

BE FAIR

Advocacy on behalf of individual Members and the sector continues to dominate the ALIA agenda, and for 2015 we have an exciting new development, which we believe will greatly assist our impact and effectiveness.

We have been acutely aware of the need to recruit supporters for each of the advocacy campaigns we have run over the years. Whether it is a national issue, such as copyright law reform, or a local issue, for example helping to stop the closure of Goonellabah library in NSW, public support is vital if we are to sway the decision-makers.

We were successful at attracting supporters for stand alone campaigns, but we need to do better to keep those supporters engaged once that campaign has ended. So, each time we need help, we are starting from square one. How much better would it be if we already had a strong base of supporters who shared our values and would help us advocate across a broader range of issues?

We are developing the FAIR campaign. FAIR stands for **F**reedom of **A**ccess to **I**nformation and **R**esources and it will be a new home for all our advocacy campaigns. People who believe in a fair, open, democratic society, where information belongs to everyone, not just the few, will be able to join FAIR, and turn their values into action. Long running themes will include:

- *Well-funded libraries for all Australians,*
- *Copyright law that doesn't turn ordinary people into criminals,*
- *Government policy based on real facts, not hearsay,*
- *Giving children the best start in life through stories and reading, and*
- *Education about cybersafety, not censorship of the internet.*

There will also be one-off time-critical campaigns that need an immediate response.

We will let FAIR participants know when we need their help for a particular campaign. Helping could be putting your name to a petition about a particular issue. It could an invitation to rally to prevent the closure of a service. It could be asking you to congratulate a government department that has invested in library and information initiatives.

While FAIR will live online, through its own website, social media, and e-alerts, we will provide printed materials as needed.

FAIR is still on the drawing board – launch date early next year – and we welcome any ideas you have about how we can bring it to life, and make it really work for the sector. Please email us at advocacy@alia.org.au.

With this issue of *INCITE* you have also received the ALIA *LIS List 2014/15*. The *LIS List* is another resource for Members, and we hope it will be useful to you over the coming year when you are planning to purchase products or services for your library.

SUE MCKERRACHER
ALIA CEO



James Bennett
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