -

5. Information Services Provided:
    - bookshop services local and overseas materials
    - on-line information retrieval service
    - document delivery
    - selective dissemination of information service
    - general research service based on manual retrieval systems
    - information consultancy
    - patent search
    - profiles of patent holders active in particular areas of business
    - access to Japanese information services
    - telefacsimile and electronic document transmission.

6. Information Collections:
    - on-line computer data bases
    - access via inter-lending system to the library network.

KING INFORMATION MANAGEMENT SERVICE

1. Type of Organisation: private sector.

2. Access Policy: open on fee-for-service basis. Orientated to businesses and libraries.

3. Area of Interest: related to information management, automation.

4. Aims of Information Services: -

5. Information Services Provided:
    - provides information management consultancy
    - compile publications related to business and professional interests
    - organise educational activities on information area.

6. Information Collections: not indicated.

LEGAL INFORMATION SERVICE

1. Type of Organisation: private sector. Company working under agreement with two state governments.

2. Access Policy: all interested persons on fee-for-service basis.

3. Area of Interest: legal information including state government reports, acts, statutory instruments, "secondary" material including digests, directories.

4. Aims of Information Services: -

5. Information Services Provided:
   - access .to on-line data-bases including full-text data-bases
   - communications facility for users, including electronic mail, bulletin board.
   - educational courses promoting use of the information system.

6. Information Collections:
   - on-line data base.

LIR MANAGEMENT SERVICES

1. Type of Organisation: private sector, for-profit.

2. Access Policy: all persons, on fee-for-service basis.

3. Area of Interest: as required by client.

4. Aims of Information Services: -

5. Information Services Provided
   - information management consultancy
   - undertake literature searches
   - compile information packages and bibliographies.

6. Information Collections: -

MEDIA INFORMATION SERVICE

1. Type of Organisation: private company operating on a for-profit basis.

2. Access Policy: open, on a fee-for-service basis.

3. Area of Interest: any area covered by major Australian dailies;
    country papers in one state; trade and business magazines; Asian papers
    and journals; parliamentary and business releases.

4. Aims of Information Services: -

5. Information Services Provided:
    .   clippings from serials and parliamentary and business releases on
        basis of individual or organisational need   .
    .   monitoring of specialised Asian or other international press
    .   analysis of press to determine e.g. business potential, gaps in
        exposure.

6. Information Collections:
    .   local, state, national and international serials.

MIDDLE EAST INFORMATION OFFICE

1. Type of Organisation: information and public relations division of a
    political organisation.

2. Access Policy: open to all interested persons.

3. Area of Interest: related to a middle eastern political issue.

4. Aims of Information Services: -

5. Information Services Provided:
    .   publish newspaper, newsletter, booklets, posters.
    .   respond to individual enquiries
    .   distribute information on regular basis to 'opinion leaders'.

6. Information Collections:
    .   collection of directories, cuttings, journals, etc.

MOBILE INFORMATION SERVICE

1. Type of Organisation: community-based organisation, operating on a not-for-profit basis.

2. Access Policy: open to all interested persons, operates in inner-city areas in a number of locations.

3. Area of Interest: non-commercial everyday information as requested.

4. Aims of Information Services: to provide an on-the-street information and referral service for inner city residents and workers; to reach those who might not otherwise receive information by more conventional methods.

5. Information Services Provided:
   - responses to queries
   - referral and support in using other services

6. Information Collections:
   - information files
   - pamphlet collection

MORETON COMMUNITY RESOURCE CENTRE

1. Type of Organisation: community-based organisation, with some government funding.

2. Access Policy: open to all persons.

3. Area of Interest: information relevant to the locality, i.e. community information.

4. Aims of Information Services: to provide a range of programmes, resources and services to the local community.

5. Information Services Provided:
   - information about the locality
   - referral to appropriate sources
   - publish information products including directories
   - maintain community noticeboards
   - provide an information column for a local newspaper
   - provide facilities for social workers and government department representatives to see community members
   - specialist counselling e.g. financial.

6. Information Collections: not indicated.

NANDA COMMUNITY RESOURCE CENTRE

1. Type of Organisation: support organisation for community based
    information service.

2. Access Policy: open to individuals or community groups. Membership
    available.

3. Area of Interest: information relevant to community organisation and
    development.

4. Aims of Information Services:
    .   to ensure adequate useable information reaches community groups,
        interested individuals and local government authorities in the
        region through
        -   collecting, collating, interpreting and distributing
            information about government policies, and resource
            allocation decisions
        -   identifying issues of concern to the region and researching
            such issues
        -   collecting, collating and interpreting available and new
            research done on the region
        -   researching the forms in which information is most acceptable
            to them.
    .   to establish support and develop organisations and structures to
        facilitate the flow of information in the region.

5. Information Services Provided:
    .   disseminate information on government structures and policies and
        decisions
    .   collect and analyse demographic data on the area
    .   analyse and synthesise information on particular issues
    .   provide annotated bibliographies for use by planning group
    .   publish newsletters and information brochures
    .   provide advice on information management.

6. Information Collections:
    .   selective catalogued library of information resources.

NEWSPAPER IN THE CLASSROOM PROJECT

1. Type of Organisation: division of a large media organisation.

2. Access Policy: available to schools on fee basis. Materials for teachers distributed free.

3. Area of Interest: no limitation - as required by clients.

4. Aims of Information Services: .

5. Information Services Provided:
    *   publication of resource booklets, curriculum materials
    *   promotion activities e.g. competitions
    *   supply of press clippings on nominated topics
    *   advice service on use of newspapers in the classroom.

6. Information Collections:
    *   files of newspapers published by parent organisation.

PATRICIA HART CONSULTANCY SERVICES

1. Type of Organisation: information broker.

2. Access Policy: open to all persons on fee-for-service basis.

3. Area of Interest: cartographic and geographic related subjects.

4. Aims of Information Services: -

5. Information Services Provided:
    *   advisory - referral services, e.g. valuation, conservation, exhibition planning
    *   researching primary and secondary resources
    *   bibliographic services, e.g. cataloguing, advising on preparation of cartographic material
    *   advice and training for institutions holding cartographic collections

6. Information Collections: not indicated

POLITICAL MONITORING AND INFORMATION SERVICE

1. Type of Organisation: information brokerage operating on a for-profit basis.

2. Access Policy: all interested, on fee basis, but oriented to business and industry.

3. Area of Interest: political and legislative information based on the public record of government activities at federal and (one) state level.

