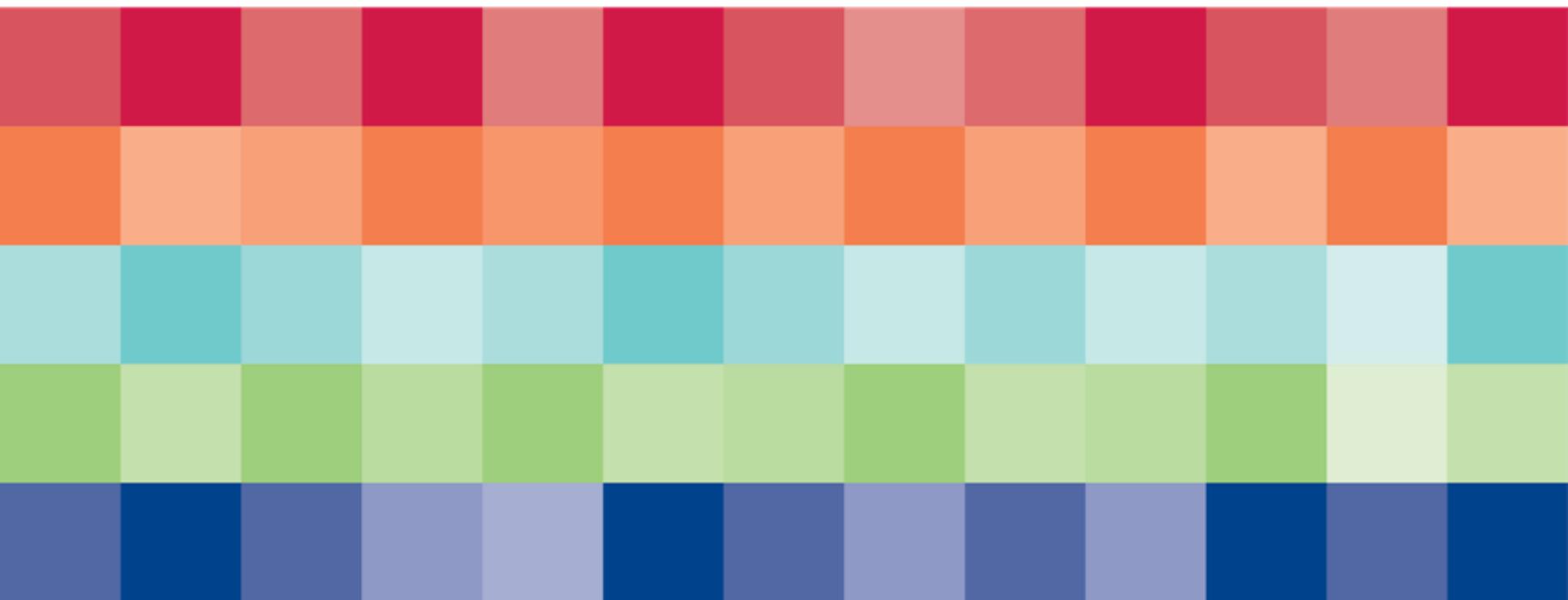




Australian Library and
Information Association

ALIA 80 Years Strong Campaign Wrap-up





Project dates

1 January – 31 December 2017

Brief description

2017 marked the 80th anniversary of the inaugural gathering of the Australian Institute of Librarians outside the Albert Hall in Canberra, on 21 August 1937. 80th anniversary celebrations took place across Australia, and the ACT celebration on 5 October coincided with the ALIA Board meeting, at which the Directors launched the ALIA Tributes and Treasures publication, celebrating all things special to ALIA Members. A time capsule was also sealed on that evening, to be opened in August 2037 for the 100th anniversary of ALIA. As part of the New Librarians' Symposium 8 in June, attendees were invited to recreate the photograph taken at the inaugural meeting, outside Albert Hall.

Partners (sponsors, other stakeholders)

- ALIA Board
- ALIA Staff
- ALIA State and Territory Managers
- ALIA Members

Participation

There was a buzz throughout the year, and Members were very excited to be involved in the celebrations. Birthday events in states and territories were well attended, and many positive responses were received as ALIA Tributes.

Outcomes

This was a celebratory and promotional success for ALIA. Members were provided with an opportunity to celebrate their organisation. We received extensive positive feedback from Members, and congratulations from other organisations.





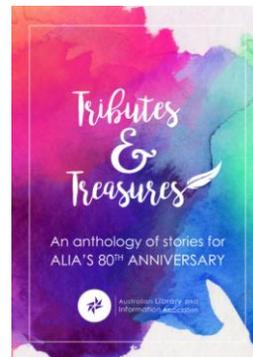
Collateral generated

Activities were promoted on the ALIA website, through *ALIA Weekly* and *INCITE*, and on social media, and a new ALIA logo was used throughout 2017:

80 ALIA Treasures were featured on the website, and Members were invited to upload Tributes to a blog, that were combined with the Treasures to become the [ALIA Tributes and Treasures](#) booklet, launched at the 80th birthday celebration.

