

# Annual Report

2017 – 2018

Interpretation  
Australia



**Annual Report**

Compiled by Ben Clarke, Office Administrator

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# 1. President's Report

Interpretation Australia is an organisation that exists for its members. Our strength lies with the dedication, enthusiasm and community spirit of our diverse membership. Ranging from professionals in the latter stages of their careers to those just starting out, we continue to grow because of a willingness to share and a commitment to work together.

The departure from the board of IA last year of some interpretation stalwarts, namely Scott Killeen, Jenny Gardner, and Sue Olsson, was the start of the next iteration of the organisation. It has been a transitional year, and thanks to their hard work and your continued support we have been able to work from a solid foundation to move forward. I would like to thank them for their dedication to IA and their words of wisdom since stepping to their very big shoes.

This year, to be able to grow our ability to meet the geographical challenges of our membership, we have dedicated much of 2018 to further upgrading the website to a mobile friendly basis. By doing this, we have ensured that our resources, online presence and membership features will be adaptable to the changing digital environment for our users. This is a time-consuming but necessary task that the executive has undertaken, and which will continue throughout the year until all aspects of the site are returned for our membership.

A direct linkage to this upgrade is our continued regular webinars and podcasts which offer our membership professional development opportunities – both as viewers and presenters. We envisage a continual growth in this digital medium and will be looking to supplement it with additional video presentations and the reinstatement of a comprehensive and searchable resources catalogue.

Our annual national conference continues to be an integral part of the IA calendar and this year saw the beautiful Tasmania as the backdrop for our travelling escapades. The event, undertaken in partnership with the Australian Society for Historical Archaeology, whilst an organisational challenge

for the hosts, was also a triumph in interpretation ingenuity and a sensory treat. The glorious Port Arthur providing this first-time visitor to Tasmania with a great photographic opportunity and inspiration for interpretation design within the heritage space.

This year's National Awards, supported by Armsign, provides a platform for us to acknowledge excellence in a range of interpretation projects from around Australia. Many thanks to all that entered. It was an impressive array of submissions and sincere congratulations to all the winners. Our next conference, to be held in Sydney, promises to be another great opportunity for our members to come together, listen to and participate in a range of presentations and workshops, and to once again celebrate interpretation in all its forms.

It has been my privilege to be part of such an amazing and inspiring organisation and I look forward to the continued journey, as part of a generous and exciting membership. The volunteers, all impressively skilled and enthusiastic, that provide the working infrastructure of our organisation, together with our wonder administrator, Ben, who keeps everything in order and ticking over, are simply a representation of our organisation's dedicated members.

I hope that any one who is seeking to contribute to the future of our wonderful organisation will take up the challenge of participating in whatever capacity possible. It is through your involvement that IA will continue to grow and become stronger in the coming years.

Yours in interpretation!

Kylie Christian  
**President**  
**Interpretation Australia**

## 2. Administration and Governance

### 2.1 Administration Officer's Report

Benjamin Clarke was the Administrative Officer (AO) during the 2017 – 2018 Financial Year. AO responsibilities include managing all day-to-day activities of the Association. These include:

- supporting the Executive,
- working as part of the Executive team,
- all financial management, including invoicing and receipts,
- and to facilitate easier payment processes,
- responding to e-mail and telephone enquiries from members and non-members nationally and internationally,
- maintaining organisational processes introduced after implementing the current website,
- processing payments for membership,
- liaising with workshop organisers and sending out e-mails to participants,
- writing, preparing and sending out enews bulletins,
- liaising with website designer,
- maintaining the membership database,
- compiling the 2017 – 2018 Annual Report,
- financial reconciliation and reporting,
- liaising with suppliers and ensuring invoices are paid, and
- promoting IA to other organisations.

### 2.2 IA Membership and Benefits

The cost of membership was not increased for the 2017 – 2018 year. This was the sixth year without an increase.

Numbers during 2017 – 2018 have fallen slightly from 239 total memberships in June 2017 to 214 in June 2018. With the successful Conference held in Tasmania new members joined both before and after.

During 2017 – 2018, Executive portfolios have continued there streamlined approach, based on their personal skills and strengths.

Throughout this period the Executive has continued with the:

- membership webinar series,
- development of a social media presence, and
- networking opportunities.

