

MEDIA RELEASE

Information Awareness Month - May 2010

The purpose of Information Awareness Month is to increase awareness in the general public of the breadth of the 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. Rather than being a single event it is an opportunity to run a series of information raising events throughout May each year whereby collaborating bodies can run events of direct interest to their members or join with other bodies to run joint events to promote cross-fertilisation of knowledge through information sharing, thereby raising awareness within the wider community. It is commonly referred to as the acronym "I AM" as in I am an Archivist, I am a Librarian, I am a Document Manager, etc reflecting the diversity of roles in the information sector.

Each year IAM is themed to provide a common thread for all. In 2010, the 5th year IAM has run, the theme is "Access across the Generations" recognising that each generation has its own way to search, use and keep information, but that technology and lifestyles are catalysts for change.

Information Awareness Month is a collaborative event between various bodies within the records/archiving/information management community including the Records Management Association of Australasia (RMAA), the Australian Society of Archivists (ASA), Public Records Office of Victoria (PROV), Archives & Records Association of New Zealand (ARANZ), Health Information Management Association of Australia (HIMAA), Institute for Information Management (IIM) and the Australian Library and Information Association (ALIA) and is supported by a number of key State and National Authorities in Australia and New Zealand such as the National Archives of Australia (NAA) and Archives New Zealand. 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 2010 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. Details will be available on the Information Awareness Month website 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.

