



powering our future

contribute to the information agenda → ALIA 2002

Your future, your choice

Can you afford to miss ALIA 2002?

The ALIA 2002 Conference provides a critical mass of significant thinking that will fuel our future directions as librarians and information professionals who are shaping and providing information services in the knowledge economy.

We all know that the world is changing. We know that technology, social changes, global economics are changing the way that our society works and entertains itself. In order to set an agenda for the information services profession — so that we may shape and leverage our contribution to the public and the institutions we serve — we need to have a common understanding of *how* and *why* society is changing.

Sixteen plenary speakers have agreed to speak on what the words 'knowledge

economy' mean to them and to explore the issues that must be addressed within their enterprises for Australia to achieve this objective. Issues such as intellectual capital, convergence and access to information will be discussed. Speakers will be asked to specifically answer issues that arise from the On-line Issues Forum.

While sessions may appear sector specific, issues will have implications across the whole spectrum of the library and information services industry. Consider joining us for the first ALIA Biennial Conference of the 21st Century. It's a conference that breaks the mould and guarantees that you will be seriously informed, involved and inspired!

Setting the scene

Terry Cutler, as chair of the Australia Council, is Australia's arts supremo. Coming from a scientific and new media background he is well placed to identify the issues and information requirements that need to be addressed to ensure that Australia becomes a more innovative and effective society, and what part library and information professionals can play.

Hugh McKay, psychologist, social commentator and writer, in his paper *Australia at a turning point*, will talk about the real Australia, our national profile and trends. He has been asked to identify what contribution information professionals can make in ensuring that all members of society have the opportunity to participate.

Research and innovation

Christopher Chia is the chief executive of the National Library Board of Singapore. Singapore provides a unique example of a country where the government has a unified desire to position the nation at the forefront of technical innovation in the Asian region. For his paper, *Transforming library services to support Singapore's in-*

formation agenda, Chia has been asked to identify how this will be achieved and how Singapore's library and information services have been restructured to support the new expectations.

Tim Besley, president, Australian Academy of Technological Sciences and Engineering in his presentation *Ideas to dollars — science, technology and innovation*, will provide a broad overview of the changing technological environment in Australia and identify those factors that will influence the contribution of industry to Australia's success as a knowledge economy.

Vicki Sara, chief executive officer, Australian Research Council, has been asked to challenge information professionals with her assessment of factors that influence the contribution of research organisations to Australia's success as a knowledge economy. She will also comment on strategies that can be used to sell the value of information to government and the community at large.

Learning

Martyn Forrest, chair, Australian Information and Communication Technologies in Education Committee, will provide a broad overview of the learning environment and the changes that are occurring in the K-12 and life-long learning sectors. He will identify key issues particularly in the area of access to information.

Geoffrey Bolton, pro-chancellor Murdoch University, in his presentation *The tyranny of ignorance*, will take the 'knowledge economy' as a core theme and overview the changes occurring in the higher education sector and the value placed upon intellectual capital and information in Australia today.

Ken Boston, director-general of Education and Training, NSW has been asked to comment on the changes occurring in the education sector and to challenge delegates with his assessment of how the schools and vocational education will be enabled to contribute to Australia's success as a knowledge economy.

Governor to open conference

The New South Wales Governor, Her Excellency Professor Marie Bashir AC, will give the opening address at the ALIA 2002 Conference, which will be held in Sydney from 19–22 May. Her Excellency says she is looking forward to the opportunity to address the library and information services profession — a group that has made an enormous contribution to the quality of Australian life. 'Libraries provide — for many people — their only access to needed information and literature', she said. Professor Bashir's work in rural and urban environments has allowed her to see first hand how libraries can indeed change lives, from the development of literacy skills through to life-defining decisions, and the joy of enlightenment across diverse cultural horizons.

The ALIA 2002 conference will be held at the Sydney Convention and Exhibition Centre during Library and Information Week.

Australian communities

Peter Carnley, archbishop of Perth and primate of the Anglican Church in Australia has been asked to identify major issues facing our communities, with particular emphasis on disadvantaged groups and their information needs and how all society can participate and benefit from a successful knowledge economy.

Sue Middleton, of Grassroots Development and a member of the Australian Research Council, will be talking about the role rural communities play in a growing knowledge economy. She will test the hypothesis that country Australians are higher seekers and users of information than urban Australians.

Ann Harding, professor of applied economics and social policy, University of Canberra and director of the National Centre for Social and Economic Modelling, in her paper *Growing apart: Inequalities in Australia today*, speculates on what implications can be drawn from current social statistics regarding people's access to information, and how libraries may assist in developing solutions.