4. Aims of Information Service: to provide information which will improve an organisation's effecti_ness in government relations management.

5. Information Services Provided:
   - monitoring of the public record of government and political activities
   - consultancy on information access procedures on basis of freedom of information legislation
   - delivery of material related to client's need profile, on a regular basis or as requested
   - provision of access to a data-base with information on statements on policy issues by government, departments, agencies and special interest groups
   - provision of speakers on government relations issues
   - compile analytical research papers on political and policy issues
   - maintenance of a political and governmental directory

6. Information Collections:
   - computerised data bases
   - directories

RESEARCH INSTITUTE FOR AUSTRALIAN WINE

1. Type of Organisation: company limited by guarantee.

2. Access Policy: wine industry and persons and organisations associated with the wine industry e.g. research institute staff, students, companies providing services to the wine industry.

3. Area of Interest: oenology and viticulture.

4. Aims of Information Services: collection, collation and dissemination of information on oenological and viticultural research to the benefit of the wine industry.

5. Information Services Provided:
    *   publish bimonthly journal
    *   access to documents in library collection
    *   answer technical enquiries

6. Information Collections:
    *   library collection of monographs and journals
    *   wine data-base (at development stage)
    *   overseas on-line data bases.

RESOURCE CENTRE FOR BUILDING INFORMATION

1. Type of Organisation: private company which exhibits building products
    in a non-selling environment.

2. Access Policy: open to all persons. Some services provided on a fee-
    for-service basis.

3. Area of Interest: information relevant to building, including
    products, manufacturers, suppliers, trade names, standards and
    regulations.

4. Aims of Information Services: to provide an information and advisory
    service tailored to meet the needs of architects, builders, home owners
    and renovators.

5. Information Services Provided:
    *   trade literature of exhibitors supplied free on request
    *   displays of building products
    *   bookshop service selling materials and plans, compiled in-house
        and these published elsewhere
    *   answers to enquiries by phone, letter or in person
    *   compilation of special reports, kits and guides
    *   publication of magazines promoting building materials and
        fittings.

6. Information Collections:
    *   technical library with wide range of materials
    *   trade literature collection
    *   collection of plans, with associated computer selection facility
    *   materials such as kits and guides compiled in-house.

RESOURCE CENTRE FOR ENERGY CONSERVATION

1. Type of Organisation: organisational arrangement between five state energy authorities. Includes a mobile information centre which operates in a range of locations.

2. Access Policy: open to all, but with particular orientation on schools.

3. Area of Interest: energy conservation.

4. Aims of Information Services: to give consistent and comprehensive information on all aspects of energy conservation.

5. Information Services Provided:
    *   referral to appropriate energy agencies for answers to specific questions
    *   educational activities, such as lectures and custom-designed programmes
    *   production of computer-based teaching kits, films, booklets and posters
    *   provides displays
    *   responses to individual enquiries

6. Information Collections:
    *   staff expertise
    *   resource materials collection including magazines, brochures, reference books.

RESOURCES FOR SUPPORT FOR CANCER PATIENTS

1. Type of Organisation: educational, non-profit organisation.

2. Access Policy: open to all interested persons, with orientation to cancer patients.

3. Area of Interest: areas related to cancer with emphasis on therapies including food preparation and nutritional approaches.

4. Aims of Information Services: to provide information to interested people on developments in cancer research and therapies with emphasis on "wholistic approaches ... not yet in general use in conventional practice ..."

5. Information Services Provided:
    *   access to materials, including articles, tapes, books
    *   publish regular newsletter
    *   advice on preparation of food
    *   workshops
    *   response to queries

6. Information Collections:
    *   library collection.

SMITH AND HARVEY

1. Type of Organisation: division of a multi-national corporation.

2. Access Policy: oriented to business community, but open to all on fee-for-service, including membership, basis.

3. Area of Interest: business including consumer services, marketing, recoverable control.

4. Aims of Information Services: -

5. Information Services Provided:
   - answers to queries in business area
   - publication of reference materials, newsletters
   - compilation of special reports including reports commissioned by clients
   - updating on nominated topics e.g. credit rating of particular companies.

6. Information Collections:
   - on-line data bases produced in-house e.g. potential customers
   - overseas data bases
   - reference materials.

STOCK EXCHANGE INFORMATION SERVICE

1. Type of Organisation: financial institution incorporated in a public company limited by guarantee.

2. Access Policy: all interested persons. Most services are provided on a fee-for-services basis.

3. Area of Interest: related to the stock exchange and its operations.

4. Aims of Information Services: -

5. Information Services Provided:
   - provide lectures and educational activities
   - answers to queries
   - publications e.g. special reports, reviews, handbooks.

6. Information Collections:
   - library collections
   - on-line data bases developed in-house

SUNFIELD NEIGHBOURHOOD CENTRE

1. Type of Organisation: community-based neighbourhood centre, voluntary sector with some government funding.

2. Access Policy: open.

3. Area of Interest: services available in area of centre and other community neighbourhood development related information.

4. Aims of Information Services: to provide information, activities and support for the local community ... and a local resource-base whereby action or discussion of issues of local importance can be initiated or lobby groups assisted.

5. Information Services Provided: ·
    *   provide information on local services
    *   referral to other services
    *   publish newsletter
    *   carry out research on local community and its needs

6. Information Collections:
    *   'structured information system' with government department publications, reports, census data, pamphlets, magazines and newsletter.
    *   centre-based research material generated by
        -   survey of local community identifying needs and change over time
        -   record of referrals and enquiries
    *   information network established through contact with other neighbourhood centres, umbrella organisations and interest groups.

THE AMERICAN COMPANY

1. Type of Organisation: high technology research organisation, providing analysis of products and markets.

2. Access Policy: open to all persons on fee-for-service basis.

3. Area of Interest: high technology including computing, communications, all aspects of office accommodation, the "home of the future" and factory systems.

4. Aims of Information Services: -

5. Information Services Provided:
    *   conduct user and potential user surveys
    *   compile state-of-the-art reports
    *   conduct seminars
    *   responses to enquiries on technology
    *   provide access to on-line data bases, compiled in-house
    *   publish newsletters
    *   current awareness bulletins on product trends, changes in governmental regulatory policies and so on.

