



Australian Library and Information Association

PUBLIC LIBRARY ADVISORY COMMITTEE

Highlights July – December 2010

The ALIA Public Libraries Advisory Committee advises the Board of Directors about matters relating to public libraries and is charged with delivering against the national vision and framework for public libraries.

In addition, it aims to facilitate collaboration in the public library sector, increase awareness of and participation in ALIA services and activities by public library institutional members, and increase the membership of ALIA from the public library sector (both institutional and personal membership).



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Organisation

The ALIA Public Library Advisory Committee (PLAC) comprises the heads of state associations, Public Libraries Australia and territory representatives:

- ACT** Vanessa Little, ACT Library and Information Services
- NSW-C** Graham Smith, Public Libraries NSW Country
- NSW-M** Win Gaffney, Public Libraries NSW Metropolitan
- NT** Cathy Hilder, Northern Territory Library
- QLD** Cheryl Houghton, Queensland Public Libraries
- SA** Janice Nitschke, Public Libraries SA
- TAS** Jenny Rayner, State Library of Tasmania
- VIC** John Murrell, Public Libraries Victoria Network
- WA** Sheena Joyce, Public Libraries WA

ALIA Jan Richards, PLAC Chair; Sue Hutley, Executive Director

PLA Sylvia Swalling

Plus four members of the previous committee:

ACT Roxanne Missingham

NSW Kathryn Cass

VIC Karen Ward-Smith

WA George Cowcher

PLAC is now truly representative of public libraries in all states and territories. This provides a forum for debate as well as the opportunity to present a strong, unified front. Partners, politicians and other groups now have a clear route into the Australian public library network.

The committee has communicated through monthly teleconferences and a face-to-face meeting in Albury, in July, to coincide with Impact 2010, the NSW public libraries conference.

During the second half of the year, PLAC revised its Terms of Reference. Its deliverables, with the assistance of the ALIA National Office, are to:

- Action the national framework and advise the Board of Directors about achievements against the work plan
- Contribute to discussion papers and submissions to inquiries
- Provide advice to the Board on strategic and policy issues for the public library sector

Full details of the Terms of Reference can be found at

<http://www.alia.org.au/governance/committees/public-libraries/terms.of.reference.html>

Campaigns and programs

National Standards and Guidelines, Vision and Framework

PLAC has worked with Libraries Alive! to produce National Standards and Guidelines for public libraries, and with the Library Agency to develop a National Vision and Framework. These are now complete and available to download from the ALIA website:

<http://www.alia.org.au/governance/committees/public-libraries/>

ALIA Access 2010

The public libraries stream at the ALIA Access 2010 conference and exhibition in Brisbane, in September, was sold out (as was the rest of the event). This was ALIA's premier event in 2010, attended by several hundred delegates. Public

library attendees heard nine speakers talking about outstanding programs concerning early years literacy, bibliotherapy, teen reading and socially inclusive initiatives. Several sessions were also webstreamed and reached an even wider audience. Background information at:

<http://conferences.alia.org.au/access2010/>

ALIA Library Stars 2010

The ALIA Library Stars 2010 attracted nearly double the normal number of entries, demonstrating the effectiveness of the PLAC communications network. The awards, designed to showcase the best of the best in public libraries, reflected the four themes of the ALIA Public Libraries Summit in 2009. These were:

- Children, early reading and a literate Australia
- Encouraging the digital economy and digital citizenship

- Social inclusion and community partnerships
- Health and ageing

An independent VIP judging panel selected 12 finalists, and the four winners were announced at the ALIA Access 2010 conference and exhibition on 3 September. A full list of the winners and highly commended libraries is at:

<http://www.alia.org.au/governance/committees/public-libraries/librarystars2010/>

Communications Strategy

PLAC signed off a communications strategy designed to keep other stakeholders, including friends, partners, related associations and government, informed about the committee's activities. The first communiqué was PLAC's January – July 2010 highlights document.



Campaigns and programs (cont...)

National Year of Reading 2012

Many of the groups represented on PLAC have become founder-partners of the National Year of Reading and this initiative is gathering further momentum. The State and Territory Libraries have added their weight to the campaign, which now has the support of publishers, booksellers, authors, media, literacy organisations and politicians at all three levels of government. More information at:

<http://www.love2read.org.au>

Early Literacy

The ALIA Early Literacy Working Group was formed in July 2010 and will be working towards a national early literacy strategy for public libraries, led by the State Library of Queensland, in consultation with the State and Territory Libraries, public library associations and children's librarians. The strategy should be available mid-2011. More information at:

<http://www.alia.org.au/earlyliteracy>

The Summer Reading Club

PLAC members have funded the 2010-2011 Summer Reading Club, around the theme 'Scare up a good book'. The campaign will run from December 2010 to February 2011 in libraries around Australia. More information at:

<http://www.summerreadingclub.org.au>

ALIA Advocacy and Lobbying

PLAC has continued to support ALIA's program of lobbying and advocacy. This has included the formation of the Safer Internet Group, in partnership with Yahoo and Google; a leadership role in the sector's response to the House of Representatives Inquiry into School Libraries; advice to government around the development of the National Broadband Network, and an advisory role in relation to the Book Industry Strategy Group.

In July, ALIA produced a federal campaign election kit, which was endorsed by PLAC, and the association has actively supported Public

Libraries South Australia, direct to politicians and through the media, in the face of proposed cuts to its state government funding.

More information at

<http://www.alia.org.au/advocacy/>

ALIA and the Federal Government

ALIA has supported PLAC by producing submissions and initiating negotiations with the Federal Government. ALIA has lobbied the Department for Broadband Communications and the Digital Economy to ensure that public libraries are considered a major partner in the roll out of high speed broadband Internet access. Following on from the federal election in August, ALIA put forward a proposal to make good on the Labor Party's commitment to invest a further \$1million in the provision of public library services to people with print disabilities. This proposal is currently being considered by the Department for Families, Housing, Community Services and Indigenous Affairs. ALIA has also sent a letter to all MPs and Senators in the new Parliament highlighting the contribution public libraries make to government priorities and including a copy of *The Little Book of Public Libraries*.

Every Member An Advocate

ALIA has run 18 Every Member an Advocate Workshops in eight cities around Australia – free for ALIA members – which have been well attended by public library participants. ALIA has also put together advocacy collateral, including a special kit for public libraries, which can be found at:

<http://www.alia.org.au/advocacy/public.library.advocacy.kit.pdf>

Working Groups

PLAC has established two new working groups for 2011 to focus on specific aspects of the National Vision and Framework for public libraries. One will focus on innovation, the other on community engagement.

International Profile

Sue Hutley, Executive Director of ALIA, represented the association at the IFLA conference in Sweden in August. She was asked to speak about the Every Member An Advocate campaign and received excellent feedback from delegates about her description of Australian libraries' lobbying and advocacy during 2009-2010. In a related activity, former ALIA Board member Gill Hallam was asked to make a presentation about the IFLA Statistics Manifesto to the Queensland Public Libraries Association conference.

Contact details

Keep up to date by checking the PLAC web pages:

www.alia.org.au/governance/committees/public.libraries

For more information, contact:

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