Our Vision

A City which values its heritage, cultural diversity, sense of place and natural environment.

A progressive City which is prosperous, sustainable and socially cohesive, with a strong community spirit.
12 September 2019

To all Members of the Cultural Heritage Committee

Committee Members
- Cr Christel Mex (Presiding Member)
- Cr Scott Sims
- Cr Kester Moorhouse
- Cr Evonne Moore
- Cr Sue Whittington
- Cr Carlo Dottore

Staff
- Lisa Mara (General Manager, Governance & Community Affairs)
- Denise Schumann (Cultural Heritage Adviser)

NOTICE OF MEETING

I wish to advise that pursuant to Sections 87 and 88 of the Local Government Act 1999, the next Ordinary Meeting of the Cultural Heritage Committee, will be held in the Cultural Heritage Centre, St Peters Town Hall, 2/101 Payneham Road, St Peters, on:

Monday 16 September 2019, commencing at 6.00pm

Please advise Lisa Mara on 83664549 or email lmara@npsp.sa.gov.au, if you are unable to attend this meeting or will be late.

Yours faithfully

Mario Barone
CHIEF EXECUTIVE OFFICER
1. CONFIRMATION OF MINUTES OF THE CULTURAL HERITAGE COMMITTEE MEETING HELD ON 22 JULY 2019

2. PRESIDING MEMBER'S COMMUNICATION

3. STAFF REPORTS

   3.1 2019 HISTORY FESTIVAL AND 2018-2019 CULTURAL HERITAGE PROGRAMS

4. OTHER BUSINESS

5. CLOSURE
VENUE
Cultural Heritage Centre, St Peters Town Hall

HOUR

PRESENT
Committee Members
Staff

APOLOGIES

ABSENT

TERMS OF REFERENCE:
The Committee is established to fulfil the following functions:
• to act in an advisory role on the management and execution of the Council’s Cultural Heritage Program; and
• to do anything necessary, expedient or incidental to performing or discharging the functions of the Committee as listed herein or to achieving its objectives.

1. CONFIRMATION OF MINUTES OF THE CULTURAL HERITAGE COMMITTEE MEETING HELD ON 22 JULY 2019

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3. STAFF REPORTS
3.1 2019 HISTORY FESTIVAL AND 2018-2019 CULTURAL HERITAGE PROGRAMS.

REPORT AUTHOR: Cultural Heritage Adviser
GENERAL MANAGER: General Manager, Governance & Community Affairs
CONTACT NUMBER: 8334 0262
FILE REFERENCE: S/524
ATTACHMENTS: A - C

PURPOSE OF REPORT

The purpose of this report is to provide information to the Cultural Heritage Committee on the Council’s 2019 SA History Festival Program and the Council’s 2018-2019 Cultural Heritage Program.

BACKGROUND

The City of Norwood Payneham & St Peters Cultural Heritage Festival was, for many years, an innovative and popular event with the community. Times have changed and the declining membership due to an aging demographic of the various local historical societies, combined with the advent of a crowded calendar of State major events, meant that the Council’s Cultural Heritage Festival had to compete for calendar space, resources and audiences.

In 2011, a new events strategy was developed by the State Government, which included the celebration of South Australia’s history. This required the History Trust of South Australia to rethink its approach to public programs as it had previously based its activities around a week-long State History conference.

Therefore, in 2011, which was the 175th anniversary of the foundation of South Australia, the History Trust of South Australia was rebranded as SA History and as part of this re-branding, it developed a month-long, state-wide history festival.

In response, the Council determined that it was more sensible to align the Council’s history events with the new annual SA History Festival, which was to be held in May of each year.

As part of the new program, the History Trust of South Australia received additional funding and resources from the South Australian Government to implement the new state-wide SA History Festival.

This State Government funding resulted in the creation of a dedicated web-based interactive site for the SA History Festival, which is administered by the History Trust of South Australia, and open to all participants and registered museums. One of the most important new initiatives was the publication of the SA History Festival Program Booklet (at no cost to participants) which is distributed by The Advertiser to over 230,000 households, and made available through museums, libraries and council offices.

These services allow participants to maximise their marketing and advertising opportunities as part of the SA History Festival. This approach has proven to be cost-effective and resource efficient for participants as it provides state-wide exposure for little or no additional cost.

The 2019 SA History Festival featured 695 events and included the Open Doors event which is held over three (3) days and provides attendees with an opportunity to explore heritage buildings and architecture.

The City of Norwood Payneham & St Peters 2019 SA History Festival Program, Travelling through Time, featured guided tours, talks, exhibitions and special events.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

The relevant Outcomes and Objectives in CityPlan 2030 are:

Outcome 1: Social Equity
A connected, accessible and pedestrian-friendly community
Objectives:
1. Convenient and accessible services, information and facilities
3. An engaged and participating community.

Outcome 2: Cultural Vitality
A culturally rich and diverse city, with a strong identity, history and sense of place.

Objectives:
1. An artistic, creative, cultural and visually interesting community.
2. A community embracing and celebrating its social and cultural diversity.
3. A City which values and promotes its rich cultural and built heritage
5. Dynamic community life in public spaces and precincts

FINANCIAL AND BUDGET IMPLICATIONS

The Council’s 2019 History Festival, Travelling through Time, was funded as part of the Council’s annual Cultural Heritage Events Budget of $20,000. The Budget covers expenditure for all Cultural Heritage public program activities and events.