6. Information Collections:
    *   on-line data bases.

THE INFORMATION CENTRE

1. Type of Organisation: for profit organisation.

2. Access Policy: open to all interested, on fee-for-service basis.

3. Area of Interest: date-specific event and service information in the areas of leisure; educational, sport, health, communication, computers and service information in the welfare area.

4. Aims of Information Services: to provide information to the radio and print media, to publish consumer guides.

5. Information Services Provided:
    *   information compilations to client specifications
    *   publications for consumers related to e.g. choice of school.

6. Information Collections:
    *   in-house file arranged by event and service.

THE MANAGEMENT INSTITUTE

1. Type of Organisation: national management organisation, private sector.

2. Access Policy: open to personal members or employees of member organisations. Collection open to general public on reference basis only.

3. Area of Interest: management.

4. Aims of Information Services: -

5. Information Services Provided:
   - publish newsletter and specialist surveys
   - responses to queries
   - referral to appropriate sources
   - bookshop service for local and overseas publications
   - on-line and manually compiled bibliographies
   - document delivery
   - regular surveys of personnel practices, particularly salary rates, based on collection analysis and synthesis of information from primary sources.

6. Information Collections:
   - library collection of monographs, journals, vertical files, reference materials
   - on-line data base, local and overseas.

THE MUSIC CENTRE

1. Type of Organisation: national music organisation which is a company
    limited by guarantee.

2. Access Policy: open to all persons interested in contemporary music.
    Membership also available.

3. Area of Interest: areas related to contemporary Australian music.

4. Aims of Information Services: to provide an information service on
    Australian composition and composers; to publish material such as
    scores and records, provide access to materials from music centres
    overseas.

5. Information Services Provided:
    *   access to library collections, including tapes, scores
    *   responses to queries particularly those related to Australian
        composition and composers
    *   publication and distribution of materials e.g. on new music,
        scores, recordings
    *   provision of listening facilities for recordings
    *   organising seminars, workshops for persons interested in new music
    *   promotion of Australian music through participation in national
        and international exhibits, conferences and so on.

6. Information Collections:
    *   library collection including scores, tapes, periodicals
    *   data base of Australian compositions developed in-house
    *   directories, catalogues and other lists related to e.g. brass
        band, choral music, music organisations, bibliographies of
        composers.

THE NEW SOUTH WALES TRUST

1. Type of Organisation: non-profit community organisation.

2. Access Policy: open to all interested persons. Membership available.

3. Area of Interest: matters related to the conservation of Australia's national and man-made environment.

4. Aims of Information Services: -

5. Information Services Provided:
   - prepares submissions on environmental issues
   - compiles reports on the environment
   - maintains a register of items considered part of the State's environmental heritage
   - provides information to all levels of government
   - publishes books, and other materials
   - mounts displays, exhibitions
   - arranges lectures and other educational activities
   - responds to individual enquiries.

6. Information Collections:
   - register of items considered part of heritage
   - photographic collection
   - collection of materials on environmental issues
   - library collection books, periodicals, etc.

TRADE UNION INFORMATION SERVICE

1. Type of Organisation: trade union.

2. Access Policy: elected officials, appointed officers, ship stewards, members of the union. Students admitted by agreement.

3. Area of Interest: industrial relations, trade unions, politics, selected industries, occupational health and safety, social issues, law, economics, computers and technology.

4. Aim of Information Services: -

5. Information Services Provided:
    . responses to queries
    . preparation of information packages including packages based on interpretation, restating information in a less complex form
    . current awareness service based on journal circulation and photocopies of articles from print media, and from electronic media
    . publish bulletin with information on major industrial commission cases and research of interest to members
    . promotion of service through educational activit6ies

6. Information Collections:
    . library collections of the Information Service and other departments of the union
    . access to special and university libraries
    . network of personal contacts
    . manual and computer-based data-bases, developed in-house on topics such as awards
    . collections of special materials, such as Arbitration Commission hearing transcripts, minutes of meetings

WEST CITY INFORMATION SERVICE

1. Type of Organisation: voluntary organisation.

2. Access Policy: all interested persons, but service is aimed at council
    alderman and staff, libraries, community workers, researchers, members
    of parliament, government departments, community groups, the media,
    business and schools.

3. Area of Interest: information on the western region of a capital city
    which is relevant to users and providers of services.

4. Aims of Information Services: to improve the quality and range of
    services provided in existing information services in the region; to
    establish new information services and outlets in the region; to build
    a regional data and information bank; to provide information
    consultancy to local government; to carry out and encourage research
    on matters affecting the opportunities and circumstances of residents;
    to facilitate the flow of data and information to key decision-makers
    and residents; to identify needs and resources; to improve government
    response to needs in the region.

5. Information Services Provided:
    *   facilitate information exchange between groups through
        organisation of meetings
    *   publication of compilation of statistical information on the
        region; newsletter
    *   access to reports, and data on the region
    *   access to specialised data-bases developed in-house in e.g. labour
        market
    *   advice on information services and systems
    *   access to library collection
    *   compilation of directories, listings, bibliographies
    *   response to queries
    *   advice and stimulation of research
    *   access to some office equipment on fee basis.

6. Information Collections:
    *   computer-based data bases, developed in-house
    *   library collection

WOMEN'S RESOURCE CENTRE

1. Type of Organisation: part of a state government department, but uses some volunteer workers and funding from a variety of sources.

2. Access Policy: open to all women.

3. Area of Interest: major categories are health, welfare, housing, finance, child care, family law, pensions and social security; specialist professionals for women; women in non-traditional areas, e.g. female tradeworkers; women's organisations; current womens issues; referral information to services at state and federal level.

