

5-13 SEPT 2020
HISTORY WEEK

HISTORY WEEK 2020 – HISTORY: WHAT IS IT GOOD FOR?

Report

History Council of New South Wales

Report prepared by:

Catherine Shirley, Executive Officer

Cassandra Rodger, Programs Officer

January 2021



SUPPORTED BY
**CITY OF
SYDNEY**

Table of Contents

BACKGROUND	3
OBJECTIVES OF HISTORY WEEK	3
.....	4
A DIFFERENT YEAR: PRESIDENT'S REPORT	5
NSW PREMIER'S HISTORY AWARDS & HISTORY WEEK LAUNCH	6
SPEAKER CONNECT	6
DURING HISTORY WEEK 2020	7
OUTSIDE OF HISTORY WEEK 2020	9
SPEAKER CONNECT EVENT SUPPORT FROM HCNSW	9
ANNUAL HISTORY LECTURE 2020	10
CORONAVIRUS AT THE END OF HISTORY	11
AWARDS & PRIZES 2020	14
AWARDS SPONSORS	14
AWARDS AND PRIZES HONOURABLE MENTIONS	18
HISTORY WEEK COMMUNITY EVENTS	19
CALENDAR OF EVENTS	20
NUMBER OF EVENTS	20
COMMUNICATIONS AND PUBLICITY	21
SOCIAL MEDIA.....	22
EXAMPLES	24
WEBSITE	26
FEEDBACK	29
FEEDBACK SURVEYS	29
HISTORY WEEK ONLINE 2020 - INFORMATION WEBINAR	30
RESPONSES TO KEY QUESTIONS	30
EVALUATION OF IMPACT DURING HISTORY WEEK 2020	31
INDIVIDUAL SURVEY RESPONSES FROM SPEAKERS	37
RECOMMENDATIONS FOR 2021	38
PRINCIPAL SUPPORTERS 	40
PARTNERS 	40
DONORS 	40

History Week 2020 Report

Background

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 2020 was **'History: What is it good for?'**

HCNSW members were invited to respond to this question and showcase history in all its forms - from histories of place, community, and the environment as well as family histories, Indigenous histories, and others.

They were encouraged to answer why history matters on an individual, community, and state-level, to highlight and emphasize the diversity of interpretations and responses to the key question - what is history good for?

Objectives of history week

1. Showcase history in an innovative and exciting format
2. Provide educational experiences that reach students and the general public, and promote lifelong learning opportunities
3. Present audiences with rich and diverse histories relevant to all aspects of our community
4. Attract new audiences to history, demonstrating that history is exciting, relevant, and all around us
5. To invite members and the public to respond and engage with current events that inform and evolve historical practice, theory, and the development of old and new histories.

HISTORY WEEK 2020

Statistics at a glance



EVENTS

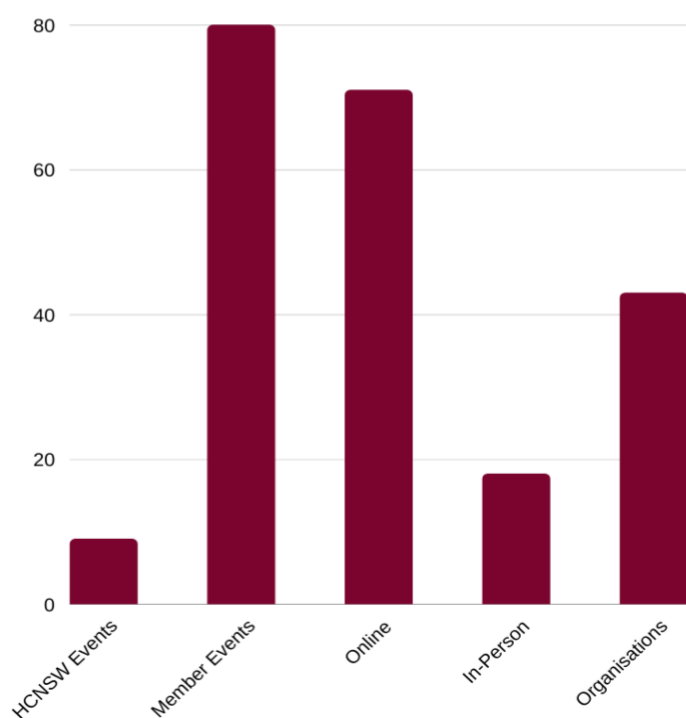
89 events were run during History Week

9 events by the HCNSW

80 events registered by 43 organisations for History Week

71 online events: webinars, social media activities (e.g. daily quizzes, virtual tours, podcasts, pre-recorded video content)

18 In-Person: activities such as exhibitions, walking tours, key-note presentations, and talks



STATISTICS

135,520 Facebook impressions

59,200 Tweet impressions

22,832 Instagram impressions

40,080 Page Views on the HCNSW website

114 Subscribers

16,704 Impressions on the HCNSW YouTube Channel

1,748 views of the Annual History Lecture Online

209 views of Awards 2020

4 x Speakers Hosted face-to-face in the Speaker Connect Programs

A different year: President's Report

History Week in the COVID year of 2020 faced unexpected challenges for our members, volunteers, and staff alike. Just five months out from the start of History Week, Public Health orders were imposed, restricting the number of people who could gather in one place to contain the virus.

This not only had a far-reaching effect on our communities and our members but forced a rapid re-think for all of us about whether we would proceed with History Week in 2020, or simply cancel it.

Thankfully, we proceeded, albeit in quite a different form to previous years. Through experimenting with a series of single online events in May and June, we discovered that our members and others in the community were more than willing to embrace online history seminars. This led us to conclude that if we could do it, so could our membership, and we embarked on a capability-building program via the provision of webinars and extensive learning resources on our website, assisting our members to gain the confidence to present their events online if they so wished.

It worked, and we were thrilled at the outcome.

I would like to take this opportunity to thank our wonderful community of members for taking this journey with us in 2020 and presenting what was a very different History Week.

I would also like to thank our wonderful volunteers, staff, Create NSW, and the City of Sydney for their considerable and sustained efforts in supporting us through this time of change. A time when we all met the challenges of 2020.

- **Dr. Stephen Gapps, President of the History Council of New South Wales, Inc**

NSW PREMIER'S HISTORY AWARDS 2020

NSW Premier's History Awards & History Week Launch

On 4 September, the State Library of NSW and History Council of New South Wales (HCNSW) continued their long-standing, successful partnership to launch History Week at the NSW Premier's History Awards.

