



Australian
Library and
Information
Association

ALIA NAC Regional Reports 2009

Wanneroo Library and Cultural Centre
Perth
3:00-5:00 pm, 10 September 2009

1. Attendance:

See attached

**2. Selected representative to attend the national meeting of the NAC
(they must be a member)**

Name: _____

ALIA membership no. _____

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

- **Discussed the affordability of training**
- **Problems with the regional access to training – even for online training - digital infrastructure does not always allow access from some areas**
- **Information about PD has been enhanced on the elists – thank you ALIA**
- **ALIA's PD documentation is rather time consuming. Could a reminder be sent out to individuals to remind them to update their PD (this was from a lapsed PD participant)**

4. Discussion topic: *Lobbying and Advocacy: working together to make a difference*

General comments

- ALIA is good at marketing
- Advocacy needs to be carried out at many levels – funding/management and different tiers of clientele
- ALIA could lobby (not sure if this is federal or university or both) for a
 - standard framework for librarian and library technician educational qualifications – currently there is a bewildering array of levels which is confusing for potential members of the profession
 - review of educational qualifications for the profession
- Pathways for vocational qualifications to professional qualifications could be strengthened

SWOT analysis of Advocacy and Lobbying

Strengths

- Location of ALIA National Office in Canberra – accessible to federal government
- National Simultaneous Storytime
- Submissions to Government
- ALIA's resources – (stronger than some other professional associations such as Records Management)
- ALIA is good at the federal level of advocacy and lobbying

Weaknesses

- Geographical distribution of members – Perth is a long way from Canberra for ALIA to aware of local issues for lobbying
- Such a diverse group of sectors that it is difficult for ALIA to represent us all
- Low membership numbers
- Apathy of librarians – look at the low number who came to the NAC in Perth
- ALIA's low profile in WA – get more visits from Libraries Australia and Publishers than we do from ALIA (could we get a publisher to sponsor travel?)
- Cost of membership
- Duty statements only require "Eligible for membership of ALIA" not actual membership

Opportunities

- ALIA has great services to offer – could do more lobbying at the state level – could LLOs do more? The lobbying could be tailored for each state
- ALIA has done some really good work that can be built on e.g. Public Library Summit – could lobby for a National Early Literacy Program (State and Federal) – would give libraries a profile in the learning area.
- Provide specials and other libraries a methodology/skills to advocate and lobby (like the @your library marketing program)
- Library week could be more inclusive as it used to be currently it is Public Library focussed (previously a committee which included other sectors e.g. specials)

Threats

- Lack of understanding in the political arena and outside the profession generally as to the role of the librarian (even more so the newer role of the librarian as educator)
- Diversity of the sector
- Confusion (and also lack of cost efficiency) with the number of professional library representative groups (some within ALIA and some without)
- ALIA does not represent the non-members (what % of the profession are ALIA members?)
- Australia's complicated political three tiered structure
- Limited \$ - economy down
- Lack of clear delineation between the different professional bodies – Knowledge management/Information Management/Record management/Librarianship
- Lack of skills in the profession for advocacy and lobbying – none of us are taught in Library School

5. Local issues

- Would like more local workshops (professional development) e.g. on lobbying and advocacy (by professionals in that area)
- Library technician conference – focus some publicity to other workers in libraries e.g. “Library Officers” “Library Attendants” and so encourage them to obtain Library technician qualifications
- ALIA could provide opportunities for ALIA members to have sessions with other professional bodies (e.g. Archivists, Knowledge Managers) at a local level (ALIA to be seen to be the leading organisation)
- Scale ALIA membership fees according to salary
- Change all membership fees to a low flat rate (e.g. \$100) and ensure all members are registered (follow New Zealand model)
- More industrial relations support? Difficult with the vast range of sectors and employees
- Give me a discount for a bookshop not a hotel (in fact at least some local bookshops e.g. Lane in Claremont, do give a 10% discount – could ALIA please pursue this)
- Online database access provided by ALIA is excellent
- Careers fairs to promote profession – very successful in WA to have ALIA members there

6. Any other comments from the meeting?

The question was asked of the meeting: Is there one thing you would like ALIA to change for Advocacy/Lobbying? Responses:

- Enhance/improve ALIA’s Toolkit on Advocacy (get professional advice?)
- Could ALIAWest focus on Advocacy?
- Encourage more ALIA members in WA to attend the NAC
- ALIA to position itself better as the premier library association
- Improve training opportunities for Advocacy and Lobbying

7. Evaluation

(Please ensure that the originals of the completed evaluation forms are returned to National Office with this report. Please also keep a copy of this report, the evaluations, and the attendance for your own records)