



MEDIA ADVISORY

SOUTH AFRICAN LIBRARIANS' DAY - 10 JULY 2015

The Library and Information Association of South Africa (LIASA) is celebrating **SOUTH AFRICAN LIBRARIANS' DAY** on 10 July 2015.

Librarianship is a dynamic profession and is a key contributor to the development of citizens and their communities. It speaks to the intrinsic requirement of building an informed and knowledgeable nation through equitable access to information. Librarians are committed to the development agenda of the country, bringing to life the fundamental rights of citizens as enshrined in the Constitution of South Africa notably the right of access to information. The growth and sustainability of the South African democracy is reliant on citizens who are able to make well-informed decisions about all aspects of their lives.

Every day, Librarians in all sectors (schools, public/community, academic, commercial and special), make an enormous difference, facilitating access to information, knowledge and learning resources. Librarians, as trained experts in their field, work at the coalface as ambassadors of the Information Age. They are information smart and help secure a society where everyone has basic information literacy skills.

SOUTH AFRICAN LIBRARIANS' DAY on 10 July is an important day in the calendar of Library and Information workers in South Africa:

- On this day, Librarians across the country reflect on the critical role they play in nation building and, celebrate these efforts. They are supported by LIASA that speaks with one, strong voice in support of the library and information services profession
- It celebrates LIASA receiving accreditation as a Professional Body in February 2015 from the South African Qualifications Authority (SAQA)
- It highlights Librarianship as a worthwhile professional career, raising awareness about Librarians as Information Specialists, Information Managers, Knowledge Managers, e-Resources Librarians, Research Librarians, Information Specialists, Information Managers, and so on and, the new roles of Librarians amongst others: data curators, research specialists, repository managers and agents in the scholarly communication process

Executive Committee Members:

Ms S Molawa (President), Mr M Ntombela (President-Elect), Mr D Malan, Ms B Eister, Ms N Crowster, Ms Z Maya, Mr A Moko, Ms M Senyolo, Ms I Smith



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- We challenge the stereotypical perceptions of library workers as women who wear buns and spectacles, hushing library patrons and stamping books at the counter, rather, pointing to Librarians as thought leaders, informed opinion leaders, the go-to people in their field of expertise and trusted sources who move and inspire people with innovative ideas and turn them into reality
- Focus on Librarians as social activists speaking out against issues such as the burning of libraries and, promoters of the love of reading through marketing and writing activities, forming book clubs and more
- Advocate for the LIASA, the Library and Information Service (LIS) profession and its workers by meeting with politicians and other decision makers, influencers and employers

ABOUT LIASA

The Library and Information Association of South Africa (LIASA) was launched on 10 July 1997. LIASA is the Professional Body for LIS in South Africa, uniting and representing institutions and people working in libraries and information services; and millions of users and potential users of libraries in South Africa. It represents the interests of and promotes the development and image of library and information services in South Africa. More information can be found at: <http://www.liasa-new.org.za>.

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