



HISTORY COUNCIL OF NSW, INC.

representing history

# Annual Report 2021

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March, 2022 | History Council of New South Wales Inc

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# Annual Report

## President's Report

2021 has been a challenging year for our members and colleagues, as we faced the prolonged effects of the pandemic. These challenges, however, have inspired the History Council of New South Wales (HCNSW) to greater heights of engagement and breadth of activity, as well as seeking new partnerships and revenue streams which have made the organisation more resilient and diverse.

Highlights for the year were a mixture of online and in-person events, depending on health orders of the day. For instance, our Sydney Writers Festival panel was held in person, and we welcomed the winners of the 2020 NSW Premier's History Awards to meet with us in front of a live audience at the State Library of NSW.

The 4-month lock-down that commenced in Sydney in June created havoc for our planning of History Week (4-12 September), but both the HCNSW and our members soldiered on, determined to celebrate history.

A total of 66 events (compared with 89 in 2020) were registered for History Week 2021, with 100% of member events delivered online, which showed a growth in digital capability by our members in comparison to 2020.

The Annual History Lecture (AHL) was another opportunity for the HCNSW to grow in terms of partnerships, digital footprint, and progressing its strategic objectives.

Australian Museum First Nations curatorial staff, Laura McBride and Dr Mariko Smith, were invited to deliver the AHL in a conversational rather than a lecture format. When our plans to hold this live event were curtailed by the Lockdown, the Australian Museum offered the support of their digital production team to record and edit the event as a digital production. This was a fantastic result for both organisations, with the video, launched at our end of year party in December and published on our YouTube site, being lauded as an important legacy document about the UNSETTLED exhibition.

The 2021 Annual History Lecture, featuring the UNSETTLED First Nations team, was one of two major steps in 2021 to achieving one of the HCNSW's important strategic objectives - to

"recognise the diversity of historical perspectives, including those of Indigenous peoples, and encourage excellence in historical practice". The second major step that we achieved in 2021 was the employment in November of a Project Officer for First Nations Histories, Lisa Paton, supported by a Cultural Resilience Grant from the City of Sydney.

For the second year in a row, the HCNSW separated the Annual Awards and Prizes from History Week. Unlike last year, the HCNSW reverted back to tradition and combined the AHL and Awards and Prizes in a joint presentation at the HCNSW End of Year Cocktail Party.

The Annual History Citation was awarded posthumously to Babette Smith, for her significant and lifelong contribution to the profession and practice of history.

The reach of the HCNSW also continued to grow in 2021, with our social media in particular expanding from 2020, with an increase in new members and the continued support of our old. I would like to express my gratitude and thanks to all our members and supporters as they have continued to allow us to keep history alive in our local communities and across the state.

The HCNSW is extremely grateful for the support of the NSW Government through Create NSW, without which it could not host its wonderful range of History programs, as well as to the City of Sydney for their support provided through a Cultural Resilience Grant and Holding Redlich who provided us with Pro Bono Legal advice.

We are also grateful to our other sponsors including Macquarie University & the Professional Historians Association (NSW/ACT) for the Applied History Award, the anonymous donor for his continuing support of the First Nations History Prize, and the Addison Road Community Centre for provision of the Addi Road Award for Multicultural History.

We would also like to acknowledge the invaluable and continued support of our cultural 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 Jewish Museum; Sydney Living Museums; University of New England; University of Newcastle (School of Humanities & Social Sciences); University of New South Wales (School of History and Philosophy).

Special thanks goes to the General Council - Dr Matthew Allen (UNE), Associate Professor Jan Lanicek (UNSW), Dr Leah Lui-Chivizhe (USyd), Professor Michael McDonnell (USyd), Laila

Ellmoos, City of Sydney Historian, PHA, Richard Neville (SLNSW) and Executive Committee - Vice-President Dr Kiera Lindsey, Dr Isobelle Barrett Meyering (MQ) and Dr Julie McIntyre (UoN) for all their time, effort and valuable contributions, as well as our hard working staff Catherine Shirley, Cassandra Rodger, Lisa Paton & Laura Anderson.

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

# About Us

## Vision

We aim to ensure that History, in all its diverse forms, is an important part of the cultural life of the people and communities of New South Wales.

## Objectives

History is often an under-represented part of the cultural industries. We provide services and programs which aim to build capacity within the History sector and showcase the importance of History. We focus on five key areas: awareness, diversity, excellence, advocacy and outreach.

Our objectives are to:

- provide a forum for identifying and responding to issues of relevance to the practice of History
- support History's role in informing and shaping public debate, policy and future planning
- recognise the diversity of historical perspectives, including those of Indigenous peoples, and encourage excellence in historical practice
- facilitate communication within the History community and provide opportunities for collaboration
- provide professional development activities and opportunities for our members and audiences across NSW.

