



# ADVOCATE AND GROW

**A**LIA President VICKI MCDONALD outlines ALIA's advocacy strategies from the recent past that have succeeded, and she looks forward to more successes in 2018 and beyond.

At the December 2017 meeting of the ALIA Board, we discussed the results of the 2017 Member Survey. The survey results help us to determine priorities for activities in the forward year and, of course, provide valuable feedback on the Association's performance – from our most important stakeholders, ALIA Members.

In developing our strategic plan ([bit.ly/2mMkMbd](http://bit.ly/2mMkMbd)), the Board has identified four strategic priorities: leadership and advocacy, members and membership, education and professional development, and future-proofing. Each strategic priority has a number of key actions and activities to ensure that we leverage our resources to achieve the optimum outcome for our members.

In this issue, we are exploring the first strategic priority: leadership and advocacy. In the 2017 Member Survey, 'advocacy and lobbying' was identified as the highest priority of ALIA. Importantly, 82 per cent of respondents felt that ALIA's overall performance in advocacy and lobbying for the sector was high or very high.

Details of ALIA's many advocacy campaigns are detailed on our website ([bit.ly/2zYRWaf](http://bit.ly/2zYRWaf)). Annual campaigns such as Library Lovers' Day on 14 February and National Simultaneous Storytime and Library and Information Week in May provide the opportunity for each of us to get involved and promote the value of libraries to our stakeholders – and celebrate our achievements.

Our most successful advocacy to date focused on copyright reform. Through the Cooking for Copyright campaign ALIA, supported by its Members and others across the GLAM sector, demonstrated the limitations of the copyright law and successfully lobbied for reform. The *Copyright Amendment (Disability Access and Other Measures) Bill 2017* was passed in parliament on 15 June 2017, and it included a number of important and overdue amendments that will dramatically free up how Australians can access and use copyright material.

On 1 January 2019, the full impact of our advocacy campaign will be realised when historical content held in

library collections will be simultaneously freed into the public domain.

Recently ALIA achieved success on behalf of Library Technicians. After two years of lobbying, 'Library Technician' has been included as a category in the newly released Australian Public Service Job Family Model. Boosted by this success, ALIA will continue to advocate for the skills and contribution of library technicians in the workforce.

These successes demonstrate that our advocacy work requires tenacity and a smattering of creativity!

At an international level, ALIA is supporting the work of IFLA in advocating how libraries contribute to the achievement of the UN's Sustainable Development Goals (SDGs). If you haven't already, I encourage you to familiarise yourself with the SDGs and get involved in promoting them to your colleagues, friends and families. ALIA is keen to learn about examples of success that can be used as part of Australia's reporting. 



VICKI MCDONALD, AALIA  
ALIA President  
[vicki.mcdonald@slq.qld.gov.au](mailto:vicki.mcdonald@slq.qld.gov.au)



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