



Libraries change lives!

Library and Information Week 2002

Library and Information Week 2002 (LIW) is an opportunity for all libraries and information services to tell the story of today's libraries and to communicate the week's key message *Libraries change lives*.

Don't forget that LIW is about the 'big picture' which is increasing the awareness of and support for libraries and updating the image of library and information services in the twenty first century. LIW is also an opportunity to promote the importance of library and information services to the key enterprises of research, learning, community and business.

ALIA's core objective is to promote the free flow of information and ideas in the interests of all Australians and a thriving culture and democracy. Use LIW 2002 as an

opportunity to showcase these core values and the professional services you offer.

ALIA has identified five key messages to promote the highest quality library services. These messages can be used as themes for a series of activities during LIW.

- *21st Century literacy*

Highlight your library's efforts to advance literacy in all forms, including information literacy.

- *Diversity*

Demonstrate that the library is open to all people and ideas and that its collections reflect many voices and cultures.

- *Education and continuous learning*

Communicate that the library is a place for lifelong learning.

- *Equity of access*

Show that your library helps bridge the digital divide.

- *Intellectual freedom*

Communicate that the library makes information available to everyone and provides a forum for expressing all points of view.

The core message of *Libraries change lives* can also be easily incorporated into communications material such as media releases, speeches, presentations and interviews.

LIW is about recognising positive achievement and promoting outstanding library initiatives. It is a time to open your doors to the key enterprises of research, learning, community and business and remind everyone about your various programs, services and technologies.

It is also a time to say 'come and see what is new at your library.' This is also your chance to show your importance to those who make policy and funding decisions about future library services.

ALIA would appreciate any feedback on your LIW activities and further contributions to the *Libraries change lives* website. And don't forget the catalogue for LIW merchandise can be found in March edition of *inCite* and at <http://www.alia.org.au/alw/2002/catalogue.html>.