# Our Team

## Executive Council

**Dr Stephen Gapps**, President

**Dr Kiera Lindsey**, Vice President

**Dr Julie McIntyre**, Secretary

**Dr Isobelle Barrett Meyering**, Treasurer

## General Council

**Dr Matthew Allen**, University of New England

**Laila Ellmoos**, City of Sydney Historian/PHA

**Dr Jan Láníček**, University of New South Wales

**Dr Leah Lui-Chivizhe**, University of Sydney

**Richard Neville**, State Library of New South Wales

**Professor Michael McDonnell**, University of Sydney

## Staff

**Catherine Shirley**, Executive and Strategic Development Officer

**Cassandra Rodger**, Programs, Media and Administration Officer

**Lisa Paton**, Project Officer, First Nations Histories

**Laura Anderson**, Events Management and History Week Intern

# STATISTICS AT A GLANCE - 2021

A Year in Review



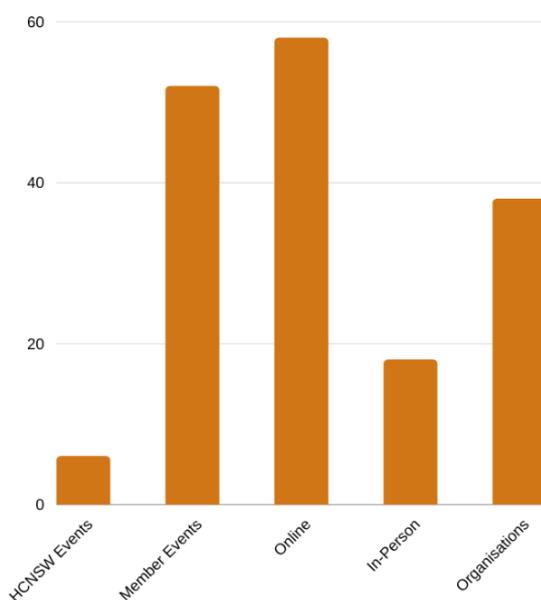
## HISTORY WEEK EVENTS

A total of 66 events were registered by 38 organisations for History week 2021.

8 x in-person events were cancelled due to the pandemic, with 58 events proceeding online, including:

- webinars
- social media activities [daily quizzes, virtual tours, podcasts, IGTV reels and Facebook Live, pre-recorded content]
- lectures and online games/puzzles

## HISTORY WEEK



## STATISTICS DURING HISTORY WEEK

53,353 Facebook impressions

134,043 Tweet impressions

21,178 Instagram impressions

2,137 LinkedIn impressions

40,176 Page Views on the HCNSW website

282 YouTube Subscribers

32,151 Impressions on the HCNSW YouTube Channel

## YEAR ROUND EVENTS

287 views of the Annual History Lecture Online

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

(Further year-round event statistics available later in the Report.)

# Our programs

The HCNSW's core programs include the annual co-ordination of **History Week**, and production of the **Annual History Lecture**, the **Speaker Connect** program, **First Nations Histories Program** and support of the **NSW Premier's History Awards**. A program of **History Awards** is presented annually by the HCNSW including the **Annual History Citation**, the **First Nations History Prize**, the **Max Kelly Award**, the **Macquarie-Professional Historians Association Applied History Award** and **The Addi Road Award for Multicultural History**.

The HCNSW continues to build the diversity of its membership and to extend its reach to regional and remote areas of New South Wales.

## History Week

The HCNSW initiated History Week in 1997 to showcase the rich and diverse History being produced across New South Wales. Its objectives are to:

- 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 it is exciting, relevant and all around us.

History Week provides a united umbrella under which participating organisations and individuals can promote their work and reach a broad audience. The HCNSW has played an integral role by planning and organising History Week and will continue to do so in 2022.

## 2021 Theme - From the Ground Up

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 2021 was '**From the Ground Up**'.

For History Week 2021 we asked our members to reflect on a period of tumult and answer the question: ***“What kind of histories do we most need in our world today to heal the past and usher in fresh hope and possibility for the future?”***.

HCNSW members were invited to respond to this question and showcase history in all its forms and how histories can ‘return to the roots’ to strengthen the way we connect and care for one another and our communities.

They were encouraged to not only tell these stories through Histories of particular interest to them but 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 posed for History Week 2021.

## History Week Community Events

This year, we continued the exciting opportunity to expand the media through which History Week is curated by establishing it as a mixed-delivery mode festival, based upon the success of last year. This year was an opportunity for members to increase impact, reach, and engagement by holding their events online via Zoom and other online streaming tools, as well in more familiar face-to-face formats, if applicable.

