

Speech of FIAT President – Herbert Hayduck on the occasion of UNESCO Audiovisual Archive Day. 27 October, 2009

Theme of the day: “Fading Heritage – We Can Save It!”

Welcome to this celebration of the World day of Audiovisual Heritage, organised by UNESCO with celebrations from all over the world. The International Federation of Television Archives is in Beijing at the end of a most successful world conference – hosted by our colleagues of Central China Television. FIAT/IFTA wishes to thank CCTV for hosting the FIAT conference on this auspicious day and providing the opportunity for this international gathering of media archivists to celebrate UNESCO Audiovisual Archive Day. We must give our congratulations to CCTV on the achievement for their archive – so much digitised and protected – and the high level of management organisation.

We welcome colleagues from FIAF and UNESCO who together with IASA, SEPAAVAA, AMIA, IFLA and FIAT are members of the CCAAA.

FIAT wants to build on the strength of this occasion that has brought together for the first time in China audiovisual archivists from many different continents. This conference has truly reflected the message of **Mr Koïchiro Matsuura, former Director-General of UNESCO** – “They (audiovisual archives) transcend linguistic and geographic borders, and they offer an immediacy in communication that has a high potential to reach all audiences. Accessible to all, our audiovisual heritage is an integral component of contemporary society”.

The theme of the day “Our fading Heritage – we can save it “ is not just about the past – it is about saving both our legacy collections and the born digital – these were some of the challenges we addressed in this FIAT conference.

These are very real challenges – we have heard many of the solutions at our conference this week – we all need the will to emulate the INA achievement - “by 2015 they will have saved all of their archive”

This day has enabled archives to raise the profile internationally, by doing so to shine the spotlight back into their own collections that are in need of attention and support. We urge all our members to celebrate this day and rally together with others across the world to trumpet the value and importance of these archives.

We know of events planned all over the world to celebrate this - in London, UK; Lubijana, Slovenia; Brazil and the USA. *Details of the celebrations that are happening across the whole world on this day from CCAA site -www.ccaa.org/.* In the face of so many major world concerns we appreciate the unfailing commitment UNESCO has demonstrated towards archives.

FIAT, in its own right and as part of the UNESCO initiative, is reaffirming our commitment to help Archives at Risk

So in conclusion as **Mr Koïchiro Matsuura said in his address**, “They (audiovisual archives) can be saved before they reach this point of no return”. As president of FIAT/IFTA, I confirm our will to fully support this global goal.

Our guest sister organisation representatives are Masaya Maeda of Asian Broadcasting Union; Adrian Wood, SEPAAVA.

