

First National Library Promotion Forum

Resolutions passed at the Final Plenary Session
(Saturday 5 August 1989)

This Forum recommends:

1 That the Australian Library and Information Association (ALIA) assumes the major role in library promotion for all types of libraries in accordance with its first objective, viz

1 to promote and improve services of libraries and other information agencies
...Action: ALIA

2 That in view of the demise of the Australian Library Promotion Council, and in the implementation of the objective referred to in Resolution 1 above, ALIA considers the necessity of allocating specific staff and other resources to the task, and that it propose and promulgate an action plan to this end as soon as possible.

Action: ALIA

3 That ALIA undertakes an active program in the production and distribution of promotional material.

Action: ALIA

4 That within the framework of a national program for library promotion, a broadly based, cross-sectoral Promotion Committee be established by each ALIA Branch and (where appropriate) Division in association with such agencies as may already exist for the purpose of library promotion.

Action: ALIA Branches

5 That a practical workshop on library promotion be arranged by ALIA Branches in each State and Territory, to take place before the end of 1990.

Action: ALIA Branches

6 That a follow up to this National Forum be held, preferably in Canberra, in 1991.

Action: ALIA

7 That a national facility for the establishment, development, coordination and support of Friends of Libraries groups be established under the auspices of ALIA, funded by affiliation fees.

Action: ALIA

8 That a seminar on the role, functions and establishment of Friends of Libraries groups be held as part of the 1992 ALIA Biennial Conference in Albury-Wodonga.

Action: 1992 Conference Committee

9 That the ALIA Board of Education be requested to address the desirability of including the promotion and marketing of all types of library and information services in the core curriculum for courses leading to the award of a first professional qualification.

Action: ALIA Board of Education

10 That the promotion and marketing of all types of libraries and information services be a major focus in the ALIA Board of Education's National 1990-1991 Program for Professional Development.

Action: ALIA Board of Education

11 That ALIA's General Council be requested to support the Information For The Nation (IFTN) Campaign, and that ACLIS and ASLA also be asked to lend their support.

Action: ALIA/ACLIS/ASLA

12 That the Publications Board of ALIA be asked to consider the commissioning of a handbook on the promotion (including the use of the media) of all types of libraries and information services.

Action: ALIA Publications Board

13 That the Editor of the *Australian library journal* be requested to encourage the submission, with a view to publication, of articles on library promotion and marketing.

Action: Editor *ALJ*

14 That having completed the development of standards for a wide range of library and information services, the various sections of ALIA be encouraged in the development of performance indicators for their specific sectors; and further, that the sections be encouraged to publish such performance measures, and the results of their application.

Action: ALIA Sections

15 That a Workshop on Library Promotion be included in the ALIA 1990 (Perth) Biennial Conference Program.

Action: 1990 Conference Committee

The following recommendations were framed as outcomes from the Forum Workshops, but lack of time prevented their full discussion.

16 That public, school and State libraries be encouraged to develop joint reading programs for the International Year of Literacy and Reading 1990.

17 That ALIA encourage all of its Divisions to promote programs of user education and information literacy.

18 That ALIA be requested to note the importance of developing professional development activities programs for workers in isolated locations.

19 That ALIA encourage members, via *ALIA alert* and *InCite*, to lobby relevant politicians and resource allocators on specific current issues affecting libraries and information agencies, providing, where possible, lists of names and addresses of relevant individuals and groups who might be lobbied.