The Budget covers not only the production of specific events but the mounting and installation costs associated with history exhibitions in the Norwood Town Hall Reception, the St Peters Heritage Gallery and the Long Gallery of the St Peters Town Hall Complex. Table 1 below provides a summary of the income and expenditure associated with all Cultural Heritage events and exhibitions which were held during 2018-2019.

<table>
<thead>
<tr>
<th>ACTIVITY TYPE</th>
<th>ACTUAL COSTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
</tr>
<tr>
<td>Ticket Sales</td>
<td>$2,577.00</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>$2,577.00</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
</tr>
<tr>
<td>Event Operations</td>
<td></td>
</tr>
<tr>
<td>Contracted Services*</td>
<td>$12,720.00</td>
</tr>
<tr>
<td>Equipment Hire**</td>
<td>$4,040.00</td>
</tr>
<tr>
<td>Marketing &amp; Promotion</td>
<td>$1,313.00</td>
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<tr>
<td>Exhibitions</td>
<td>$11,793.00</td>
</tr>
<tr>
<td><strong>Total Event Operations</strong></td>
<td>$29,866.00</td>
</tr>
<tr>
<td><strong>TOTAL INCOME</strong></td>
<td>$2,577.00</td>
</tr>
<tr>
<td><strong>TOTAL EVENT EXPENDITURE</strong></td>
<td>$27,288.00</td>
</tr>
</tbody>
</table>

* includes Guest Speaker Fees, Entertainer Fees, Film projection and films.
** includes staging, sound/AV, etc.

Income was generated through the sale of tickets for the History Festival film screenings and the Bush Dance event which was held in the Banquet Room at the St Peters Town Hall.

EXTERNAL ECONOMIC IMPLICATIONS

The Council’s participation in the SA History Festival and the Cultural Heritage Public Programs contribute to the City’s economic wellbeing.

The Council’s history festival events increase visitation to the City from the broader community and exposes visitors to the City’s attractive built environment and the many businesses and services on offer.

Cultural heritage events highlight the City’s attractive streetscapes, its built heritage, its cultural diversity and cosmopolitan lifestyle. They also reflect the City’s rich civic traditions, and unique sense of community and use these characteristics to define the City as a dynamic and attractive cultural heritage destination.
SOCIAL ISSUES
The City’s history and heritage are made accessible to the community through the delivery of innovative research services, public events and community activities that foster a sense of belonging and well-being.

CULTURAL ISSUES
The City of Norwood Payneham & St Peters participation in the South Australia’s History Festival and the Cultural Heritage Centre’s Public Programs, encourages creative and artistic expression, and supports learning and intellectual endeavour, and thereby contributes in a significant way to the vitality of the City’s cultural life.

ENVIRONMENTAL ISSUES
Not Applicable.

RESOURCE ISSUES
The Cultural Heritage Adviser is responsible for the design, development and implementation of the City of Norwood Payneham & St Peters History Festival and the Cultural Heritage Centre’s Public Programs. Cultural Heritage Volunteers assist with SA History Festival activities and with tours and special events. The Council’s Event Coordinators assist with the official launch of the Council’s SA History Festival and other special cultural heritage launches and civic events as required. Assistance is also provided by the Governance & Community Affairs department, Customer Services and Library Services & Lifelong Learning.

RISK MANAGEMENT
The City of Norwood Payneham & St Peters SA History Festival Program and the Cultural Heritage Public Program, adhere to all Risk Management policies, processes and procedures, to ensure all service providers and volunteers work in a safe manner and an acceptable manner according to Council policies and regulations.

CONSULTATION
• Elected Members
  Not Applicable

• Community
  Not Applicable

• Staff
  General Manager, Governance & Community Affairs
  Event Coordinators.

• Other Agencies
  History Trust of South Australia

DISCUSSION
The SA History Festival is now considered the State’s largest history festival. The City of Norwood Payneham & St Peters has been involved from its inception in 2011.

The SA History Festival (the Festival), operates around small-scale history activities in local communities and all events are required to be self-funded. It is this characteristic of being self-funded at the level of individual events that distinguishes it from other major events in South Australia.
Indeed, the motivation for the Festival it is not about drawing large attendances to a specific site on a single day, but about devising a number of events over a much longer period in order that attendees reflect on the nature and conduct of South Australian history.

In 2019, the SA History Festival Program is held in May each year and a total of 408 participants registered events which were held across the state. Some participants presented multiple events while others presented only a single event.

The Council’s History Festival Program, *Travelling through Time*, included thirteen (13) events in total.

Other eastern region councils participated in the Festival including the City of Burnside, who offered eight (8) events, the Campbelltown City Council who offered four (4) events and the Town of Walkerville who offered two (2) events.

The theme for the Council’s 2019 History Festival was the concept of history and its complex relationship with time. This became part of the creative execution and the rationale behind the stories which underpinned the various events developed for the Council’s History Festival program.

The year 2019 marked 125 years since the enfranchisement of women and the granting of the right for women to stand for election to the South Australian parliament. This was an important milestone in the State’s history.

*Travelling through Time* examined the lives of a number of significant local women who in the 19th century agitated for social and political reform. These women challenged orthodox beliefs and values regarding the status and role of women society and are an important part of our City’s history.

Other elements of the Council’s History Festival program delved into the Council’s rich historical record and examined through the lens of time important historical events and contested interpretations of history. The program explored the many changes over time to the City’s natural and built landscape as a result of European colonisation.

