

THE FUTURE DIRECTION OF THE LIBRARY ASSOCIATION OF AUSTRALIA

General Council met in Darwin prior to the Biennial Conference on 27 and 28 June 1986. Almost all of the Council meeting was taken up in considering the recommendations of the Corporate Plan and Review Committee Report, a summary of which appeared in *InCite* No. 3, 7 March 1986 and has been given circulation throughout membership. Council has asked that its decisions relating to the Corporate Plan be given widespread publicity and that the membership be asked to provide further comment by the 31 August 1986. No implementation of the report will be instigated before that date.

General Council made major resolutions concerning the future of the Association, and perhaps the most important of these are recommendations 6 and 7 of the Corporate Plan Report which deal with the name and objects of the Association. Council has resolved that the name of the Association be changed to The Library and Information Association of Australia. Council has also adopted the following revised objects:

- 'The Library and Information Association of Australia is the professional body for the library and related information industry, its objects are
- (i) to promote and improve services from libraries and other information agencies;
 - (ii) to improve the standards and foster the professional interests and aspirations of information personnel;
 - (iii) to encourage all those interested in library and information services to support the Association.'

Council recognised the need for a mission statement that would outline the mechanisms for achieving these objects and further work will be put into this area over the coming months. Legal advice is being sought on how to go about changing the name and objects and it is generally considered that a supplemental Charter will be the most appropriate way to achieve this. Further information on this will be reported in *InCite* as it is available. The remaining decisions of Council will be treated in the order in which they appeared in the original Corporate Plan for ease of reference for readers.

Recommendation 1 related to the employment of lobbying expertise and Council resolved that professional lobbying expertise be employed where required as affordable. Although this recommendation was considered to be of some priority, in looking at all the areas that required change in the Association it was not possible to place this as the highest priority.

Recommendation 2 dealt with the employment of a PR consultant or officer to build up the

Association's corporate image. A similar resolution to that for lobbying was made regarding this recommendation. Council supported the employment of a PR officer and/or the contracting of a PR company to work on building up the Association's corporate image where required, and as affordable. Council felt that as a review of Head Office was being carried out some of the proposed areas that would be covered in that review may mean that some of the PR work could be done internally.

Recommendation 3 was to introduce new services to members concentrating on the information manager and the new technology. Council resolved that it supported the recommendation and that the Executive Committee be asked to bring forward suggestions for discussion to General Council. These will be considered in 1987. It was also agreed that editors of Association journals be invited to submit ideas and that General Councillors be asked to involve Branches to put forward ideas for consideration.

Recommendation 4 to improve communication was naturally supported, and it was considered that this activity could be incorporated into the functions of a membership director were this position to be created in a review of Head Office. It was considered that improved communication should be commenced at the earliest opportunity.

Recommendation 5 dealt with the Association taking a more entrepreneurial attitude towards finances and General Council supported the recommendation and has requested the Executive Committee to bring forward targets to be ratified at the November meeting.

Recommendation 8 General Council supported the recommendation that all state General Councillors be elected for a two-year term, with half to be elected each calendar year to ensure continuity. The recommendation will be implemented at the beginning of 1987.

Recommendation 9 was that Council be expanded to include one institutional representative, starting from 1987. This recommendation was not supported on the grounds that there had been no support for the recommendation from the membership at large.

Recommendation 10 was that a total of 3 General Councillors-at-large, with a changed role, be elected to take office from 1987. Council did not support this recommendation and has abolished the position of General Councillor-at-large. No new General Councillor-at-large will be elected in 1986 and the remaining General Councillor-at-large will be elected in 1986 and the remaining General Councillor-at-large will

complete the term to the end of 1987 at which time a replacement will not be made.

Recommendation 11 was to abolish the positions of General Secretary and General Treasurer. This recommendation was supported by Council and the General Secretary's position will be abolished in 1987 at the end of the current Secretary's term. The General Treasurer's term finishes at the end of 1986, however Council has decided that the Treasurer should remain on Council until a business manager has been appointed who can assume responsibility for the financial affairs of the Association. It is essential to the abolition of the position of General Treasurer that the Association employ financial expertise, in the form of a business manager, to manage the Association's large financial resources.

