

# MEDIA RELEASE

## Information Awareness Month - May 2007

The purpose of Information Awareness Month is to increase public awareness of the breadth of the information industry and the importance of properly maintaining good records and information as it relates to everyone from global Corporations through to small business and even the homemaker – in other words “*connecting information and people*”.

May 2006 saw the inaugural Information Awareness Month with the theme “Personal Records”. In 2007 the theme for Information Awareness Month is “**Technology as a Tool**” which aims to highlight the ways in which we use technology in our day to day activities and the relationship between them and information.

It is common place now for people to use technology in their everyday lives. Home computers or portable lap tops (note books), mobile telephones, PDA’s, electronic fax, electronic diaries, GPS, SMS, MMS, digital cameras, iPod’s and MP3/4 players and watches that would make even 007 proud, even combinations of the aforementioned items that should require huge operating manuals except that these too are available online. But within this proliferation of technology what information is being created, where is it being stored, is it ever destroyed and who owns it?

Originally an initiative of the Records Management Association of Australasia (RMAA) Information Awareness Month has grown into a collaborative event between various bodies within the records/archiving/information management community including the RMAA, the Australian Society of Archivists (ASA), National Archives of Australia (NAA), Health Information Management Association of Australia (HIMAA), Institute for Information Management (IIM) and the Australian Library and Information Association (ALIA). This commonality of purpose reflects the fact that the various bodies identified are recognised as some of the most widely respected professional bodies in the information management community within not only Australasia but worldwide.

“Information Awareness Month (IAM) will be a major collaborative event on the 2007 calendar. It showcases the various streams of information management and highlights the specialist areas. The ultimate goal of IAM is to ensure the importance and value of information management to the community and to the world as a whole.” said RMAA’s CEO Kate Walker.

Events are being run throughout May in all states and territories. Details will be available on the Information Awareness Month website [www.informationawarenessmonth.com.au](http://www.informationawarenessmonth.com.au) as well as on a number of the collaborating bodies websites.

Any queries in relation to Information Awareness Month can be directed to the RMAA’s CEO, Kate Walker on Mob: 0409250795 or any of the collaborating Association’s.