

# SETTING A FAIR COURSE FOR 2015

**W**elcome to our first issue for 2015. Sue McKerracher and I are combining our columns in this special issue of INCITE so we can launch a very exciting new initiative: FAIR.

Advocacy is going to have an even bigger focus on the ALIA agenda for 2015 and, as this is our first column for the New Year, we thought we would share our wish list of what we hope the LIS sector and ALIA can achieve in the 12 months ahead.

1. The contraction in the library and information sector slows and we see signs of recovery as organisations realise that any cost saving has been vastly outweighed by the loss of valued services delivered by qualified professionals.
2. The impact of the cuts in government funding for school, vocational and higher education is less damaging for the sector than library colleagues fear (but it will be a rollercoaster ride).
3. The FAIR campaign takes off, with library and information service users rallying to support the sector (see page 27).
4. Copyright law reform progresses beyond the drawing board and into draft legislation that is technology-neutral and based on the principle of fair use.
5. The upward trend in ALIA membership continues as people embrace the fact that 'Together we are stronger'.
6. Our ALIA Groups receive the support and backing you need to offer targeted professional development that assists our Members in updating current skills and knowledge sets.
7. ALIA has implemented a refreshed policy on indigenous matters for our Members.
8. Research is seen to have a strong significance for our profession and academics, researchers and practitioners are supported in delivering research projects which show the value of the work we do.

2014 was a strong year for ALIA and its Members as we achieved positive growth in our membership, provided more professional development opportunities, strengthened our business, ran a very successful National Conference and started to show real returns on our ever-growing advocacy work.

The success of 2014 all comes down to our Members and their positive engagement with our profession. The ALIA House staff and our State and Territory Managers have worked hard to build up professional development sessions, seminars, talks and many other Member engagement events. ALIA staff have worked tirelessly to improve communication channels for Members – we now publish more than 100 editions of newsletters and 17 editions of print magazines and journals, and engage with social media on a daily basis'.

ALIA Board Directors have consulted widely about how we can improve the benefits for all our Members. The Board discusses and debates your suggestions to see how we can best implement the ideas we receive from our Members. The wish list above would be familiar to many of the Members who have heard Sue and I speak over the last 12 months. At each Board meeting we concentrate our efforts on strategic planning and discussing new and exciting initiatives that will help our Members and the LIS profession.

2015 will see a focus on ALIA promoting to its Members the advocacy work that the ALIA Board members, ALIA staff and our Members undertake. This advocacy work is often not high profile, although it is resourced by your membership fees. Through the work undertaken by Sue and other senior members of ALIA and our profession, 2015 will be the year that advocacy takes centre stage.



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