Table 1: IA membership 2001-2018

Year ending	Total memberships	Total members*	Corporate#	Individual	Individual-reduced	Student	Life
2001	192	214	37	146	9		0
2002	233	262	41	176	16		0
2003	258	303	52	183	22		1
2004	285	337	53	196	35		1
2005	281	335	56	193	31		1
2006	296	362	66	195	35		1
2007	321	399	60	200	61		1
2008	277	358	61	138	77		1
2009	274	357	58	138	77		1
2010	269	421	56	136	76		1
2011	320	455	49	162	99	9	1
2012	277	447	57	120	82	17	1
2013	236	412	43	102	78	12	1
2014	228	368	33	115	66	13	1
2015	191	297	29	97	51	13	1
2016	226	345	32	117	57	16	1
2017	239	379	39	107	70	19	1
2018	214	339	34	92	57	19	1

\*includes members listed as part of corporate membership – now referred to as Relationship Members

# in 2011-2012, larger corporate membership categories for up to 8, 12, 10, 16 and 20 were introduced. The number here is the number of corporate-4 equivalent memberships. In 2015 the larger corporate memberships were disbanded and all corporate memberships are now for 4 relationship members.

Benjamin Clarke  
Administration Officer

## 3. Professional Development and Events

### 3.1 The ASHA & IA Joint Annual Conference 2017: Travelling Stories

Between October 10-14, 2017 Interpretation Australia and the Australasian Society for Historical Archaeology merged forces for the first time and travelled across the state of Tasmania for the Travelling Stories Conference. From an IA perspective, the conference was fully funded through registrations and generous sponsorship resulting in nearly \$30,000 revenue divided between the two organisations.

A few facts and figures paint a picture of the scale of the five day event: over 120 delegates representing the two societies, two cities, nearly 350 kilometres of travelling with two coach companies, 12 venues with 6 caterers, and 78 presentations from 84 authors.

Highlights:

- Professor Sarah Kenderdine at Lausanne in Switzerland pre-recorded a video presentation as her keynote address on the use of digital technologies in interpretation.
- Dr Barra O'Donnabhain from the Republic of Ireland gave a keynote address on the Irish convict system and its effects on convict bodies.
- QVMAG planetarium, Dr Peter Morse screened samples of the recently launched 'dome' footage from the new National Museum of Australia's Songlines: Tracking the Seven Sisters installation
- TMAG, delegates had access to the staff responsible for the Islands to Ice exhibition.
- On the road, Bush Heritage Australia hosted a group at Oura Oura (Bob Brown's old property in the Liffey Valley),
- the Archer family hosted a conference session, and a workshop on interpreting the lost structures of World Heritage listed Brickendon;
- two presentations were given in two different paddocks at Ross – one on species hotels and wildlife corridors, and one on the interpretation of the Convict Female Factory;

- and the folks at Bonorong and Shene hosted a coach apiece and facilitated great discussions on public engagement with the Tasmanian devil recovery program, taxidermy skills and heritage landscape conservation respectively.
- The Brooke Street Larder was the scene for dinner
- a walk-and-talk seminar at Port Arthur for 50 delegates, while other delegates in Hobart enjoyed privileged access to the Cascades Female Factory and the National Trust's Pandemonium film at Penitentiary Chapel.

We were blessed with good weather, good luck and a wonderful team of professional, good-humoured, adaptable, and utterly reliable folk:

We also need to mention our sponsors and supporters:

**Our 2017 conference would not have been so successful without the support of our wonderful sponsors:**



The conference papers and presentations were broad in scope and high in quality. Informal discussions between delegates clearly achieved the aim of getting members from the two societies to talk to each other, and the plenary sessions successfully addressed issues and concerns common to both groups.

We have received some very positive feedback from delegates in both societies, e.g. this from someone who is a member of both,

“I’m still processing the wealth of information I obtained. I have organised conferences, so I know how much work goes into them. This one was extraordinary because of all the venues, transportation, catering and speakers you had to coordinate. Thank you for providing us with such a rich variety of speakers and heritage experiences. I enjoyed every minute of it. It was definitely one of the best conferences I’ve ever attended.”

Jody Steele  
Conference Convenor 2018

### 3.2 IA Webinars

We facilitated three webinars over the financial year:

7th December 2017 – At the 2016 Interpretation Australia conference held in Canberra, the presentation delivered by Aboriginal Rangers Krystal Hurst & Jackson Taylor-Grant was one of the highlights for many delegates. Both Krystal and Jackson are instrumental in the Murumbung Program, and at this conference shared their insights and experiences as Murumbung Rangers of the ACT Parks and Wildlife Service when Speaking on Country. They shared how their way of connecting and sharing allows people to look deeper into history and themselves. At the end of their presentation they called all delegates with the following:

The next time you leave your footprints on a dirt track with the eucalypts and wattles surrounding, listen with your mookahs (ears) and yukuls (hearts) and ask yourself, what’s the story of this place and what is my place within it? Who’s Country am I standing on?

