

2001 strategic directions

Areas of strategic focus

Rapid change dictated by a global marketplace is the context of the new millennium. We are encouraged to develop a strong sense of ourselves, of the local, in the midst of these global influences on our life and our profession. In this challenging environment, ALIA will focus its efforts on: strategies to support achievement of excellence in Australian library and information services; strategies to enhance the effectiveness of the profession; strategies to sustain the viability of ALIA and to ensure its continued vitality and progress.

Areas of key activity

In 2001 these key activities will be delivered in addition to our ongoing member services and benefits, and activities on behalf of members.

Defend the rights of all users to equitable access to information within copyright, intellectual property and licensing regimes. (Objects: 1,2,3) *Benefit to members:* lobbying activities and services will reinforce the role of library and information professionals as responsible agents in balancing the interests of users and copyright owners.

Implement strategic partnerships that benefit members and the profession. (Objects: 1,2,3,4,5) *Benefit to members:* expanded services and benefits; stronger representational position.

Strengthen our advocacy capabilities through the development of an industry data resource, research, a relevant up-to-date suite of policy statements, and wider communications channels. (Objects: 1,2,3,4,5) *Benefit to members:* improved access to industry data; relevant research to inform practice; greater involvement in policy development; greater credibility with governments, funding bodies and community.

Develop an IT strategy for improved communication, service delivery and growth of the organisation over the next two years. (Objects: 3,4,5) *Benefit to members:* increased opportunities for engagement in activities; more effective communication; new products, services and facilities designed to match the needs of members.

Implement the recommendations of the National Policy Congress for organisational restructure. (Objects: 3,4,5) *Benefit to members:* from 1 July, issues-based fora for professional and political needs and purposes; greater opportunity to contribute expertise and knowledge; reduced time demands on volunteer office bearers.

Expand continuing professional development opportunities through collaboration with reputed providers, initiating sector-specific programs, and building up the mentoring program. (Objects: 2,3,5) *Benefit to members:* provides a broad range of developmental opportunities; member discounts for non-ALIA activities; greater opportunities for participation in mentoring.

Target services and benefits to most effectively meet the needs of all members, in particular institutions, students and new professionals. (Objects: 3,5) *Benefit to members:* increased relevance of services to members; stronger membership base; specific programs and services for institutional and student/new professional members; greater impact of and support for the Association and its objectives.

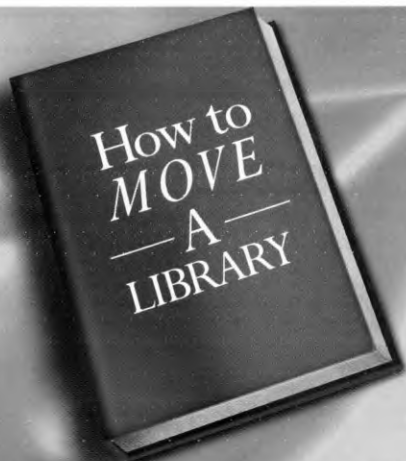
Promote and celebrate the role and value of library and information services to the community at large through a range of new and targeted events and awards. (Objects: 1,2,3,4,5) *Benefit to members:* higher profile of the profession; greater visibility in the wider community and to governments; celebration of professional achievements. ■



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