



Holiday photos, tax returns, job applications, bank statements, school notices, utility bills, cards and emails from friends and family – most of us have a mass of information that we have to process everyday, over and above our work inbox. We must spend hours trying to sort it, file it, and make sure we can retrieve it when we

need it. We're a nation of information amateurs. So let's hear it for the professionals.

Our members' vision is of inspired, knowledgeable, creative, literate, enterprising, respectful, and connected communities, where everyone has equal access to information and ideas. The role of library and information professionals is to find, share, and connect – connect people with ideas, books, information, knowledge, resources, and with community.

We know the best places to look. We know how to search more thoroughly and find things faster. We help people discover the missing pieces.

In an expanding information marketplace, especially online, library and information professionals are more important than ever before – anyone can surf the internet; library and information professionals help people navigate it.

Sue McKerracher
Executive Director
sue.mckerracher@alia.org.au

ALIA SNAPSHOT

Dr Genevieve Bell has been announced as the second keynote speaker for ALIA Information Online 2013. You can find more information about Dr Bell and the other keynote speakers on the website. www.information-online.com.au

ALIA will partner with TAFESA in 2013 to offer practitioner-appropriate RDA training. The course will be offered online and is fully flexible. More information will be available shortly on the ALIA Training website: www.alia.org.au/training

Celebrating the 'professional' in Professional Development

Library and information professionals in the digital age are transforming themselves in order to meet ever more demanding and diverse user needs. We are required to develop the skills of understanding and using social media, integrating mobile devices into user-centred interfaces, developing and responding to open access and the formation of digital repositories, satisfying the requirements for evidence based practice, while developing the ability to juggle digital licensing with multinationals, and maintaining intelligent search and retrieval capabilities, effective metadata description and efficient contents organisation, not to mention implementing RDA and DDC 23 and Abridged DDC15. Doesn't that make you feel superhuman!

Is all this change recognised by employers, by the community at large, and even by us ourselves as we go through it?

We must remember that we have friends and allies who value our special skills. A recent survey in the UK confirmed that we are a trusted profession, especially when it comes to the internet.

As a profession we have a special role to play in the wider sphere of supporting a civil society. IFLA has adopted an international code of ethics that goes to the heart of our professionalism, endorsing the core principles of supporting access to information, recognising responsibilities towards individuals and society, respecting privacy and transparency, open access and intellectual property, neutrality, personal integrity and professional skills, and valuing fairness in colleague and employer/employee relationships by opposing discrimination. We should celebrate our relevance in upholding these ideals and the respect we gain by demonstrating our values.

The concepts of professionalism, recognising and validating qualifications, and ongoing professional learning are also changing. ALIA is embarking on a conversation across the LIS industry on how to ensure, despite all this change, we as LIS professionals and advocates retain and enhance our relevance. We hope you will be part of the conversation, looking at our core knowledge and skills and how we endorse their importance through LIS course accreditation and the ALIA PD Scheme. We would very much welcome your contribution to maintaining and sustaining the relevance of the LIS profession, and over the coming months we will be seeking your feedback in a number of ways. Please watch this space.

Judy Brooker
Professional Development and Careers Manager
judy.brooker@alia.org.au