

Board of Directors endorses innovation plan



Jennefer Nicholson

Executive director
jennefer.nicholson@alia.org.au

Feedback to your Board of Directors

Do you have an idea, compliment or concern about *your* Association? Contact any director below on personal issues and ideas will be reviewed at each meeting of the Board.

E-mail to feedback@alia.org.au will be automatically forwarded to all Board members.

Alan Bundy [president] phone
08 8302 6260, fax 08 8302 6362,
alan.bundy@alia.org.au

Joyce Kirk [vice-president] phone
02 9514 2720, fax 02 9514 2711
joyce.kirk@alia.org.au

Angela Bridgland, phone 03 8344 5368,
fax 03 8347 7243,
angela.bridgland@alia.org.au

Kevin Dudeney, phone 02 9636 5007,
kevin.dudeney@alia.org.au

Moyra McAllister, phone 03 9679 3423,
fax 03 9679 3111,
moyra.mcallister@alia.org.au

Chris Seaman, phone 03 6233 7350, fax
03 6231 0927,
chris.seaman@alia.org.au

Naida Tattersall, phone 07 5581 6879,
fax 07 5581 6150,
naida.tattersall@alia.org.au

Endorsed at the June meeting the innovation plan brings together ideas for new viable opportunities that enhance the value of membership and the profile of the Association. The initiatives go beyond the ongoing review of current activities, for example new group structure, awards and publications, though these, and initiatives being taken by new groups, will be integrated into the plan where relevant. The plan is linked to our Objects, the recommendations of the National Policy Congress, the 2001 areas of key activity, and the recent survey of institutional members. Consultation with key participants is essential. In brief the initiatives are:

- a strategic program to promote special libraries and information services and act on their specific needs — commencing with corporate libraries in 2001 and then government libraries and information services in 2002.
- a strategic program to promote and act on the specific needs of public libraries — commence development in 2002.
- new services for the new professional/student members — commence development in July 2001; main promotional push in April-July 2002.
- new services for the senior professional member segment — commence development in July 2002.
- an ongoing career-long education and training program to enable members to gain, maintain and extend throughout their career the knowledge and skills required for professional practice — will be introduced from early 2002.
- favourable purchasing agreements for institutional members for products and services, including licence agreements, particularly those members not able to take advantage of other consortia — due to commence July 2001.
- a library and information services promotions campaign aimed at increasing public and stakeholder awareness of the continuing value of libraries and information services, and their relevance in the internet environment — feasibility study completed by December 2001 with a view to commencing the program in 2002.
- a national forum for cross sectoral collaboration to identify key issues for the sector and joint actions to address them — viability to be investigated prior to discussion at the 2001 National Policy Congress.
- position ALIA as the key co-ordinator of issues, communication and collabora-

tion in the development of a research culture for the sector.

- a comprehensive ALIA information management system, including secure member access to online services and resources — to be launched in June 2002.

A further initiative agreed to by the Board and one with significant influence on those initiatives focussing on member services is research to be undertaken by Dr Patricia Gillard of User Insite on effective communications with members and best use of communications technologies. The research will commence in August and will involve selected interviews and workshops and an online survey.

Friends of Libraries Australia (FOLA)

The president of FOLA, Peter McInnes and Daniel Ferguson, executive officer met with the Board to discuss possible ways ALIA and FOLA could collaborate in a mutually beneficial way. Daniel Ferguson and I will investigate this further for report to our respective boards.

Government submissions

During July the Association made a number of submissions regarding government policy and legislation. Following our initial representation to the South Australian government on our concerns over the proposed *Classification Amendment Bill (No2) 2001*, which brings state legislation into line with the commonwealth *Broadcasting Services (Online Services) Amendment Act*, we were invited to make a submission to the Select Committee to which the Bill has now been referred. The submission will be available on our submissions website as soon as we receive clearance from the Committee. It states our position on freedom of access to information; that it is critical the proposed legislation ensures that information or matter which is legal offline is not illegal online; and that the amendments must ensure that library and information professionals are not at risk of committing an offence by merely providing internet terminals for public use.

Our response to the Commonwealth Department of Communications, Information Technology and the Arts Proposals for the ICT Corporate Citizenship Initiative supports the proposals. It recommends that the government establish a program or partnership arrangement that would maximise the benefits from industry contributions by increasing ICT access, advancing information literacy and breaking down the 'digital divide'. The program would link ICT companies with partners such as library and information services which, supported by government funds, would deliver training and support.

The Office of the Federal Privacy Commissioner sought input on the National Privacy Principles (NPPs) guidelines to support the Privacy Bill covering the private sector scheduled for implementation in December. ALIA supports the Bill and the NPPs on which it is based. The draft guidelines are a com-

IFLA approves licencing principles

►prehensive document with extensive legal interpretations of the NPPs. We acknowledge that there is need for a comprehensive interpretation of the NPPs and recommend that there also is a need for a less complex document that can be easily accessed and understood by those responsible for privacy policy. While ALIA is below the operating baseline for the NPPs to apply, National Office will be recommending to the Board that the Association adopt the Principles in order to meet international best practice standards, and foster confidence in the use of new information and communication technologies.

Trade negotiations and international treaties are increasingly becoming of interest and relevance to our sector. More on these in my next Directline.

Election lobbying framework

The Board agreed that our main focus will be on public access to information, particularly the internet and the role of the sector in 'Connecting Australians' and 'Connecting communities' and incorporating major documents such as *An agenda for the knowledge nation*; *School innovation: pathway to the knowledge society*; and *Backing Australia's ability*. The lobbying program will be discussed at the August Board meeting. ■

The worldwide marketplace for all types of electronic information resources is developing rapidly as publishers and vendors creating electronic information seek to attract libraries of all types as their customers. Today, libraries continue in their role as mediators between users and producers of information and cultural expression. This role persists even more energetically, it appears, for electronic information than for print.

The use of electronic information is usually defined and described by contractual agreements, otherwise known as licences. These are marketplace arrangements in which a willing information provider and a willing purchaser of information access come together to make arrangements, deal by deal, resource by resource.

IFLA views the licencing arena positively, although key issues remain to be resolved. In particular, licencing is increasingly responsive to the complex business arrangements between information providers and

library consortia of different types and sizes. IFLA encourages and supports the evolution of all types of libraries negotiating as consortia.

Recently IFLA's executive and professional boards approved a set of licencing principles which should prevail in the contractual relationship and written contracts between libraries and information providers. Aspects that have been touched upon by these principles include: the law, access, usage and users, and pricing.

Marianne Scott, chair of the IFLA Committee on Copyright and other Legal Matters (CLM) which prepared the text of the principles, commented: 'Licencing is increasing in importance as a means of gaining access to commercially available digital information. I am pleased that the library community world-wide now has a set of principles to provide support and guidance in negotiating these licences.'

The text of the IFLA licencing principles is available on IFLANET at <http://www.ifla.org/V/ebpb/copy.htm>. ■

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HEAD OFFICE - ASIA PACIFIC

175 Fullarton Road, Dulwich South Australia 5065
Phone: +61 8366 4000 Facsimile: +61 8366 4098
Email: marketing@epixtech.com.au


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