The opening keynote address will be delivered by Andrew McDougall, Principal and Partner, SGS Economics & Planning, who have been commissioned by ALIA to analyse the data from the recent survey of health and special libraries. If ongoing funding is to be secured, health librarians must be financially literate and able to demonstrate the economic value of their services.

Andrew will demystify some of the key concepts such as cost benefit analysis and impact assessment, and explain some of the tools we can use to present economic data convincingly. The advocacy thread will be picked up by Sue McKerracher, ALIA Executive Director, in her closing address about how the health library survey results can be used to advocate for health libraries.

Cheryl Hamill (Fremantle Hospital) will show how the HLA Census research data will add to our evidence base and knowledge of the health professional workforce.

Research services are built on the expertise of health librarians – learn from the leaders in our field about how to support research and construct expert search filters (Ruth Sladek, Flinders University, Sarah Hayman, CareSearch, Megan Neumann, The Prince Charles Hospital, with a speaker (tbc) from the university sector on managing eResearch data). This work contributes to our organisations’ intellectual property, adds value to our collections, and enables our clients to get on with their work.

And yet librarians whose information expertise underpins the evidence base which supports the work of clinicians and researchers, are invisible - the way we market ourselves is critical. Updating our specialised skills and maintaining our CPD as health information professionals is a marketing strategy and constitutes the second prong in the approach to demonstrating value. The paper by Narelle Hampe and Suzanne Lewis (Central Coast Local Health District) shows how eportfolios can support our PD efforts. The Health Specialist PD Scheme will be launched in a Q&A Session when questions can be posed to ALIA’s PD Assistant Director, Judy Brooker.

Ann Ritchie, HLA Convenor
Cheryl Hamill, Programme Organiser

For more information and to register for this event visit