

Directline



Be a building block for your Association

I would like to start by saying, if you are reading this, then you are the most important part of the

Association, as it is you – as members – who ARE the Association. Your ideas, suggestions, expert advice, involvement, encouragement of others, mentoring, and research all go in to making this organisation what it is. And can I also say that it is up to you (and not someone else) to be an important building block for the Association. If we all decided that libraries weren't important anymore, that freedom of information, access to knowledge, education, and professional development didn't matter, that policies and standards shouldn't be followed, then there will not be a National Peak Library body in Australia, and there certainly will not be an Association. I mentioned in my May Directline about definitions of a profession, but in the following pages we hope to remind you that one component of being regarded as a profession is having a strong professional Association and **building** and growing our Association are so imperative for our next 73 years. So how can we do that together? Strength is always in the numbers: of people within the profession, of members, of members actively involved and driving involvement, engagement, and excellence, and of other financial and in-kind supporters. Whatever building block you form as part of our Association, we thank you for your support. National Office Staff and the Board sometimes get comments on what ALIA 'should' do, but often without a coupling offer on 'how to assist to make it happen'. I would also like members to note that we 'could' do so much more if we grow our membership numbers. We could do so much more for member services, professional development activities, conferences, web resources, research, reports on libraries, standards and guidelines... the list goes on. We need your support, both financial and volunteer hours, to drive the work, to advance it, to change with what the future holds for us all.

Volunteering

As a membership organisation with no government funding, it is the power of our volunteers, group involvement, advisory committees, and conferences and events committees that drives our Association. This year our National Advisory Congress meetings have sought your feedback on volunteering within ALIA. Thanks to our committee members for completing the associated survey to provide feedback as well. You still have time to read the documents and provide any suggestions to us by the end of October <http://www.alia.org.au/governance/nac/2010/> We will be providing details about the results in coming months.

National Advocacy

ALIA is the leading body for library advocacy in Australia and with the formation of federal government in August 2010, we now start to work closely with relevant government

departments on initiatives that directly relate to libraries and sectoral issues. I have been pleased to receive direct phone calls from a number of departments just days after the final election announcement, asking to meet with ALIA on election promises relating to libraries, and how the federal government can tap into our library networks and infrastructure to deliver programs and projects. I will be keeping you up to date on these activities and developments through inCite, the ALIA Board Blog, and through committees such as the ALIA Public Libraries Advisory Committee. We will also be working with department staff on making a number of library-related budget submissions for the 2011 federal budget.

Advocacy resources – for you

We have put together a range of advocacy resources for members to use when the need arises. With the release of the South Australian Government's 2010 budget in September we responded with a range of media and member materials relating to state budget cuts. We also work in partnership with many other Australian Library Associations when issues relating to particular sectors or local or state-based issues occur. <http://www.alia.org.au/advocacy>

Social Media Library Campaigns

There have been quite a few library-related social media campaigns these past months including Pirate Hat Wednesday and Follow A Library. There have also been a number of popular YouTube library-themed viral videos (Old Spice, Academic New Spice, and 'Libraries Will Survive' just a few) They have enabled many of us to keep up with web social networking skills and innovations and to consider how social media can be used to promote the work of libraries. We hope that you got involved with creating a Top 10 Library list to mark the date of 10th October 2010. <http://top10for2010.wordpress.com>

Temporary Editor

This will be the last edition before our wonderful *inCite* Editor and Publishing Manager, Kate Van der Veer departs for maternity leave. I am sure that you will join the ALIA National Office staff in wishing her well on the journey of becoming a mum. A few more pink things will be arriving to the office in preparation for 'Baby vdV'. Select areas of Kate's position, including *inCite* editorship, will be filled temporarily by Lee Welch. Lee is a long-time member of ALIA and may be known to you through her various involvements in local liaison, public relations, and marketing for the Association. Lee will be coordinating *inCite* through National Office, but if you need to contact her directly, you can reach her via email incite@alia.org.au after 1 October 2010. Welcome Lee!

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