

# FARING WELL



**T**his is my last Frontline column for INCITE, as my term as ALIA President comes to an end this month. I would like to thank the 5,000 plus members of ALIA for their continued support of our professional association. I have really enjoyed the year, and can't believe how quickly the time has gone.

I took on the presidency wanting to focus on membership, improve advocacy, grow professional development opportunities, build relationships and support the many volunteers who work tirelessly for our Association.

We have achieved so much in the last 12 months.

We saw the development and launch of the FAIR Campaign (Freedom of Access to Information and Resources) to give our advocacy profile a real boost. This is a real highlight as the FAIR Campaign has generated enormous publicity for the Association and the specific advocacy issues that our industry is facing. I would urge you all to take a look at this campaign ([fair.alia.org.au](http://fair.alia.org.au)) and see how you can be involved. Strategic advocacy and lobbying is the key to our profession's future success.

We have held two very successful conferences. Both the ALIA National Conference and ALIA Information Online were very well attended, with world class speakers presenting cutting edge keynote addresses, and our vendors really getting behind and supporting our profession. In a cluttered space these two conferences stand out as quality events in our industry.

Membership growth has been consistent for seven months in a row, which has not happened for a number of years. As ALIA is a membership association and our main income is from membership fees, this growth is vital for our continued success.

Last month saw the launch of our new membership database. This should provide you with a greatly improved user experience of our website. The new membership database allows ALIA to build a stronger understanding

of what our Members need and gives us the ability to provide you with targeted information that is tailored to your needs.

I am fortunate in that I have been able to visit every state and territory in Australia over the last year, to see the great work our members and volunteers are doing first-hand. We are an innovative profession that is experiencing unprecedented change, and we should be praising the profession for the creative solutions our best, brightest and passionate people are putting forward.

We are fortunate to have an outstanding CEO in Sue McKerracher. Sue has worked tirelessly to build our profession and tackle the big issues our industry is facing. Sue, and the fantastic staff at ALIA House, and our State and Territory Managers, are actively bringing people back to ALIA.

The success and growth that ALIA is experiencing now is also due to our volunteers, and those people in particular who put up their hand and serve on the Board, our advisory committees and special interest groups, and those people who run the many local and Group events. I am indebted to my fellow Board members and the support they have given me. Their guidance and wise advice is building a stronger association, while our advisory committees do great work which is having a real impact on our profession.

I would like to wish the incoming President, John Shipp, all best for his term. John has been a strong leader in our profession for many years and I know the Association is in very good hands.

Best wishes for a bright future.

**DAMIAN LODGE AALIA (CP)**  
ALIA President

