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**MEDIA ADVISORY**  
**SOUTH AFRICAN LIBRARY WEEK – 11-21 MARCH 2016**

The Library and Information Association of South Africa (LIASA) is celebrating **South African Library Week** from **11-21 March 2016** with the theme “**#libraries4lifelonglearning**”

The National Launch will be held at the **Sibusisiwe Hall** 1 Thokoza Road, Sundumbili, Kwazulu-Natal near to the **Sundumbili Library** on Friday 11 March 2016. Deputy Minister of Arts and Culture, Ms Rejoice Mabudafhasi will deliver the Keynote Address.

The theme “**#libraries4lifelonglearning**” frames the substantial contribution of libraries to the efforts that strive to address our country’s educational, social, cultural and recreational needs and prevalent inequalities. It provides insight into the role of libraries in South Africa and demonstrates how this slots into the objective of ensuring equitable access to quality information and to social advancement opportunities. This makes libraries complicit in the intention to realize the vision of an informed nation.

South Africa’s National Development Plan (NDP) 2030 proposes to eradicate poverty and inequality by 2030 using a robust economy driven by skilled workers. However, the competencies needed for entry to the job market need to be developed especially among the youth. Innovation - shaping products and services from knowledge acquired through learning - contributes to the growth of the economy and social improvement as envisaged in the NDP 2030. Also, the current global mindset calls for digital literacy as a learned skill that enables people to access, evaluate and apply information within the digital environment. These proficiencies, accompanied by a sense of responsibility for and awareness of the impact of technology on the world are seen as norms of behavior encompassed by the term ‘digital citizenship’ and aspired to in the NDP 2030.

Lifelong learning is a purposeful learning activity undertaken on an ongoing basis with the aim of improving knowledge, skills and competencies that includes developing the ability to search for information and actively and independently create knowledge. It embraces various forms of education and training: formal, non-formal and informal; the traditional school system from primary to tertiary level; adult education, informal training and so on. It is undertaken individually, in a group setting or within the framework of social movements.

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**Executive Committee Members:**

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



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Libraries share in the responsibility for evolving further a knowledgeable, technological adept and prosperous society by harnessing its resources and redirecting these towards client and community services while providing physical and virtual spaces for lifelong learning.

Therefore libraries:

- ✓ provide learning resources in various formats
- ✓ advance literacy through intellectual and creative support
- ✓ provide access to global knowledge and information to advance research and create new knowledge
- ✓ foster a spirit of enquiry and curiosity
- ✓ create a desire for lifelong learning
- ✓ instil respect for diverse beliefs, opinions and views
- ✓ contribute towards the development of South African's as an informed nation
- ✓ develop a digitally literate nation
- ✓ empower people for prosperity

Our country remains characterized by divisions two decades after liberation. Lifelong learning provides opportunities to dissolve boundaries that may be in place among traditional sectors: education, the labour market and industry; or, other facets of society whether these are regional/geographic, socio-cultural or political. Through library services, people have insights to the ways of others which is hoped will lead to improved understanding and tolerance.

### **ABOUT LIASA**

LIASA is the national professional association that represents libraries and information institutions; all library and information workers; and millions of users & potential users of libraries in South Africa. LIASA aims to unite, develop and empower all people in the library and information field. 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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