**The Program of Events**

The events which were included as part of the Council’s History Festival program included the following:

- History Exhibitions;
- History Forums;
- Film Screenings;
- Special Events;
- Guided Walking Tours; and
- Guided Bus Tour.

Table 2 below provides a summary of the various events which were held.
TABLE 2: CITY OF NORWOOD PAYNEHAM & ST PETERS 2019 HISTORY FESTIVAL PROGRAM

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Title</th>
<th>Location</th>
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<tbody>
<tr>
<td>1-31 May</td>
<td>Exhibition: “Yesterdays Daughters” Celebrating Women’ Suffrage</td>
<td>St Peters Town Hall, Heritage Gallery</td>
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<tr>
<td>1-31 May</td>
<td>Exhibition: “Yesterday’s Daughters” Celebrating Women’s Suffrage</td>
<td>Norwood Town Hall, Customer Service</td>
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<tr>
<td>1-31 May</td>
<td>Exhibition: “Changing Places - Norwood Through the Lens of Italo Vardaro”</td>
<td>Long Gallery, St Peters Town Hall</td>
</tr>
<tr>
<td>Saturday</td>
<td>Forum: “Mary MacKillop - A Star in the Firmament of Feminism”. MC ABC Radio Peter Goers with Guest Speakers - Mary Ryan, Director of Mary MacKillop Precinct; Samelia Harris, Mary MacKillop Foundation; and Denise Schumann Cultural Heritage Adviser, City of Norwood, Payneham &amp; St Peters.</td>
<td>Banquet Hall, St Peters Town Hall</td>
</tr>
<tr>
<td>4 May</td>
<td>Guided Bus Tour: “Movers &amp; Shakers in 19th century Payneham”. Guides Jim Everett &amp; Denise Schumann (morning tea at Darroch House)</td>
<td>St Peters, Joslin, Felixstow, Glynde, Payneham</td>
</tr>
<tr>
<td>8 May</td>
<td>Launch: “Yesterdays Daughters” and “Changing Places” Official Launch by Mayor Robert Bria with Guest Speaker, Italo Vardaro photographer and artist.</td>
<td>St Peters Town Hall, Cultural Heritage Centre</td>
</tr>
<tr>
<td>9 May</td>
<td>Guided Walk Tour: “The Secret River – Past and Present” Guides Uncle Frank Warganeen (Kaurna Elder) and Denise Schumann exploring changes to the landscape and cultural memory.</td>
<td>River Torrens, St Peters, Hackney, East Adelaide</td>
</tr>
<tr>
<td>13 May</td>
<td>Guided Walk Tour: “The Avenues of St Peters – An Architectural Inheritance” Guide Denise Schumann. Onsite visits to Spicer Memorial Church, All Souls Church and various private residences.</td>
<td>St Peters and The Avenues</td>
</tr>
<tr>
<td>15 May</td>
<td>Film &amp; Talk: “Spies, Secrets, Clandestine Operations and the St Peters Town Hall” Guest Speaker Film Director, Peter Butt, Blackwattle Films, Australia.</td>
<td>Norwood Concert Hall, Norwood</td>
</tr>
<tr>
<td>16 May</td>
<td>Film &amp; Talk: “Silent Storm – Dr Hedley Marston and 1950s Atomic Tests in South Australia” Guest Speaker Film Director, Peter Butt, Blackwattle Films, Australia. Distinguished scientist Dr Hedley Marston was a notable St Peters resident who lived in Harrow Road. (His family attended the screening of the film as guests)</td>
<td>Norwood Concert Hall, Norwood</td>
</tr>
<tr>
<td>21 May</td>
<td>Guided Walk Tour: “The Avenues of St Peters – An Architectural Inheritance” Guide Denise Schumann. Onsite visits to Spicer Memorial Church, All Souls Church and various private residences.</td>
<td>St Peters and The Avenues</td>
</tr>
</tbody>
</table>
Exhibitions

Yesterday’s Daughters, Heritage Gallery, St Peters Town Hall

The exhibition Yesterday’s Daughters told the story of the City’s association with a number of significant women activists who campaigned for political and social reform in the 19th century. The women featured included Lady Mary Colton, Catherine Helen Spence, Muriel Matters, Agnes Goode, Mary Kitson and Lydia Longmore.

These women were prominent in the electoral reform movement as activists, teachers, writers, performers and lawyers. This exhibition was listed in the History Trust of South Australia’s published program of key events celebrating 125 years of Women’s Suffrage in South Australia in 2019.

The Australian suffragist Muriel Matters, who later achieve notoriety in England and America, performed and lectured in the 1890s and in the 1900s at the St Peters and Norwood Town Halls. Muriel Matters and her family were closely connected with Lady Mary Colton of Hackney, who became Chair of the Women’s Suffrage League in 1892.

Significant in the development of the exhibition was the loan of a number of rare items by the Muriel Matter’s Society which have not been displayed in South Australia, or anywhere else in Australia. These items included 19th and 20th century clothing, books, games, photos and a unique collection of women’s suffrage badges and pins from across the world.

The exhibition and its cultural artefacts have been a drawcard for members of the Muriel Matters Society, but also for a number of other women’s groups who have visited the exhibition at the St Peters Town Hall Complex.

