

# MAKING YOUR VOICE HEARD

**A**s editor of INCITE magazine, I have become aware of what a wonderfully active industry the LIS sector is. I am impressed by the passion that you show for your roles. And I am continually amazed at how much networking, constant learning and sharing of information occurs. As several articles in this issue make obvious, you are keen to share and make your industry better for all. That is something to be proud of – not all industries can sincerely claim that they do this.

But being an advocate for your industry is something different. It means reaching out and blowing your own trumpet. Although that's not something everyone is comfortable with, it's nonetheless vital to the success of all of us. It also means understanding the issues that face us as an industry and being committed to helping to resolve them collectively.

I recently had a discussion with a school librarian who wanted to buy some products online for her library. Although she could afford them and thought they would be useful for the students, the heads of the departments (HODs) wanted her to tell the students about the products herself. This meant she would have to go to various classes to present the products in person. She was also a teacher and, although the HODs didn't have time, neither did she.

It started me thinking. How could the situation change so that it helped this librarian to promote her library and the services available to the students? How could she advocate for change to make the system work better for her library?

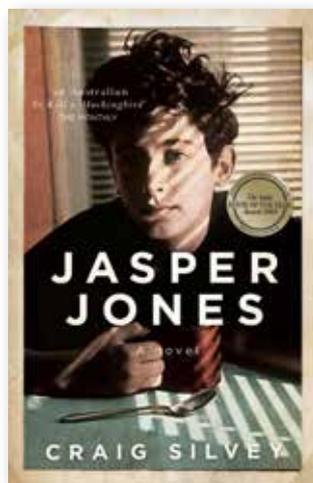
An issue that many public libraries are facing is the growing need to promote their digital assets to their membership. How could we help them advocate to their councils for more support? How could we help them promote their libraries' services to their members?

The wonderful conductor Richard Gill recently wrote an article in *Limelight* – the classical music and arts magazine – in support of university librarians. His words will resonate, I'm sure: 'I'm on your side. Let's continue to remind the universities that their reputations as leaders in research and development depend on the proper functioning of the engine room, namely the library.'

Richard Gill is an advocate for our industry. How can we encourage more high profile people like Richard to advocate for us?

Advocating is not just spruiking our industry to our peers. It's finding ways of helping each other to solve problems, making sure the world knows what we do and how valuable that is to everyone. Let's make 2016 the year of advocating together. *INCITE* is a great place to share and give others an opportunity to join your campaign. So don't forget to contact me and tell me about your plans and what you'd like to advocate for. I'm very keen to hear!

PS I've just read *Jasper Jones* by Craig Silvey. Loved it. Next is P G Wodehouse. 📖



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