4. Aims of Information Services: to provide a specialised information and referral for the women

5. Information Services Provided:
    - provide answers to queries in person or by telephone
    - referral to appropriate sources
    - prepare submissions
    - prepare publications
    - provide speakers on specialist topics
    - access to information resources

6. Information Collections:
    - pamphlets and handouts from a range of organisations
    - kits on specific topics.

4: THE INFORMATION ENTERPRISES: CATEGORIES AND

GENERAL SUMMARIES OF CHARACTERISTICS

4.1 Introduction

As indicated in Section 2 on methods used for the study, two major types of information enterprise were concentrated on. These were:

1. Information Management Enterprises (IME)

2. Information Service Enterprises (ISE)

Little difficulty was experienced in identifying the basis of this division of the enterprises under study. However, when it came to further developing sub-groups or categories of these two broad types of enterprise, as required by the aims of the study the identification of a framework proved problematic. Sub-groupings were attempted on several bases, such as funding sources, major services provided, stated aim, place in, and relationship to, wider organisations and so on. None of these proved either fruitful or conceptually unambiguous. Finally an approach was developed which focused on the motivation or purpose for provision of service. This in the event was found relatively unambiguous and appeared at the same time a useful basis for the categorization of information enterprises.

No strong claim is being made that the categorization is 'cast-iron' in application. The researcher in determining purpose and motivation for information service provision had to rely on an extremely diverse range of materials and information. Had deeper exploration and discussion with service providers been undertaken it might have been discovered that the materials were perhaps out-of-date, that they had been incorrectly interpreted, or that the orientation of the enterprise had changed. The judgements however, had to be made for practical reasons on the available information, given the exploratory nature of the study, and the researcher has some confidence in their validity.

In brief the categories of information enterprise identified were:

A. Information Management Enterprises
    1. Community Based Information Management Enterprises
    2. For-profit Information Management Enterprises

B. Information Service Enterprises
    1. Community Welfare Information Service Enterprises
    2. Special Interest Information Services Enterprises
    3. Information Services Enterprises Designed to Promote the Interests of an Organisation or Group
    4. Information Services Based on Information Brokerages
        a. Resource Providers
            (i)   Computer-based Resource Providers
            (ii)   Print-based Resource Providers
        b. Factfinders

The fictitious names of information enterpr'   signed to the various categories and on which the summaries belov   ₋sed are indicated in Appendix 5. Summaries of the characteristics of the categories of information enterprise studied, follows.

4.2   Characteristics of Categories of Information Enterprises

    a.   Information Management Enterprises

The primary role of the Information Management Enterprises (IME) studied is
to provide consultancy, advice, and other general support to enterprises
(and information organisations in general) which provide direct service to
individuals and groups of information users.

There were two broad types of IME identified:

    1.   those with a community base operating on altruistic principles and
           in the general area of community information (1)

    2.   organisations operating on a for-profit basis, many with an
           orientation towards organisations serving the business community.

1.   Community Based Information Management Enterprises

While they have a community base all of these organisations receive a
substantial part of their funding from state and local governments. They
have common concerns, yet each has a specialist interest in the community
information field. These range from government information and self-help to
the development and promotion of the totality of information services in a
given geographical area.

In several cases these enterprises maintain substantial information
collections, and make them available to other organisations. In a few cases
they also deal with enquiries from individuals, supplying facts or referral
as appropriate.

A distinguishing feature of the community based IMEs is their political
basis. They act as lobbying groups to improve, for example, government
services in particular areas such as housing, but also work to improve the
overall status and funding of information services by government.

The motivations and aims of the enterprises are based on altrustic
principles and although these stem from a range of political ideologies,
there is a common underlying belief, namely that people have a right to

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(1)   Community Information has been described by McIntyre et al (1980) as
      "information that people believe they have a right to know, an
      obligation to know, and a need to know for meeting everyday living
      requirement, for improving their lives and well-being, for influencing
      the nature of their communities, and for advancing communitier of
      interest."

information, particularly that information from and about government which affects the everyday life of the individual. (1) There is also an assumption that sharing of information and other co-operation results in better quality of service provided by individual organisations.

The major consultancy and support activities provided by these enterprises include:

- publication or manuals, guides, systems for use by information workers in a range of information organisations.

- stimulation of information interchange between all information organisations, but particularly among those based in the voluntary sector.

- compilation of information packages on various topics or issues to be used by a range of other enterprises.

- advice on information systems suitable for community-based agencies.

The collection of materials and information on which these enterprises base their activities are most frequently based on card indexing systems and collections of ephemeral materials such as those distributed by government departments and other community service providers. One of the services reported however that it has access to computer-based collections of statistical data. This latter would be the exception rather than the rule among community-based organisations such as these.

2.   Information Management Enterprises For-Profit

The primary role of the IMEs seeking to make a profit on their activities is to provide consultancy to other information organisations. They are frequently oriented towards providing this advice in the area of automation.

These IMEs vary in scale, but numerically what might be described as 'one-man-bands' were in the majority in this study. The enterprises operating on this basis are often based on an individual's home and judging from the materials supplied would appear to operate on a personal recommendation and referral system rather than by wide or sophisticated advertisement of their services. The general orientation appears to be towards the business community, but there is nonetheless variety in this as one IME specialised in matters relating to cartography and geography, particularly within larger institutions such as libraries, yet another IME was aimed at school libraries.

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(1) For further discussion of information ideologies see Lovelace (1979).

Some of these IMEs provide services of the type provided by Information
Service Enterprises (see below) but differ from the ISEs in that the ISEs
are from their own description more oriented towards provision of answers
and responses to other organisations or to individuals, and do not provide
information management consultancy.

The main services provided by IMEs operating on a for-profit base are
focused on:

.   consultancy on information management problems

.   compilation of publications, e.g. reviews in client's area of
    interest

.   provision of editorial services

While some for profit IMEs report that they have access to library and ther
collections of information, these tend to be the resources of other
enterprises i.e. the IMEs operating on a for-profit basis, appear not to
maintain anything other than minimal reference resources.

B.   Information Service Enterprises

Information Service Enterprises (ISE) are based on the gathering and
systematic arrangement of information in any format, the provision of
responses to enquiries based on that collection of information. Some ISEs
are also involved in the provision of information packages tailored to an
information user's specification.

Several sub-groups were found within the general category of ISE:

1.   enterprises concerned with promoting general community welfare and
     based on altruistic motives

2.   enterprises provided to allow pursuit of special
     interests,generally on a non-commercial basis

3.   enterprises designed to promote the general interests of a
     particular organisation, industry or group. The interests are
     related to financial gain and/or political influence.

4.   enterprises established for the primary purpose of providing an
     information service to individual enquirers on a for-profit or
     break-even basis e.g. information brokerages.