Special tours of Yesterday’s Daughters have been conducted for the Country Women’s State Executive (CWA); Pioneers Society of South Australia; Members of the Lyceum Club of South Australia and Members of the Muriel Matters Society South Australian Branch.
‘Yesterday’s Daughters’ Exhibition, Heritage Gallery, St Peters Town Hall Complex, May 2019

The exhibition has received positive feedback and has been an added attraction for many of the other events held at St Peters Town Hall during history month.

“Last week my wife and I visited the St Peters Town Hall and were amazed at the wonderful display of the progressive women of the early days of our State. Brilliantly put together, and while we knew some of the details it was great to read about the amazing achievements of these women. Why did we not learn about these people at school?” Paul & Erica Turner, 29 May, 2019.

The exhibition, Yesterday’s Daughters, was also mounted as a separate exhibition in the Norwood Town Hall Foyer and whilst this incurred additional expenses, this was effective in promoting the other events and activities which were part of the Council’s History Festival program.

Changing Places: Norwood through the Lens of Italo Vardaro, Photographic Exhibition, Long Gallery, St Peters Town Hall Complex

Italo Vardaro is a well-known South Australian photographer. Born in Italy, he migrated to South Australia in the 1950s and grew up in Norwood. The exhibition of his work titled, Changing Places played upon the theme of travelling back in time through the lens of the camera. His work examined changes to the built environment from his childhood to contemporary times - ‘his camera captures a fragmentary moment suspended in time between the past and the ever changing present’.

The exhibition profiled twelve (12) places and resulted in twenty-four (24) framed high-quality photographic images of places and buildings from the 1970s to 2019.

This exhibition received media attention in SA Life (May 2019 edition), and was profiled on Arts Review, ABC Radio Adelaide and on the Saturday Morning Show, ABC Radio Adelaide. This exhibition has now become part of the Council’s Heritage Collection and will be available for future display.
History Talks

Mary MacKillop - A Star in the Firmament of Feminism, Banquet Hall, St Peters Town Hall

Mary MacKillop (1842-1909), founder of the Sisters of St Joseph was canonised on 17 October, 2010. She was the first Australian to be proclaimed a saint by the Roman Catholic Church, and devoted her life to educating the poor and dispossessed in 19th century Australia.

The forum explored the complex historical legacy and character of Mary MacKillop’s radical social justice agenda in Kensington and Norwood from 1870 until 1883. It debated and highlighted her important contribution to the City’s cultural identity and progressive radicalism.

Guest speakers included Mary Ryan SJ, Director of the Mary MacKillop Precinct and Museum and Samela Harris, Chair of Women in Media, and former journalist with The Advertiser, and Member of the Mary MacKillop Foundation Board. The event was facilitated by Peter Goers of ABC Radio Adelaide, who assisted in publicising the event and the Council’s Festival program during his evening program.

The forum was held in the Banquet Hall of the St Peters Town Hall with an audience of forty-eight (48) people. The event was free to attend.

Consuming Passions – Why Muriel Matters, Banquet Room, St Peters Town Hall

The Hon Frances Bedford, MP, and Chair of the Muriel Matters Society, talked on the role of South Australian suffragist Muriel Matters (1877-1969), who was the epitome of the millennial ‘New Woman’ - single, independent, self-assured and politically enfranchised unlike her English sisters.

The event was free to attend and was held in the Banquet Hall at the St Peters Town Hall. Sixty-two (62) people attended the event which exceeded the expected audience of fifty (50).

This presentation contained historic images of Muriel’s life in South Australia and recalled her daring deeds as part of the ‘Women’s Freedom League’ in England. The talk was interspersed with the personal reflections by Frances Bedford, on her own experiences, as one of the state’s longest-serving female parliamentarians in the House of Assembly.

A number of positive comments were made by attendees of both events in reference to the quality of the venue, the sound, and the fact that audience members could easily hear the guest speakers, and easily see the audio-visual presentations. A professional sound engineer was used for all speaking events and forums during the Festival.
Special Events - Film Screenings

Film 1: *I Spry: Spies, Secrets, Clandestine Operations & the St Peters Town Hall*, Norwood Concert Hall

The film, *I Spry* was based on one of the most dramatic cases of espionage in Australia's history which occurred during the Cold War. This was linked to the St Peters Town Hall, KGB agents, ASIO and a local grocery store in St Peters. Known as the *Skripov Affair*, in December 1962, an attractive woman waited outside the St Peters Town Hall, acting as a double agent, she was in a clandestine operation to uncover a local cell of Soviet spies and communist sympathisers.

Few people in South Australia know of, or understand, the importance of the historical events that occurred outside the St Peters Town Hall in December 1962.

This was a ticketed event, with tickets selling at $10 per adult and no charge for concession holders. The Council’s Cultural Heritage Volunteers acted as ushers for the evening.

The number of attendees 167.

Following the screening of the film, special guest and the film’s Director, Peter Butt, of Blackwattle Films, addressed the audience and participated in a Q&A discussion.

While the number of attendees was lower than expected, given the unusual subject matter, the feedback which was received from journalist and arts reviewer, John Ovenden and Brit Burton from the History Trust of South Australia, who also reviewed the event, was that the event was one of the best events in the SA History Festival.

Film 2: *Silent Storm: Dr Hedley Marston and the 1950s British Atomic Test*, Norwood Concert Hall

The film *Silent Storm* told the story of Australian CSIR scientist, and local St Peters resident, Dr Hedley Marston FRSA (1900-1965), who controversially claimed that the British atomic tests at Maralinga in the 1950s, were leading to the fall-out of deadly Strontium 90 across Adelaide and Southern Australia. Marston’s argument was that the food chain was being contaminated and that the tests were endangering human health, particularly that of young children. He claimed that Strontium 90 was contaminating the food chain and milk supply and could be detected in the bones of young children.