A total of 66 events (compared with 89 in 2020) were registered in 2021.

- 58 online events which consisted of webinars, social media activities such as daily quizzes, for example, virtual tours, podcasts and pre-recorded video content, online games/puzzles and digital exhibitions,

- 8 in-person events which consisted of exhibitions, walking tours, keynote presentations, lectures, debates and other talks were planned during History Week. However, these events were cancelled due to existing NSW Health Regulations and restrictions surrounding the current COVID-19 pandemic. Unfortunately, there was no opportunity for these events to be converted to online platforms due to staff restrictions on access, digital capabilities, amongst other things.

As a result, 100% of member events were delivered online during History Week 2021. Specifically, a total of 58 online and 0 in-person, compared to 28 in-person and mixed events in 2020 [62 (77.5%) of member events were held online and 18 (22.5%) were held in-person].

37 (46 in 2020 – a 19.56% decrease in 2021) of the events were held in Metropolitan Sydney, 10 (16 in 2020 – a 37.5% decrease in 2021) in the Blue Mountains, Greater and Western Sydney, and 11 events were held in regional NSW (compared to 18 in 2020 a 38.88% decrease in 2021).

Like 2020, the HCNSW team offered support to members and proactively assisted them in successfully transitioning their events to online and blended modes. The 2020 recorded capacity-building webinars were available in 2021 to support members with information about how they could present their History Week events via an online format on the HCNSW YouTube Channel. Advice and instructions were provided, then uploaded to a dedicated webpage on the HCNSW site.

Engagement for History Week 2021 was extremely positive and a significant testament to the continued and increasing interest and engagement of the public in learning about various topics on local, multicultural, Indigenous, public, and state history.

## **Feedback about History Week**

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 2021 concerning in-person and online events.

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

In 2021, attendances per event were being reported between 40 - 2,634 per online session.

On average, attendance amongst survey respondents in 2021 was 498.22.

Feedback from surveys indicated that most hosts were happy with the timing, variety and quality of promotion as well as the opportunity to present their events online or in a mixed hybrid setting. Hosts also indicated that History Week 2021 was an opportunity for them to proactively learn new ways of delivering their content online and offered them a means of effectively organising content in an engaging and versatile manner.

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

## **Evaluation of impact during History Week 2021**

Listed below is specific feedback obtained from host organisations during History Week 2021 concerning perceived impact, engagement and reach:

- 1. Feedback (1) - In your opinion, why is History Week important to you or your organisation concerning event outreach and audience engagement?**
  - a. *"It was a great opportunity to reach a general history-loving audience, which we want but struggle to reach in our normal social media (are audience mostly works in the heritage sector)."* **(Metropolitan Organisation)**
  - b. *"We often run history events but the assistance we get via advertising through History Week and History Council is essential to getting the word out there to a bigger audience."* **(Metropolitan Organisation)**
  - c. *"NSW History Week provides an excellent, timed commitment to cultural production and community engagement in it for our organisation. It offers*

*conceptual stimulus, logistical support and a sense of belonging in a wide a vibrant sector.” (Inner West Organisation)*

- d. *“Camden is evolving through rapid growth, and it is very important for all of our residents to have the opportunity to learn how the area's identity and history have affected their lives.” (Regional Organisation)*

**2. Feedback (2) - Do you think your audiences were engaged and what was the perceived impact?**

- a. *“Yes, and the impact was a good discussion on medicine at sea during the age of sail and early immigration to Australia. Given the current pandemic, the audience felt more empathetic towards the immigration experience - able to put themselves in the shoes of sick sailors and ship's doctor's trying to combat disease in confined spaces.” (Metropolitan Organisation)*

- b. *“People appreciated online events but look forward to in-person events resuming.” (Metropolitan Organisation)*

- c. *"Yes, I think our audiences were engaged, but it is not as easy to tell this when events are online rather than in person. Perceived impact includes- a sense of pride for people involved in producing the events- professional experience/development for people involved in producing the events - increased recognition in the wider community of our organisation, the history of the site we manage and significant people and events that have not previously received attention - enjoyment and interest!" (Inner West Organisation)*

- d. *“Yes and accepted to be online. We were doing online webinars pre COVID, however now with pending post covid people accept webinars and the fact able to be watched later at a personal time that suits them.” (Regional Organisation)*

**3. Feedback (3)- What surprised you (positive and/or negative) about History Week this year?**

- a. *“The tracking links to register for the event showed over 70% of registrants came from the History Week website and/or newsletter, so the reach to spread the word*

*of the event was really strongly supported by HCNSW's resources (thanks! you rock!).” (Metropolitan Organisation)*

