



ALIA Strategic Plan 2021-2024

Vision: ALIA is the association of choice representing the library and information sector

Context

The COVID-19 pandemic has transformed people's lives in ways which we can only begin to understand. It will have a lasting impact on society, communities, families and individuals, on leisure, work and study.

For the library and information sector, as with all industries, it has meant a complete rethink of every aspect of what we do. COVID-19 restrictions have meant incredible challenges, in the face of which our Members have demonstrated courage and creativity.

For ALIA, while our values remain constant, we need to adapt to the changes around us. We must help equip our Members with the knowledge and skills they will need to support their communities. We must show leadership in adopting new technologies and new ways of working which will see the sector emerge in a stronger position.

Sustainable Development Goals framework

The ALIA Board met on 10 August 2021 to develop the next iteration of the ALIA Strategic Plan 2020-2024, with the United Nations Sustainable Development Goals (SDG) as its planning framework.

The Board renewed its commitment to ALIA playing a leading role in raising awareness of how the SDG are being delivered by the sector through advocacy, storytelling and information-sharing. The Board placed specific emphasis on SDG-related training and professional development for Members and on ALIA itself being an exemplar for SDG principles through the promotion of diversity, an increased focus on sustainability initiatives and on responsible procurement and partnerships.

Strategic priorities

At this time, and through to 2024, the ALIA Board foresees the need for a four-fold approach:

1. **Supporting a resilient, diverse workforce:** attracting and developing talented, committed individuals from different cultural backgrounds, who will have the strength and agility to navigate a rapidly changing workplace.
2. **Developing alliances and collaborative ventures:** which will enable wider-ranging innovation; strengthen the voice of the profession with government and other bodies; provide greater opportunities for our Members to realise their ambitions.
3. **Succeeding through advocacy:** promoting a compelling case for the essential role and value of libraries; positioning libraries to best effect in competitive funding rounds; generating a powerful understanding of libraries' contribution to the nation's future.

4. **Enhancing Member value:** creating even more opportunities to share information, knowledge and strategies to the benefit of individuals, institutions and the sector as a whole; keeping Members connected; keeping Members informed; confirming the value of membership.

This work will be underpinned by strong governance and financial sustainability for the Association.

Major initiatives

In addition to ALIA's ongoing investment in advocacy and the development of critical stakeholder relationships, the workplan for 2021-2024 will feature three major areas of activity linked to the strategic priorities and ALIA's continued commitment to the SDG.

1. Delivery of the Professional Pathways initiative

The Professional Pathways collaborative venture with libraries, educators, current and next generation leaders is a reimagining of the workforce to ensure a diverse, skilled, knowledgeable, supported and valued LIS workforce. The new pathways into the profession and refreshed CPD and specialisations will provide a strong platform for ALIA going forwards. The project is resourced with a dedicated team and its own Professional Pathways Board, chaired by the ALIA President.

2. Review and refresh of ALIA's structure and operations

The focus on Professional Pathways has implications for all areas of ALIA and provides the opportunity to rethink approaches to different elements of our model.

Professional learning

We will consolidate our professional learning activities (conference, PD and other events) and map against our Professional Pathways frameworks to create a suite of options to match the needs of individual Members through every stage of their careers and to support employers committed to providing ongoing professional development for all their staff.

Committees and Groups

We will consult with Members to refresh the committee and group structure. The aims are to strengthen the valued contribution of experts and provide greater opportunities for Members to be part of the big picture, visibly active and engaged in discussions which will help shape the sector.

Membership model

ALIA's current membership model has been in place since 1999. We will investigate the potential for alternative models aligned with Professional Pathways and based on professional learning, to enhance the value propositions for Personal and Institutional Members.

Supporting infrastructure

We will use the increased functionality and reporting capability of the new ALIA website and Member database launched in 2021 to improve the Member experience, highlight learning opportunities and provide advocacy.

3. Increased focus on ALIA and the Sustainable Development Goals

ALIA will not only continue to support Members in their work towards the United Nations' 2030 Agenda but will also look to its own operations in the context of sustainable development.

Information-sharing and storytelling

ALIA will launch SDG stretch targets in 2021 in collaboration with other industry bodies and will provide annual reports about the sector's performance in relation to these targets. We will also promote case studies and examples of SDG-related initiatives in the library and information sector.

Diversity

The presidential theme for 2021-2023, diversity, is strongly featured as a goal within the Professional Pathways initiative. ALIA's work in this area will support organisations seeking to increase diversity within their workforces and help develop libraries' role as culturally safe spaces.

Environmental sustainability

We will progress Greening Libraries, a research-based initiative bringing together best practice and making it relevant for, and available to, libraries of all sizes.

ALIA will work towards the Association being carbon neutral in advance of 2030.

Responsible procurement and partnerships

We will review our procurement and partnerships with suppliers and stakeholders in consideration of the Australian Government Modern Slavery Act 2018.

Review and reporting

ALIA's work will be focused on the four strategic priorities through to 2024 and on the three major areas of activity. The Directors will review the Association's operations and achievements against these priorities and will report back to the membership through the ALIA Annual Report.

About ALIA

We have been representing the interests of our members in the library and information industry since 1937. We continue to invest in advocacy, education and professional development; supporting library leaders, library and information professionals and people from other disciplines who work in the sector.

Our 5000 members include libraries, information services, library and information professionals, people who work in libraries, industry partners, educators, students and retired members. Our membership base continues to evolve and expand as we invite all who work in the information sector and share our ideals to join us. Through our advocacy campaigns we also provide a voice for Australia's 10 million-plus library and information service users.

The Association is established as a not-for-profit company, governed by an elected Board of Directors. Advisory Committees and special interest groups within the Association enable Members to be closely involved. The Association is supported by a team primarily based at ALIA House in Canberra and a local manager in every state and territory.