Dr Hedley Marston, was deemed a ‘whistleblower’ by the Menzies government, and he was investigated by ASIO as a national security threat. Once again, this was during the height of the Cold War and few people either know of Dr Hedley Marston’s actions, or his association with St Peters. This was another film by award winning Director, Peter Butt, who gave special permission for the screening. It has only been screened once on SBS television.

This also was a ticketed event, with tickets selling at $10 per adult and no charge for concession holders. The Cultural Heritage Volunteers acted as ushers for the evening.

The number of attendees at this event was 206.

Following the screening of the film, special guest, Peter Butt, of Blackwattle Films, addressed the audience and participated in a Q&A discussion.

In the weeks leading up to the Federal Government Election it was very difficult to get any traction in the media for the Festival. However, the Council was fortunate that popular radio personality David Bevan of ABC Radio Adelaide, provided twenty minutes of prime-time morning radio on Tuesday 14 May 2019, to the discussion of both films, *I Spry* and *Silent Storm*, which assisted in promoting the film events.

The new audio-equipment installed in the Norwood Concert Hall, combined with the expertise of the technical operator, ensured that both screenings were of first-class quality. Director, Peter Butt, was very complementary of the Norwood Concert Hall staff and the expertise that ensured the high quality of the film screenings.
Special Events – Bush Dance

Celebrating 50 years of Bush and Colonial Dancing in South Australia from 1969 to 2019, Banquet Hall, St Peters Town Hall Complex

The Australian Traditional & Bush Dance Society (ATBD), was established in South Australia in 1969, and celebrated 50 years of colonial dancing in 2019. The Society meets locally in St Peters. One of its founding members is distinguished historian, Brian Samuels. The concept for this event was to hold a community bush dance similar to the first one in 1969 with a bush band and a ‘caller’.

The event was held on a Sunday afternoon at the St Peters Town Hall. Seventy-six (76) patrons attended, which exceeded the expected number of sixty (60).

The number of attendees was at the maximum capacity for this type of event in the Banquet Hall, as there needed to be provision for a marked-out dance space. This event attracted people of all ages including families with children, to adolescents, young adults, middle aged people and some very elderly patrons. The event began with a presentation by Brian Samuels on the history and origins of colonial dancing in Australia. A small display was set up by the ATBD Society on the history of their organisation. One of South Australia’s most famous bush bands, Tamarisque, performed using traditional musical instruments.

The program of fifteen (15) dances comprised a selection of music popularised by traditional Australian folk and heritage dance groups. All dances were ‘walked through’ and ‘called’ so no experience was required by participants.

Afternoon tea was catered for by the City of Norwood Payneham & St Peters in conjunction with the ATBD Society. The event was extremely popular and a great deal of fun and pleasure was experienced by all who participated. The ATBD Society commented how delighted they were that so many people from the local community had enjoyed the event.

Many who attended this bush dance event expressed advised that they hoped the Council would consider hosting the event again in the future. The Australian Traditional & Bush Dance Society have indicated that they too would like to explore the option of hosting the event in some form over the next year.

This event was definitely the highlight of the Council’s History Festival program for those who attended.
Guided History Tours

The guided history walking and bus tours are a core element of the Council's History Festival program and are always one of the most popular aspects of the festival. The tours which have been scripted and developed over many years are eagerly sort out by devoted festival followers. They usually book out once the festival program is released to the public.

In 2019, four (4) tours were programed as part of the program which included three (3) two hour walks and one (1) three hour bus tour. The tours are varied and adapted each year and cater for a range of participants with differing physical capacities. There is no fee to participate in the tours.

All bus tours are limited to a capacity of twenty-four (24) participants. This is based on the size of the minibus which can easily negotiate the back streets of the City and allows for a more personal interaction with participants.

The Cultural Heritage Volunteers assist with the implementation of the tour program and also play an important role in welcoming and assisting members of the public with the tours.

An important element in the success of the Council’s tour program has been the scheduling of what is termed ‘door stops’ at places of historical significance. This allows participants to see aspects of the City’s history which they would normally not have access to. These unique stops have included private residences, commercial businesses, ethnic clubs, private and public schools, religious institutions and cemeteries.

A brief summary of the tours which were provided as part of the Council’s 2019 History Festival is set out below.

Bus Tour: Movers and Shakers in Nineteenth Century Payneham

This tour paid tribute to Payneham’s 19th century civic life and examined the influence of a number of citizens who played an important role in changing South Australian history. The Council's Cultural Heritage Volunteer, James Everett, was the tour guide.

Twenty-four (24) people participated in the tour which meant the tour was fully booked.

Walk 1: The Secret River - Past and Present

This tour along the banks of Karrawirra Parri at St Peters explored the differing cultural perceptions of ‘Country’ and its association with Kaurna beliefs, set against the story of European colonisation and the role of the South Australian Company.

This tour, scheduled to be conducted by Kaurna Elder, Uncle Frank Wanganeen and the Council’s Cultural Heritage Adviser, unfortunately was cancelled due to inclement weather, however it has been rescheduled to November 2019.

Twenty (20) people booked to attend the tour.

