



Australian
Library and
Information
Association

ALIA PLANNING CONSULTATION 2010

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(5 mins)

B. Review of the outcomes from the 2008 NAC topic '*Staying smart in a complicated world - professional development*'

(10 mins)

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2009 NAC discussion topic - *Lobbying and Advocacy: working together to make a difference*

(60 mins)

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(15 mins)

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ALIA

PART 1A

National Advisory Congress

The National Advisory Congress is an important part of the Association's planning process and is part of our constitution. It provides an annual opportunity for ALIA members and directors to come together to discuss policies, issues and other ALIA matters. It is also an opportunity for members to provide feedback on a variety of issues and identify issues needing to be addressed by the Association.

National Advisory Congress 2009

The 2009 National Advisory Congress (NAC) is an opportunity for ALIA members to meet with a Director and provide feedback on services and the future of the Association.

For 2009 ALIA's plan identified six major goals for ALIA in order to meet the Association's objects, its core values and the vision for the Association (see appendix 1 & 2). This plan reflected the views and feedback of members from previous NACs and was further developed by the ALIA Board to relate to feedback through the 2008 NAC.

At previous NAC meetings, members agreed that the NAC should focus on a particular issue in depth, rather than look at a high level at all the priorities. The Board agreed on a focus of **lobbying and advocacy** for the 2009 NAC due to the results of the 2008 ALIA member survey <http://www.alia.org.au/membersurvey2008/>

The Board also welcomes comments from personal and institutional members, advisory committees and self-nominating groups.

How to comment

- Participate in a National Advisory Congress regional meeting (see <http://www.alia.org.au/governance/nac/2009/> for the locations and dates of regional meetings in 2009)
- Email planning@alia.org.au
- Phone 02 6215 8222 or 1800 020 071 (members freecall)
- Fax 02 6282 2249

If commenting by email, phone or fax, please submit your comments by Friday 25 September 2009.

PART 1B

Review of the outcomes from the 2008 NAC topic *'Staying smart in a complicated world - professional development'*

Introduction

The discussion topic for the 2008 National Advisory Congress meetings was *'Staying smart in a complicated world - professional development'*. The discussion points we asked members to consider were:

1. What do we need to do to ensure that we have the skills for a future workforce?
2. What is the role of employers and employees in professional development?
3. How can the Association's PD Scheme be utilised to support this goal?
4. Can a compulsory PD Scheme benefit the profession?
5. What do you see is ALIA's role in these areas? How can we engage employers and employees? And other professional bodies and training organisations?

NAC delegates raised a number of key points about the importance of professional development and how ALIA's PD Scheme assists them to monitor their ongoing development, including:

- That ALIA's PD Scheme is easy to manage
- That participating in the PD Scheme and accruing points makes it easier for a professional to be more visible to other employers
- That the ALIA PD Scheme provides a planning tool for LIS careers

Throughout the 2008 NACs a range of similar concerns / issues was also raised:

- Many members reported a lack of support (both financially and in providing leave) from their employers. It was suggested that ALIA needs to work on raising the profile of the PD Scheme with employers and personal members. It was suggested that ALIA consider offering the PD Scheme to institutional members for use with their staff and linked into their performance reviews
- Many members were concerned about the access to variety of free or inexpensive training, events or workshops, especially online training that can be accessed by rural members
- Members stated that they had difficulty (especially for regional members) in meeting the PD Scheme point requirements and that the lack of events and training in regional and rural areas, regardless of the training provider, exacerbated this issue
- Some members were concerned about the cost (\$36.00) for the CP certificate once they had completed their PD Scheme triennium successfully

ALIA's Local Liaison Officers have discussed some of these concerns with the Assistant Director: Member Services and the role that the LLOs can take in assisting members overcome these issues. In response, a monthly PD email containing a list of events and training from around Australia that is either free or inexpensive and, online or face-to-face, was developed. Each event listed in this email also lists how many points each activity is worth in the ALIA PD Scheme for easy processing by registrants. This email has been sent to all ALIA personal and institutional members since September 2008.

The new ALIA database has a PD module that will allow PD members to upload points for events through the ALIA website. The online events registration module will also link into the PD module of the database too. This will allow members easy access to their PD points and to update their attendance and points themselves on their ALIA webpage.

The ALIA Board of Directors took many of the comments and suggestions back to the Board meetings. The 2008 member survey asked a broader range of members the question about a compulsory PD Scheme <http://www.alia.org.au/membersurvey2008/> and the ALIA Education and PD Standing Committee are reviewing many other issues raised.

For further information regarding discussions and suggestions on each topic / area, visit <http://membership.alia.org.au/scripts/cgiip.exe/WService=ALIA/ccms.r?pageid=39&CalleriD=10353>

For more information about the 2008 NAC meetings, visit <http://www.alia.org.au/governance/nac/2008/>

PART 2

DISCUSSION TOPIC

The major discussion topic is:

Lobbying and Advocacy: working together to make a difference

As the peak national body for the library and information sector, ALIA plays a key role in advocating with and on behalf of members and the sector, and lobbying on particular issues.

In the 2008 ALIA member survey, members rated lobbying and advocacy as high in importance (it was ranked 3rd for personal members and 4th for institutional members), but rated it low in performance (ranked 17th for personal members and 14th for institutional members). In both surveys lobbying and advocacy scored the largest gap between importance and performance. Further details about the member surveys are available at <http://www.alia.org.au/membersurvey2008/>.

