

Congratulations to ALIA's designer, Meagan Spedding, for her great work designing our award-winning IFLA poster (below). See page 27 for more.

VULNERABLE, NOT POWERLESS – A NEW FRAMEWORK FOR ADVOCACY

With most of our institutions funded by government, and many of our individual members employed in the public service, it is not surprising that government spending cutbacks have had a negative effect on our sector. In this situation, we are certainly vulnerable, but we are not powerless.

In response to continued funding cuts, we are ramping up ALIA's advocacy efforts still further, knowing that a solid, evidence-based case no longer guarantees a good outcome; in addition we need the leverage that comes from media coverage and popular support.

Representing only 0.2% of the nation's workforce, library and information professionals on their own have a tiny voice – by comparison, census data shows that healthcare and social assistance workers account for 11.6% of employment in Australia and retail workers 10.5%. But if we can harness the support of people who use libraries and information services, we see a very different picture. In this case we can claim more than half the total population.

In the past we have treated each issue as a separate event, whether we are advocating for copyright reform in partnership with other sector organisations or working with a community to stop their library being closed. For the future, we are looking at ways to engage public support, not just for one project, but as part of a longer term relationship.

Many library and information service users share our passion for equity and social justice, and would agree with ALIA's core values of promoting of the free flow of information and ideas through open access to recorded knowledge, information, and creative works, connection of people to ideas, commitment to literacy, information literacy and learning, respect for the diversity and individuality of all people, and preservation of the human record.

We are working on a new way to harness the goodwill of the community, media and our professional colleagues, to extend the reach and profile of our advocacy campaigns in all areas of interest. This sustainable advocacy framework will be ready to launch at the Information Online 2015 Conference in Sydney next February and we will share more information with Members soon.



SUE MCKERRACHER
ALIA CEO



Australian Library and Information Association



ALIA FUTURES
Initiatives for the future of the library & information sciences profession.

Australian library and information professionals, futurists, new media experts, authors and publishers came together to imagine what the future for libraries in Australia will look like...



National treasures direct to your device



Community-created content



Library membership for every child at birth



Unimaginable technology



Global market for education



Radical transformation in the business world

FUTURE OF THE LIBRARY AND INFORMATION SCIENCE PROFESSION

www.alia.org.au/futureoftheprofession

ALIA Futures is brought to you by members of the Australian Library and Information Association.