Walk 2 & 3: The Avenues of St Peters: An Architectural Inheritance

This tour explored the picturesque and leafy precinct of St Peters which is an architectural gem full of Victorian stone villas and one of the most important examples in Adelaide of 19th century residential planning.

Twenty-eight (28) people participated in the first tour and twenty (20) people participated in the second tour. Some comments which were received from two of the participants is as follows:

“Another brilliant walk thank you. We so enjoyed the Norwood Walk last time, so we just had to do this one. It was recommended by one of our Norwood history group members as a ‘must do’ for History Week, but we had already booked before his suggestion!” Lindsay and Dee Cox, Norwood, 25 May, 2019.
The Council’s *Travelling through Time* History Festival, not including the attendances at the three (3) exhibitions which were located in three (3) of the Council’s facilities which could not be estimated, and where specific audience numbers where recorded for each event, a total of 681 people participated in Council events.

An additional 142 people were provided with guided tours through the exhibition *Yesterday’s Daughters*, in the St Peters Heritage Gallery, making the total participation for the Council’s 2019 History Festival program 793 people.

Visitation to the exhibitions which were installed in the Norwood Town Hall foyer and the St Peters Town Hall Complex Long Gallery are difficult to estimate because of the nature of the public spaces.

**Summary of the 2018-2019 Cultural Heritage Centre Events**

The Council’s Cultural Heritage Centre, with its research and display facilities, is an important component in the delivery of cultural heritage events and services.

The Cultural Heritage Centre exhibition program, community talks and tours, educate and inform the community and play an important role in highlighting aspects of the City’s history.

Table 3 below provides details of the additional activities that were undertaken as part of the Cultural Heritage Centre services during 2018-2019.

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<thead>
<tr>
<th>Date</th>
<th>Exhibition Title</th>
<th>Location</th>
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<tbody>
<tr>
<td>September 2018</td>
<td>Norwood Football Club Grand Final</td>
<td>Norwood Town Hall</td>
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<tr>
<td>October 2018</td>
<td>Fashion on Parade</td>
<td>Norwood Town Hall</td>
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<tr>
<td>November 2018</td>
<td>Remembrance Day : The Great War</td>
<td>Norwood Town Hall</td>
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<tr>
<td>November 2018</td>
<td>Norwood Christmas Pageant</td>
<td>Norwood Town Hall</td>
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<tr>
<td>January 2019</td>
<td>Cycling into History - Tour Down Under</td>
<td>Norwood Town Hall</td>
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<tr>
<td>July 2018 to April 2019</td>
<td>Encounters –The Art of Baudin</td>
<td>St Peters Town Hall Long Gallery</td>
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</table>

Photographs of some of the exhibitions listed above are contained within Attachment A.

**Cultural Heritage Talks & Workshops 2018-2019**

The following talks and workshops were conducted:

- Talk: *The History of the Kaurna on Second Creek*, Josephite SA Reconciliation Circle, Kensington, 2 July 2018.

- Talk: *The history of Karrawirra Parri and Second Creek and Felixstow*, Senior Kaurna Women, Donna Samphier, Workshop Services, and Merle Simpson, Natural Resources Management Board (NRM), St Peters Cultural Heritage Centre, 7 November 2018.


- Talk: *Drawn from life: An Insight into Hans Heysen’s Early*, Burnside Historical Society, Burnside Town hall, 18 February 2019.

Cultural Heritage Tours 2018-2019

The following tours were conducted by the Council’s Cultural Heritage Adviser and Cultural Heritage Volunteers from July 2018 to June 2019:

- Guided Tour: *Art at the Heart of History Exhibition*, for the Hans Heysen Foundation, St Peters Town Hall, 6 August 2018.

- Guided Tour: *Art at the Heart of History Exhibition*, for Marion Village Historical Society, St Peters Town Hall, 22 August 2018.

- Guided Tour: *Art at the Heart of History Exhibition*, for Marion Village Historical Society, St Peters Town Hall, 22 August 2018.

- Guided Bus Tour: *Payneham’s Genteel Past and Hidden Treasures Tour, as part of the Council’s Zest Festival*, by Jim Everett, Cultural Heritage Volunteer, 22 October 2018.

- Guided Tour: *Art at the Heart of History Exhibition*, for the Country Women’s Association, Kent Town, St Peters Town Hall, 18 December 2018.

- Guided Tour: *Art at the Heart of History Exhibition*, for Bill Hickling (former Councillor of the City of Kensington & Norwood) and Peter & Gen Rumbelow (local residents), St Peters Town Hall, 19 March, 2019.

Promotion of Cultural Heritage Events and Programs

A range of marketing collateral is produced to promote the Cultural Heritage events and programs including the following:

- media releases;
- Messenger Column;
- promotional material including postcards and posters were available at Council facilities;
- an email banner;
- The Parade Banner;
- the Council’s website; and
- the Council’s digital marketing sources including Facebook & Instagram.

A copy of the marketing collateral is contained within Attachment B.

Promotion of the Council’s SA History Festival and participation in the SA History Festival does not rely solely on the History Trust of South Australia’s media coverage, however the Council’s activities in promoting the range of events as part of the 2019 History Festival are limited as many of the events are booked out as soon as the History Trust program is released.

Opportunities for the Council’s 2020 History Festival

The History Trust of South Australia released a report in August 2019, *2019 Report*, which provides an overview of the 2019 SA History Festival which provides some useful information in terms of planning the Council’s 2020 History Festival.

