

FRONTLINE

RENEWING YOUR MEMBERSHIP



ALIA welcomes the new 2013-2014 Board as they take up the mantle of ALIA leadership in this exciting, challenging time. Your 2013-2014 board members are:

JULIE RAE
President

SUSAN COKER
Vice-president

EDMUND BALNAVES
Director

ALYSON DALBY
Director

ELKE DAWSON
Director

DAMIAN LODGE
Director

AILEEN WEIR
Director



July is renewal time for most of our members and when the request for payment arrives in your inbox or on your doormat, of course you will be asking yourself 'is it good value?'

In these tough times for library and information professionals, we hope your answer will be that it's even better value this year, because the ALIA Board, Advisory Committees, Groups, conference teams, editorial panels, individual volunteers, ALIA House team, and State and Territory Managers have been working harder than ever to make ALIA the Association you want it to be.

In the past year, we have run active advocacy campaigns in the Northern Territory, New South Wales, Queensland, and Victoria. We have released a report showing that Australian public libraries are a better return on investment than gold. We have launched Project 13, highlighting the role of school libraries in cybersafety. We have been at the forefront of organisations promoting copyright reform, and we have been working hard on the ebooks and elending front, with think tanks rolling out to Brisbane, Perth, Melbourne, Sydney, and Adelaide.

Our new website is more intuitive, easier to navigate, and still packed with informative and engaging content. We have launched *ALIA Weekly*, delivering all the latest news and trends from the library and information sector, and you will have noticed a difference in *INCITE* – moving from 11 to nine magazines a year has enabled us to produce more content for each issue.

In February, the Information Online conference in Brisbane, run back-to-back with NLS6, was a tremendous hit, and, during Library and Information Week in May, we delivered our biggest ever National Simultaneous Storytime, with more than 430 000 children participating.

Further exciting initiatives will follow, including a new Certified Professional status for members who engage in ongoing learning; a review of how we handle course accreditation; and the outcome of our Future of the Profession project.

The Future of the Profession, along with ebooks and elending, is particularly close to my heart and will be a focus of my time as President of the Association. We can't sit back and allow other people to write the future for us; we need to take control of the message. We have produced a futures paper which describes three scenarios – convergence, connection, and the Golden Age of Information. This isn't our blueprint for the future; instead, it is designed to prompt debate and discussion in the sector which will result in a collective view of what the library and information profession – and our Association – might look like in 2025 and beyond.

The National Advisory Congress meetings in each state and territory from July to September will provide an opportunity to give face-to-face feedback about how you think the future for the sector is shaping up, and you can engage online through Twitter, Facebook, and our wiki (aliafutures.wikispaces.com).

Of course, all this couldn't happen without you and the other members of ALIA. If you are paying the full membership rate, it works out at less than 85 cents per day – and for students, retirees, and part-time workers, it's even less than that.

I personally have been a member of ALIA throughout my career, and I believe it is essential for the future of the sector that we continue to promote membership of our peak body to new entrants, so they too can enjoy the support and endorsement of a network of seasoned professionals.

Julie Rae
ALIA President