- b. *“I was working from home as our library was closed so I was surprised that we were able to produce an interesting exhibition that will continue to be presented online even when people can visit and view in-person.” (Metropolitan Organisation)*
- c. *"Positive - that so many different organisations participated and produced online events without trouble. Negative - that social (and traditional) media resources to help participants promote their events were released relatively late in the calendar." (Inner West Organisation)*
- d. *“They were definitely engaged as they made comments and encouraged others to join in and look. The exhibition was a 9-day journey with a different post each day and many followed the journey.” (Regional Organisation)*

**For a more comprehensive report of History Week 2021 see our History Week page.**

## **NSW Premier’s History Awards & History Week Launch**

On 3 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 via Twitter, 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 hosting a panel presentation by the winners of the Premier’s History Awards in the following year’s Sydney Writers Festival.

# Speaker Connect – A Year-Round Program

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 (2020) and throughout this year (2021), the HCNSW received many 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.

Speaking opportunities were impeded by the Public Health Orders resulting from the Pandemic, which resulted in all engagements being cancelled.

## Speaker Connect during History Week 2021

In History Week 2021, the HCNSW received 7 presentation proposals from speakers (a 41.6% decrease from 12 in 2020) and 6 host applications (a 20% increase from 5 in 2020). Reductions were due to uncertainties surrounding presentations due to COVID-19, and the concern this caused some of our speakers.

A total of 4 Speaker Connect sessions were organised to be held during History Week 2021, however, due to NSW Public Health Orders and the circumstances of the COVID-19 pandemic, only 1 speaker was able to present their talk during History Week online. The other 3 speakers' talks which were to be held in Regional NSW were postponed and held over to 2022 as they were strictly in-person events only as a part of the **History Illuminated Festival** which coincides with History Week.

All talks were to be held free of charge, were either to be conducted online or in-person [depending upon NSW Public Health Orders] and were open to the general public. They were:

|  |  |
|--|--|
| <p><b>Associate Professor<br/>Nancy Cushing</b><br/>(Online presentation due to pandemic)</p>  | <p><b>Title:</b> “Sydney Observatory: An Environmental History, 1847 - 1900”<br/><b>Date:</b> 7 September 2021<br/><b>Host Organisation:</b> <b>Sydney Mechanic’s School of Arts</b></p>   |
| <p><b>Charmaine O’Brien</b><br/>(In-person presentation)<br/>Cancelled due to the pandemic</p> | <p><b>Title:</b> “The Devil in the kitchen and the taste of class”<br/><b>Date:</b> 7 September 2021<br/><b>Host Organisation:</b> <b>Bathurst Library</b></p>   |
| <p><b>Sandra Pires</b><br/>(In-person presentation)<br/>Cancelled due to the pandemic</p>      | <p><b>Title:</b> “Yesterday Stories”<br/><b>Date:</b> 10 September 2021<br/><b>Host Organisation:</b> <b>Lake Mac Libraries</b> (Combined History Illuminated and History Week Speaker Presentation)</p>   |
| <p><b>Dr Kiera Lindsey</b><br/>(In-person presentation)<br/>Cancelled due to the pandemic</p>  | <p><b>Title:</b> “Speculating upon Biography: writing the lives of people with scanty sources”<br/><b>Date:</b> 10 September 2021<br/><b>Host Organisation:</b> <b>Lake Mac Libraries</b> (Combined History Illuminated and History Week Speaker Presentation)</p> |

## 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, graphics, a publicity **'How To' guide**, an HCNSW branded PowerPoint template, and a media release template.

All Speaker Connect presentations that were to be conducted in-person, followed NSW Health Regulations at that time despite them being cancelled throughout the year due to the pandemic.

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 had occurred since the beginning of the program, all speakers engaged with the program were offered and received a **\$300 honorarium** as well as travel and accommodation expenses for **in-person presentations** (in recognition of travel time) or a **\$100 honorarium** for **online presentations**.

The HCNSW is dedicated to supporting historians and this honorarium reflects their expertise, their time and value as professionals to the history sector.

# Annual History Lecture 2021

The premium event run by the HCNSW in 2021 was the **Annual History Lecture** (AHL). Produced by the History Council of New South Wales each year, the AHL responds to and reinforces the theme of **History Week**, a state-wide celebration of History.



Above: Social media graphic used by HCNSW to promote the Annual History Lecture, delivered by Laura McBride and Dr Mariko Smith, which premiered online on 2 December 2021.

In 2021, the HCNSW was honoured to deliver the 2021 Annual History Lecture online with **'Unsettled - Curators in Conversation with Laura McBride & Dr Mariko Smith'**.

