



HISTORY WEEK 2016: NEIGHBOURS

BACKGROUND

The History Council of NSW (HCNSW) initiated History Week in 1997 to showcase the rich, diverse history being produced across New South Wales. During History Week, HCNSW members including community groups, local councils, libraries, archives, museums, universities, cultural institutions and history professionals celebrate the best in community and professional history and highlight its important role in our cultural life.

The theme for History Week 2016 was 'Neighbours'. It included stories of individuals, families and communities living near one another and links between adjoining suburbs, regions and countries. Neighbours has shaped imagination and memories, created identities and been a source of both conflict and friendship.

OBJECTIVES

- Showcase history in an innovative and exciting format;
- Provide educational experiences that reach students and the general public, and promote lifelong learning opportunities;
- Present audiences with rich and diverse histories relevant to all aspects of our community;
- Attract new audiences to history, demonstrating that history is exciting, relevant and all around us.

NSW PREMIER'S HISTORY AWARDS AND HISTORY WEEK LAUNCH

On 2 September 2016 the State Library of NSW and HCNSW continued their longstanding, successful partnership to launch History Week at the NSW Premier's History Awards. The HCNSW played a support role in the running and promotion of the awards, providing advice on suitable judges and promoting the call for nominations, shortlist and results. Nicole Cama, Executive Officer of the HCNSW, delivered the History Week address.

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There were high quality speakers with interesting and relevant topics - we would find it difficult to source these speakers ourselves.

SPEAKER CONNECT

In 2016 HCNSW continued its Speaker Connect program. History professionals were invited to travel to organisations in Sydney and regional NSW to deliver exciting and thought provoking talks on the



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topic of neighbours. Speaker Connect aims to:

- Connect history professionals with organisations across NSW and provide regional audiences with cultural enrichment opportunities;
- Promote the work of history professionals to wider audiences and raise the profile of history;
- Provide professional development and paid opportunities to history professionals.

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The provision of expert speakers to groups in regional areas is a fantastic way for smaller organisations to maintain relevance.

HCNSW received 19 applications from potential hosts and 20 presentation proposals from speakers. Ten talks by 11 speakers were hosted by a variety of organisations across Sydney and NSW. The talks were held free of charge and were open to the public.

Hohepa Ruhe	More than just neighbours: Maori in NSW since 1793 4 September 2016, Addison Road Community Centre, Marrickville
Lisa Murray	Deathly Neighbours: the evolution of Sydney's cemeteries 7 September 2016, Fairfield City Museum and Gallery 9 September 2016, Ashfield Library
Jo Henwood	Macarthur and Harris, and the Kings who came between 9 September 2016, Katoomba Library and Cultural Centre
Kate Bagnall	From Canton to the Colonies: Chinese women in nineteenth-century NSW 7 September 2016, Corrimal District Library
Benjamin Thorn	Everyone has at least one really good story 6 September 2016, Grafton Library
Jeannine Baker	Women radio broadcasters and their listeners 10 September 2016, Moruya and District Historical Society
Rohan Howitt	Australia's Southern Empire: How Antarctica was made Australian 11 September 2016, Port of Yamba Historical Society Inc
Liz Giuffre and Sarah Attfield	Finding the 'Perfect Blend' in an Undervalued Genre: <i>Neighbours</i> as a significant piece of popular television history 7 September 2016, Randwick City Library
Mark Dunn	On the neighbour's circuit: good and bad neighbours in the colonial Hunter Valley 6 September 2016, Singleton Public Library
Louise Prowse	Territorial Myths: The construction of legend and historical ownership in country town communities in the twentieth century 8 September 2016, Tamworth Library

Each organisation was provided with an 'Event Host Kit' which included detailed information about the speaker and their talk, as well as contact details, posters and postcards, a publicity 'How To' guide, branded PowerPoint template and media release template. Each speaker

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The program was great to be a part of and I think the regional engagement that the Speaker Connect program promotes is really worthwhile and important.

received a similar kit with information about the venue, branded PowerPoint template, detailed travel itinerary and a form for payment details. The speakers were each offered a \$300 honorarium for their efforts.



