

# Powering our future: contribute to the information agenda

**H**ow many times have you heard from your users how your library or information service has had a positive impact on important academic research, assisted an author with a manuscript, helped an unemployed person to secure a job? How libraries and information services have made a difference, how they change lives!

The major national focus for Library and Information Week 2002 will be these success stories, those that recognise positive achievements and promote outstanding library initiatives. The Association plans to use these success stories to project how libraries and information services have:

- enriched the lives of individuals;
- helped strengthen local communities;
- contributed to equality of access to information;
- enhanced research and education;
- added value to products and services developed by corporations, government departments, hospitals, universities and other institutions; and
- helped to maintain our history and culture at community and national levels.

This is truly an opportunity for all sectors in all geographical areas to contribute to the national archive and so build a rich and real picture of the contribution library and information services make to the fabric of our nation.

During the lead up to Library and Information Week 2002, ALIA will be collecting and recording these success stories and using them in a major promotion which will encompass the ALIA 2002 biennial conference and Library and Information Week. For this promotion to be a success, it relies on input from members of the library and information services profession to encourage users to submit contributions. This is a wonderful opportunity to encourage users to recognise and reflect on the impact that libraries and information services have on their lives.

As many of you will already be aware, Library and Information Week 2002 will be very closely linked with the ALIA 2002 biennial conference. It has also adopted the conference theme, *Powering our future: contribute to the information agenda*.

A reference group comprising representatives from key professional bodies invited by ALIA to guide the development of Library and Information Week in 2002 has been established. Members of the reference group are: Carol Dungey (CAUL); Andrew Hiskens (CASL); June Wall (ASLA); Alexis Yeadon (FLIN); Denise Jepson (FOLA); Jo-anne Fuller (ALIA2002 biennial conference committee); Liz Byrne (ALIA member representative); David Tan (ALIA member representative); Susanne Bruhn and Amanda Jacobsen (ALIA National office). The group has recommended that in addition to the collection of success stories, that the LIW2002 promotion should also focus on and reinforce the issues, of the biennial conference.

The success stories project will involve the collection and compilation of an archive of stories that can be used for lobbying and marketing at the local and national level. While the focus of the initial round of collection and promotion will be tied to Library and Informa-

tion Week, this project has the potential to be an ongoing program for the Association and after the 2002 biennial conference could be subsumed into the Association's marketing portfolio.

To ensure maximum public profile during the ALIA 2002 biennial conference, the success stories will be used each day during Library and Information Week at the national level to reflect successes in research, learning, community and business. The stories can also be used locally to promote and highlight the importance of library and information services in Australian communities.

Libraries and information service providers are encouraged to invite key individuals within their communities or organisations to be knowledge or library 'ambassadors', relating the impact on their own lives from library and information services. The reference group has further suggested that an award could be considered which would serve to acknowledge those who have made major contributions to the profession or for the promotion of knowledge. This will be explored further if sponsorship can be obtained.

The stories will be collected electronically and made accessible online on ALIANet in the same manner and 'space' as the issues being identified from throughout the profession for the ALIA 2002 conference. Templates will be designed to ensure some structure for contributions and these will be available on the Library and Information Week pages on ALIANet. Sample stories will also be made available for those who are keen to make a submission.

Pending advice from a publicist, it is envisaged that the collection of stories will be launched this month, with a major public push for February/March as the peak collection time. Stories can continue to be collected up to (and beyond) the conference, but those to be used particularly in the national campaign should ideally be submitted by the end of March.

At the national level, LIW2002 resources will focus on:

- national media promotions in support of the issues and stories feeding into and coming out of the conference;
- guiding the writing and promotion of success stories locally;
- capturing and linking the success stories to the conference and utilising them for promotions;
- incentives for individuals and organisations to contribute stories; and
- promotion posters that invite contribution to stories and generally promote libraries by focussing on users interacting with libraries.

Library and Information Week is the sector's most-public opportunity to raise the profile of libraries and information services in Australia. It is our opportunity to showcase the many and varied resources and services through different programs and events targeted to a cross section of the community.

The LIW2002 success stories project will rely on input from you to ensure its success — you are urged to participate and to encourage the participation of your users.

Further information will be available on the LIW pages of ALIANet at <http://www.alia.org.au/alw/2002/> or contact Susanne Bruhn or Amanda Jacobsen at ALIA National Office, phone 02 6285 1877, fax 02 6282 2249, or e-mail [alw@alia.org.au](mailto:alw@alia.org.au). ■