This year's awards ceremony was delivered online, in response to Health Orders impacting in-person held events.

Although the HCNSW did not assist with the staging of the usual in-person event, it played a support role in the promotion of the awards, including the call for nominations, shortlist, and results. Follow-up support from the HCNSW is also provided on an annual basis, by providing a panel presentation of the winners in the next year's Sydney Writers Festival.

Speaker Connect

HCNSW's Speaker Connect Outreach Program aims to:

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

In the latter half of late last year (2019) and throughout this year (2020), the HCNSW received a large number of applications from Speakers wishing to showcase their work and to impart their knowledge on recording, analysing, and interpreting diverse histories in NSW to the general public, which enabled it to spread speaking

engagements more evenly through the year, including History Week. These earlier engagements also enabled us to work with our member Host Organisations to create online Speaker Connect events, giving greater flexibility to the program.

During History Week 2020

In 2020, HCNSW continued its annual **Speaker Connect** program with many speakers opting to present in **History Week** and throughout the year.

History professionals were invited to travel to several host member organisations in Sydney and Regional NSW to deliver talks on the topic of the value of history and their responses to why history is of continual value and importance concerning memory, identity, community and historical perspectives.

For **History Week 2020**, the HCNSW received 12 presentation proposals from speakers (a 29% decrease from 17 in 2019) and 5 host applications (a 37.5% decrease from 8 in 2019). Reductions were due to uncertainties surrounding presentations due to COVID-19, and the concern this caused some of our speakers. All talks were held free of charge, were conducted online or in-person, and were open to the general public.

**OUR COMMUNITY LOVES
HISTORY! THESE PROGRAMS
OFFER A GREAT VARIETY AND
OPPORTUNITY FOR LEARNING
FOR OUR LOCAL COMMUNITY.**

JOHN EBERT
2020 SPEAKER, 'THE DUNERA',
HCNSW SPEAKER CONNECT
PROGRAM

A total of **4 Speaker Connect sessions** were held during **History Week 2020**, after inaugurating Speaker Connect as a year-round program in 2019:

<p>Jo Henwood (in-person presentation)</p>	<p>Title: “Invisibilising the Orphans” Date: 6 September 2020 Host Organisation: Lake Mac Libraries (Combined History Illuminated and History Week Speaker Presentation)</p>
<p>Alexandria Hawkins (in-person presentation)</p>	<p>Title: “Uncovering the History of the Women’s Refuge Movement in Regional NSW, 1974-2014” Date: 7 September 2020 Host Organisation: Lake Mac Libraries (Combined History Illuminated and History Week Speaker Presentation)</p>
<p>Cathy Perkins (in-person presentation)</p>	<p>Title: “The Shelf Life of Zora Cross” Date: 10 September 2020 Host Organisation: Lake Mac Libraries (Combined History Illuminated and History Week Speaker Presentation)</p>
<p>John Ebert (in-person presentation)</p>	<p>Title: “The Dunera” Date: 11 September 2020 Host Organisation: Bathurst Library</p>

This year, the HCNSW focused on regional outreach through the program. There were **100%** regional host organisations intake and audience engagement for this year’s sessions during **History Week**.

Due to a successful **Speaker Connect Program** during History Week 2019 and now in 2020, Bathurst Library has been a valued supporter of the program, undertaking 4 Speakers this year alone.

The HCNSW is continuing to see past Host Organisations such as Lake Mac Libraries and Bathurst Library requesting additional Speakers’ during and outside of **History Week**.

Outside of History Week 2020

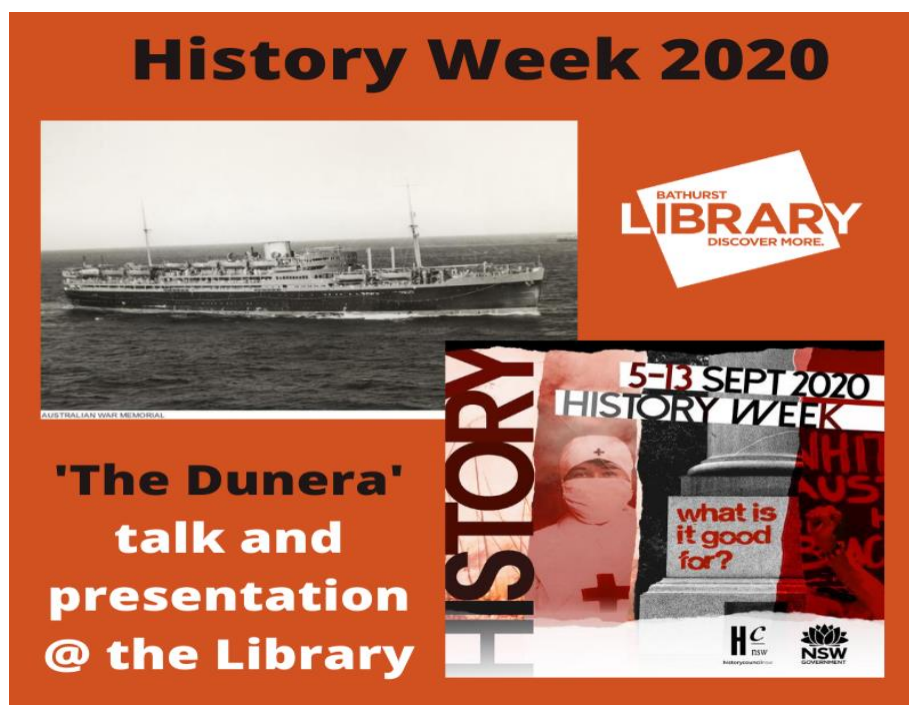
Due to increased advertising about the **Speaker Connect** at the beginning of the year and leading up to **History Week 2020**, the HCNSW received an increased number of Host Organisation applications from regional members for the **Speaker Connect Program**, year-round.

For example, Bathurst Library and Lake Mac Libraries. The HCNSW received 7 regional host applications. This is roughly a 3:1 ratio compared to metropolitan organisations where the HCNSW received 3 applications.

A slight decrease in Host Organisations and Speaker applicants can be attributed to the roll-over of Speakers and Host Organisations from the previous year (2019) into the 2020 program as the program was being organised and developed during the latter half of 2019, after History Week 2019.

Speaker Connect Event Support from HCNSW

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, an HCNSW branded PowerPoint template, and a media release template.



Above: Promotional Banner for Bathurst Library's Speaker Connect Talk during History Week 2020.