In this compelling presentation, **Australian Museum's *Unsettled* Curators, Laura McBride and Dr Mariko Smith** took us behind the scenes of this ground-breaking exhibition to reveal more about what motivated this project and how they collaborated with different communities across the country to create and curate this evidence-based truth-telling of Australia's foundation story.



Laura McBride (centre) and Dr Mariko Smith (left) with HCNSW President Dr Stephen Gapps (right). Image credit: Abram Powell.

For the second year in a row, HCNSW pre-recorded the **Annual History Lecture**, due to Public Health Orders resulting from the COVID-19 pandemic. With the assistance of the Australian Museum, this presentation was professionally recorded and premiered online on the night of HCNSW's End of Year Cocktail Party, 2 December 2021. The recording of the lecture, along with a transcript, is available for download on the HCNSW's YouTube channel.

Like 2020, this year has been an impactful year for the **Annual History Lecture**. Transmitting the **Annual History Lecture** on an online platform via the HCNSW YouTube Channel allowed the HCNSW to expand its audience engagement and provide a professional transcript of the production for use by teachers and students.

In comparison to the in-person Annual History Lecture 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 Annual History Lecture attracted 284 unique online viewers. This is a **198.4% increase** in engagement with lecture content from 2019 and a decrease of 9.3% from 2020.

From demographic analytics derived from YouTube, the AHL had numerous unique users identified from Australia, solely.

To date, the lecture has received 373 views since it premiered on 2 December 2021.

The HCNSW has received a significant number of positive reviews and feedback from online viewers who expressed their congratulations to **Laura McBride** and **Dr Mariko Smith** for their evocative conversation about First Nations Histories, voices and memories, with several academic institutions requesting copies of the transcription, which we then put on our website.

## Awards & Prizes 2021



For the second year in a row, the HCNSW separated the **Annual Awards and Prizes** from History Week. Unlike last year, the HCNSW reverted to tradition and combined the AHL and Awards and Prizes in a joint presentation at the **HCNSW End of Year Cocktail Party**.

### Awards and Prizes sponsors

The **Professional Historians Association of NSW & ACT**, **Macquarie University**, **Addison Road Community Organisation**, **Geoffrey Jones** and an **anonymous donor** continued their support of the Awards and Prizes for 2021. A list of AHL event sponsors is provided on the last page of this report.

## Award Submissions

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

The HCNSW Awards Subcommittee, academics from the Universities of Sydney and New South Wales and the University of Newcastle (as well as an independent Historian from the Professional Historians Association of NSW) acted as judges of the 7 submissions entered for the 2021 Awards.

There was a **66.66% decrease** in submissions for the HCNSW Awards & Prizes in 2021 (7 submissions in 2021 compared to 21 submissions in 2020).

Despite this, the judges found the entries to be of a high standard and we are working towards further increasing submissions for 2022.

It was decided by the Awards and Prizes Subcommittee, that the 2021 Max Kelly Award would not be awarded in 2021.

## Award Winners

The **Annual History Citation** was awarded posthumously to **Dr Babette Smith** in recognition of her outstanding contribution to the study of Australian colonial and convict history and was accepted on behalf of her brother, Justice Rob McFarlane.

The **Max Kelly Award** was not awarded.

The **First Nations History Award** [Aboriginal History Award in 2020] was awarded to **Jessica Urwin** for her essay '**Take it back to Sydney**'.

The **Addi Road Award for Multicultural History** was awarded to **Jane Curtis** for her audio documentary '**The Scholars Hut**'.

The joint Macquarie University and Professional Historian Association NSW & Act's **The Macquarie-PHA Applied History Award** was awarded to **Tweed Regional Museum** for their online exhibition and collection project '**Small Town Queer**'.

This is the second time in the history of the Awards and Prizes that the ceremony was moved away from History Week and presented during the latter half of the year during the HCNSW End of Year Cocktail Party on 2 December 2021.

There were no Honourable Mention certificates awarded in 2021.

## Other events and programs

### First Nations Histories

In 2021, in addition to its existing programs showcasing First Nations Histories, the HCNSW was fortunate to secure a Cultural Sector Innovation Grant from the City of Sydney which enabled the recruitment of a new Project Officer, First Nations Histories. This was in line with the HCNSW's Strategic Plan to increase the diversity of History events. Lisa Paton was appointed to this role in November 2021, for a period of 35 weeks.

### The History Effect Series

In 2021 the HCNSW staged eight in-person and online history events outside of History Week in its **History Effect Series**.



The aim of the **History Effect** series, when established in 2020, was to feature historians speaking about contemporary issues and events, as well as research and professional development.

The target audience for the program was historians, academics, organisations, history enthusiasts, students and the general public.

Funding for this program in the form of staff resources, speaker fees and program costs was drawn from **Create NSW's** *Service Organisation Program* funding for 2020.

