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Personal membership of ALIA, as of June 1993, is higher than in the same period in 1992 and 1991. This is an encouraging positive trend. Psychologists identify three motivators for an individual's affiliation with a group: consistency, reciprocity and moral authority. As a professional association, in setting its strategic directions and determining its activities ALIA should consider whether these are consistent with what the individual does or needs, what individuals may be offered in return for their support through membership and participation and what moral authority such as standards and policies can be provided.

The Association is implementing strategies and actions to anticipate developments in education and practice within the library and information services sector, and to provide leadership to its members and the profession. It is essential that our members attain and retain the knowledge, skills and attitudes required for high standards in professional and para-professional practice. The future promises many challenges in education and in practice to meet changing requirements in the workplace.

The 1991 report *Australia's Workforce in the Year 2001*, by the Economic and Policy Analysis Division of the Commonwealth Department of Employment, Education and Training, placed the occupation of librarian fifth in terms of projected ten-year employment growth in a survey of 120 occupations. Separate information was not available for library technicians. The projected employment growth also augurs well for the employment of librarians within most industries, recognising of course that job titles may vary. This healthy outlook depends largely on maintaining or raising the educa-

tion standard and skill levels of librarians. To achieve the projections will require meeting market demands with the appropriate skills and knowledge.

The Association has long-established and well regarded educational standards for entry to the profession. It is now moving to place emphasis on the workplace and practice. The Board of Education has identified four strategic directions to address developments in external influences which fall within its province: competencies, membership status and continuing education, course recognition and accreditation, and training and development. The July General Council meeting endorsed the priority areas identified by the Library and Information Services Workforce Committee. These areas are competencies, workplace reform and enterprise bargaining, training and development, changing employment opportunities, the impact of technological change in library and information services, profile of potential membership, and continuing involvement in educational standards.

Activity is under way in many of these areas. The involvement of the Association on the Competencies Taskforce of Arts Training Australia is reported on regularly in *inCite* and through the ALIA State Industrial Network members. The Industrial Information Services Officer has been busy speaking with members and groups about workplace reform and enterprise bargaining. To make this information more widely available to members a series of information leaflets on aspects of workplace reform and enterprise bargaining will be available free to members.

The first one, a background paper, is currently available from the National Office. The leaflets will

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benefit those of you who are involved in enterprise bargaining through representation and those who may have more direct involvement. The National Office has sought funding through the Department of Industrial Relations to conduct workshops for members on workplace reform and enterprise bargaining. These workshops are also planned as part of the Association's membership recruitment and retention and national training and development strategies.

The Training and Development Subcommittee of the Board of Education will be presenting a proposal for future directions for the Association in training and development at the October Board meeting. The National Office has conducted preliminary work on a profile of potential membership which can be used in strategic planning, and particularly in membership recruitment and retention strategies.

These directions being taken by the Association are significant. They will enhance the profile of members of ALIA and the relevance of the Association both within the profession and within the library and information science sector. ■



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