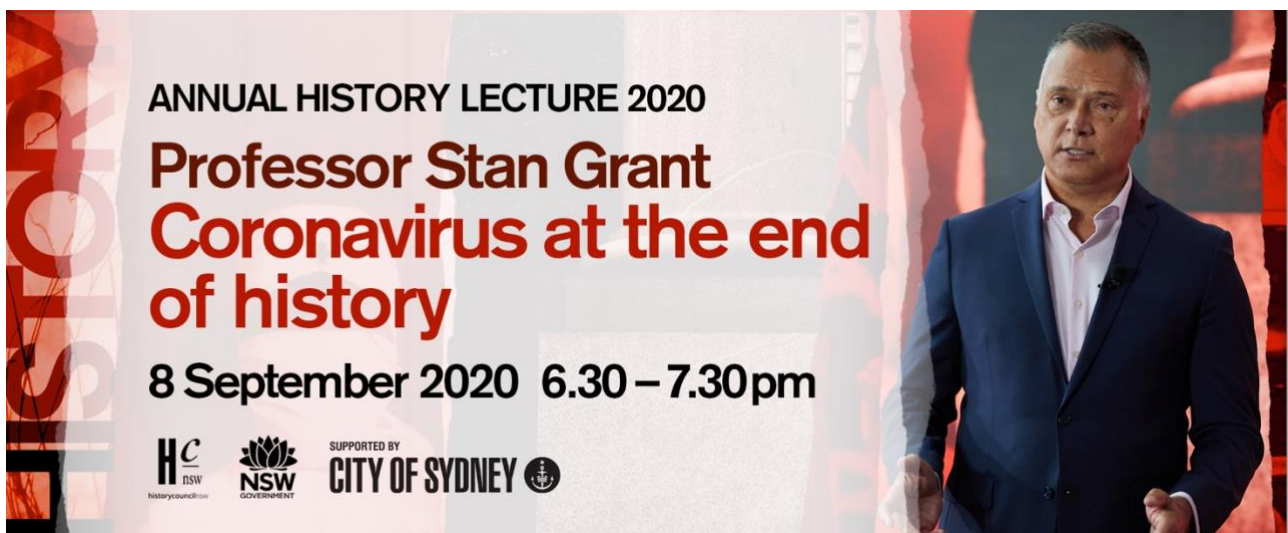
All History Week Speaker Connect presentations were conducted in-person, following the NSW Health Regulations.

With this knowledge, each speaker received a tailored 'Speaker Kit' with information about the venue, their host organisation, travel itinerary and helpful tips on presenting their topics to the public.

As with tradition, all speakers engaged with the program were offered and received a \$300 honorarium for their efforts for in-person presentations or a \$100 honorarium for online presentations. The HCNSW is dedicated to supporting local historians and this honorarium reflects their expertise in this field, their time and value.

Annual History Lecture 2020

Traditionally, the key event run by the HCNSW during **History Week** is the **Annual History Lecture (AHL)**. The AHL is an event produced by the History Council of New South Wales every year in History Week, a state-wide celebration of History, which aims to engage and educate the community about the vitality, diversity, and meaning of history and its practice.



Above: Promotion Graphic used by HCNSW to promote the streaming of the Annual History Lecture, delivered by Professor Stan Grant on 8 September 2020 at 6:30 pm.

In 2020, the HCNSW was honoured to have **Stan Grant**, Professor of Indigenous Education and Research (Indigenous History) at Charles Stuart University, deliver the 2020 Annual History Lecture with a paper evocatively entitled '**Coronavirus at the end of history**'.

This presentation was professionally recorded and streamed online on the night of 8 September 2020. The recording of the lecture was then uploaded onto HCNSW's new YouTube Channel where it remains available for download.

This was the first time in the history of the Annual History Lecture where the lecture was not held in-person at The Mint, on Macquarie Street, a long-held tradition between the HCNSW and Sydney Living Museums - a valued and supportive member and cultural partner of the HCNSW. This year called for the HCNSW to be adaptive, innovative, and bold with the delivery of the HCNSW's keynote presentation.

Coronavirus at the end of history

Professor Stan Grant analyses and explores how the coronavirus crisis has accelerated the ideological struggle of the 21st century in a powerful oration.



(Professor Stan Grant with HCNSW President Dr Stephen Gapps. Credit: Jeremy Graham Photography)

He touched on China's authoritarian capitalism, explored his theory on how the West is weakened with democracy is in retreat, the clash of ideas, and history's age-old enmity which is shaking the global liberal order.

Professor Stan Grant revealed why he believed that Coronavirus is the perfect storm after two decades of unending war in the Middle East and the lingering effects of the 2008 global financial crisis. In this Annual History Lecture, Professor Grant asked: 'are we condemned to ignore the lessons of history?'

ABC Radio National's 'Big Ideas' broadcasted the lecture a week after premiering on 17 September 2020 at 8:05 pm.



(Professor Stan Grant delivering the 2020 Annual History Lecture. Credit Jeremy Graham Photography)

This year has been an extraordinary year for engagement, reach and impact for the Annual History Lecture. Being on an online platform, allowed the HCNSW to expand audience engagement domestically as well as internationally. In comparison to the in-person AHL in 2019, where 95 guests attended the in-person lecture at The Mint, metrics deduced from this year's live-streaming event of the launch of the AHL denoted 333 unique online viewers. This is a 250.53% increase in engagement with lecture content.

After the premiere of the AHL on the HCNSW website, the recording was uploaded to the HCNSW YouTube Channel. To date, the HCNSW has received 1,748 views

of the lecture since it premiered on 8 September 2020. This is a 1,739.99% increase in public engagement, with unique users identified from Australia, United States, United Kingdom, Belgium, Denmark, and Germany.



(Professor Stan Grant delivering the 2020 Annual History Lecture. Credit: Jeremy Graham Photography)

To date, the HCNSW has received a significant number of positive reviews and feedback from online viewers who expressed their congratulations for Professor Stan Grant's outstanding oration and choice of topic.

Some feedback received:

1. "Well done, well said, and thank you, Stan, for this year's lecture. What range you covered. Thank you, History Council NSW, for bringing this to the web. And for preserving it in our records..."
2. "Thank you to the History Council for a brilliant presentation by Prof Stan Grant... for sharing his wisdom in this interesting time of history in the making."