### **1. Domestic defensive architecture in early colonial NSW (15 April) (Webinar)**

Held in partnership with the Historic Houses Association this webinar was presented by HCNSW President, Dr Stephen Gapps, who asked the audience to revisit some of our well-known historic houses, to consider the defensive elements of early colonial buildings and structures in NSW, and to rethink the way we look at the context of their construction. (Audience: approximately 55 people)

### **2. Sydney Writers' Festival - HCNSW Panel: Histories of Mayhem & Margins (27 April) (in-person)**

Winners of the 2020 NSW Premier's History Awards, Noëlle Janaczewska, Dr James Dunk, Professor Kate Fullagar, Callum Clayton-Dixon and Pierre-Jacques Ober met in-person to reveal their inspirations, the impact they hope their work will have, and the role that margins and mayhem play in their writing. Hosted by HCNSW Vice-President, Dr Kiera Lindsey. (Audience: 88 people, Metcalfe Auditorium, State Library of NSW. Recorded & uploaded to the HCNSW Podcast Platform.)

### **3. Careers in History (1): Heritage, Archaeology & Museums (26 July) (Webinar)**

The panellists, led by HCNSW Vice-President, Dr Kiera Lindsey were Dr Iain Stuart (Artefact Heritage Services), Dr Carlin De Montfort (Sydney Living Museums) and Dr Meg Foster were asked "What does a "history professional" actually do?" The focus of this session was on

career journeys - what people started out doing, and where that led them, with a focus on providing advice to emerging historians, museums and heritage professionals. (Audience: 130 people)

#### **4. Statue Wars: Protests, Public Histories and Problematic Plinths: Launching a Public History Review Special Issue (12 July) (Webinar)**

In this webinar, a special issue of Public History Review was launched, devoted to the Statue Wars and based upon a two-part seminar series hosted by the History Council of NSW shortly after the Black Lives Matter protests of 2020. Several contributors reflected upon their contribution to this issue and where we are now, a year after those dramatic protests resulted in the destruction and defence of so many deeply contested statues across the world. Panellists: Christine Yeats, Paul Kiem, Dr Mariko Smith (Australian Museum), Professor Bruce Scates (Australian National University) and Emeritus Professor Paul Ashton (University of Technology, Sydney). Chair: Dr Kiera Lindsey (Vice-President, HCNSW). (Audience: 83 people)

#### **5. The Lost Exhibitions: grieving, regrouping & grasping onto new possibilities in the COVID context (Webinar)**

This webinar discussed what has happened to exhibitions in Museums and Galleries that were closed due to the second wave of the pandemic in NSW.

In the creative arts sector, theatres had opened, performances had commenced, film production was underway, and Museums and Galleries were staging their long-planned exhibitions. The panellists were asked “Are they still there, locked behind closed doors, waiting for Health Orders to permit a reopening to the public?”

Speakers: Aviva Wolff from Sydney Jewish Museum, Rebecca Bushby (Sydney Living Museums) and Erika Taylor (Tweed Regional Museum) Chair: Dr Kiera Lindsey (HCNSW Vice-President). (Audience: 36 people)

#### **6. What is the future of Academic Historians? (11 September) (Webinar)**

The COVID pandemic has impacted many lives and many industries. Some have made fabulous commercial gains, but the university sector has been hit hard, with the loss of overseas students compounded by the deliberate exclusion of universities from government support.

The humanities, including history, were further targeted by government incentives to produce what was deemed 'job-ready' graduates and by a focus on new 'science and research' priorities. In this context, it has become harder than ever to find secure work as an academic historian.

Academic Historians, Professors David Lowe (Deakin University, Victoria), Melanie Oppenheimer (Flinders University and Australian National University), Erik Eklund (Federation University, Victoria) and Dr Andre Brett (University of Wollongong) presented their views on the future of the History Academic in a discussion chaired by History Council of NSW Councillor, Dr Matthew Allen. (Audience: 83 people)

## **7. Careers in History (2): Digital Public Histories - Digital Histories, Archives and Media (2 November) (Webinar)**

This in-conversation panel discussed the variety of careers that are available in the Digital Public History space, including Media, Archives & Museums. Speakers included Dr Fay Anderson (Monash University), Dr Penny Stannard (Sydney Living Museums), and Associate Professor Tim Sherratt (University of Canberra). Chaired by HCNSW Councillor, Dr Matthew Allen. Jointly hosted by the History Council NSW and the Professional Historians Association NSW/ACT.

## **8. End of Year Party - launching the Annual History Lecture & Awards Winners (2 December) (In-person)**

This in-person networking event was staged by the HCNSW at the Australian Museum to launch the pre-recorded 2021 Annual History Lecture and announce the HCNSW Annual History Awards and Annual History Citation. (Audience: 68)

All webinars were recorded and uploaded to the [HCNSW YouTube Channel](#) for general audience consumption.

