

BRIGHT IDEA

The Latest on QLD government libraries

ALIA has created a follow-up advocacy tool to our *Dumb Idea* campaign titled *Bright Idea*. For this campaign, ALIA has created a prospectus to help you inform anyone you might need to about the irreplaceable services government libraries provide. The prospectus can be accessed on ALIA's website as well as the Dumb Idea pop up wiki at **dumbidea.wikispaces.com**.

The amount of support ALIA members and the LIS Community in general have provided to the Dumb Idea campaign has been phenomenal. We were pleased to hear from so many people, and happy to see over 2700 people sign the petition created by Jane Orbell-Smith. Sue McKerracher was pleased to talk with members on her visit to Queensland in late October. We would also like to extend a special thank you to ALIA QLD who held a New Opportunities event, looking at the future for those impacted by the cuts.

Thank you for your support and we look forward to hearing about all of your *Bright Ideas*.

What you can do to lobby and advocate for your fellow library and information professionals



1. Promote membership of ALIA

You have already made a significant contribution by being a member of ALIA and you can do more by encouraging others to become members. There is strength in numbers and together we are far more effective than we could be as individuals. When we write to politicians, we do so with the weight of 5500 members – tax payers and voters – behind us. So, if you can suggest to a colleague or friend that they become a member, please take advantage of the opportunity.

2. Tell us what's happening

We have active members and an ALIA manager in every state and territory, but even so, it's not possible to keep track of what's happening in all 14 000 libraries around the country. If you find out about a threat to jobs or services, tell us about it (advocacy@alia.org.au) and we will work with you and the people who are directly involved.

3. Help us define our position

We have a small communications team based in ALIA House, Canberra, with the expertise to deliver advocacy and lobbying campaigns, but we need your input to ensure we are putting across the key messages that will help our members achieve their goals. When we produce campaign materials, we always run them past our advisory committees, groups, and other specialists in the field, to ensure that we are on the right track.

4. Get involved

Often, there are ways in which you can be directly involved in campaigns, whether by signing a petition, registering your support through an online campaign site, fundraising, writing to your MP, joining a protest rally, or attending a public meeting. We will promote the opportunities we are aware of, as well as creating some ourselves.