SUPPORTED BY
**CITY OF
SYDNEY**



NSW
GOVERNMENT

Awards & Prizes 2020

This year, the HCNSW separated the Annual History Lecture (AHL) and the Annual Awards and Prizes. Previously, the AHL and Awards and Prizes have been held together in a joint presentation with the Annual History Lecture at The Mint, Macquarie Street, Sydney.

The HCNSW pre-recorded and premiered the Awards and Prizes ceremony on the HCNSW website and YouTube Channel on 6 November 2020.

This is the first time the HCNSW Awards and Prizes were curated into an online format and was provided free-of-charge to audiences, once again extending the reach of the event.

Awards sponsors

This year, the Professional Historians Association of NSW & ACT jointly sponsored The Macquarie-PHA Applied History Award with Macquarie University. Macquarie University, Addison Road Community Centre, Geoffrey Jones and an anonymous donor continued their support of the Awards and Prizes for 2020. A list of AHL event sponsors is provided on the last page of this report.

The criteria for the Awards and Prizes were extended to include a wider range of digital mediums such as podcasts and documentaries, reflecting our aim of supporting History in all its forms.

The Awards and Prizes attracted a strong field of applicants, and for the first time, Honourable Mention Certificates were also awarded.

The HCNSW Awards Subcommittee, academics from the Universities of Sydney and New South Wales, and the University of Technology Sydney (as well as an independent Historian from the Professional Historians Association of NSW) acted as judges of the 21 submissions.

There was a 90.9% increase in submissions for the HCNSW Awards & Prizes in 2020 (21 submissions in 2020 compared to 11 submissions in 2019) which the judges observed to be of a high standard.

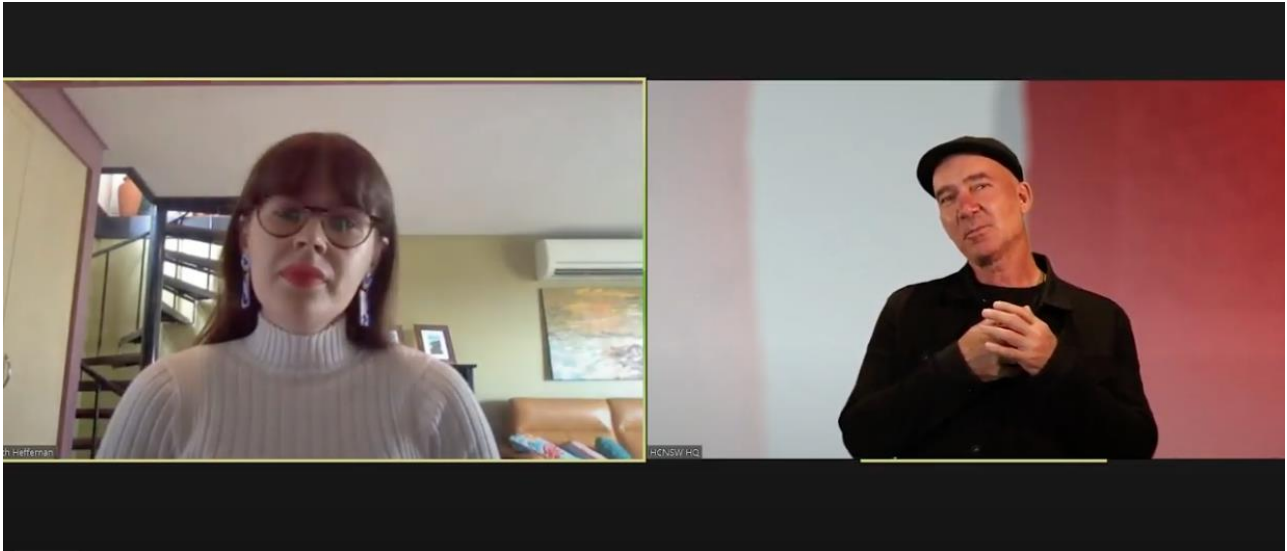
Below are details on the awardees of the HCNSW Annual Awards and Prizes for 2020:

The Annual History Citation was awarded to **Professor Paul Ashton** in recognition of his outstanding contribution to the study of Australian history and the international practice of public history.



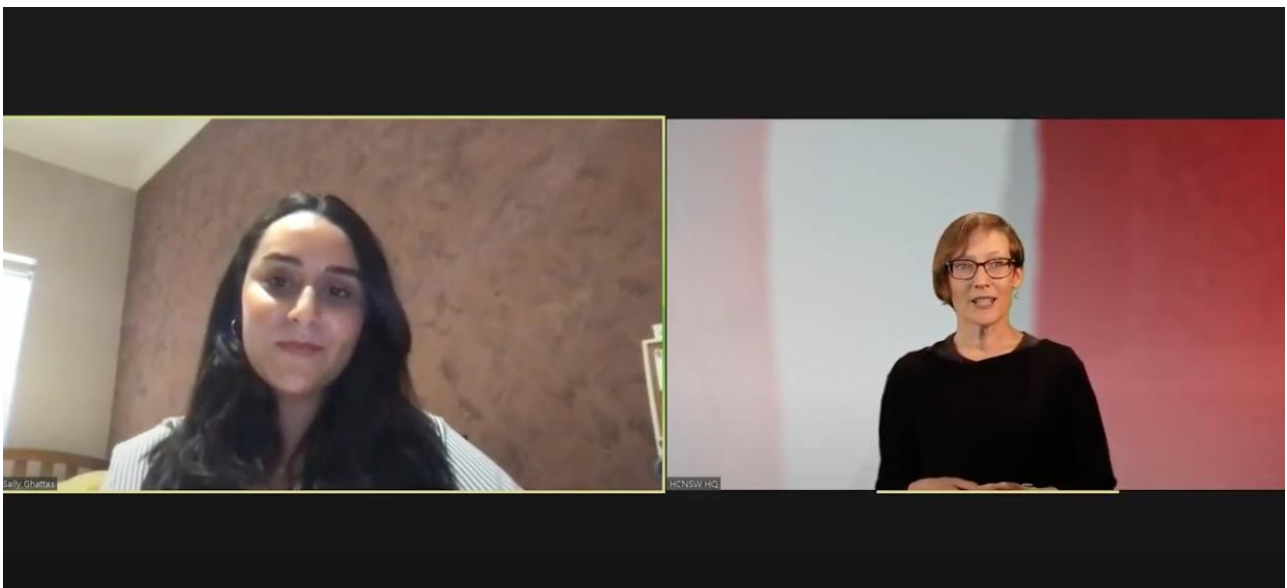
(Professor Paul Ashton and Dr. Kiera Lindsey. Photo Credit: HCNSW Staff)

The Max Kelly Award was awarded to Elizabeth Heffernan for her essay '**Oh for Places - green oases**'.



