

Dear IASA friends and colleagues,

We live in a world of increasingly rapid change. Technology is a primary driver of the digital revolution, and, constantly, it challenges us to adapt at the same speed. To survive we need to be in control and initiate changes where necessary.

In light of this year's conference in Paris, and acknowledging the work done by Bruce Gordon and Xavier Loyant to ensure a successful event, the theme *One for All and All for One* strikes a deep chord for IASA.

We live in an age when NGO's are playing an increasingly important role to help with the dissemination of information and knowledge. Today, NGO's provide a deep sense of connection by assisting their members with the causes they support. This connection crosses into the international arena more easily than in the past and contributes to influencing and shaping the world we know.

Stephen Heintz¹, President of the Rockefeller Brothers Fund cites three primary roles of modern NGO's: the opportunity for self-organising society through voluntary work to promote the values and goals important to the NGO on a larger scale than before; the ability to build creative and productive partnerships across and among the for-profit and public sectors; and finally the opportunity to take on challenges that the public and private sectors disregard or overlook to enable the shared changes that may be needed. In this sense NGO's have the ability to influence policies and force improvements where needed.

IASA has traditionally been a small international NGO, initially promoting the work of sound archivists and later of both sound and audiovisual archivists. Even though small, IASA played an important role in the international sound and audiovisual sector through promoting the preservation of the world's sound and audiovisual heritage — to the point that it became a respected partner in various projects. IASA is also increasingly recognised for setting standards, especially with regard to the technical nature of our work. Despite a small membership, the work done by IASA over the years is truly inspiring.

It is with this in mind that the Board recognises that a) an increase in membership dues and supporter subscription fees can no longer be postponed, and b) for IASA to enhance its role and status, increased membership has become critical.

IASA has always dealt very conservatively with membership dues and supporter subscription fees increases. The Board realised that an increase in dues and fees could no longer be avoided and carefully reviewed and considered appropriate increases for the various categories, taking the global economic climate into consideration. The meeting in Paris will discuss the membership dues increases proposed to you two months ago and will take a vote on the Board's proposal.

For many years our membership has more or less stayed stable at about 400 members. The current Board has set its sights on ways to attract and retain more members. One of the key strategies is to look inward: are our Committees and Sections still relevant; what can we as IASA members do to promote IASA and the work we do? In this context the Board challenges each Committee and Section to initiate a project that will promote the work of IASA more widely than at present.

Against this backdrop, the conference theme *One for All and All for One* resonates for us as IASA members. It demands our continued inspiring involvement — but with the additional element of looking for ways to promote the work we do and, in so doing, to increase our membership base.

¹ http://www.ifce.org/pages/envirolink_Articles/5m06/Role.htm

This year's conference marks the first time all sister organisations have been invited to the conference. The important work done by the CCAAA to create a collaborative forum helped to set the tone and I am very pleased by the responses we have received. Most of our sister organisations will attend the conference.

We are also very fortunate to have UNESCO at our conference this year, delivering the keynote speech. The Director-General, Ms Irina Bokova, has agreed to the keynote speech, which will be delivered by the Deputy Director-General, Mr. Getachew Engida. It is a significant symbol of partnership and collaboration and we are honoured to welcome UNESCO to our conference.

I look forward to seeing you in Paris and to engaging in discussions and debates.

*Ilse Assmann
President, IASA
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