ALIA Members were asked to suggest items to include in the time capsule, buried in the grounds of ALIA House in Canberra on 18 October 2017, and to be opened during ALIA's 100th birthday celebrations in 2037. You can see a video of the filling of the time capsule [here](#).

ALIA



Inaugural meeting photo recreation



Web pages and content

- [ALIA - 80 years strong](#)
- [*Tributes and Treasures*](#)
- [Librarians old and new](#)
- [ALIA Then and Now Twitter Day](#)
- [Library and Information Week 2017 - Celebrate](#)



Social media highlights

Aust Lib & Info Assn @ALIANational
 Hello 2017! #ALIA80



9:30 AM - 3 Jan 2017
 31 Retweets 47 Likes

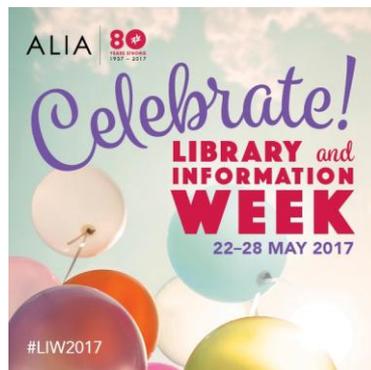
Aust Lib & Info Assn @ALIANational
 Past #ALIA President Kenneth Binns is excited for Twitter Day! bit.ly/2rtf0tb
 #ALIAThenandNow #LIW2017 #ALIA80



Emily Wilson @EmmyMBWilson
 Following
 A quiz night in #LIW2017. 1930s themed in honour of #ALIA80. Can't wait! #ALIA



12:47 PM - 5 Apr 2017
 3 Retweets 8 Likes



Aust Lib & Info Assn @ALIANational
 Friday 26 May is Twitter Day! Dress for work as you would have 80 years ago and tweet us the pic with #ALIAThen&Now #LIW2017 #ALIA80



4:30 PM - 17 May 2017
 13 Retweets 10 Likes



Karys Rhiann @karysrhiann Following

And another... #ALIAThenandNow #LIW2017 #ALIA80



9:19 AM - 26 May 2017
3 Retweets 6 Likes

Jayshree Mamtara @jamaora Following

A fantastic night at the @ALIA_topend #LIW2017 #aliantrecognitionawardnight #ALIAThenandNow #ALIA80 #somuchfun



12:56 PM - 26 May 2017
2 Retweets 11 Likes

State Library of NSW @statelibrarynsw Following

We're ready to answer your questions from the Mitchell Library! #Librarians of the 1930s #ALIAThen&Now, #LIW2017, #ALIA80



9:26 AM - 26 May 2017
27 Retweets 55 Likes

Andrew Spencer @GeocachingLibn Following

Staff from the SCHN library at The Children's Hospital at Westmead stepping back into the 1930s #ALIAThenandNow #LIW2017 #ALIA80



12:46 PM - 26 May 2017
2 Retweets 26 Likes

Danielle Hoffmann @Danielle_Hoffm Follow

1930's Librarian & 1930's library posters at DAF Qld Library. Happy 80th! #ALIAThenandNow #ALIA80 @Helmacpherson @ThisIsDonnaL @zalee_bates



11:57 AM - 26 May 2017
6 Retweets 21 Likes



Amy Walduck
@amywalduck

Following

If I was a librarian in 1937...
#ALIAThenandNow #LIW2017 #ALIA80
#librariesrock



1:29 PM - 26 May 2017

2 Retweets 28 Likes

2 28

Aust Lib & Info Assn
@ALIANational

ALIA House goes 1930's! #ALIAThenandNow
#LIW2017 #ALIA80



1:30 PM - 26 May 2017

2 Retweets 21 Likes

2 21

Aust Lib & Info Assn
@ALIANational

Read Anne's @AMoodiLibrarian fantastic
#ALIA #Tribute to @camdenlib's Narellan
Library bit.ly/2rpQ04X #ALIA80



9:30 AM - 14 Jun 2017

1 Retweet 3 Likes

1 3

Vicki McDonald
@coffeemiss

Following

Celebrating 80 years of @ALIANational
#alia80 - lots of catching up with colleagues
& cake!



7:45 PM - 5 Oct 2017

3 Retweets 17 Likes

3 17

Emily Wilson
@EmmyMBWilson

Following

#ALIAThenandNow #LIW2017 #ALIA80
#SAhistoryFest



4:04 PM - 26 May 2017

4 Retweets 12 Likes

4 12

COOKING
for
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BILL PASSED

On **31 July 2017** we are
celebrating by cooking again!
Our cooking paid off and now
we're tasting sweet victory.

Millions of historical
manuscripts held by libraries
and archives, will finally
be freely available.

*Thank you
your cooking really paid off*

FAIR
Freedom of
Access to
Information and
Resources

fair.alia.org.au/cookingforcopyright
www.facebook.com/cookingforcopyright