Lisa Murray at Ashfield Civic Centre, image courtesy Mark Dunn



Rohan Howitt at Yamba, image courtesy Port of Yamba Historical Society Inc

ANNUAL HISTORY LECTURE 2016

The Annual History Lecture (AHL) was presented by the HCNSW on 7 September 2016 at The Mint, Macquarie Street, Sydney and was delivered by Professor Heather Goodall. The awarding of the Max Kelly Medal, Aboriginal History Prize, Deen De Bortoli Award for Applied History and Annual History Citation preceded the lecture.

The **Annual History Citation** 2016 was awarded to Associate Professor Carol Liston in recognition of her contributions to researching and teaching history and heritage, and her service to community and local history organisations.

The **Max Kelly Medal** 2016 was awarded to Daniel McKay for his essay 'Loyal Children: The Australian Factor in the Birth of the Imperial Federation Movement'.

The 2016 **Deen De Bortoli Award for Applied History** was awarded to Dr Hannah Forsyth for her essay 'Dreaming of Higher Education'.

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As a fledgling historian, it is a great honour and encouragement to have my research recognised...The History Council of NSW in supporting this award, are demonstrating a real commitment to new generations of historians. The more voices we have telling the stories of the past, the more vibrant and alive our shared history becomes.



Professor Heather Goodall, Annual History Lecture 2016, photo by eightch PHOTOGRAPHY

The inaugural **Aboriginal History Prize** was awarded to Rachael Simons for her essay “‘We Will Protect Ourselves’: William Ferguson’s Critique of the Policy of Aboriginal Protection in NSW, 1937-1938.’

Professor Heather Goodall presented her lecture ‘Neighbours – and heroes’. Goodall spoke about a selection of fascinating Australian activists, who had the courage to cross national

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The Annual History Lecture was inspiring: an excellent quality lecture, great research and very engaging presentation.

boundaries and cultural and ethnic borders to build friendships and stand up for equality. These included Isbael Flick, Clarrie Campbell, Phyllis Johnson, Danny Singh and Lucy Woodcock. ABC Radio National’s Big Ideas recorded the lecture and broadcasted it on 19 October 2016.

COMMUNITY SPORTING HISTORIES: INCLUSION, EXCLUSION AND AUTHORITY

As in previous years the Department of Modern History, Macquarie University collaborated with HCNSW in organising a symposium on the History Week theme. The event took place on 6 September 2016 at the State Library of NSW and attracted an audience of 54 people. There was also a film screening on 5 September.

The symposium featured a selection of accomplished historians working on local, community and intimate histories of sport in Australia to ponder the tensions between the ideal of community, the politics of difference and the writing of history.

Many survey respondents reported they attended the symposium and three students, Alexandra Hawkins, Joanna Molloy and Jody Musgrove, wrote engaging essays on the event which were published on the HCNSW website and promoted across social media.

COMMUNITY EVENTS

A total of 92 events (compared with 86 in 2015) were registered in 2016, which included exhibitions, a comedy night, talks, tours and even an open day at a primary school. Sixty-four of the events were held in Sydney, 12 in Greater and Western Sydney, and 16 in regional NSW.

Feedback surveys were circulated to audience members, host organisations and speakers. Representatives from 14 host organisations responded and noted attendance varied from 8 to 75 people, with an average of 41 attendees based on the responses. As with previous History Weeks, hosts with smaller turnouts indicated they would like to see an increase in publicity. The HCNSW publicised all History Week events on its website, social media and e-newsletter.

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We cannot thank you enough for all of your support - it enthuses our audience, members and local community enormously.

Despite the limited resources of the HCNSW, with the office staffed two days per week over 2016, feedback from hosts and speakers was resoundingly positive as they thought History Week was very well organised, promoted and attended.

COMMUNICATIONS AND PUBLICITY

Description	Distribution	Statistics
History Week postcard	Sydney Writers' Festival session, Newcastle Writers' Festival session, event hosts and members	Total printed = 2,000
History Week A4 poster	Event Hosts and members	Total printed = 500
Annual History Lecture program	Annual History Lecture attendees and sponsors	Total printed = 120
Flagpole Banners courtesy of City of Sydney Council	On Macquarie Street for two weeks in early September	Approximately 100 banners
History Week pdf program	Online – website, social media and e-newsletter: http://bit.ly/HWprogram	Bit.ly link to program received over 1,100 clicks
History Week e-newsletters	Seven e-newsletters	1,500 subscribers; 3,322 opens; 889 clicks
HCNSW website	Impressions from 1 July to 30 September 2016	46,056 page views; 20,229 unique page views; 65.1% new visitors; 34.9% returning visitors; average session duration = 2 minutes and 4

		seconds
HCNSW Facebook	Impressions from 1 July to 30 September 2016	144,908 reach (number of unique people who saw HCNSW content)
HCNSW Twitter	Impressions from 1 July to 30 September 2016	126,500 impressions (number of times HCNSW tweets were delivered to Twitter users); 12,844 organic impressions on 6 September alone.