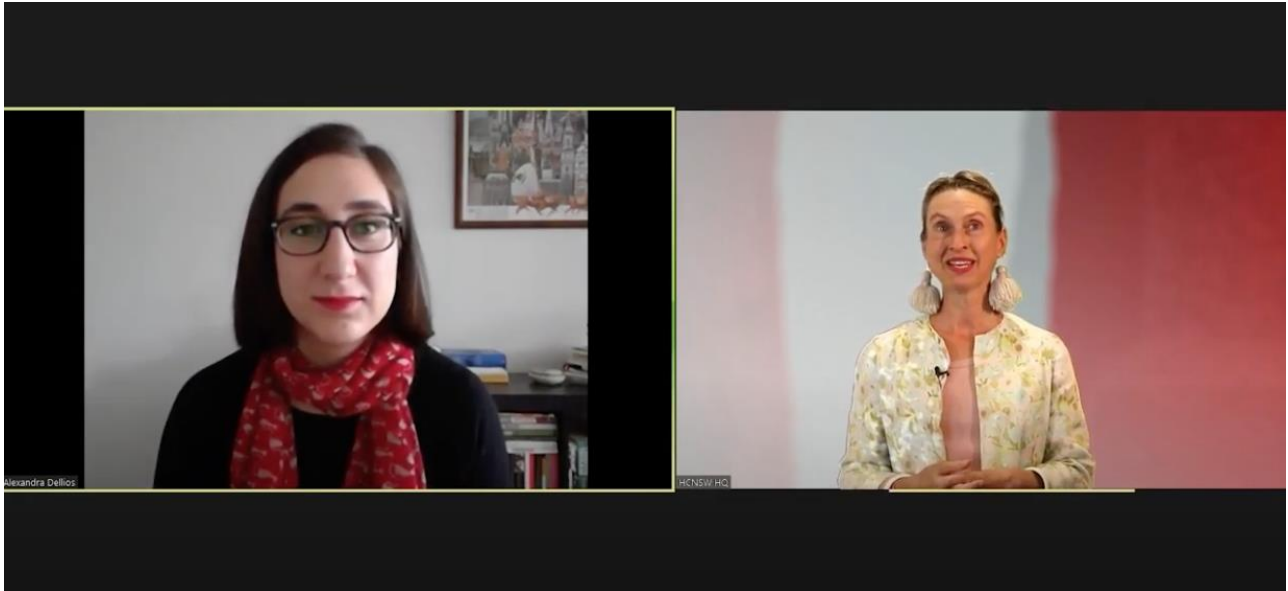
(Elizabeth Heffernan & Dr. Stephen Gapps. Photo credit: HCNSW Staff)

The Aboriginal History Prize was awarded by HCNSW Vice President, A/Professor Nancy Cushing, to Sally Boukarim-Ghattas for her essay '**Black Power, Aboriginal Genocide, and the Politics of Identity**'.



(Sally Boukarim-Ghattas and A/Prof Nancy Cushing. Photo credit: HCNSW Staff)

The Addison Road Community Centre Organisation Award for Multicultural History was awarded to Dr. Alexandra Dellios for her essay '**Unsettling Post-war Settlement- Remembering Unassimilable Families in the Space of the Migrant Camp**'.



(Dr. Alexandra Dellios & Mina Bui-Jones. Photo credit: HCNSW Staff)

The joint Macquarie University and Professional Historian Association NSW & Act's **The Macquarie-PHA Applied History Award** was awarded to Martha Ansara and Robynne Murphy for their documentary on '**Women of Steel**'.



((L-R) Martha Ansara, Dr. Peter Hobbins & A/Prof Tanya Evans, Robynne Murphy. Photo credit: HCNSW staff)

Awards and Prizes Honourable Mentions

This year, the process of narrowing down a large applicant pool was a challenging one, especially when it is composed of so many highly qualified candidates. Due to this, the HCNSW decided to establish an Honourable Mentions tier for submissions that were shortlisted.

As the Council strives to add value to our Awards and Prizes, creating a new subclass in recognition of the works of qualified historians, students and academics were key in showcasing support for innovative and interesting ways of developing history theory and practice in NSW.

Below are details of this year's Honourable Mentions for each respective award:

The Max Kelly Award Honourable Mention was Robbie Wardhaugh for **'Not Just A Phase: A Queer History Of Newcastle'**, a portable exhibition in the form of a Zine.

The Aboriginal History Prize Honourable Mention was Cate Hayton for her essay **'The Indigenous Servicemen of Walhallow. Lest we forget. Will we remember them?'**.

The Macquarie-PHA Applied History Award Honourable Mention was Lucy Yin Yin Luo for her audio feature **'The story of a young Fijian-Indian girl, an Aboriginal Australian activist and White Australia'**.

The Macquarie-PHA Applied History Award Honourable Mention was Masako Fukui, in collaboration with Cowra Council for their Geolocative Storytelling App **'Cowra Voices'**.

Engagement for the 2020 Awards and Prizes was notable, with the Council seeing an increase of reach and engagement by 120%. In comparison to 2019, 95 guests attended the in-person Awards and Prizes Ceremony whilst in 2020, there were 209 views on the HCNSW YouTube Channel since the premiere of the Awards and Prizes Ceremony on 6 November 2020.

History Week Community Events

This year brought an exciting opportunity to expand the mediums to which History Week is curated by establishing it as a mixed-event festival. History Week 2020 was brought to the public via both online and in-person mediums. This year was an opportunity for members to increase impact, reach, and engagement by holding their events which respond directly to this year's History Week theme online via Zoom and other online streaming tools.

Engagement for History Week 2020 was exponential and a significant testament to the continued and increased interest and engagement of the general public in learning about various topics on local, multicultural, Indigenous, public, and state history.

This year, the HCNSW team engaged directly with members by organizing two capacity-building webinars to support members with information about how they could present their History Week events via an online format. Advice and instructions were provided, then uploaded to a dedicated webpage on the HCNSW site, which became one of the most visited sites before History Week.



Calendar of Events

This year, to streamline our information for members, the HCNSW moved to a fully digital Calendar of Events on the company website.

This enabled greater flexibility in the promotion of events and allowed attendees to search via event name, type, and presentation mode. The HCNSW also focused on increased resources on digital and social media outputs to promote History Week amongst the general public, making it more impactful as well as accessible.