A copy of the 2019 Report is contained within Attachment C.

The 2019 Report also indicates that 158,500 people attended the events which were held across South Australia as part of the 2019 SA History Festival.

The 2019 Report has highlighted that fewer than 40% of Festival audiences were aged between 45-64 years, with 42% aged 65 years and older. Nearly 45% were retired and nearly 70% of all audiences who attended an event during the SA History Festival were female.
In addition to the usual attendance statistics, the 2019 Report also contains information regarding the most popular styles of events which included guided tours, talks and exhibitions.

The less popular events were self-guided tours, workshops, theatrical performances, bus tours, family programs, while digital events and school programs were rated last.

This information is valuable as it assists with the formulation of the Council’s program in terms of the types of events to be held.

In addition, with such a large number of events held as part of the SA History Month Festival (ie, 695 in 2019), there is an opportunity for the Council’s program to be condensed and not include so many events. For example, whilst the Council’s bus tour was booked out, a bus tour is limited in terms of the number of participants and therefore, on the basis of the research which has been undertaken by the History Trust of South Australia, and the limited opportunities for a large number of people to attend a bus tour, it is difficult to justify the inclusion of such an event as part of the program.

Reducing the number of events would also assist in ensuring that the Festival does not exceed the allocated budget. As stated previously, the number of events hosted by other councils in the eastern region are significantly less than the number of events hosted by this Council. Whilst this does not mean that the Council should reduce the number of events simply to match other council’s programs, it does demonstrate that the Council can participate on a smaller scale.

These factors will be taken into consideration when finalising the program for the Council’s ensuring the budget is met for the event.

In terms of the Council’s 2020 SA History Festival, there is an opportunity to build upon the good work which has been undertaken with the redevelopment of Felixstow Reserve and promote this award winning facility through its Kaurna heritage.

One of the key themes being considered is Changing Connections and Changing Country. A series of events will be developed that explore the idea of considering the landscape from differing worldviews, particularly the Kaurna Meyunna and their understanding of Country.

OPTIONS

The report is provided for information purposes.

CONCLUSION

A verbal updated will be provided at the meeting in respect to planning of the Council’s 2020 History Festival.

COMMENTS

Nil.

RECOMMENDATION

That the report be received and noted.
Attachment A

2019 History Festival and 2018-2019 Cultural Heritage Programs
Fashion Festival Exhibition of Antique Couture Dresses, Hats and Shoes

Norwood Football Club Grand Final Exhibition  Remembrance Day Exhibition
Attachment B

2019 History Festival and
2018-2019 Cultural Heritage Programs
PROMOTIONAL CAMPAIGN SUMMARY

2019 History Festival
Travelling Through Time

Launch Invitation

Web Banner
Magill Road, The Parade & various locations throughout the City

A1 posters & A4 posters

The Parade Banner
The aim of digital promotions was to increase awareness of History Festival and encourage visitors and residents to our City to explore our history.

- 2 posts were shared on Facebook, linking to the History Festival page on Facebook and to an InDaily feature showing old photographs in Norwood.
- These posts achieved a total reach of 2,080, with 374 clickthroughs and 6 shares.
- This was achieved organically (at no cost).
2019 History Festival and 2018-2019 Cultural Heritage Programs
SOUTH AUSTRALIA’S

HISTORY FESTIVAL

27 APRIL - 31 MAY 2019

DISCOVER A DIFFERENT STORY

2019 REPORT
The History Trust of South Australia respects the primary place of Aboriginal people in the history of this place. We acknowledge that our story commenced long before Governor Hindmarsh proclaimed the new province of South Australia on 28 December 1836; Aboriginal people have histories that extend millennia into the past.

We acknowledge that Aboriginal lands and sovereignty were not recognised and that building a shared understanding of history is critical to reconciliation. We affirm our role in reconciliation as an essential part of Aboriginal and non-Aboriginal people co-creating a positive future.

Contents

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History Festival 2019 at a glance

158,500
event visits

67,687+
attendance outside metropolitan Adelaide

695
events

408
organising groups

12,423
people in our online community
(Facebook, Twitter, Instagram, email subscribers)

230,000
printed programs distributed

Thank you!

The 2019 History Festival was the largest and best yet.

This year we surpassed previous records, with the highest number of events and organisers, and a 14% increase in event visits.

On Friday 5 April, the History Festival program was officially launched by Minister for Education, the Hon. John Gardner MP, to an enthusiastic crowd of close to 300 guests.

The Town of Gawler’s Heritage Research Centre hosted our regional launch on Friday 26 April in the fantastic new Gawler Civic Centre.

Our opening weekend kicked off with Open Doors, three days of events exploring South Australia’s unique buildings and heritage places.

Events in the program were presented by more than 400 organisers throughout SA, with almost a third of events taking place in regional South Australia.

I would like to extend sincere thanks to event organisers, volunteers, sponsors and partners, and audiences. Without this support, our stories would remain locked away and unshared.

Thank you for discovering a different story (or two) with us this year.

Greg Mackie OAM
Chief Executive Officer
History Trust of South Australia
2019 Supporters

The History Trust of South Australia is grateful for the support received from the following sponsors and partners:

Government of South Australia

Principal Media Partner

The Advertiser

Program Partners

CITY OF ADELAIDE

aech

Regional Partner

SA Power Networks

Open Doors Presenting Partner

Supported by Office for Ageing Well and Seniors Card

Media Partner

Radio ADELAIDE

Design Partner

INFLUX CREATIVE

Partners

O’LEARY WALKER

MCCSA

Government of South Australia

SA Mental Health Commission
Visitation

158,500
Visits to events
during South Australia’s History Festival 2019
↑14%
from 2018

History Festival Audiences

Source: 2019 visitor survey

‘It was absolutely fantastic...The people were wonderful, the information was delivered in engaging ways, the events were diverse, inclusive and lots of fun.’

