



Dagmar Schmidmaier AM

ALIA President

Feedback to your Board of Directors

Do you have a compliment, an idea, or a concern about your Association? Contact any Director and your ideas will be reviewed at the next Board meeting.

E-mail to feedback@alia.org.au will be automatically forwarded to all Board members.

Dagmar Schmidmaier AM,
President
ph 0411 140 817
dagmar.schmidmaier@alia.org.au

Roxanne Missingham,
Vice-president
ph 02 6277 7102
roxanne.missingham@alia.org.au

Ann Ritchie, Director
ph 08 8922 8756
ann.ritchie@alia.org.au

Rachael Browning, Director
ph 0407.310 870
rachael.browning@alia.org.au

Philip Keane, Director
ph 08 8222 3224
philip.keane@alia.org.au

Michelle Brennand, Director
ph 08 9405 5490
michelle.brennand@alia.org.au

Helen Partridge, Director
ph 07 3864 9047
helen.partridge@alia.org.au

Research for the future

The recently published JISC Technology and Standards Watch, Feb 2007, 'What is Web 2.0? Ideas, Technologies and implications for education' by Paul Anderson is a must-read for all of us in the area of library and information science. I found this report – and the new research coming out of OCLC – exciting and challenging for the future of our professional education and the enormous opportunities we have to reshape the curriculum.

What is the web? In his report, Anderson notes that 'within 15 years the web has grown from a group work tool for scientists at CERN into a global information space with more than a billion users'. The purpose of his report was 'to investigate the substance behind the hyperbole surrounding "Web 2.0" and to report on the implications for the UK higher and further education sector, with a special focus on collection and preservation activities within libraries.' The report notes that Sir Tim Berners-Lee, the creator of the WWW, believes Web 2.0 is simply evolution of the original concept and does not warrant special identification. To date as a sector we have been much more concerned with the practical operational activities of developing web services, rather than thinking about the longer term impact for our profession. This is understandable, as we use the web to provide new and improved services: however now is a good time to reflect on future strategies. The JISC report is a detailed, content-rich overview of the development of the web to date. We need to be much more aware of how the web affects our services and processes if we are to manage our future. We need to understand its relatively short history and acknowledge the imagination and innovation of the key players who shaped its development. How has the web developed? How have we, as a profession, responded to opportunities it has provided? Most importantly, the report challenges us to think about and develop

our strategic position for the future. Part of that position must be our business models. The section of the report that deals with the influence of business interests provides a useful reminder of the financial underpinnings of internet developments. The three big players are Google, Yahoo and Microsoft. How are we being encouraged to think and act on the web? What will be our sector's sustainable business model for using the web?

While the report focuses on the important areas of library collection and preservation issues in relation to web developments, it is the discussion of 'user-centered change' and the resultant services and applications that are emerging from Web 2.0 that we need to think about much more strategically. The report looks to the future, examining the possibility of Web 3.0. It includes a useful appendix of feedback and discussion points from participants at the ALT-C conference in November 2006. There is a list of further readings as well as an extensive bibliography. I do encourage you to read and discuss this report, and to work within your own organisations, as well as with ALIA, to shape our future opportunities.

This is my last column as President and I would like to thank my fellow Directors for their commitment and support on the Board. Their willingness to give their time and experience to work with Sue Hutley and the staff at ALIA National Office has meant that much has been achieved, engendering an increased vitality and enthusiasm in meeting our goals for the year. ALIA has made significant achievements this year and these are outlined in the 2006 Annual Report which was included with the April issue of *inCite*.

I would like to congratulate the new Directors on their election, and thank Roxanne Missingham for her support throughout the year. I wish her an enjoyable and successful Presidency.

ALIA's 70th Anniversary Life Membership Deal

Love being a member of ALIA, but tired of those pesky renewal notices we send you every year? Thinking about retiring and want to pay a one-off tax-deductible fee for a lasting ALIA membership? Consider life membership of ALIA. To celebrate our 70th anniversary we are offering a fantastic discount on life membership. You can receive ALIA life membership for just \$2 700.00 – that's a saving of \$134.00 – and no more renewal notices ever. To take advantage of this great offer, contact us at membership@alia.org.au, or ring 1800 020 071. Or point your browser at our website, <http://alia.org.au/membership.benefits/personal.html>.