Number of events

During History Week, there were a total of 89 events staged by Members, Member Organisations, and the HCNSW.

The HCNSW presented 9 online premiere events during History Week (compared to 1 in 2019) such as the Annual History Lecture, panel discussions, and lectures. These were recorded and uploaded to the History Week 2020 Playlist on the HCNSW free YouTube Channel.



A total of 80 online, in-person, and mixed events (compared to 75 in 2019) were registered in 2020 by 43 organisations.

These events included a diverse range of online content such as webinars, social media activities such as daily quizzes, for example, virtual tours, podcasts, pre-recorded video content, and in-person activities such as exhibitions, walking tours, key-note presentations, and talks.

46 (29 in 2019 - a 58.62% increase in 2020) of the events were held in Sydney and the Eastern Suburbs, 16 (15 in 2019 - a 6.7% increase in 2020) in Greater and Western Sydney, and 18 events were held in regional NSW (compared to 16 in 2019 a 12.5% increase in 2020).

This year, 62 (77.5%) of member events were held online and 18 (22.5%) were held in-person.

Communications and Publicity

History Week received extensive publicity, which was generated organically through social media and word of mouth, as well as through local newspapers, radio, Library, and our member organisations' e-Newsletters and websites.

The HCNSW publicised all **History Week** events on its website through a new interactive event calendar with events categorised by region and other relevant tags i.e., online or in-person, on social media, and two special edition e-Newsletters between 30 August - 9 September 2020.

Social media platforms included:

- Facebook
- Twitter
- Instagram

Online platforms included:

- HCNSW Website (events calendar, announcements, and blogs)
- HCNSW YouTube Channel (History Week 2020 Playlist)

Each year, the HCNSW creates a media/publicity guide for host members, it contains helpful hints on how to publicise their History Week event and encourages hosts to contact us at programs@historycouncilnsw.org.au for more information.

Several hosts took us up on this offer by participating in the HCNSW Information Webinars before History Week.

No printed promotional materials were commissioned or distributed by post, however online promotional materials that were made available to members included professionally designed:

- Postcards (History Week theme)
- Web Banners (History Week theme)
- Posters (History: What is it good for?)
- Poster and invitation (Annual History Lecture)

Social Media

During History Week (5 - 13 September 2020), there were extensive promotions of member events via all HCNSW social media channels on Twitter, Facebook, and Instagram.

Specific artworks and templates were developed for various features of these social media platforms to attractively engage the general public in the curated festival of events for History Week in a consistent and evocative way.

Event inquiries and bookings were tracked via BitLy links. This enabled bookings, reminders, event partnerships, and some gathering of event statistics.

The table below is a measured comparison of 2020, mainly for the period 16 August - 14 September to 2019, which shows a growth in online audience engagement.

Description	Distribution	Statistics 2019	Statistics 2020
HCNSW Facebook	<p>2019: Impressions from 1 July to 30 September</p> <p>2020: Impressions from 16 August - 13 September</p>	<p>Followers: 3,425</p> <p>New Followers: N/A</p> <p>Impressions: 22,958</p> <p>Engagement: N/A</p> <p>Page Views: N/A</p>	<p>Followers: 4,103</p> <p>New Followers: 349</p> <p>Impressions: 135,520</p> <p>Engagement: 15,588</p> <p>Page Views: 1924</p>
HCNSW Twitter	<p>2019: Impressions from 1 July to 30 September</p> <p>2020: Impressions from 16 August - 13 September</p>	<p>Tweet Impressions: 51,279</p> <p>Mentions: 103</p> <p>Profile Visits: 510</p>	<p>Tweet Impressions: 59,200</p> <p>Mentions: 2,717</p> <p>Profile Visits: 163</p>
HCNSW Instagram	<p>2019: Impressions from one month (mid-August - mid-Sept 2019)</p> <p>2020: Impressions from 16 August - 13 September</p>	<p>Posts: 13</p> <p>Followers: 856</p> <p>New Followers: 63</p> <p>Reach/Impressions: 19,542</p> <p>Engagement: N/A</p> <p>Re-sharing statistics currently unknown</p>	<p>Posts: 62</p> <p>Followers: 1,075</p> <p>New Followers: 219</p> <p>Reach/Impressions: 22,832</p> <p>Engagement: 16,445</p> <p>Re-sharing statistics currently unknown</p>

HCNSW Website (extracted from Google Analytics)	<p>2019: Impressions from 1 July to 30 September</p> <p>2020: Impressions from 16 August - 13 September</p> <p>(Note: Traffic also driven through to Facebook in greater numbers)</p>	<p>Total Users: 5,297</p> <p>Page Views: 24,008</p> <p>New Visitors: 4,845</p> <p>Returning: 16.2%</p> <p>Average Duration = 1 minute 40 seconds</p>	<p>Total Users: 11,311</p> <p>Page Views: 40,080</p> <p>New Visitors: 7,675</p> <p>Returning: 31.4%</p> <p>Average Duration: 2 minutes 1 second</p>
HCNSW YouTube*	<p>2019: HCNSW YouTube was established in 2020. Data no applicable.</p> <p>2020: Impressions from 16 August - 13 September</p>	<p>Not applicable</p>	<p>Subscribers: 114</p> <p>Impressions: 16,704</p> <p>Engagement: 1,816</p>

*HCNSW YouTube Channel was established in 2020.

Examples

Featured below are examples of the social media communications undertaken by the HCNSW in the promotion of History Week 2020 events.

Examples of Instagram Story and Facebook Story for History Week 2020 events:



Example of Instagram Posts for History Week 2020 events:



Examples of Facebook Events Banners for History Week 2020 events:



Website

In line with the new digital approach and graphic design style to support the increased online output of History Week 2020, the HCNSW utilised an engaging and new events calendar with a template specifically designed for History Week 2020 events, clearly labelling region and medium of execution i.e., online, in-person or mixed.

Example of History Week Event with the new template on the HCNSW's Events Calendar for History Week 2020 (website):



Online Series

Stories of trailblazers from TAFE NSW's history

Hosted by TAFE New South Wales Ultimo Library

Please join TAFE NSW Ultimo Library for a special online History Week 2020 event that will highlight 'ordinary' people and their contributions to their professions and disadvantaged sectors of society.

TAFE New South Wales explores the theme, 'History: what is it good for?' through stories of people breaking the barriers in their chosen field, like Florence McKenzie, the first female qualified electrical engineer who studied at Sydney Technical College in the early 20th century.

