



Virginia Walsh
Executive director

Each year General Council determines the priority issues for the following year. It is appropriate to record the 1995 priorities in this, the first edition of our magazine for the year. As was the case with 1994 priorities, General Council has emphasised the importance of the following activities and objectives in achieving our goals:

- advocacy/lobbying,
- promotion/marketing,
- status of ALIA as an organisation,
- changed roles of ALIA structures,
- administrative processes, and
- strategic alliances.

There is no doubt that we have achieved considerable recognition in recent times, especially with the Federal Government, in relation to issues of equity of access to online information. We must ensure that we do not lose the momentum of these developments, as they not only raise an issue of social justice but also firmly place the profession in the public eye and assist us in the development of strategic relationships which will enhance our future lobbying activities. It is essential that we continue to demonstrate that we are intelligent, thoughtful and competent professionals.



NEED STAFF?

contact

**FREELANCE LIBRARY
& INFORMATION
SERVICES P/L**

Victoria's leading personnel firm

27 Kasouka Rd, Camberwell VIC 3124
(03) 813 1925 Fax (03) 882 4274

There is no doubt that we have achieved considerable recognition in recent times, especially with the Federal Government, in relation to issues of equity of access to online information.

Image of the profession

To continue the process of developing the image of library and information personnel within the profession, with Government and more broadly in the community; to further develop the Association's Federal Electoral Strategy to ensure that issues of concern to Association members are well-known to all Members of Parliament; to establish a public relations campaign aimed at the development of an appreciation of the skills and professionalism of library and information personnel.

Recruitment and retention

To continue to review strategies for attracting new members and retaining existing members in all categories; to develop these strategies in consultation with Divisions as part of the ongoing consultative process with Divisions and to provide occasions at conferences and seminars where these issues can be discussed; to ensure that the membership system within the National Office is upgraded to provide timely, accurate and relevant information to assist recruitment and retention activities.

ALIA publications

To reform the management of all Association publications and ensure the projection of a professional corporate image; to establish a more cost-efficient operation; to improve subscription, dispatch and billing processes; to enhance the relationship with sponsors and advertisers; and to ensure that the Association is communicating effectively with the membership and the broader community.

Competency standards

To continue our involvement with Arts Training Australia in the process of the development of Competency Standards for the library and information sector; to ensure that consultation with the membership is timely, effective and informative; and to ensure that implementation of the Standards are directed towards achieving the best outcome for library and information personnel.

Continuing professional development

To develop a framework which enables members to meet their continuing professional development needs through awareness of emerging trends; exposure to national and international concepts of best practice in the sector; identification of avenues for establishing key strategic networks; and development of shared ideas with fellow professionals.

Enterprise bargaining and workplace reform

To monitor changes in workplace legislation, regulation and practices; to provide detailed and expert advice to members about their impact on working conditions and arrangements; to assist members in developing appropriate responses; and to provide active support to members confronting difficulties in individual workplaces.

Information technology

To establish an active Information Technology Committee which will monitor and respond to information technology developments which are relevant to the library and information sector; to focus on issues emerging as the result of converging technologies; and to specifically look at matters of access to networked information and principles of equity in relation to that access.

Relationships with other organisations

To give priority to continuing to develop a mutually-beneficial working relationship with ACLIS and to explore options which could ultimately lead to a restructuring of both organisations in the broad interests of the library and information sector; and to foster and develop the exchange of information with related organisations.

Copyright

To monitor and respond to current and emerging copyright issues especially in connection with the development of online communications and the resulting publishing activities and access issues. ■