



READING UNITES US

It gave me immense pleasure to represent ALIA at the National Library on 8th July to not only celebrate excellence in Australian writing, but in particular to hear the Prime Minister announce \$1.3 million in funding for the National Year of Reading 2012.

In my July *Frontline*, I commented that reading is one thing that unites us as a profession, so it was pleasing to hear the Prime Minister say in her speech:

"Every Australian who is physically able to read deserves the chance to learn to read. I feel it deeply that too many Australians still lack the gift of words and reading. My hope is that the Year of Reading will be the catalyst for many to discover and rediscover the joy of reading. It is such a fundamental aspect of our social compact and our vision of ourselves as a nation of fairness and opportunity."

This federal government funding will provide the framework to support Australian libraries participation in NYR2012 and I hope that libraries across the country take up both the opportunity and the challenge to engage the communities and organisations we serve with reading.

ALIA's Strategic Plan 2011 – 2015 released

The Board has developed four key outcomes for the Association in the coming years. The first three outcomes focus on our short term future, taking account of the current challenges we have in continuing to support the needs of our members, growing our membership and ensuring longer term financial stability of the Association. These are strengthening our membership, strengthening our Association and strengthening our profession.

The Board believes the fourth focus is critical to the long term future of our profession. In our discussions, we asked ourselves what will it mean to be a librarian or information

professional in 2020. What are the skills, knowledge and values that we will need and what does this mean for the Association? So, the fourth outcome in our plan is the future of our profession.

This outcome has a long term horizon, but is nevertheless vitally important to the Association and its members. I hope that we can begin a conversation together about our future. The National Advisory Congress meetings to be held later this year will have this question as the focus and I look forward to engaging members across the country in this important conversation. You can find the strategic plan online at www.alia.org.au/governance/StrategicPlan.pdf.

Go west... young man (woman or library professional...)

Whilst there might be some argument about who actually said "go west, young man", there is no argument that the West will be the place to be in September 2011. Escape the September autumn chills and head to Perth for a warm welcome, energising conference speakers, networking and great hospitality.

Perth will play host to the ALIA National Library and Information Technicians Conference (September 13 – 16) and the New Librarians Symposium 5 (September 16 – 18). These events have been a major focus for ALIA members in Western Australia for almost two years. Both organising committees have created distinct and engaging conference programs together with an array of tours and social programs which will showcase the best Western Australia has to offer.

If you haven't yet registered, then there is still time and I would encourage you to take a look at the program at www.alia.org.au/conferences/2011.html.

I look forward to the opportunity to meet and catch up with members here in Perth next month.

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YOUR INDUSTRY SNAPSHOT

Changes to PLR and ELR for books

On 18 April 2011, Minister for the Arts, the Hon Simon Crean MP, approved a number of changes to the Public Lending Rights Scheme 1997 and the Educational Lending Right Policies and Procedures.

The changes were brought about to 'improve administration of the schemes and increase consistency between them.' Further information at Office of the Arts website http://www.arts.gov.au/books/lending_rights/scheme_changes

Internet Archive gets physical

The Internet Archive has decided to establish a new back up archive of a physical copy of any book it has in its digital collection. They liken it to a seed bank: "storing important objects in safe ways to be used for redundancy, authority, and in case of catastrophe". And they're using what they describe as "the most used storage design of the

20th century" –shipping containers – to do it. More: blog.archive.org/2011/06/06/why-preserve-books-the-new-physical-archive-of-the-internet-archive/

ACMA releases cybersafety video

The Australian Communications and Media Authority has released a video for parents to help explain online risks to their teenage children. It includes strategies to help protect children from online risks. www.cybersmart.gov.au/outdoor.aspx

INCITE Product Services Directory - it's back!

The INCITE Product Services Directory is back. Coming in the November issue, the Directory will be a special lift-out to keep for year-round quick reference for members' library needs. Businesses wishing to advertise can contact Jessica Honeychurch at HWR Media on (08) 8379 9522 or jhoneychurch@hwrmedia.com.au - but call now, space is strictly limited and filling fast!