Recommendation 12 was that two General Councillors be elected to the Executive Committee each year by Council for a one-year term. Council supported the recommendation and agreed that these elections take place in conjunction with the abolition of the offices of General Secretary and General Treasurer, ie without any increase in the size of the Executive Committee.

Recommendation 13 was that Council meet twice yearly for three days. The Council resolved that consideration of the number and duration of General Council meetings be deferred until the operations of General Council are clarified.

Recommendation 14 dealt with the clarification and redefinition of General Council. It was resolved that Council supports the recommendation that the operations of the Council, the ultimate policy making body of the Association, be clarified and redefined to reflect that role and that members of Council send suggestions on the role to the General Councillor for the Northern Territory by 31 August 1986 so that a paper may be prepared for consideration by Council at its November meeting.

Recommendations 15 & 16 dealt with the role of the Executive Director and these were dealt with in conjunction with recommendation 2 which was that the Executive Director review the duties and responsibilities of the LAA office staff. It was resolved by Council that the Executive Committee undertake a review of the function of Head Office, with the understanding that the guidelines for the review will be under the following essential functional elements:

- 1. Membership services and recruitment which would include public relations and

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possibly the creation of a position of Membership Director.

2. Policy development and lobbying.
3. A business manager for sales and publications.
4. Education, training and CE.
5. Branch and committee co-ordination and liaison.

It was envisaged that membership services, a business manager and education, training and CE would be profit centres, and that policy development and Branch and committee liaison would be cost centres. The review will be carried out by the end of 1986 and will be implemented in 1987.

Recommendation 17 dealt with the funding of regional Groups from Head Office and the recommendation was supported, with 80% of funding being on a per capita basis and 20% being paid direct to the Branch. This will be implemented from the 1 January 1987.

Recommendation 18 dealt with the revision of the special grants system and this will be implemented from 1 January 1987.

Recommendation 19 involved the tightening of the procedures for the formation of divisions, including Special Interest Groups. Council supported the recommendation and the By-laws and Regulations will be amended accordingly. This has been referred to the By-laws and Regulations Committee and will be implemented in early 1987.

Recommendations 20 & 21 dealt with the abolition of national Sections and Special Interest Groups, and Council resolved that a decision on this be deferred, pending further discussion with Sections and Special Interest Groups based on documents that have already been produced by several of the Sections and others that may be produced following this decision of Council. The Executive Director has been asked to discuss this matter with the national committees and it will be considered again at the second Council meeting of 1987.

Recommendation 22 dealt with the organisation of the archives and business papers of the Association. The recommendation was supported and it was noted that the business papers of the Association are currently being indexed, which will encourage efficient decision-making. The archives will be worked on as affordable.

Recommendation 24 related to a publicity program and a range of products to be sold. Council supported this recommendation and felt that this should be implemented as soon as possible.

Recommendation 25 was to employ a person in each state on a part-time basis to establish a local presence. Council resolved that it strongly supports the principle of an enhanced local presence. Council will look at ways of strengthening this presence during 1987.

Recommendation 26 was that all committees be required to draw up an annual work plan and report on this annually. Council agreed to the recommendation and resolved that this should include performance targets, and that this should be carried out from November 1986.

Recommendation 27 was that every committee should have a member of General Council on it. Because the size of General Council has been reduced this recommendation was supported, but it was agreed that the words 'where practicable' should be included in the recommendation.

Recommendation 28 related to the reduction of travel costs by establishing committees on a local basis, or by using teleconferencing. Council supported the recommendation and agreed to its implementation immediately.

Recommendations 29 & 30 dealt with the Publications Board. Council resolved that the Publications Board expand its program over the

next five years, setting profit targets for each year. The Executive Committee has been asked to set profit targets and these will be reported to Council in November of this year. It was noted that a member with an in-depth knowledge of the publishing industry had been added to the Publications Board.

Recommendation 31 was that the Board of Education embark on a publicity program to inform the membership of its activities. The recommendation was supported and Council also noted the strongly expressed view of the Corporate Plan and Review Committee to support the Board's proposal for widening the eligibility criteria for professional membership and introducing a currency component, and have agreed that these should be circulated to divisions for comment and that this should be brought back to the November meeting of Council.