HF 2019 visitor survey
History Festival Audiences

‘What a brilliant month it is. I look forward to it every year and the many staff and volunteers...[of] participating organisations and events do an amazing job.’

HF 2019 visitor survey

99.4% of survey respondents agreed or strongly agreed that the History Festival is important to South Australia

29% of survey respondents attended more than five events

Source: 2019 visitor survey
Events & Event Organisers

Events were presented by 408 separate organisations statewide, and included guided tours, talks, book launches, film screenings, displays and exhibitions, family events, open days, performances, workshops, bus trips, special events and more, at a diverse range of venues.

Nearly 60% of events in the 2019 program were either free or entry by donation. A further 25% cost less than $20 to attend.

Most of the 2019 History Festival event organising groups are run solely by volunteers and many others are partly volunteer-run or staffed.

Events by region

28% of events were held outside metropolitan Adelaide

Top event types

193 Guided tours
107 Exhibitions & displays
111 Talks

‘Thank you for making this Festival possible. The Festival’s importance to local communities cannot be underestimated.’

HF 2019 Event Organiser

‘I see it as an amazing and important way of engaging the community in exploring and understanding our histories and stories.’

HF 2019 event organiser

Weaving Stories, Fabrik Arts & Heritage, Lobethal

University of Adelaide History & Heritage Tour

Jiayuan Liang
Promoting the History Festival

Printed materials

230,000 copies of the printed program distributed in *The Advertiser* and through libraries, councils, visitor centres, café networks and event organisers throughout South Australia.

<table>
<thead>
<tr>
<th>2,000</th>
<th>700</th>
<th>4,000</th>
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</thead>
<tbody>
<tr>
<td>posters distributed statewide</td>
<td>A2 corflute event signs distributed to venues</td>
<td>postcards distributed via café networks</td>
</tr>
</tbody>
</table>

Where did you get your copy of the printed program?

The insertion of the official program inside the Advertiser on Saturday 6 April reached 347,000 South Australians aged 18+ (27%).

Source: News Corp

Source: 2019 visitor survey

‘This is my favourite festival.’
‘It’s my mad March.’
‘May is my favourite month!’

HF 2019 visitor survey

‘Every year I do something and learn something amazing in my city. The Festival makes the history of South Australia a tangible thing.’

HF 2019 visitor survey

Top: History Festival program launch. Rudi Deco Photography
Bottom: Venue sign at St Mark’s College

Rundle Mall promotional event
Elana Bailey
Media coverage

In 2019, media reports about the History Festival increased by approximately 13% from 2018. 50% of all media reports were from regional South Australia.

Getting the word out

The History Trust promotes the History Festival throughout the state to visitors, media, event organisers and the history and museums community, connecting audiences with the amazing range of historical experiences on offer.

The History Festival had placements in regional, metropolitan and statewide newspapers.

On Wednesday 24 April, the History Festival team hit Rundle Mall to hand out programs and promote the Festival to passers-by.

‘The event has become a state icon and must continue.’

HF 2019 event organiser
Media partners

To celebrate the launch of this year’s Festival, the History Festival and The Advertiser and Sunday Mail gave one lucky reader and three friends the chance to win a family tour through some of South Australia’s most iconic sites, including a RoofClimb and Stadium Tour at the historical Adelaide Oval, and family passes to the National Motor Museum in Birdwood and the South Australian Maritime Museum in Port Adelaide.

Once again ABC Radio Adelaide partnered with the History Festival, creating opportunities for interviews with event presenters and information about upcoming events across radio, social media and website platforms.

The April edition of Weekend Plus, the Seniors Card digital newsletter, focused around the History Festival, including event promotion, special features and a welcome message from History Trust CEO Greg Mackie.

Website

The 2019 History Festival website provided visitors with additional information about each event, including further details about accessibility.

In April/May 2019, visits to the History Festival website increased by 14% compared with April/May 2018. April 2019 in particular saw website visitation increase by 17% from the same time in 2018.

60,461 Website sessions in 2018-2019

↑16% from 2018

Source: Google analytics
Social media

In April and May 2019, daily engagement with our Facebook page increased by 27% from the same period in 2018 and overall daily Facebook reach increased by 4% (source: Facebook analytics).

During the same period, we reached 24,741 people through Instagram, and our Instagram followers increased by 13%.

5,288 followers (35% increase from 2018)
1,776 followers (27% increase from 2018)
2,007 followers (6% increase from 2018)
3,352 subscribers (9% increase from 2018)

More than 80% of event organiser survey respondents used social media to promote their events, with 100% using Facebook and 20% using Instagram.

The History Festival email campaign was a key audience engagement tool. Regular email updates were sent to subscribers about the program release, event suggestions, as well as events after dark for those who were busy during the day.

Source: 2019 visitor survey
South Australia’s History Festival is proudly presented by the History Trust of South Australia

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historyfestival@history.sa.gov.au

(08) 8203 9888
4. OTHER BUSINESS
(Of an urgent nature only)

5. CLOSURE