

# 'Books Alive' campaign



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**D**id you see the television and print advertisements in November/December? This concept-awareness campaign was the first initiative of the Book Industry Assistance Plan (BIAP), the federal government's \$8 million program over four years to promote the intrinsic value of books, reading and literacy, and the books of Australian writers. ALIA is a member of the steering committee. Executive committee members from the Australia Council, Australian Booksellers and Australian Publishers associations and ALIA met in late November to plan further activities.

The results of the interviews done by Roy Morgan research prior to the advertising campaign will be available by the end of January, for the next executive meeting on 2 February. During February a research consultant will be appointed to carry out research on reading books for pleasure, particularly as it relates to non- and lapsed book readers and children. The two strands to this research are a comprehensive review of Australia-based research into book reading and buying habits over the past five years, and qualitative research on current trends in Australia with respect to book reading and buying. The first strand will bring together existing research into a definitive summary of findings so that it can be used effectively to promote the various program activities and to capitalise on longer-term opportunities outside the program for data collection and research. The second strand, the qualitative research, will be broad ranging but with a focus on non- and lapsed-readers, particularly in the age group 18–39 years; children; and book reading for pleasure in the context of other leisure activities. BIAP will also commission research on using the internet to achieve the goals of the *Books Alive* program.

The program will tap into activities run by the various industry bodies to assist its promotion. Bookstores are planning an in store promotion in March; promotional materials will be available for Library and Information Week (May), the ABA/APA Australian Book Fair (June), the Leading Literate Lives conference (July) Children's Book Week (August), Literacy and Numeracy Week (September), and Reading Recovery Week (October). It is anticipated that the research will produce valuable information for media releases and promotion during these activities.

A marketing consultant will be appointed to drive the marketing and promotional activities and to develop new activities which bring together the various sectors and where viable generate a life beyond the program for activities of wide benefit.

### Election strategy kit

Our election strategy and lobbying kit should make it to the Top 10 list this year with many state elections and the federal election foreshadowed.

The kit includes sample letters to candidates, tips on setting up meetings with candidates and sitting members, working with other groups such as FOLA to bring in wider community support, and using the media, and leads to other useful resources. Contact Marie Murphy at ALIA National Office for more information. We will gladly assist you with drafting letters and media releases and with your local lobbying.

### Digital Agenda copyright amendments

The matter of including a definition of library in the legislation to exclude libraries in 'for profit' organisations from the copyright exemptions has arisen again since it was rejected in the passing of the *Digital Agenda Act*. This is a serious issue for those libraries and, we believe, for library wide resource sharing.

Nick Smith (ALCC) and I met with representatives from the Attorney Generals Department and the Department of Communication, Information Technology and the Arts to discuss the push by some parties to revisit the library definition in the *Digital Agenda Act* before the three year review proposed in the legislation.

The main issues raised related to evidence of the impact of changing the definition on the ILL/resource sharing network and the harm that would be caused through changing the definition.

We argued that there is provision in the legislation for a review in three years and therefore the government should be aiming (as we have been) to deal with this issue then in the context of overall review and with specific evidence gathered over that period — we have a variety of related data but not specific to that issue. We also argued that no change is required to the legislation as it currently stands to allow collecting agencies to challenge any library in a 'for profit' on copyright infringement, or to negotiate individual licenses with such organisations. A number of documents such as the 1997 survey of the Australian ILL system by ACLIS; statistics on Australian versus overseas journal purchase and use; and the report on ALIA's survey of the Top-100 corporations regarding library and information services were provided to the meeting.

We will be continuing our efforts in support of 'for profit' libraries and the resource-sharing network. ■