This is a free, online event. Registrations are essential.



Image Credit: Miss Mary Ellen Roberts, Sydney Technical College, c1908, TAFE NSW Ultimo Library Heritage Collection.

Saturday 5 – Sunday 13
September 2020

Register

This is a free event. Bookings are essential.

HISTORY: WHAT IS IT GOOD FOR?

#HistoryWeek2020



CONTACT US

[Programs Officer](#)

About us



HISTORY WEEK 2020

History: What is it good for?
5th – 13th September 2020

Today's Events

FOLLOW SYDNEY
TAFE LIBRARIESSUBSCRIBE TO HEAR
MORE ABOUT OUR
#HISTORYWEEK2020
EVENTS

Details

Date:
September 5

Time:
9:00 am - 5:00 pm

Event Categories:
History Week 2020, Online, Sydney - City

Event Tags:
Australian history, history, history week 2020,
History: What is it good for?, Online event,
stories, trailblazers

Website:
<https://sydneytafe.libguides.com/SydneyTAFEHeritage/HistoryWeek>

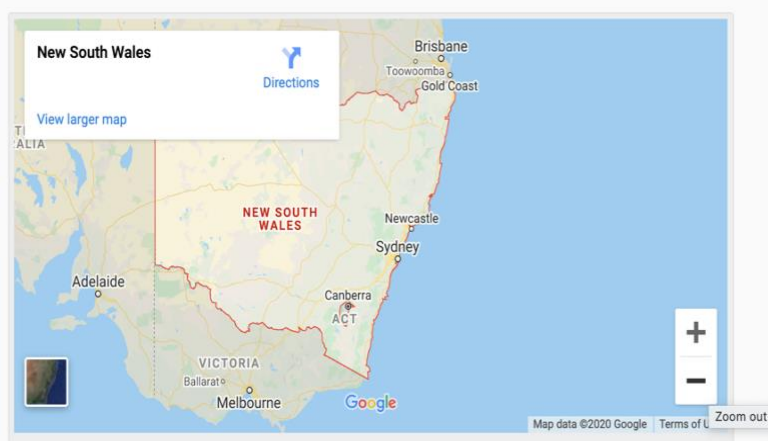
Organiser

TAFE New South Wales

Website:
<https://sydneytafe.libguides.com/SydneyTAFEHeritage/HistoryWeek>

Venue

NSW Australia + [Google Map](#)



Feedback

Feedback Surveys

Directly following History Week, HCNSW sent out surveys to hosts and speakers to evaluate the impact of their events and perceived engagement from the general public.

This year, HCNSW asked respondents to provide feedback and suggestions on the impact of History Week 2020 concerning in-person and online events.

Examples of these questions and responses can be seen in the table provided on the following Section 'Feedback'.

Representatives from 22 of 39 host organisations responded, with attendance reports between 3 - 30,200.

An honourable mention should be given to a new member organisation, **The Museum of Fire in Penrith**, that reported an outstanding attendance of 30,200 people during their History Week events.

In 2019, attendance per event was reported as being between 5 to 186. On average, attendance amongst survey respondents in 2020 was 64 (excluding the Museum of Fire).

Feedback from surveys indicated that while the majority of hosts were happy with the timing, variety, and quality of promotion as well as the opportunity to present their events online.

The majority of feedback indicated that they supported History Week being online as it has increased engagement and reach as well as being more accessible to the general public than years before.

History Week Online 2020 - Information Webinar

In 2020, HCNSW has invited its members to stage History Week Events throughout NSW online as well as in person. The webinar was conducted as a live session with registrants from member organisations, was then recorded and published onto the HCNSW YouTube Channel as a digital resource to aid members in preparing for their History Week events.

Leading up to the closing date of History Week registrations in mid-August, the Information Webinar has been viewed 196 times on the HCNSW YouTube Channel.

The resulting video was part of a suite of resources on the History Council Website that we had prepared to assist members to plan events online.

Responses to key questions

Responses from host organisations and speakers:

Q: "How would you rate the audience's response to your event & your audience feedback?"



Responses from History Week host organisations:

Q: Would you be likely to apply and participate in History Week again next year if the theme meets your organisation's needs? Please explain."



Evaluation of impact during History Week 2020

The below table has been compiled by using 13 entries from 22 respondents during the period of 16 September 2020 - 28 September 2020.

This table highlights specific feedback from host organisations during History Week 2020 concerning perceived impact.

Feedback retrieved from the period of 16 September 2020 - 28 September 2020			
Organisation	Feedback (1) - What do you believe was the audience impact and engagement from your event?	Feedback (2) - What surprised you (positive and/or negative) about History Week this year?	Feedback (3)- Tell us what you think about the HCNSW continuing to offer History Week as a mixed online & in-person program?

Metropolitan Organisation	<p>“The Quiz Night hit the mark especially for people in lock down, but it was also a great way to bring the history community as a whole together in the absence of the AHA conference this year. We will definitely run it again.”</p>	<p>“How many people engaged with online events.”</p>	<p>“I suspect a targeted programme of online events could be very attractive, e.g. for school groups.”</p>
Regional Organisation	N/A	<p>“Having been part of discussions, I was uncertain about how our members would respond to the current constraints, but I was greatly impressed by their creativity in crafting suitable events. The guided tours of exhibitions were a neat solution.”</p> <p>“Positive - great adaptation to the online world.”</p>	<p>“I think this year has proven that doing more has great merit for extending audiences and inclusion. This works in several directions by allowing those who are isolated by distance, disability or other factors to attend events; and allowing our smaller or more remote members to showcase their histories to a broad audience across the state and beyond.”</p>
Regional Organisation	N/A	<p>“How well it worked online.”</p>	<p>“Good plan.”</p>
Regional Organisation	N/A	<p>“That we were actually able to host an event at such short notice - support from HCNSW and FOCP was astounding in order to succeed in this initial effort.”</p>	<p>“In person is always preferable but online access, whether or not live or recorded, provides access to others not in the area.”</p>