SOCIAL MEDIA

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I loved the academic stimulation of the symposium, and seeing my daughter engaged in the immersive experience at Elizabeth Farm...

At the time of this report in October 2016, the number of Facebook likes is at 2,187, compared with 1,488 in 2015. The Twitter account has increased from 906 followers in 2015 to 1,426 in 2016.

A new strategy was adopted in 2016, changing all social media channels to reflect the HCNSW as an organisation and not just History Week. A clear, consistent and strategic approach to social media posting has meant the HCNSW has more than doubled its reach. Throughout History Week, a dedicated promotional campaign on Twitter, Facebook and via the e-newsletter took place from early August to the end of History Week.

PUBLICITY

History Week received extensive publicity, which was generated organically through social media and word of mouth, despite the HCNSW not engaging a communications agency. Organisations piggybacked off History Week, taking the opportunity to tap into new audiences by relating their own content to the theme, for example, the Sydney Opera House and Biennale of Sydney, who have more than 78,000 followers between them, both shared images in celebration of History Week.

Articles and postings were published in various newspapers and websites including ABC News, The Daily Telegraph, The Conversation, Bega District News, Camden Haven Courier, City of Sydney What's On, and Central Sydney Magazine. Nicole Cama, Executive Officer of the HCNSW also publicised History Week on 2SER Breakfast Radio and it was also featured on ABC's The Gruen Transfer.

FEEDBACK

For 2016, HCNSW offered participants in the general audience survey the chance to enter to win a six-month digital subscription to Inside History magazine, courtesy of the HCNSW's media partner, Inside History. This was an effective incentive as the survey received 58 responses compared with 38 in 2015.

History Week audience survey data*		
Which category below includes your age?	2015	2016
Under 25	10.5%	6.9%
26-35	2.6%	5.2%
36-50	23.7%	31%
Over 50	63.2%	56.9%
Is this the first time you have participated in History Week?	Yes = 36.8% No = 63.2%	Yes = 55.2% No = 44.8%
How many History Week events did you attend?	1 = 47.2% 2 = 38.9% 3 = 8.3% 4 = 2.8% 5 = 2.8%	1 = 53.4% 2 = 19% 3 = 20.7% 4 = 6.9% 5 = 0%
Would you recommend History Week to a friend?	Yes = 100% No = 0%	Yes = 100% No = 0%

*A full report of the survey results can be provided. Contact admin@historycouncilnsw.org.au.

What did you appreciate or enjoy most about History Week 2016?



Word bubble of responses to this survey question, created using Voyant <https://voyant-tools.org/>

- “
...local history coming alive.
- “
...that there are some fabulous people out there researching and protecting our history.
- “
...appreciating what we have from history and realising how important it is to treasure it.
- “
...context to colonial Sydney that has led me to understand the lives of my ancestors during the late 1800s, particularly those living in a dense, interrelated area of The Rocks and Church Hill.

CONCLUSION

Despite the HCNSW's reduced resources, History Week 2016 was highly successful as it engaged new audiences, fostered even closer collaboration with the HCNSW's cultural partners and reinforced the HCNSW's importance as an organisation dedicated to the development of the history sector.

History Week showcases an often overlooked part of the cultural industry. Its strength is that it prompts action from the history community at the same time each year in response to a chosen message or theme. One host organisation described History Week as a 'springboard to try new things', an opportunity not afforded during regular programming of events.

History Week provides a united and focussed umbrella within which participating organisations and individuals can promote their work and reach a broad audience. They are therefore seen as contributors and collaborators in a worthwhile cause; they raise awareness about the diversity of history and its importance to their communities. The HCNSW has played an integral role in planning and organising History Week for its members, and it will continue to do so in 2017 as this annual celebration of history turns 20.

SUPPORTERS

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SPONSORS

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