

# LIW 2005

23–29 May 2005

Library and Information Week aims to raise awareness of the value of libraries and information services and information professionals in Australia. The week provides the opportunity to promote our professional services and skills to user communities and the public, to introduce new services, and to canvas issues of importance to the provision of library and information services in Australia.

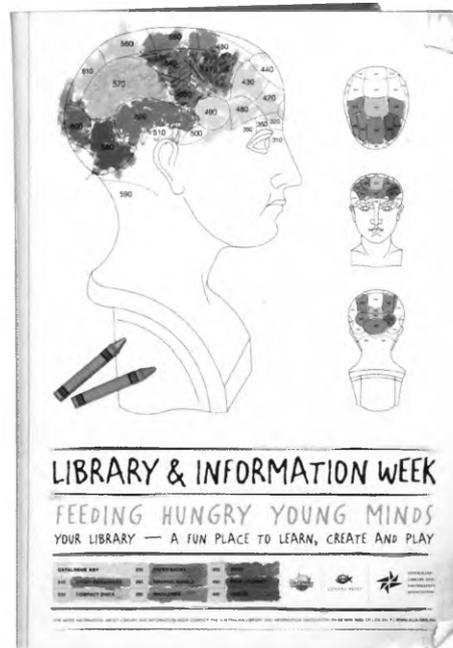
In 2004, the ALIA Library and Information Week Planning and Advisory Group developed a new model for Library and Information Week (LIW) 2005.

It was agreed that ALIA would not continue with particular themes for LIW developed year by year, but would instead focus on building a strong program of events and activities aimed at raising awareness of the value of libraries and information services and information professionals across the sector, supported by suitable marketing collateral. In this way

it will be possible to broaden the appeal of LIW to a wider audience.

As in previous years, ALIA National Office will design, market and distribute promotional merchandise for Library and Information Week. This merchandise includes posters and bookmarks, and will be available for order from ALIA's website from 30 March 2005. The LIW 2005 merchandise will be aimed at three different target audiences:

- children, school and public libraries;
- information science/information online, with a focus on promoting librarians expertise, products and services in libraries; and
- a general audience, which promotes libraries and library and information services to a tertiary student population.



One of the images being developed by the Library and Information Week Planning and Advisory group. Merchandise will be available for purchase from <http://alia.org.au/advocacy/alw/2005/> from 30 March.

Visit ALIANet for regular updates on LIW 2005 activities and for ideas and tips on how your organisation can celebrate Library and Information Week [<http://alia.org.au/advocacy/alw/2005/>]. ■



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