The main characteristics of these categories of information enterprise are
described below.

1. Community Welfare Information Service Enterprises (1)

This group of ISEs is concerned with the promotion of the welfare of the community at large. Its sphere of interest includes not only welfare and narrowly defined aid services for individuals, but broader issues of community development and the environment. These ISEs direct themselves in some cases to special groups, e.g. people with disabilities, cancer patients. In other cases they are directed to dealing with issues such as human rights, consumer affairs. (2) Like the community-based Information Management Enterprises which aim to provide consultancy and support to this group of enterprises, the funding comes substantially in most cases from government sources.

In addition to providing responses to questions, this type of ISE is heavily involved in creating community awareness on issues and problems. Several play a strong political role in lobbying industry, government and are deeply involved in political process from local to international levels, compiling submissions and providing speakers to the media and interested groups. There is one notable exception to this generalisation and that is a referral service based in Canberra which aims simply to put enquirers in touch with appropriate sources of information on the environment, and has no overt political orientation.

Most of the ISEs in this group publish a newsletter of some sort, and several are involved in disseminating selected information on a regular basis, to the media. Many of the ISEs also provide facilities for like-minded groups or organisations to hold meetings, use office equipment and so on.

In summary the mainstream information services provided by these ISEs are

- responses to enquiries
- publication of newsletters and other information packages
- preparation of special reports, submissions and displays in an area of interest
- dissemination of information on a regular basis
- provision of facilities for groups with common interests

The collections of information on which this type of ISE is based vary from a sophisticated large library-based collection with access to local and overseas data-bases to a collection of ephemeral materials arranged in a rudimentary fashion by broad subject in cardboard boxes.

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(1) The term 'welfare' is used here in the sense of the general 'good' of the community, rather than to infer a welfare service or welfare work connection.

(2) See Begg et al (1985) for a general overview of the area.

2. Special Interest Information Service Enterprises

This type of ISE is based on special subject interests of community groups and individuals. They allow pursuit of hobbies and interests at a recreational level, but several have developed their base to a level of sophistication whereby the collections and services are used also by professionals in the field.

The philosophy underlying some of these services and the philosophy of some of the ISEs based on concern for community welfare (previously described) have much in common, however it may be argued that while the community welfare ISE is concerned with social and humanitarian issues, the special interest ISE is more focused on pursuit of intellectual rather than practical matters.

One of the enterprises listed in this category does not provide a service of responding to individual enquiries, however, from the literature of the organisation this appears to be a matter of expediency owing to staffing shortages rather than a philosophical stance.

This type of ISE depends to a great extent on funds from members to supply finances to keep the organisation afloat, and volunteers are used extensively.

One of the ISEs provides courses to train genealogists, and publishes manuals of technique on use of its information collections.

The main services of this category of ISE are

- provision of access to specialised library collections
- provision of responses to queries
- publication of regular newsletters, journals.

The information collections on which these ISEs are based are substantial in extent, and include manuscript materials and microforms.

3. Information Service Enterprises Designed to Promote the Interests of an Organisation or Group

The main purposes of these enterprises is, by provision of information to enquirers and the community at large, to promote the financial and/or political interests of an organisation or group. The type of information dealt with therefore relates to a product or general service or to the long-range ambition of the parent organisation as a whole. (1)

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(1) One exception to this might be a bank which provides a community information service to migrants. However, this is provided only in a banking context and aims to serve potential and actual bank customers only.

While these enterprises frequently provide information services to specialists in their area of interest, e.g. industries which utilize a particular metal, they all provide an information service which is accessible to some degree by members of the public at large. The level, i.e. subject-complexity of the information provided, varies form highly specialised to a level appropriate for non-specialists.

Within this group of ISEs, a wide range of type of organisation is represented. Some of the enterprises stem from the public sector as colloquially described e.g. an enterprise based on a co-operative activity of five state government departments. Other examples are based on a stock exchange, a trade union, an association of business people, and a co-operative of companies working in the mining industry. There is also a group of enterprises which is operated by political entities (governments, organisations) from outside Australia. Some enterprises are heavily involved in promoting international trade, one at least is concerned at the more basic political level i.e. co influence the thinking of opinion leaders on a middle east political issue.

The financial basis of these enterprises is as varied as the range of organisations. All offer a free service to enquirers, although a few charge for other specific services.

While a primary purpose is to provide responses to individual enquiries, equally as important would seem to be the dissemination of information to the public at large. In this case there is a distribution of information as a result of a decision by the enterprise or its parent organisation that certain information should be brought to people's attention. These dissemination exercises are often aimed at the general public through media campaigns or by direct marketing to selected individuals and organisations. Most enterprises in this category also produce a newsletter, and supply displays, speakers and materials for activities which promote either the use of the information enterprise or a product or service of the organisation as a whole. Several enterprises prepare specialist reports and other in-depth materials.

Frequently occurring services in this category of enterprises include:

- provision of access to specialised collection of materials, and in some cases collections held overseas by affiliated organisations

- responses to questions

- dissemination of information packages such as newsletters, kits, promotional brochures, current awareness bulletins, indexes

- provision of displays, lectures about the enterprise itself and the parent organisation

- provision of materials such as films on loan to institutions or groups

- provision of a bookshop service.

All of the enterprises studied in this category had access to their own systematically arranged information collection. Some were highly sophisticated on-line systems developed by the enterprises themselves, but more typical was the situation of a small collection, with access in some cases to overseas collections. (These were either public on-line data bases, or information collections housed e.g. in libraries at the parent organisation's headquarters).

4. <u>Information Service Enterprises Based on Information Brokerages</u>

This type of ISE is based on the provision of information as the primary business of the enterprise. In many cases these businesses or information brokerages are stand-alone businesses, in some cases they are divisions of larger organisations, in the communications business in general. They differ from those IME's which also operate on a for-profit basis in that they are aimed at provision of information service directly to end-users rather than advising other information organisations on how best to provide information service.

