

# DATA COLLECTION AND ANALYSIS: IMPROVING LIBRARY MANAGEMENT AND ADVOCACY

Monday 14 April 2008, 9.30am–4.30pm, State Library of Victoria

9.30am Tea and coffee on arrival

**10.00am Welcome Address**

The Hon. Sherryl Garbutt, Library Board of Victoria

**10.10am An Introduction to State and Local Demography**

Fiona Shalley, Assistant Director, and Peter Rochester, Manager, Demography Unit,  
Statistical Coordination Branch, Australian Bureau of Statistics

**10.55am The Facts of Library Management**

Robert McEntyre, Robert McEntyre & Associates

11.40am Morning Tea

**12noon Understanding the Cultural Context**

David Chalke, AustraliaSCAN

12.45pm Lunch

**1.30pm Use Your Intelligence: Using local data to target library services**

Ian Phillips, Director, I&J Management Services

**2.30pm Data analysis and the link to operational effectiveness**

John Liddle, JL Management Services

3.15pm Afternoon Tea

**3.35pm Beyond Words: Success in bookselling**

Mary Dalmau, General Manager, Reader's Feast Bookstore

4.20pm Close