Australian business

Phil Ruthven, chairman of IBIS Information, in his paper *Business information needs: 2002 and beyond* will take us through the changing business world, its changing in-

formation needs and its changing methods of access. In 2002 Australia will spend over \$4 billion on information, with over \$1.1 billion of that online.

Patricia Schroeder, president and chief executive officer of the American Publishing Association has been asked in her paper, *High quality information — the on-ramp to a bright future*, to describe the changing publishing environment, both in the United States and globally and how a continuing vibrant publishing industry can be ensured. She has also been asked about strategies for quantifying and marketing the value of information to government and the community at large.

Marianne Broadbent, group vice-president and head of Research Executive Programs Worldwide, Gartner has titled her paper *Business, knowledge and information: Where's the value proposition?* She will comment on the value placed upon intellectual capital in Australian companies and look at strategies for information professionals to quantify and sell the value of information to the business sector.

Who should attend this conference?

- Those in charge of libraries and information services in order to be informed on the future environment we will be working in and in order to contribute to the information agenda.

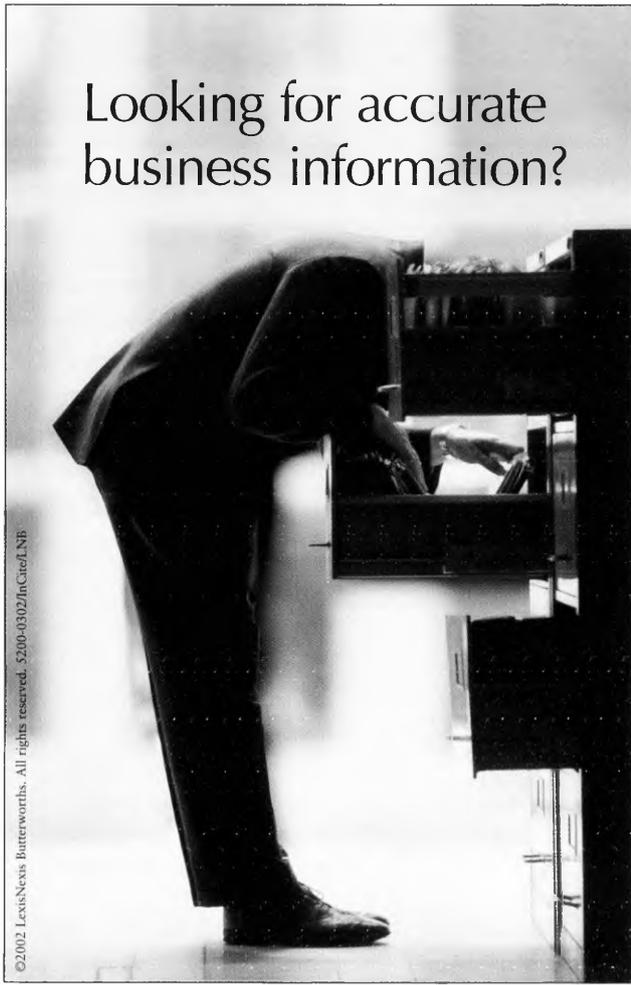
- New professionals in order to fertilise the agenda with their fresh perspectives on the contribution of new media.

- All members of ALIA to ensure they contribute to the new agenda for their professional association.

- All people in organisations who have responsibility for the resourcing of libraries and information services — that is, your boss, board member or chair, library committee member, councillor or director. They will hear how your library or information service will contribute to their success in building a vibrant Australian knowledge economy. If they cannot attend all three days, book them into a day that covers your sector.

- Library and information services staff to be informed on the changing environment and to be prepared for the changes ahead. If you can't close the library for three days, remember day registrations at the conference, registration for the trade exhibition and e-delegate registration will allow for meaningful involvement for library staff at all levels.

Who should attend this conference? You should attend this conference! Participate as a full delegate or as an e-delegate. Visit the website for further details — <http://www.alia.org.au/conferences/alia2002/>. ■



Looking for accurate business information?

Search in the right place.

Imagine being able to identify threats and opportunities, predict trends, and be on top of breaking news — all from one online source.

That's the power of the LexisNexis research system. And this competitive advantage can be at your fingertips 24 hours a day.

- 3 billion searchable documents (almost three times the size of the Web).
- More than 30,000 Australian and international news, business and legal information sources.
- Company dossiers covering more than 500,000 public and private companies.
- The most comprehensive collection of market research, intelligence services and industry news.

Free online trial

Take a free 7 day trial of the LexisNexis research system and discover how successful organisations gain their competitive edge.

Call 1800 772 772 to arrange your trial now!

 LexisNexis™
Butterworths