These ISEs are of two main types:

    a.   ISEs concerned with compilation and maintenance of information collections which are then used largely on a self-serve basis by end-users or other information organisations on a self-serve basis. These may have been termed 'Resource Providers'.

    b.   ISEs which access their own or other information organisations collections of information in order to provide an answer to an end-user in another information organisation. These may have been termed 'Factfinders'.

a.   <u>Resource Providers</u>
The primary activity of these ISEs is the compilation and maintenance of collections of information, which are made accessible to end users of information or to other organisations. They differ from, say, traditional libraries in that in addition to providing access to information, the information is available packaged to the end-users specifications or enquiry. They also differ from libraries in that they do not provide the physical environment within which the information user uses the information provided.

With respect to the general publishing industry, the line dividing these ISEs from publishers is even finer than that dividing libraries and resource providers. The important difference seems to be that in the case of the Resource Providers, the user has more opportunity to specify an information need, and the output of the service is therefore more tailored to individual need than the output or product of a general publisher with recent developments in the publishing area, this distinction could well disappear.

Two types of Resource Provider were identified in the course of the study, one based on provision of computer data-bases, another on provision of print materials.

(i)   Computer-Based Resource Providers

These enterprises are primarily concerned with the maintenance and provision of access to computer data-bases which are designed for public use or are for use by a group with a specialist interest. They cover such areas as law, the tourist industry, statistics, agriculture and provide information in textual, numeric or bibliographic form. A major distinguishing feature of this type of Resource Provider is the capacity to produce an information package tailored to individual needs on a one-off or continuing basis.

The Resource Provider gives access to the information collection on a self-serve basis e.g. the enterprise itself expects end-users (or information workers operating on behalf of end-users) to directly interface with the information collection. Although this type of enterprise does not in effect provide a mediation service (one Resource Provider only does this), it does provide training in the effective use of the information collection.

In some cases the Resource Providers examined were responsible for the compilation of the information contained in the data-bases. In others the data-bases were provided from a variety of outside sources, with only maintenance of the data on computer undertaken by the Resource Provider. Many of these Resource Providers provide an electronic mail system also, as a by-product of the system.

Several Resource Providers offer the additional facility of maintaining private data bases with access to software which allows information retrieved to be reformatted e.g. numeric data may be converted to graph or table form.

All of the computer-based Resource Providers operated on a for-profit basis, with the major motivation presumably being to make money on the service.

(ii)   Print-Based Resource Providers

These print-based enterprises differ very little conceptually from the computer-based enterprises. The different technological base does however mean there are some differences in output.

The print-based Resource Providers are primarily involved in compiling and distributing print-based information packages. The coverage of the packages ranges from specialist matters e.g. business and technology to generalist areas such as current affairs and politics. The information packages are supplied on a regular basis and to the general specifications as determined by an information need profile.   -

All of these Resource Providers operate in the private sector. The major difference between these Resource Providers and the computer-based Resource Providers appears to be that the computer

based Resource Providers have the potential to supply specific
answers to specific questions on a one-off or continuing basis
while the print-based Resource Providers aim to provide general
information or background on a topic and on a continuing basis.
In other words the current awareness function of the print-based
Resource Provider is uppermost.

The main services provided by Resource Providers as a whole are:

- provision of access to collections of information

- compilation of information packages e.g. evaluations of
  products, state-of-the-art reviews, current awareness
  bulletins related to a needs profile specified by an
  information user

- publication of newsletters, directories and other material
  about the service

- maintenance of private data bases

- conduct of seminars and provide speakers on specific interest
  areas

- provision of communication facility between users of a
  computer-based information system

- provision of referral to other sources of information

- access to soft-ware for re-formatting information.

- acquisition of documents as required by client.

h. Factfinders

These enterprises are primarily concerned with finding, on behalf of end-
users, answers to specific questions. Some of the IMEs described earlier,
also provide this to some degree, but not with the emphasis and to the level
of the Factfinders enterprises.

While most of these enterprises respond to any request for information,
regardless of topic, they tend to have some level of specialisation in
coverage or audience to which they are oriented. For example one enterprise
focuses on coal and related areas, another on providing building
information, and several are oriented to the needs of the business
community.

A perusal of the literature provided by the Factfinders in the study
suggested a general operational philosophy based on flexibility and speed.
Factfinders as a whole give assurances that information required will be
delivered speedily and in any form required.

Most of the Factfinders provide adjunct services. These range from
translations, preparation of abstracts, location and delivery to the user of

documents requested. Several of these enterprises are notable also for the fact that they have access to personnel with in-depth knowledge of particular subject areas, and are in a position to produce original research documents, state-of-the-art reviews and other authoritative materials. In some cases it is clear that the information workers have this subject knowledge, in others that the enterprise has access to a network of specialists. Several of the Factfinders enterprises also provide information management consultancy. In summary, the Factfinders enterprises supply the following services:

- responses to queries in textual, numeric or bibliographic form (written or spoken word)

- synthesis of information based on analysis evaluation of subject material e.g. state-of-the-art reports, literature reviews

- provision of current awareness service on nominated topics

- delivery of specified documents to an end-user including bookshop service

- information management consultancy

- compilation and publication of information packages, e.g. directories, newsletters, reference materials

Some Factfinders have substantial resources within their own organisations. The norm however seems to be that these enterprises are based on a minimal in-house reference collection of materials, plus access to a range of local and overseas data-bases (such as those provided by the Resource Providers, described above). Documents, when required, are located direct at the place of origin or in library collections where they are borrowed or copied as appropriate for the end-user.

4.3 Summary of Services Provided by Information Enterprises

Table 1 which follows presents a summary and categorization of the services provided by the information enterprises studied. The summary is based on data contained in the individual information enterprise profiles under the heading 'Information Services Provided' and indicates the number of enterprises which provide each service. Some 4-5 services were not included in the Table as they were considered to fall outside the focus of the present study, and the parameters of the information flow process as conceptualised in the draft model. An example of such a service is 'Fieldwork for Market-Research'.

The categorization of the services into six broad types was derived by grouping services with a common focus which could in turn be related to the draft information transfer model.