Lobbying and advocacy is essential to ensure the future of the library and information sector and the value it adds to Australia's culture and economy. Our lobbying and advocacy aims to influence decision makers at all levels in order to put an issue on the agenda; to effect change in policy or regulation; to have input to legislation; or input into a national or international position. Our advocacy is supported by endorsed policy, research and strategic alliances. It involves exerting influence through both sustained, planned longer term effort and capitalising on opportunities.

The fundamental outcome for our advocacy and lobbying focuses on ALIA's first object, which is to promote the free flow of information and ideas in the interest of all Australians and a thriving culture, economy and democracy.

This NAC theme supports ALIA's 2009 goal of *Building our community* which includes the following actions:

- develop, maintain and nurture partnerships
- support initiatives to promote the sector and the value of libraries
- advocate to government and key stakeholders.

What is lobbying and advocacy?

Advocacy is something library and information professionals do every day, almost without thinking. The purpose of advocacy is to keep the library service front-of-mind with the funding body, management team, users and potential users. Even those who don't currently use the library should have an up-to-date impression of what's happening in their library, how it is making a difference and contributing to the organisation's key objectives, and be prepared to leap to the library's defence should there be a need to do so.

Lobbying is different. It's when we talk to politicians or public officials, particularly those who hold the purse-strings. The act of lobbying needs a carefully considered, coordinated approach, with all the interested parties working together and speaking with one voice. We have to be able to show how positive outcomes in libraries support government priorities and we must have solid facts to back up our claims.

How does advocacy differ from marketing?

There is some overlap between advocacy and marketing. Marketing means researching the needs of users, making sure libraries are geared up to meet those needs, then going out and telling people about it, by word-of-mouth and through the appropriate media.

The marketing plan will contain a measurable set of targets, in terms of the number of people who access the library service and the particular services they use. Advocacy is much more about persuading people outside the library of the value of a library and information service to the organisation, community or nation.

How is ALIA currently lobbying and advocating?

ALIA plays a key role in lobbying and advocating with and on behalf of members and the sector in many varied ways.

- Campaigns including, Library and Information Week, National Simultaneous Storytime, Summer Reading Club, Library Lovers Day, @your library campaign, public library ambassadors <http://www.alia.org.au/advocacy/>
- Submissions on a range of topics including, infrastructure, digital economy, ICT, e-Health, copyright, freedom of information <http://www.alia.org.au/advocacy/submissions/>
- Summits, including the ALIA Education and Workforce Summit in 2008 <http://www.alia.org.au/education/summit08/> and ALIA Public Libraries Summit in 2009 <http://www.alia.org.au/summit09/>

- ALIA representation on committees and working groups, including
 - Cybersafety Working Group (Department of Broadband, Communications and the Digital Economy) – participating in government policy development
 - Copyright – lobbying the government as a member of the Australian Libraries Copyright Committee
 - Industrial Relations and Education – member of the Local Government Skills Strategy Steering Committee
- Partnerships <http://www.alia.org.au/governance/affiliation.html>, including Memoranda of Understanding with library and information associations
- ALIA Advisory Committees advise the ALIA Board of Directors and provide expert input into submissions
<http://www.alia.org.au/governance/committees/working.html>
- Media releases and interviews <http://www.alia.org.au/media.room/>
- Resources such as ALIA Policies and guidelines, dealing with the media, a library advocate’s guide to building information literate communities
<http://www.alia.org.au/advocacy/>
- Surveys including, the Internet Access in Public Libraries
<http://www.alia.org.au/advocacy/internet.access/>

Position papers about this topic and the 2008 member survey results are available on the ALIA website at <http://www.alia.org.au/governance/nac/2009/>

Discussion points

1. What is lobbying and advocacy? How is it different from marketing?
2. Why is lobbying and advocacy important to our profession and how can we do it better?
3. What issues should ALIA be lobbying government about?
4. What tools and resources do you need for advocacy?
5. How can we be more engaged with lobbying and advocacy? What roles do employers and ALIA members have?

PART 3
Local issues

Tell us your concerns and issues in your local area.

Appendix 1

ALIA GOALS FOR 2009

ALIA Members, the Board of Directors and ALIA Staff all contribute and work together to achieve these goals.

Members

- Enhance member value for personal and institutional members
- Retain current members and increase the number of new members
- Continue to build a strong member focus based on the member survey results

Participation

- Support ALIA groups, committees and representatives
- Encourage members' participation in the Association
- Acknowledge and celebrate the value of members as volunteers
- Increase engagement by regional and rural members

Building our profession

- Enhance recruitment to the profession
- Develop a vision for education for the profession
- Review, support and promote the professional development program

Sustainability

- Continue to develop financial strategies to ensure sustainability and growth
- Maintain the value of the Association's assets
- Ensure the sustainability of ALIA's information systems
- Attract and retain high quality ALIA staff

Building our community

- Develop, maintain and nurture partnerships
- Support initiatives to promote the sector and the value of libraries
- Advocate to government and key stakeholders

Research and publishing

- Support and promote a research culture in the profession
- Review current ALIA publishing program

Appendix 2

ALIA FOUNDATION STATEMENTS

Objects of the Association

- To promote the free flow of information and ideas in the interest of all Australians and a thriving culture, economy and democracy
- To promote and improve the services provided by all kinds of library and information agencies
- To ensure the high standard of personnel engaged in information provision and foster their professional interests and aspirations
- To represent the interests of members to governments, other organisations and the community
- To encourage people to contribute to the improvement of library and information services through support and membership of the Association.

Vision

To be the association of choice for information professionals and the library and information services sector.

ALIA core values

- Promotion 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.
- Preservation of the human record.
- Excellence in professional service to our communities.
- Partnerships to advance these values.