

# Seven days in May

The 'image of the library profession' is one of the key priorities for ALIA activity in 1995. It is a priority which recognises that the knowledge and expectations of what we, as a profession, *can do* will have a direct correlation with the quality of services which we ultimately deliver.

*Australian Library Week* is our opportunity to collectively extend our influence throughout the wider community – to build upon existing expectations and develop increased awareness of the goodness of our libraries and librarians.

The theme this year is an enhancement on the successful Destination Information line used last October. The catchcry this year will be *Destination Information – With libraries it's possible!*

It provides us with an opportunity to expand the theme to take in the unique networks and effective partnerships that librarians are able to develop as they steer the user towards the most appropriate information channels for their particular need.

Our forte is information access and we must start promoting this expertise. Ours is the only profession which has such a command of the so-called 'information highway'. The

combined skills of selection, acquisition, cataloguing, systems, reference and research ensure we can find it, we can store it, we can access it and we can retrieve it. The diversity of our profession ensures we specialise in all areas, and our belief in the democratic necessity of a free flow of information ensures that our specialities are shared.

Our 13 000 libraries are the foundation stone of an unequalled information network throughout this country. They, in turn, each have their own network of community and business information contacts. In a real sense, we're on the information highway... but we can navigate through the suburbs and back blocks as well!

Australian Library Week is an opportunity for us to promote the successes of these networks, to demonstrate how they work, and to highlight the people who make it all happen. It's a chance to mark your spot on the information highway!

We tend to spend 51 weeks of the year being quiet achievers, servicing that sizeable 44 per cent of the Australian population who depend on us.

*Let's take seven days in May (7-13) to show that other 56 per cent just what they're missing!*

Jan Gaebler

ALIA National President



# Australian Library Week

7 - 13 MAY 1995

CO-ORDINATED BY THE AUSTRALIAN LIBRARY AND INFORMATION ASSOCIATION

ART HERE

## Read on. Be inspired and start the ball rolling. Towards Destination Information!

This 8-page supplement is positively bursting with terrific ideas for Australian Library Week 1995.

All graphics within the supplement are copyright free. Cut out the bookmark and sticker/badge designs, personalise them with your library's name and address or special message and take them to your friendly printer – you can even use a photocopier for in-house production.

Or do some serious shopping! The order form for the wonderful posters, postcards, bookmarks and balloons produced by your Association was included in the March issue of *inCite* (no dates, so you can use them all year long).

Lastly, remember that few great things happen in a void. As you sit back reflecting on ALW 1995 and assessing your approach remember to take time out to say thank you for all those that helped you along the way.

Jo-anne Fuller

Project co-ordinator Australian Library Week