



# KICKING GOALS WITH ADVOCACY

*It seems as though every month a new challenge pops its head up for our industry. The challenge in March was tackling possible cuts to funding at the State Library of Western Australia.*

ALIA members should now have heard about our FAIR (Freedom of Access to Information and Resources) campaign. We created FAIR to give people (the public, and not just LIS workers) a way to actively support all kinds of libraries including public, school, TAFE, university, health, law, business, and government, as well as our National and State Libraries.

ALIA was able to highlight the possible cuts at the State Library of WA as one of its issues on the FAIR website at [fair.alia.org.au](http://fair.alia.org.au), and you'll also find an update on the action taken on page 29 of this issue of *INCITE*.

A key activity was the timely distribution of an email to FAIR supporters about the issue and ways in which supporters could respond, including a ready-to-send email to the relevant minister. Our stakeholders spread the message through their networks and, in the space of three days, 300 emails opposing the budget cuts had landed in the inbox of the Hon. John Day, Minister for Culture and the Arts in Western Australia.

A number of my monthly columns in *INCITE* during my term as president have been about advocacy, and ALIA showing how it takes this advocacy role very seriously. It is very satisfying to see that, with the introduction of the FAIR campaign, our advocacy work is far more visible to our Members and, importantly, it is having a positive impact on issues that really matter to us.

I would strongly urge you to take a look at the FAIR website and examine the issues we feel are important to us at the moment, and see how you can be more involved in helping us take up these challenges.

FAIR is the vehicle for ALIA to show our Members that we take advocacy seriously. A significant proportion of member fees are funnelled towards fighting these issues. In the past, ALIA hasn't always been good at letting Members know about advocacy initiatives. I know that with the introduction of FAIR our Members and the public will see our advocacy campaigns.

Already the number of press and media requests for ALIA representatives has risen greatly since the introduction of FAIR. This is really important, as it no longer library staff talking only to library staff about our challenges, it is library staff on the radio, on TV and in the press talking to the public about our libraries and our collections.

ALIA's election process for two positions on the Board is well underway. We have three excellent candidates standing, and I wish them well. Please take the time to look at the candidates and the issues they want to cover during their two year term – and don't forget to vote!



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