Their involvement with this program acknowledges Adrian Brown, who together with others initiated the Murumbung Yurung Murra program, meaning ‘good strong pathways’, in response to a lack of communication with other Aboriginal staff working in the same organisation.

Both Krystal and Jackson continue fulfilling this vision as leaders and strong advocates, and not just within this program but in other capacities. For example, Krystal was awarded the 2013 ACT NAIDOC Trainee of the Year, and Jackson together with others including Dean Freeman delivered a presentation at the 2017 Australasian Fire and Emergency Service Authorities Council on “Bringing Aboriginal knowledge into agency programs in southern Australia”.



April 2018 – Jane Cockburn from Kairos Now will be hosting the Podcast and will be talking about the following areas:

- What is design thinking and why has it been adopted/integrated by so many companies?
- How can design thinking help to craft message, meaning and relevance?
- Who else in fields related to interpretation integrate design thinking and what related benefits are being realised?

Jane Cockburn is an expert in Design Thinking and is the founder of Kairos Now.

Thirty plus years of experience within the healthcare market has highlighted to Jane the importance of the customer, patient and consumer relationships and the delivery of good outcomes. So it seemed natural for Jane to lead an organisation that advocates and explores the voice of the customer, consumer, patients and their families.

By tapping into a designer's mindset Jane can help you identify the future that will make a difference for your organisation. You will discover what really matters to your customers, consumers, patients and their families. This discovery is critical to shape a clear and clever strategy and way of working that will differentiate your organisation from others.



May 2018 – An emerging young heritage professional, Amy MacKintosh recently completed her Masters in Cultural Heritage at Deakin University. She also spent a very cold semester at Brandenburg University of Technology in Germany and will receive a Masters in World Heritage from BTU in recognition of her time there.

With a working background in education, Amy has developed a passion for creating effective and exciting interpretation aimed at young people. Working and volunteering at heritage sites such as Old Melbourne Gaol and Melbourne Museum, Amy has seen the power of engaging with children and telling them stories which engross and excite. She remembers fondly her own childhood experiences at museums and heritage sites, and believes strongly that interpretation targeted at young people can create lifelong advocates for heritage.

John Pastorelli, with Nai Mingo-Poch  
and Kylie Register  
Webinar Conveners 2017 – 2018

## 4. IA National Awards

### 4.1 IA Awards for Excellence

IA Awards for Excellence The IA awards are made possible by the generosity of ARMSIGN, a specialist manufacturer of quality interpretation signs servicing environmental and cultural agencies Australia-wide.

*We are Storytellers, Visual Communicators and Signmakers.*

*Over the last 30 years, we have grown and evolved from a simple sign manufacturer into an experienced creative team with an enviable reputation for providing inspiring and provoking interpretive content and design. With a specialist design studio and in-house fabrication team; we offer customers the complete package, starting with consultation and writing, creating unique concepts to robust manufacturing, enabling the successful completion of even the most complex projects.*



The following projects received recognition in 2017:

#### **PROJECT UNDER \$15,000**

*Best of Excellence Award:*

*"Gastronomy in the Museum: Interpretation & Programming through food masterclass"*

Sydney Living Museums in partnership with Orange Regional Council

*Project Summary:*

Gastronomy in the museum is an interactive skills-sharing and training opportunity for regional and community or volunteer-run museums' staff, developed as a part of Sydney Living Museums partnership in Central NSW Museums' Villages of the Heart project.

Designed as a one-day intensive masterclass, it empowers staff to create experiences for their visitors rather than focus on 'things', and equip them with the skills and confidence to develop their own interpretative programs and audience-focused interpretive initiatives in their museums.

The Gastronomy in the museum masterclass has resulted in creative and innovative interpretive projects and programs at various participating

museums and heritage institutions in Central NSW, and beyond.

#### **PROJECT BETWEEN \$15,000 - \$50,000**

*Best of Excellence Award:*

*"Gumgali Track to Korora Lookout Interpretive Visitor Experience"*

The Interpretive Design Company

*Project Summary:*

Forestry Corporation of New South Wales began improving Korora Lookout in 2013, installing a 15-metre viewing platform and seating area designed by north coast architect Steve Gorrell and built from local timber. Over the next three years, Forestry worked with local and international volunteers, building walking tracks, removing weeds and planting native species.

In January 2016, The Interpretive Design Company were thrilled to be engaged by Forestry to develop a 'Concept Plan' and project manage a proposed visitor experience along the walking track to Korora Lookout. The brief from Forestry was simple – "do something different, don't clutter it with signage and words and make it an outstanding visitor experience. Make it award winning!"

