

Directline

Every member - yes, that's You!

This past year has enabled a clear and obvious focus on advocacy for all parts of the Association. Graham has discussed some of the National Advisory Congress outcomes from last year in his Frontline.

On other key achievements in the advocacy area from the past twelve months:

- The Board established the ALIA National Partnerships Standing Committee, an ongoing committee with representatives from the five key library sectors - specials, TAFE, university, national and state, public and schools.
- In an election year we created an *Election Kit* that was localised to add relevancy
- The *Every Member an Advocate* workshops were held and the advocacy advice service established
- These workshops contributed to the professional development of our members in the area of lobbying and advocacy skills
- ALIA conducted an important Roundtable meeting with 14 national library associations and bodies represented
- Significant contribution to the school library and teacher librarian government inquiry including submissions, videos, and public hearings
- The Public Libraries Advisory Committee undertook the development of National Public Library Standards (due for completion by the end of 2010)
- The Specials Library Advisory Committee completed the Special Library Guidelines and have started work on the statistical project for the sector
- The *Every Member an Advocate* kit was developed and is available on the website
- The Special Libraries Advisory Committee added a range of advocacy materials to their wiki
- For Library and Information Week we created sectoral resources and great ideas for each sector
- The TAFE Libraries Advisory Committee held an advocacy-focussed meeting to discuss the issues for that sector
- We have reported back to the members about our advocacy work in a variety of reports and summaries (and this edition of *inCite*)

I was also pleased to present a keynote at the IFLA WLIC on our national Australian advocacy initiatives. <http://www.ifla.org/ifla76>

We hope that ALIA members will recall what they have seen and learnt about advocacy and lobbying in coming years - and remember the phrase **every** member is an advocate. You may say that you do not need the skills and concepts discussed at the workshops right now, nor the range of materials ALIA has produced - but advocacy should be for every day. Our thanks to Sue McKerracher for undertaking the *Every Member an Advocate* workshops around the country this year.

NBN - ALIA working for you

One of the key areas that the Association will focus on in 2011 will be the rollout of the National Broadband Network. ALIA has been asked to contribute to the research

project funded by the Institute of Broadband Enabled Society (IBES) at the University of Melbourne *Assessing the Potential Barriers to the Adoption of High-Speed Broadband by Australian Business*. I will be presenting a keynote address to the CSIRO Broadband Summit in Hobart in November, <http://www.csirobroadband.com/> identifying the important role that the variety of Australian Libraries will contribute to the rollout. Public Libraries which are in the first site and regional rollout areas have been contacted to form a communication and best practice network to facilitate library-related case studies. We will be continuing to advocate to government on this important national infrastructure, with equality of access and availability of Australian content at the top of the list of our key messages.

Members directly support national advocacy though their financial contribution, but it benefits everyone (including non-members). How can we tell the story on the importance of supporting the national Association in these efforts? That is part of your role as a member. You may have seen my #Top10for2010 - Top Ten Reasons to Join a Library Association <http://top10for2010.wordpress.com>

Help write the future of books in Australia

The Australian Government's Book Industry Strategy Group (BISG) has called for submission regarding the future of books in Australia. Comments will be sought on the Terms of Reference for the Group (available at <http://www.innovation.gov.au/bisg>) which will examine how the Australian industry can prosper in the digital marketplace:

- considering the immediate challenge of making the supply chain for printed books more efficient
- exploring how the print and electronic supply chains might be integrated through the development of viable business models
- engaging with other advisory bodies, organisations and Australian Government agencies that have an interest in this issue

Please provide your comments to contribute to the ALIA submission by Monday 6th December 2010 to submissions@alia.org.au

The Librarians 3

With the latest series of the ABC TV show coming to an end, we should be reminded that this comedy has also contributed to the advocacy of our profession. Whether we like it or not, libraries will continue to be a part of the Australian comedy scene, immortalising us. Use the TV series as conversation starters with your friends and non-library colleagues to enable more productive discussions about the importance of libraries. And you could also send your friends a link to *The Little Book of Public Libraries* to talk about the real public libraries. <http://www.alia.org.au/publiclibraries>

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