

# ALIA NATIONAL ADVISORY CONGRESS 2012 SUMMARY

The National Advisory Congress took place in every state and territory in November and December 2012. More than 100 members took the time to participate in person and via teleconference, and we had further feedback from people who missed out on these sessions but contacted us by email to register their views. Thanks to everyone who was able to be part of this consultation.

Your feedback endorsed some of the changes we had already planned and inspired a few new ones. These are the highlights.

## About the Association:

You want a new website that provides relevant and up-to-date information. You want this website to provide easy-to-access and sector-specific resources.

You want better communication channels that allow you to communicate with ALIA, ALIA members, and other important stakeholders in the LIS community.

You want more sector specific and targeted information across ALIA.

ALIA is excited to take many positive steps forward, including building a new website, which will be available to test in a beta version this month. The new website will provide us with better and clearer opportunities to provide you with important information. In addition, ALIA is exploring alternative communication methods to make the member experience as easy and positive as possible.

## Advocacy:

You want ALIA to maintain a high profile through constant, repetitive, and targeted advocacy. You also want more storytelling about the great things the LIS industry does.

You want focused and easy-to-find sector advocacy kits with relevant and up-to-date statistics as well as narratives.

You want to maintain the momentum the National Year of Reading has gained and build upon it.

You want more visible advocacy efforts so you can know the services and resources available to you.

You want some credible people who can be called upon to talk about the positive impacts of libraries and the need to support them.

In 2013, ALIA will be doing more work on library metrics so that we can be on the front foot and planning

ahead in terms of advocacy. Collecting data on the different LIS sectors will allow us to provide important, quantifiable information to members and stakeholders and help us create important advocacy documents.

ALIA was one of the 15 founder partners of the National Year of Reading and we will be working with the state-based public library associations and state and territory libraries to promote the next iteration of the Love2Read branding in 2013.

ALIA is also planning several exciting and high profile campaigns for 2013

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that we hope will raise the profile of the library and information sector across the country. We will be putting forward board members and library leaders to speak on behalf of the profession.

## Professional development:

You are interested in us pursuing a certified practitioner program.

You want a place to be able to find professional development opportunities quickly and easily.

You want professional development and training opportunities around advocacy.

As part of the professional development scheme, ALIA is currently running a pilot project with health librarians which could lead to a new level of membership. This pilot allows employers to see the unique skills of health library and information professionals. We expect the feedback from this pilot to feed the future of the professional development scheme.

## Collaboration:

You want more collaboration between ALIA and other organisations with similar interests.

You want more public joint statements to be made with other bodies in the industry.

You want ALIA to find ways to appeal to people who work with libraries, but are not trained library practitioners, such as IT staff.

ALIA is already talking to other organisations in the LIS industry and discussing ways to work together, especially around advocacy. We are also looking at what the Association offers members who are not trained library practitioners, in terms of career development, news, and benefits.

## Recognition

You feel it is important to recognise the contribution of volunteers, convenors, and committee members – the people who have made the Association strong and sustainable.

As a result of your feedback, we will be introducing a new legacy section for our website in mid-2013, which will celebrate the achievements of industry leaders, past

and present, and recognise the 'unsung heroes' who have worked tirelessly behind the scenes. We will also be promoting our Association awards and encouraging nominations from all sectors of the library and information field.

The National Advisory Congress for 2013 will be on the topic 'the future of the profession', linking with the ALIA Board initiative to hold a summit about this in the second half of the year. We hope members will participate in these events, which will be locked in for September, but if you have something you would like to say, there is no need to wait until then. We would love to hear from you, either via your state or territory manager, or through the ALIA House team, [enquiry@alia.org.au](mailto:enquiry@alia.org.au).