## Internship program

In 2021 the HCNSW offered two Internship opportunities:

- **One private social media and marketing intern** who explored and investigated the utilisation of social media management tool, Buffer and assisted in the #CollectionHighlight social media campaign.
- **One private Event Management and History Week intern and ongoing volunteer** who assisted the HCNSW in their social media campaigns and strategy, History Week 2021 promotions and was responsible for the new #CollectionHighlight social media campaign.

**Our Internship Program** provides an opportunity for students enrolled in History or related disciplines at a tertiary level to gain experience working for a history organisation.

Its objectives and outcomes are to:

- Create vocational opportunities for students and/or young people in a professional organisation in the History sector
- Cater for the professional development of students and/or young people by providing workplace skills development
- Assist in relationship management with HCNSW members, especially those in regional areas
- Raise the profile of History throughout New South Wales.

## Media and Communications

The HCNSW has developed its audience engagement over the last 3 years extensively, online and in person, making it a strong cultural marketing presence.

In social media endeavours, audiences have shifted from platform to platform, as reflected in the statistics below.

In 2020, HCNSW established a [YouTube Channel](#) to make events run by the Council and members more accessible and to reach a wider audience. The YouTube Channel was utilised extensively during History Week 2021, through the creation of a **History Week 2021 playlist**.

In 2021 a key focus of HCNSW staff was to provide services to our members both face-to-face and online through an increased number of events to increase engagement and interest in history throughout New South Wales.

The statistics below reflect audience interest in specific events we, and our cultural partners, have presented by platform. They also reflect changing audience engagement across platforms.

In brief, they tell us:

- Website engagement has decreased
- LinkedIn, Twitter, Facebook and Instagram engagement have increased, with short bites of timely information with visuals being more palatable to the audience than a static webpage
- YouTube has provided the HCNSW with a substantial new audience, more attuned to downloading an event when it suits them than viewing it at the time of broadcast.

## Media and Communication Trends 2021

|                              | 2020    | 2021    | Growth since 2020 |
|------------------------------|---------|---------|-------------------|
| Website page views*          | 25,310  | 26,382  | 4.34%             |
| Twitter impressions          | 160,397 | 274,073 | 27.41%            |
| Twitter followers            | 2,834   | 3,054   | 7.8%              |
| Facebook followers           | 4,186   | 4,101   | -2.03%            |
| Facebook Likes               | 3,698   | 3,957   | 7%                |
| Instagram followers**        | 1,201   | 1,350   | 12.41%            |
| LinkedIn Followers           | 0       | 141     | 141%              |
| HCNSW Newsletter subscribers | 1,716   | 1,956   | 13.99%            |
| YouTube Subscriptions***     | 200     | 290     | 45%               |
| YouTube views                | 6,504   | 3,185   | -51%              |
| YouTube reach                | 64,300  | 66,400  | 3.3%              |

\* The HCNSW established a Google Analytics account during 2019 which has enabled greater accuracy & detailed reporting about website visits and engagement. A detailed report is available on request.

\*\* The HCNSW established a Buffer Social Media Management account during 2021 which has enabled greater accuracy of data collection for Twitter, Instagram, Facebook and LinkedIn.

\*\*\* The HCNSW created a new YouTube Channel in 2020 which has enabled the Council to reach a wider community and its digital content is more accessible.

## Council Matters

During 2021, the HCNSW held biennial elections of the General Council, and appointed its Executive Committee.

The names of the committee members until the Annual General Meeting held on 12 April 2021:

|                              |                |
|------------------------------|----------------|
| Dr Stephen Gapps             | President      |
| A/Prof Nancy Cushing         | Vice President |
| Dr Isobelle Barrett Meyering | Treasurer      |
| Dr Kiera Lindsey             | Secretary      |
| Richard Neville              | Councillor     |
| Megan Martin                 | Councillor     |
| Dr Lisa Murray               | Councillor     |
| Dr Matthew Allen             | Councillor     |
| Prof Michael McDonnell       | Councillor     |
| Martyn Killion               | Councillor     |

The names of the committee members elected on 3 May 2021 at a meeting of the General Council, and who are committee members at the date of this report are:

|                              |                |
|------------------------------|----------------|
| Dr Stephen Gapps             | President      |
| Dr Kiera Lindsey             | Vice President |
| Dr Isobelle Barrett Meyering | Treasurer      |
| Dr Julie McIntyre            | Secretary      |
| Richard Neville              | Councillor     |
| Dr Addie Leah Lui Chivizhe   | Councillor     |
| Laila Ellmoos                | Councillor     |
| Dr Matthew Allen             | Councillor     |
| Prof Michael McDonnell       | Councillor     |
| Dr Jan Láníček               | Councillor     |