The return walk (the Gumgali Track) to the lookout formed the main component of the visitor experience. The opening of the Gumgali Track on 4 October 2016 completed the transformation of this secluded lookout from a scenic clearing into a unique cultural experience.

The Gumbaynggirr Dreaming story tells how Gumgali, the black goanna, burrowed through the escarpment beneath Korora Lookout to emerge in the sea off Macauleys Headland. The story was told through several mediums.

#### **PROJECT BETWEEN \$50,000 - \$150,000**

*"Lord Howe Island Stick Insect Redevelopment"*

Zoos Victoria, Melbourne Zoo

*Project Summary:*

Saved from the brink of extinction in 2003, the Lord

Howe Island Stick Insect embodies Zoos Victoria's commitment to Fight Extinction. It's our success story, heroic and romantic. Yet we have one rather large obstacle... Engaging the hearts and minds of our Zoo Visitors to connect, love and help save one of our most critically endangered species? Sounds easy right? Yet, this species comes with a raft of challenges; it's nocturnal, big, black and scary with what some would say has a face only a mother can love.

We used best practice interpretation to breakdown these barriers and give visitors the starring role of the story, empowering them to help us save the Lord Howe Island Stick Insect!

## **PROJECT OVER \$150,000**

*Best of Excellence Award:*

"Three Capes Track – Encounters on the Edge"

Tasmania Parks & Wildlife Service

*Project Summary:*

The Three Capes Track – Encounters on the Edge is world-class, innovative interpretation. Over the four days, 36 stories are introduced through uniquely designed trackside story-seats. The seats are a place of rest and – by their very design – begin to tell a story. A story-starter (a word or short phrase) is inscribed into each seat's form, which corresponds with a chapter heading in the storybook provided to all walkers.

The walker chooses their level of engagement. The story-seat is a convenient place of rest, but it can also be a moment to slow the journey, reveal a new understanding and deepen connection to place.

The concept is artistic and unobtrusive. It reveals itself slowly and invites you to go further. It is an experience that is careful and clever – befitting of Australia's premier coastal walk, atop the nation's highest sea cliffs, in a landscape that is both powerful and intimate – and steeped in story.

Within the storybook, the design and delivery of the stories is as diverse as the stories themselves. The premise: Tell well, not tell all. Be bold and creative. Deliver the unexpected.

The three cabins use themed graphic and sculptural elements throughout to reveal their character. Options for deeper engagement are provided: a walkers' reflection journal; a Tasmanian reference

library; a Closer Encounters resource folder; and on-site host rangers.

Encounters on the Edge is unexpected. It powerfully and intimately connects people to place.

## **4.2 Georgie Waterman Awards**

2017 winner - David Lancashire

David Lancashire Design built an enviable reputation designing everything from a postage stamp to three-dimensional exhibition spaces, however, it is his work in interpretative design that really illustrated his enormous talent to bring interpretive concepts to life.

David is a clever designer, and he gives himself 100% to every project. He leads us all in seeing the world through different design filters. He can be provocative and demanding, always asking: "Does it have integrity? If it doesn't, what's the point?"

## 5. Financial Report

### BALANCE SHEET AS AT 30 JUNE 2018

ASSETS	2018 \$	2017 \$	2016 \$	2015 \$	2014 \$	2013 \$
Cash at bank	68,434	39,995	30,972	70,208	71,496	58,951
<b>TOTAL ASSETS</b>	<b>68,434</b>	<b>39,995</b>	<b>30,972</b>	<b>70,208</b>	<b>71,496</b>	<b>58,951</b>
<b>NET ASSETS</b>	<b>67,434</b>	<b>39,995</b>	<b>30,972</b>	<b>70,208</b>	<b>71,496</b>	<b>58,951</b>
ACCUMULATED FUNDS						
Accumulated funds brought forward	67,434	39,995	30,972	70,208	71,496	58,951
Net surplus / deficit for the year	11,415	28,479	8,983	(37,990)	(1,288)	12,545
<b>TOTAL ACCUMULATED FUNDS</b>	<b>79,849</b>	<b>68,434</b>	<b>39,955</b>	<b>32,218</b>	<b>70,208</b>	<b>71,496</b>

During 2017/2018 periods a new IA Bank account was setup with Westpac. Reason being that existing NAB permissions had become too difficult to set-up new executive members from distance city locations. Monies have been drawn down into the new account and should be fully closed in the 2018/2019 period.

