

# **MEDIA RELEASE**

## **Information Awareness Month - May 2008**

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”*.

Now in its third year, and with the theme **“Safety : Security : Privacy”** the initiative is more relevant than ever.

This years’ theme is aimed at raising the profile of the importance of good records and information management in light of the increasing prevalence and notoriety of cases involving Identity Theft, SPAM, E-Mail Scams, Sharing of Personal Information, Electronic Access of Information, Electronic Banking and Credit Card Fraud. Not simply issues relating to business but also potentially relevant to every individual.

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), 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) and is supported by a number of key State Authorities in Australia such as the Public Records Office of Victoria (PROV). 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 2008 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.