

Member to Associate

Gabrielle Fury	NSW
Angela Gallagher	VIC
Cathryn Ferencz	VIC
Louise Cadell	QLD
Casey Jenkins	WA

Member to Technician

Jeremiah Sloane	VIC
Coral Dyason	SA
Jennifer Butler	NSW

New Associate

Peter Le Carpentier	NSW
Rachael Hind	ACT
Caris Chamberlain	WA
Grace Merrells	WA
Christine McAllister	VIC
Patrick Freeman	VIC
Anthony Mason	VIC
Fiona Brooke	NZD

New Institution

Balaklava School and Community Library	SA
Yew Chung Community College Lib & Resource Centre	HKD
Reserve Bank of Australia	NSW

New Member

Peter Joseph Precilla	NSW
Barbara Zimmerman	TAS
Susan Hall	TAS
Sonja Dunning	WA
Zack Lee	NT
Kellie Beatson	NSW
Melissa Legrand	NSW
Kelly George	NT
Andrew Holles	QLD
Elizabeth Webb	NSW
Elizabeth Griffiths	NZD
Jane Jilbert	VIC
Christopher Halpin	NSW
Timothy Fletcher	NSW
Kaye Conley	NSW
Catherine Hensen	NSW
Sarah Sproule	NSW
Adam Cooper	VIC
Kerry Maxwell	ACT
Anna Lagos	QLD
Jillian Johnston	QLD
Graham Herschell	VIC
Dena Mofreh	NSW
John Handley	VIC
Anna Ridgway-Faye	VIC
Lindsay Carapella	NSW
Vanessa Caruso	VIC
Jillian Seymour	NSW
Daniella Hutchings	VIC
Elizabeth Wilcox	VIC
Gillian Blacket	SA
Carolyn Eccleston	VIC
Bindi Stone	QLD
Teresa Karvonen	USD
Alexandra Coleman	NSW
Brendan Fitzgerald	VIC
Kirralie Houghton	QLD
Enid O'Carroll	NSW
Charmaine Matyson	VIC
Emma Shield	NSW
Anita Caplice	QLD

Readmitting Associate

Anne Tomietto	VIC
Lisa Billingham	WA
Leneve Jamieson	VIC
Rennison Taaffe	QLD
Rhonda Poacher	QLD
Cornelia Young	QLD
Louisa D'Arrietta	QLD
Leah Sterritt	VIC
Angela Kolar	NSW

Readmitting Institution

Civica Pty Ltd	VIC
Geraldton Regional Library	WA

Readmitting Member

Amanda Myers	WA
Katherine Stewart	ACT
Anthony Woodward	VIC
Robin Costelloe	QLD
Denis McDonald	SA
Helen Gafford	VIC

The last word

This issue of INCITE is all about 'do different, be different' and we have taken the theme to heart at ALIA House, introducing changes to the way we do things and how we present the Association to the outside world, in line with the strategic direction approved by the ALIA Board. Our approach has been evolution, not revolution, but these are some of the things to look out for, especially if you are coming along to ALIA Information Online in Brisbane this month.

With our members experiencing so much change in their working lives, it's only appropriate that the Association should move with the times, evolving to keep pace with a dynamic environment.

In this edition of INCITE, Director of Professional Services Janice Taylor talks about the review of our course accreditation process; there is a story about the new aspects of our PD Scheme, managed by Judy Brooker; and the magazine itself is bigger, with extra features to interest and inspire our readers.

Much of the change you will see over the coming months is about opening up the Association, becoming even more member-focused, supporting our professional members, while increasing the focus on members who come from other disciplines.

There will be fundamental shifts in the way we operate and these will be reflected in cosmetic changes to the ALIA brand.

You can see from the logos in the magazine that the ALIA star is still there, but we've modified the proportions and wrapped it in a circle of colour to take the edge off the points. At the same time, we have introduced a colour palette that ranges from a rich raspberry (replacing the primary red), through aqua, light green, and orange, to a strong shade of blue.

The soft shades are designed to give a fresh, tangy flavour to our online

presence and print materials and they have been specially chosen for their significance.

Our brief was to create a look that spoke of light, adventure, innovation, generosity, intelligence, forward-thinking, and inclusion. Blue gives a sense of confidence and sustainability; orange is creative and youthful; aqua is fresh and innovative; green is harmonious and thoughtful; and the assertiveness and intensity of primary red has been tempered by using a softer shade.

We have also changed the font we use for the lettering of our logo from a tight, narrow Frutiga, to a light,



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open Century Gothic, and we are modifying some of the imagery we use. For example, you will no longer find a padlock on the front page of our new website. We will still have an area exclusively for members, but the symbol is intended to invite people in, not bar them from entering.

Our designer, Gemma Kelly, has developed this simple, clean look and she will be applying it gradually to print materials, forms, and stationery.

The good news is that, as we are retaining the ALIA star, albeit in a slightly altered form, there will be no need to create new signage for ALIA house, replace gold and silver pins, or discard old stationery stock. Our members will be pleased to hear that there is no significant cost involved in introducing this new branding.