International Organisation	<p>"I believe that local Australian audience were interested to learn about new aspects of Cockatoo Island's history as a colonial convict-era prison, and particularly to hear about a more ethnically and culturally-diverse range of convicts (including Indigenous, Asian, Afro-American and Black-Irish) rather than majority-white stories.</p> <p>For UK audiences, I think they were just interested to learn about this evocative and important heritage site within Sydney, that they otherwise wouldn't."</p>	<p>"I was surprised and delighted by the sheer volume of events, which I think was made possible through digital involvement. Since I'm based in the UK, I would not be able to share my research in person and this was a great opportunity to engage with audiences I wouldn't have been able to reach otherwise. Please keep the digital engagement option going forward!"</p>	<p>"Definitely increases opportunities for engagement (as organisers and presenters) and enables international participation!"</p>
Metropolitan Organisation	<p>"Moving the winner announcement to an online format allowed people to join us, no matter their geographical location. We had people tune in from France and the US - family members of shortlisted authors - that would have otherwise not been able to attend a physical event."</p>	<p>"The ability to host more online events and still engage with a large audience."</p>	<p>"Great idea, allows for engagement with a wider audience."</p>

Western Sydney Organisation	“Excellent awareness - raising of our Local Studies research and collection services, as well as the many places, objects, events and stories that history encompasses in the area.”	“That you were able to hold the event given the challenges of 2020 - good on you!”	Agreed.
Greater Western Sydney Organisation	“Great also due to the recent lockdown families have been looking for something to do.”	“Our engagement was more with families than our key category which are seniors. It also did incredibly well online as people who don't live in Sydney enjoyed taking part.”	“It was a great initiative!”
Regional Organisation	“People became aware that the History Council is an important organisation in NSW, that its themes were very relevant to life in Australia today and that our presentation addressed the theme very well.”	N/A	“A good idea, we don't know what the future holds. The people who attend our live events tend to be older and thus a bit nervous about mingling with other people too much. In any event, our organisation can't afford the cost of staging our events unless we are able to get fairly full houses. Fairly full houses are unlikely to be possible for some time because of the necessity for social distancing.”
Metropolitan Organisation	“Survey feedback demonstrates the events elicited strong community connection, sparking curiosity and supporting lifelong learning. Demand for	“The City's historians and curator presented four live online events during History Week 2020. One of the most surprising things was the level of	“This would be a good idea to reach new and larger audiences.”

	<p>the curator tour was such that the historians programmed a second event in History Week and have programmed another 4 virtual tours of the Developing Sydney exhibition through September and October.”</p>	<p>engagement in our events elicited when presented online. We were able to reach much larger audiences in this format, and we attracted people living outside of Sydney. The live audience was drawn from across metropolitan Sydney and across NSW, around Australia and some from overseas. We also received a lot of positive feedback, with audiences expressing a feeling of connection and enthusiasm embark on lifelong learning.”</p>	
Metropolitan Organisation	<p>“We would like to believe that our event would plant in the minds of people that we value and honour individuals, whose pathways... have made a positive impact on our society.”</p>	<p>“The number of registrants and more so the huge number of views to our online videos.”</p>	<p>Agreed.</p>

Metropolitan Organisation	<p>"I think people became aware of the women we featured, sometimes for the first time and realised that there are women's stories all around us, that we are often oblivious too, even when those women have had a huge impact on their community."</p>	<p>"It was a great experience and already thinking about what we can do next year that is bigger and better!"</p>	<p>"I think it's a great idea. People can't always get to in-person events."</p>
Regional Organisation	N/A	<p>"We were pleased to be able to present something in-person as some of the audience are not technology-confident and the presenter had limited tech available. Although, this limited the audience to less than 20 for social distancing."</p>	<p>"Appreciated the flexibility."</p>

Individual Survey responses from Speakers

The Council received four submissions for Feedback from Speakers during History Week 2020.

The following feedback below highlights impact and engagement of the Speaker Connect program on the local communities to which they presented to:

1. Great communication before the event and great management during the online presentation.
2. It's a great opportunity to meet readers and people interested in history. The audience questions and level of interest were excellent. It's one of few opportunities for non-academic historians to be paid for a history talk.
3. Fantastic sharing of promotions and support online.
4. Our community loves history! These programs offer a great variety and opportunity for learning for our local community.
5. Highly interested audience, particularly when there are local elements and connections as this draws larger audiences.

Recommendations for 2021

1. Audience engagement

- 1.1. Research and source new ways of increasing audience engagement for History Week across all applicable digital platforms to increase reach, impact, and engagement of attendees in both in-person and online curated events
- 1.2. Research and implement a new Membership database to add value to member-only events, and to provide targeted communications
- 1.3. Increase engagement, impact, and accessibility of History Week events by continuing to incorporate digital elements and blended modes of presentation through organised events

2. Statistics

- 2.1. Social media - new Social Media aggregator needed to replace Hootsuite and other redundant methods of gathering data
- 2.2. Overall survey methodologies and response inducements to be improved in 2021 through the use of a new Membership database to enable improved communication methods

3. Speaker Connect and The History Effect Series

- 3.1. Continue to aim to spread Speaker Connect events throughout the year and target regional organisations
- 3.2. Continue to aim to build capacity and increase digital resources created by the Council through The History Effect series and continue to support historians, creative workers, and academics
- 3.3. New partnerships for Speaker Connect events to be sought
- 3.4. Continue to aim for Indigenous speakers and support these perspectives

4. Sponsorship

- 4.1. New sponsors to be sourced for History Week, the Annual History Lecture, Awards & Prizes, and other events including year-round events or new programs to support the further development of the HCNSW's digital event output

5. Partnerships

- 5.1. New and refreshed partnerships to be sought for History Week through the recruitment of further Cultural Partners

6. Publicity/Promotions

- 6.1. Review and streamline resources and input for effective promotional design and output
- 6.2. Continue seeking media partners through our member organisations in metropolitan and regional centres for a wider reach of publicity.

7. Events

- 7.1. Continue to work closely with the Events Subcommittee to develop new and fresh History events across all formats

PRINCIPAL SUPPORTERS |

Create NSW

City of Sydney, Cultural Resilience Grant

PARTNERS |

City of Sydney

Macquarie University (Faculty of Arts)

National Archives of Australia

NSW State Archives and Records

Reserve Bank of Australia

State Library of New South Wales

Sydney Living Museums

University of New England

University of Newcastle (School of Humanities and Social Sciences)

University of Technology, Sydney (Faculty of Humanities and Social Sciences)

DONORS |

Macquarie University

Addison Road Community Centre

Geoffrey Jones (Max Kelly Medal)

Anonymous donor (Aboriginal History Prize)

History Week 2020 was supported by the NSW Government through Create NSW & the City of Sydney through their Cultural Resilience Grant.



Report prepared by Catherine Shirley and Cassandra Rodger, History Council of NSW, January 2021