

FAIR

Freedom of

Access to

Information and

Resources

Welcome to FAIR, a major new initiative from ALIA, which launches at the ALIA Information Online 2015 Conference in Sydney on 5 February.

Fairness underpins our professional ethos and it's this value that sets us apart from other organisations that occupy a similar space. People can buy books from bookshops, they can search for answers through Google, they can meet in a wifi-enabled cafe, but none of these other providers of content, information, space and technology comes with the same brand of equity and fairness.

So FAIR was a natural fit when we were seeking a way of bringing together all our advocacy initiatives. It worked both as an acronym and as a sentiment that encapsulated our objectives.

Once we had the title, the rest quickly followed.

What do we want to achieve with FAIR?

We aim to increase the reach and profile of our advocacy for the library and information sector. We want to engage with library users on a particular campaign and use this engagement to create a longer term relationship so they're there when we need them to help champion other causes.

Who is our target audience?

We're looking to ALIA Members and the library and information sector in the first instance, carrying the message through to library users via social media and in-library promotion.

What are the issues?

There are so many areas of concern to choose from. When we launch we will focus on four featured campaigns – school library staffing, public library budgets, copyright reform, and support for government libraries. We will also provide information about the challenges to TAFE library funding, the importance of health information, family literacy, changes to higher education – all the things that put Freedom of Access to Information and Resources (FAIR) at risk.

How can Members be involved?

In general terms, check out our FAIR pages on the ALIA website, subscribe to the free news alert, think about how you can use the collateral we have provided to share the messages with friends and colleagues, encourage your contacts to spread the word to the wider community and follow the conversation on social media. Find us on Twitter @joinFAIR and on Facebook at facebook.com/joinFAIR.

There are individual campaigns on the website with specific actions. Where these especially resonate with you, we welcome your active participation.

The strength of our case for change will be increased by having a critical mass of supporters to draw on.

Where do we go from here?

Our target is to have a base of 10,000 supporters for FAIR by the end of 2015. We have talked to other organisations with shared interests, and you can expect to see even greater collaboration to promote the value of library and information services and the professionals who deliver them.

For more information about FAIR, visit the website fair.alia.org.au or contact us advocacy@alia.org.au.