Recommendations 32 & 33 related to continuing education. Council agreed that the current tender system for CE should be continued and that consideration of the employment of a CE officer should be considered in the light of the review of Head Office.

Recommendation 34 was supported. This was that the role of the Nominating Committee should be revised, as outlined in the Corporate Plan and Review Report.

Recommendation 35 dealt with IFLA, and Council resolved that the Association draw up an international relations plan and strengthen its involvement in IFLA. This was referred to the International Relations Committee and they were asked to report back by the end of 1987.

Recommendation 37 dealt with the Association's relationship with other bodies. It was resolved that the principle of affiliate membership be explored with ASLA and other appropriate bodies. Anne Hazell offered to explore affiliate membership with ASLA and Council accepted her offer. It was resolved that in relation to other bodies, informal discussions be held by the Executive Director, the President and the Vice-President.

Recommendations 38-43 dealt with membership fees. Council resolved that the Association should, as a principle, adopt the basis of adding packages to individual subscriptions and this will be introduced from 1 January 1987. It was agreed that the differential rates between members and non-members at CE activities and conferences should be 50%, and this also will be implemented from 1 January 1987.

The recommendation that the Association's financial year be moved to July-June was not supported but it has been referred to the business manager to be looked at at a later date. This will be reported back to the Executive Committee.

Council agreed that there should be the following membership fee categories:

1. Librarian mentors.
2. Librarians.
3. Library technicians.
4. Personal members.
5. Special members (which would include full-time students not in receipt of salary and unemployed persons in receipt of unemployed benefits).
6. Institutional members.

The fee schedules will be set following further work by the Executive Director and the General Treasurer and will be in accordance with the principals and amounts discussed in the Corporate Plan and Review Report. The flat fee membership rate has been adopted and will be implemented from 1 January 1987. In order to ensure that the Association remains financially viable, and to cushion the effect of the changes upon members' subscriptions, the flat fee will be phased in over three financial years.

Council also resolved that students should receive members' rates for CE, conferences and publications and that they should have access to Branch, Sectional, Regional and Special Interest Group meetings, and that the present student membership category should be continued. It was also agreed that the proposed membership director should be asked to consider how students might be more involved in the profession.

Recommendation 44 dealt with the mounting of a major recruitment drive and Council resolved that the decision to introduce the new flat fee membership rates be widely publicised and that a major recruitment drive, as the Association's highest priority, be mounted as soon as possible. This will begin immediately and Council will hold a brainstorming session at its November meeting to discuss further ways of mounting that recruitment drive.

Recommendation 45 dealt with the distribution of *InCite* to all students in library technician and professional courses in the country by bulk distribution arrangements with the library schools. Council resolved that the concept of multiple copies of *InCite* being distributed to students in library technician and professional courses be endorsed and that the membership director be asked to explore this further. The original idea was circulated to all library schools and while the idea was generally greeted favourably, there were a number of areas that need further consideration, such as distribution to students carrying out courses by correspondence.

Recommendation 46 was that the institutional membership category as at present defined be retained, and this recommendation was supported by Council.

Recommendation 47 dealt with discounted membership rates for new graduates during the first three years of their professional life. The recommendation was supported in principle, and will begin in 1987, with the introduction of the new flat fee membership rate.

Recommendation 48 dealt with the Royal Charter. Council resolved that the Association take further advice from its solicitor as to how it goes about obtaining a supplemental Charter which will be necessary to make the changes adopted by General Council relating to the Corporate Plan.

Jenny Adams
Executive Director

Wanted Australian Library Items

To augment my growing collection of ephemeral items depicting and relating to libraries, I would welcome assistance from Australian librarians who might wish to help me add representative items to that collection. My interests are far ranging and almost anything will be welcome.

I am especially interested, however, in picture postcards (old or new), badges and buttons, librarians', business cards (signed and dated on the verso), and paper ephemera, such as bookplates, used in Australian libraries. Above all I am interested in hearing from any Australian librarians who collect such material and in learning more about their interests.

All contributions will be gratefully acknowledged and sincerely appreciated and should be addressed to Norman D. Stevens, 143 Hanks Hill Road, Storrs, CT 06268 USA.