PROFIT AND LOSS

	2018 \$	2017 \$	2016 \$	2015 \$	2014 \$	2013 \$
<b>INCOME</b>						
Conference Income	16,415.33	54,736.23	33,345	34,489	19,650	19,584
Conference Auction				278		664
Conference Sponsorship	7,300	1,300	1,500			
Credit Card Surcharge		216	5			281
Directory Listing	40.00	382.60	909	182	1,257	1,092
GWA Award Income			500			
IA Awards Entry Fees & Sponsorship	3,523.80	1,094.60	3,680	4,589	1,000	3,846
Interest Received	193.34	244.87	423	418	1,317	1,808
Membership Fees: Individual-reduced	1,766.87	2,652.54	2,880	3,458	2,555	3,229
Membership Fees: Corporate (4)	9,579.48	11,493	7,121	12,953	8,412	11,701
Membership Fees: Corporate (8)	732.00	732.00			831	812
Membership Fees: Corporate (12)						
Membership Fees: Corporate (16)						2,711
Membership Fees: Corporate (20)					3,671	
Membersip Fees: Corporate (24)						264
Membership Fees: Individual	8,766.18	9,946.10	11,776	12,212	8,488	10,879
Membership Fees: Student	496.52	583.82	589	287	305	190
Grant - GEVHO						
Other			559			
Photo ID Badges						20
Workshop Fees					4,667.00	5,089
<b>Income Total</b>	<b>48,813.52</b>	<b>83,165.76</b>	<b>63,286</b>	<b>68,731</b>	<b>52,152</b>	<b>63,804</b>
<b>GROSS PROFIT</b>						
	<b>48,813.52</b>	<b>83,165.76</b>	<b>63,286</b>	<b>68,731</b>	<b>52,152</b>	<b>63,804</b>

	2018 \$	2017 \$	2016 \$	2015 \$	2014 \$	2013 \$
<b>EXPENSES</b>						
Accounting Software	484		440	440	385	385
Admin Officer/ Professional Fees	13,653.76	16,504.03	20,354	24,292	28,053	20,206
Annual Report / Secretarial	56.90	55.80	333	750	168	427
Awards Admin and Prizes	2,660.09	500	700			
Audit Fees				990		1,100
Bank Charges	347	332.65	436	501	184	330
Conference Expenses	7,470.64	28,967.67	17,177		9,620	1,580
Conference Speaker Costs	2,420	4,868.87	7,716			
Credit Card Merchant Fees	275.24	872.66	354	550	656	579
Executive Meeting Expenses			379			2364
Directory Listing Admin						122
GOA Membership	11	11	220		660	
Other / Misc Expenses	356	2,695.51	29	780	1,752	195
Postage and Couriers	139.70					
Publications / EMag, ENews etc	570.71		500	113	2,998	8,200
Stationery	47.63					
GWA Award Prize Expense	500					
Other Awards / Gift Expenses						98
STRIPE Refunds		7.87	220			
Teleconference	470.41		2,640	1,144	448	1,632
Telephone and Fax	297		230	1,040		194
Travel	1,649.38					
Website	5,220.69	6,017.89	2,190	21,521	300	895
Workshop Expenses		302.08		34,770	2,519	3,952
<b>Expense Total</b>	<b>36,567.15</b>	<b>61,136.03</b>	<b>53,919</b>	<b>89,531</b>	<b>53,441</b>	<b>49,855</b>
<b>NET PROFIT / LOSS</b>	<b>12,246.37</b>	<b>22,029.73</b>	<b>9,367</b>	<b>(20,800)</b>	<b>(1,288)</b>	<b>12,545</b>

Kelley Noonan  
Treasurer

## 6. Executive members elected at the 2017 AGM

<b>President</b>	Kylie Christian
<b>Vice President</b>	Sarah Agterhuis
<b>Secretary</b>	Jody Steele
<b>Treasurer</b>	Kelley Noonan
<b>General Executive Member</b>	Eleanor Banaag
<i>Responsible for liaising with and supporting Portfolio Managers for Networking (Social &amp; Chapters Reps) and Membership, active in eNews, to promote member services and ascertain member needs.</i>	
<b>General Executive Member</b>	Corinne Softly
<i>Responsible for liaising with and supporting Portfolio Managers for Webinars, Website and Resources to ensure integration of services.</i>	
<b>General Executive Member</b>	Kelee Hodge
<i>Responsible for liaising with and supporting Portfolio Managers for Awards, Conferences and Sponsorship to integrate execution and benefit for sponsors</i>	
<b>Administration Officer</b>	Benjamin Clarke

### Portfolio Managers

WEBINARS	
Managers	Naias Mingo-Poch
Team	John Pastorelli
CONFERENCE 2017	
	Jody Steele
GOA	
	Rosemary Black