

# NEW WORKING GROUPS FOR QPLA

**T**he Queensland Public Library Association (QPLA) is the representative body for local government's public libraries in Queensland and a member of the ALIA Australian Public Library Alliance. QPLA actively advocates for its members, creates opportunities for networking and professional development and collaborates on new opportunities to position Queensland's public libraries competitively for the future.

QPLA (qpla.asn.au) launched four new working groups during a Professional Development Intensive event in late 2014: Advocacy and Marketing, Development and Opportunity, Collaboration, and Innovation.

These groups were initiated in response to several key focus areas that were identified as important to the future sustainability of public libraries as indicated in our Strategic Plan 2014–2018.

At the Intensive event, the chairs of the working groups were given the opportunity to brainstorm ideas with attendees in a workshop environment so that valuable information could be fed back to QPLA in each area, the objective being to use the information provided by library staff to formulate achievable actions that the working groups could then deliver.

The Advocacy and Marketing group is chaired by Jessica Clark, and will focus on raising the profile of member public libraries by increasing community and government awareness about the value and role of public libraries. The Collaboration group is chaired by Marian Morgan-Bindon, and will strengthen and facilitate strategic, state-wide and member partnerships.

The Innovation group is chaired by Jo Beazley, and will identify and deliver ways to share and implement new ideas and best practice in the industry. They will also promote the achievements of public libraries and deliver a collaborative space that supports the four working group's goals.

The Development and Opportunity group is chaired by Rebecca Randle, and will provide relevant and timely professional development to QPLA members. Key projects will include a staff exchange program, peer to peer mentoring, online training modules and regional delivery of professional development events.

Currently, all working groups are looking for new members and QPLA encourages fellow Queensland library professionals to become involved in one of these groups. If you are a Queensland public library professional from a QPLA member library, and keen to contribute to one of the working groups please contact [secretary@qpla.asn.au](mailto:secretary@qpla.asn.au).

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