## Subcommittees

- Awards & Prizes
- Grants & Revenue
- Events
- First Nations Advisory
- Membership

# Financial Matters

## Statement of Profit or Loss and Other Comprehensive Income For the year ended 31 December 2021

|  | 2021           | 2020           |
|--|----------------|----------------|
|  | \$             | \$             |
| <b>Income</b>  |                |                |
| Operating revenue  | 33,118         | 32,823         |
| Other income – Grant and subsidies                                 | 118,498        | 176,147        |
| <b>Total Income</b>  | <b>151,616</b> | <b>208,970</b> |
| <b>Expenses</b>  |                |                |
| Accounting and audit services                                      | 2,000          | 2,000          |
| Administration expenses  | 10,933         | 5,452          |
| Annual History Lecture   | 11,232         | 5,478          |
| Awards and Prizes  | 4,098          | 10,957         |
| Computer expenses  | 7,159          | 6,005          |
| Depreciation expense   | 775            | 214            |
| Digital recording  | -              | 15,150         |
| Employee benefits expense  | 102,402        | 122,594        |
| Events costs   | -              | 2,638          |
| Office establishment and utilities                                 | 3,792          | 9,146          |
| Speaker fees   | 1,600          | 3,000          |
| Workers' compensation insurance                                    | 611            | 770            |
|  | 144,602        | 183,404        |
| Surplus for the year before income tax                             | 7,014          | 25,566         |
| Income tax expense   | -              | -              |
| Surplus for the year   | 7,014          | 25,566         |
| <b>Other comprehensive income</b>                                  |                |                |
| Items that may be reclassified subsequently to profit or loss      | -              | -              |
| Items that will not be reclassified subsequently to profit or loss | -              | -              |
| <b>Other comprehensive income for the year, net of income tax</b>  | <b>-</b>       | <b>-</b>       |
| <b>Total comprehensive income for the year</b>                     | <b>7,014</b>   | <b>25,566</b>  |

*The full Auditor's Report for 2021 can be made available on request.*

In 2021 the HCNSW generated an income of \$151,616 (\$208,970 in 2020) and ended the year with a surplus of \$7,014 (\$25,566 in 2020).

#### Matters in detail

- The major source of income received were government grants from Create NSW and the City of Sydney of \$118,498. The HCNSW also received a grant from Destination NSW but this income has been deferred to 2022. Part of the City of Sydney grant was also deferred to 2022.
- Other income sources were sponsorship \$4,000 (\$2,100 in 2020), membership subscriptions \$27,075 (\$28,520 in 2020) event income \$2,029 (\$647 in 2020) and JobKeeper Allowance \$418 (\$52,232 in 2020).
- Total expenses were \$144,602 (\$183,404 in 2020). Expenses included employee benefits (wages and superannuation) \$102,402 (\$122,594 in 2020), administration fees \$10,933 (\$5,452 in 2020), awards and prizes \$4,098 (\$10,957 in 2020), Annual History Lecture \$11,232 (\$5,478 in 2020), IT & Computer expenses \$7,159 (\$6,005 in 2020) and speaker fees \$1,600 (\$3,000 in 2020). In addition, vital support was provided by HCNSW's 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 Jewish Museum, Sydney Living Museums, University of New England, and University of Newcastle (School of Humanities & Social Sciences).

The HCNSW remains in a secure position to continue its key activities and develop some new programs in 2022.

## **PRINCIPAL SUPPORTERS |**

Create NSW & City of Sydney

## **CULTURAL PARTNERS |**

City of Sydney

Macquarie University (Faculty of Arts)

National Archives of Australia

NSW State Archives & Records

Reserve Bank of Australia

State Library of New South Wales

Sydney Living Museums

Sydney Jewish Museum

University of New England

University of Newcastle (School of Humanities & Social Sciences)

University of New South Wales

## **DONORS |**

Macquarie University (Faculty of Arts) (The Macquarie-PHA Applied History Award)

Professional Historians Association (NSW & ACT) (The Macquarie-PHA Applied History Award)

Addison Road Community Centre (Addi Road Award for Multicultural History)

Geoffrey Jones (Max Kelly Award)

Anonymous donor (First Nations History Award)

The History Council of New South Wales Inc was supported by the NSW Government through Create NSW, and the City of Sydney through a Cultural Sector Innovation Grant.



We also recognise the support of Holding Redlich for Pro Bono Legal services.

Report prepared by Catherine Shirley, Cassandra Rodger and Laura Anderson, History Council of NSW Inc, April 2022