

# MEDIA RELEASE

## Information Awareness Month - May 2009

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 fourth year, and with the theme “**Diversity**” the initiative is more relevant than ever.

By choosing the theme “Diversity” we are looking at the diverse range of areas involved in managing information (library, archiving, preservation, data storage & retrieval, records, metadata, content, knowledge, risk, compliance, legislation, education, governance, business continuity, etc) as well as recognizing the roles that each individual and Association plays in the business community regardless of whether it is government, private, health, primary industry and so on. We are celebrating that the information industry while rich and varied has a common thread.

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 2009 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](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.