Table   Summary of Services Provided by Information Management Enterprises
(IME) and Information Service Enterprises (ISE) with Frequency of Occurrence

	IME	ISE
1. Provision of Answers to Queries		
• provide access to collections of information on a self-serve basis	5	32
• provide responses (factual, bibliographic, numeric, etc.) to individual queries generated by information users	2	44
• provide access to loan collections of materials and equipment		·3
• provide referral to other sources of information in response to individual enquiries (1)	2	14
• provide up-dating information on a regular basis on topics nominated by end-user	0	17
2. Information Packaging		
• compile information packages based on information worker specialist skills e.g. bibliographies, newsletters, directories	12	29
• compile information packages based on "subject" expertise based on analysis, evaluation and synthesis of information related to the enterprise's area of interest e.g. state-of-the-art reviews, displays, research reports	6	25
• publish information resources on subjects related to the enterprises area of interest e.g. kits, textbooks	1	15
• organise and participate in activities related to the area of interest of the enterprise e.g. lectures, workshops	0	17
3. Communication		
• disseminate information to a mass audience, other than members of the enterprise	2	7

(1) This service seems to have been subsumed by many agencies as part of
the general service of providing responses.

		IME	ISE
•	provide communication facility via a computer network to allow users of the enterprise to communicate with each other	1	7
•	provide translation service	0	2

4. Promotion of Services

		IME	ISE
•	organise and participate activities to promote use of the services provided by the enterprise	1	12
•	provide training in the use of specific facilities provided by the enterprise e.g. on-line data bases, library collections	2	6

5. Document Supply

		IME	ISE
•	supply personal copies of specific documents generated outside the enterprise on request	1	15

6. Information Management Consultancy

		IME	ISE
•	provide advice and consultancy on information systems and services	15	5
•	provide information organisation services e.g. cataloguing and classification	1	
•	compile materials on provision of information service e.g. manuals for information workers	2	
•	undertake editorial work on behalf of other enterprises	1	
•	arrange co-operative activities between information enterprises	3	
•	educate information workers e.g. skills up-dating	2	3
•	provide access to information management facilities on computer		3
•	provide software for information management on computer	1	1
•	provide access to office and meeting facilities	1	

5: INFORMATION ENTERPRISES AND THE INFORMATION

TRANSFER PROCESS

In addition to providing summaries of the general characteristics of information enterprises and the gene.:al descriptive framework for the analysis of information services, the study sought to relate the enterprises and their activities to the wider information transfer process and to develop a model which would demonstrate this.

In the final stages of the study, the draft model used in analysis of one data provided on services was revised in light of the findings of the study. The revised model follows and essentially seeks to describe a continuous and regenerative process of information transfer from generation to point of use and assimilation.

Notes on the Model

Reference to the model will show that at the point of the process when 'interpretation' (14) is complete the loop branches in two. This branching is to accommodate the fact that in some cases only in the information transfer process does evaluation and synthesis at level II (i.e. based on deep subject-knowledge) occur.

The generation of information: (1) is the role of authors, scientists, environmentalists, or whoever generates ideas or information. As a result of the generation of information, manuscripts (newsletters, books, reports, photos, data-bases etc.) are composed (2). The composition function refers to the formal recording, editing, reviewing and so on of the manuscript. When a manuscript is in a form in which it can be communicated it is recorded (3). These last two functions are primarily those of authors, publishers, editors and reviewers, but some information enterprises are involved in those processes also.

Traditionally the reproduction (4) and distribution (5) functions are the role of the publisher, but again many enterprises are involved in these functions. The authors and their colleagues also play an important role in reproduction and distribution. Screening (6) is a process to discover information by scanning newspapers contents pages, lists of new materials, data banks and so on. The selection (7) of information requires the application of criteria relating to the potential of the information to meet present or anticipated need.

Although many individuals acquire information resources, and may store them, the task of collection and storage (8) is primarily the role of information centres, libraries and other types of information systems.

Information systems and services also have an important role in organisation and control (9) functions. In addition to collecting information and publications, libraries and other information systems provide access (10) to these materials through listing, cataloguing, classifying, indexing and other related procedures. Also the physical facilities may be provided whereby the end user may use a particular collection, or a reading room or borrow a portable terminal. Alternatively, the library or information service might deliver a copy of an item to the person requesting it.

Searching (11) for information is based on a knowledge of sources of information in all formats, and the development of a systematic search plan

and is carried out either by the end-user or an intermediary such as an information officer, acting on behalf of the end-user.

The retrieval (12) of information by means of processes such as on-line searching of information-retrieval systems or use of catalogues is accomplished either by the user directly or by an intermediary such as an on-line searcher, or a research assistan for example.

The analysis (13) of information involves the breaking down of an information resource into its constituent parts, so that the salient points may be identified. Interpretation (14) involves the translating of the meaning of the information for the potential user. For example, a community information worker will interpret the meaning of a local government regulation for an enquirer, unfamiliar with the law or a reference librarian will interpret the meaning of an ..acyclopaedia article for a child completing an assignment. At a more technical level a subject specialist will interpret the meaning of new information for a fellow research worker.

Evaluation at level 1 (15 (i) a) involves the application of criteria related to the package and format of the information e.g. publisher's reputation, currency of information in the database. Synthesis at level 1 (15 (i) b) involves putting information from a number of sources to create new text e.g. bibliography, newsletter, database.
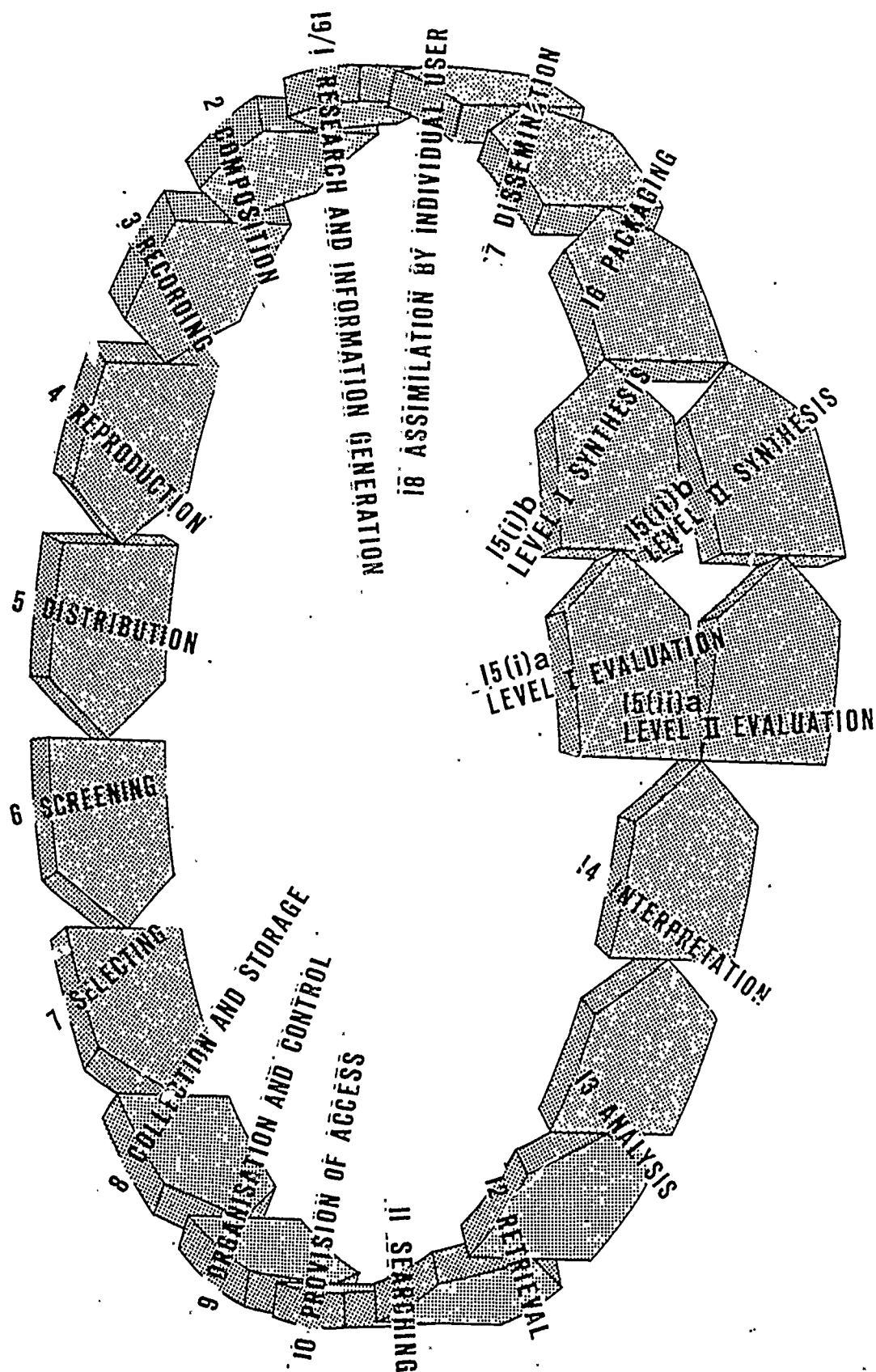
Evaluation at level II (15 (ii) a) usually requires deep subject knowledge in regard to the information being evaluated. It involves application of criteria related to substance of the information, examining aspects such as the logic behind the reasoning, or the research methods used in an empirical study. Synthesis at level II (15 (ii) b) involves again an extensive interaction with the substance of the various pieces of information as it is reformed into a unique structure or pattern such as a state-of-the-art review. Packaging (16) an information product involves putting the information into a form which is usable, e.g. a package of readings, a computer print-out or a display. It may also require that information is changed from one format to another, e.g. a press release is written on the basis of a report, a tape-slide presentation is used to convey material previously in written form.

Dissemination (17) covers the distribution processes, including marketing of information products, and distribution to mass audiences.

Assimilation (18) by the user is the least tangible, and is the stage at which the user's knowledge is altered, and in many cases starts the information spiral again through creative work or research and generation of information ( ).

The process is presented as a loop because it is continuous and regenerative.

Role of Information Enterprises in the Information Transfer Process

1/61 RESEARCH AND INFORMATION GENERATION

2 COMPOSITION

3 RECORDING

4 REPRODUCTION

5 DISTRIBUTION

6 SCREENING

7 SELECTING

8 COLLECTION AND STORAGE

9 ORGANISATION AND CONTROL

10 PROVISION OF ACCESS

11 SEARCHING

12 RETRIEVAL

13 ANALYSIS

14 INTERPRETATION

15(ii)a LEVEL II EVALUATION

15(i)a LEVEL I EVALUATION

15(ii)b LEVEL II SYNTHESIS

15(i)b LEVEL I SYNTHESIS

16 PACKAGING

17 DISSEMINATION

18 ASSIMILATION BY INDIVIDUAL USER

6: CONCLUDING COMMENTS

The validity of the general belief that there is a substantial information industry in Australia is strengthened by the results of the exploratory study on which this report is based. The area studied however, represents, it is believed, only the tip of the iceberg, as it concentrated on those information organisations which were:

- highly visible, by virtue of their mandate to provide service to the general public. This approach eliminated organisations providing essentially private information services, and those embedded within larger organisational structures.

- operating on a relatively limited concept of information service i.e. on provision of information on the basis of need specified by clients themselves and access to systematically arranged information collections This approach eliminated, for example, information provided on the basis of personal subject knowledge or expertise, by the media, and by public relations and publicity organisations.

Future research in the area should be aimed at expanding the knowledge of the variety of information organisations in Australia.

While the study set out to develop generalisations about some categories of information services, i.e. information enterprises, this was not, in the researchers view, achieved entirely to satisfaction. To begin with there were ambiguities in the data used as a basis for categorization. Research methods based on personal visits and a more structured approach to data collection based on results of this study, would, it is believed, yield less ambiguity in data collected in the future. Also it proved difficult with the relatively small number of enterprises involved, to develop a conceptual framework which was unambiguous in application. Further work needs to be carried out on this area and it is believed that the approach to categorization used, namely on the basis of the purpose of the enterprise is both useful and discriminating.

In general the researcher found that the participating organisations were helpful in providing information particularly when personal phone calls were made. However, the helpfulness was often, it seemed, based on an inadequate concept of what information services do as a whole. Even more striking was the lack of understanding of what an information enterprise could do. This was, most likely, a reflection of the background and training of the information workers involved and their level of education in the area, but there was little evidence of linkages between information services or workers at a formal or informal level to discuss and explore areas of mutual interest (or in some cases, conflict). It is believed that professional associations in the information area, and post-secondary colleges and universities educating for information work could play a useful role in providing linkages and a central forum for information enterprises. The associations and educational institutions will, however, need to take the initiative in persuading the information enterprises that they have something valuable to offer.