

Coal River Working Party Meeting

6th July, 2015 1:00pm – 3:00pm

University Council Board Room, IDC Building, University Drive

Minutes

Start: 1:00

- 1. Welcome to Country:** Acknowledgement to Country by Gionni di Gravio.
- 2. Present:** Gionni di Gravio (chair), Ann Hardy (Minute taker), Member for Wallsend Sonia Hornery, Doug Lithgow, Maree Shilling, Ken Shilling, Robert Watson, Keith Parsons, Charles Martin, Ron Barber, Susan Effenberger, Ziggy Szyda, Ruth Cotton, Russell Rigby, Emeritus Professor John Fryer, David Dial, Brian Roach, Kerrie Grant, Amir Rezapourmoghadammiyandabi, Helen Denzin.

Apologies: Howard Dick, Jude Conway, Kerrie Brauer, Emeritus Professor Maree Gleeson, Lesley Gent, Ian Eckford, Peter Sherlock, Peter Leven, Lyndall Ryan, Tim Adams, Sarah Cameron, Dene Hawken, Nola Hawken, Jane Ison, Marilla North, Rob Jones, Suzanne Martin, Chas Keys, Bronwyn Law.

Visitors: Nil

- 3. Confirmation of Previous Minutes:** The minutes for 1st June 2015 was confirmed by Robert Watson and seconded – Maree Shilling.
- 4. Business arising from previous minutes:**
 - Gionni sent letters to the owner of the Former Newcastle Post Office and Minister for Heritage about concerns of the potential loss of this significant heritage building, particularly since recent storm damage.
 - Ann advised that she met with Jane Ison, Anne Kempton and Wilma Simmons to discuss further the textiles/history project, they were impressed with the amount of information available

on the girls at the Newcastle Industrial Girls School and have decided to concentrate the project on this theme.

5. Presentations- Charles and Russell gave presentations. Russell advised that most of the Newcastle area is now on Google Earth in high resolution, it appears that it is the only area in Australia that has been done. It provides a great opportunity to merge current mapping with an historical model, such as that done by Charles. A model that could be used by creative industry scholars. Russell will continue to look into opportunities with Google. Russell showed work he has done with the Snowball images, linking photographs of picnics around the region with newspaper articles from the late 1800s and early 1900s.

6. Reports and Updates:

a) Updates- (Gionni di Gravio) – Gionni gave feedback on the UON Communication student’s audit of the CRWP. Recommendations are summarised at end of these Minutes. Since students handed down their recommendations Gionni has made quite a few changes to the CRWP WordPress site, including:-

- Changing arrangement of posts so only the first few paragraphs are shown.
- Included Agenda and Minutes on blogsite
- Details of meeting place/time added, also a map.
- ‘Internship’ section outlining opportunities for students
- Different historical images shown at header on each blog page

A recommendation made by all 3 of the groups was for the CRWP to consider a name change. Students felt the ‘CRWP’ didn’t accurately describe what the group does. Members had a lengthy discussion about this. Kerry Grant made the point that at present many working in the heritage/archaeology fields are unable to easily find resources on the CRWP WordPress site because doesn’t have ‘Newcastle’ or ‘history’ in name (search of ‘Newcastle/History’ does not bring up CRWP site). A name change would allow people to find information. John Fryer suggested keeping the name but having a subtitle after this that includes terms that reflect what we do (history/heritage/culture). Also discussed was a revision of the CRWP aims. Ruth Cotton suggested that the CRWP aims be more strategically focused, simplified to consider “Restoring Newcastle’s place back in the history of Australia”.

Generally, the group agreed there was a need to revamp the WordPress site, however there were mixed feelings about a name change. Ron Barber advised that Fort Scratchley has

recently had its website updated and already they have seen an increase in hits. There was also the suggestion to contact Frank Millward to explore the idea of engaging industrial scholars.

b) Update- (Ann Hardy) – Ann advised that the Hunter Heritage Network (HHN) recently had a seminar that focused on new technology, history and heritage. Charles Martin presented on his latest work on 3D animation of early Newcastle, and Ann presented on the Newcastle WOW App soon to be completed. It was a very informative day, staff from RPS demonstrating latest technology used in the field.

c) Update- National Trust – No News.

d) Update – Newcastle Council (Sarah Cameron) - NIL.

7. Advocacy – NIL

8. General Business-

a) Amir Rezapourmoghadammiyandabi - Amir spoke about a project he is interested in, a research proposal that measures weathering rock art in the Hunter Region. Research would document artefacts over time using a 3D scanner. John Fryer advised he was part of a linkage project some years ago where the UON had access to a 3D scanner for a month a year. Four institutions were involved, and part of the project documented the *Biami Caves*, from this an article was published in an International Journal. Technology has advanced the way that archaeologists undertake their work, and 3D technology is much cheaper to purchase than it was several years ago. Amir would appreciate any input/suggestions about the idea of a future project.

9. Close: 3.10 PM

Date of next meeting will be Monday, 3rd August, 2015 in the IDC Building, 1-3pm.

RECOMMENDATIONS

1. The UON Communications & PR students gave a presentation on the communication audit carried out for the CRWP. There were 3 teams, each gave advice and recommendations. The common themes that came out of each presentation were:
 - Name change
 - Logo and branding change
 - Recruit Interns for specific projects
 - Strategically Focused Social Media – Newsworthy posts

2. **Audit Finding:** The word "coal" has negative connotations these days and the word "party" hints at being political. The following are some suggested new names for the CRWP:
 - Newcastle Historical Research Group
 - Newcastle Historical Preservation Society
 - Newcastle Heritage Protection Group
 - Newcastle Heritage Research Association
 - Newcastle Heritage Group
 - Newcastle History & Culture Group
 - Newcastle Coal River History Group
 - Hunter Historic Institute

3. **Audit Finding:** Across blogs, Facebook, Flickr and Twitter there is no logo or consistent branding theme.
 - Basically suggested an overhaul of logo and branding.

4. **Audit Finding:** The CRWP has a limited budget and volunteer members who are very busy
Recruit UON Interns to work on specific projects. This would reduce the current workload of members and assist to meet time constraints. It is also a cost effective way to address the tight budget of the CRWP. Students would come from a range of disciplines such as marketing/PR, IT, design, art, architecture and history to develop their skills. It would also give them an opportunity to work with other disciplines to collaborate around issues such as rebranding, logo design, etc.

Other projects that interns could be involved in are:

- Executive Summary versions of our blog posts
- Design of graphic pamphlets, etc.
- E- Newsletter
- Logo Design
- Manage social media
- Media Releases

5. Audit Finding: Our use of social media is ad hoc, so we are missing opportunities to create a profile

Students came up with the following suggestions:

- Use LinkedIn to connect with Business and Developer Groups
- Better use other forms of social media - Twitter, Instagram, and Pinterest
- Use both traditional and social media
- Add 'Next Meeting' and 'Contact Us' to web page
- Promote Events
- Invite audience to participate to blog posts - encourages two-way interaction
- Target Audience – broaden to include Students, Young parents with children
- Blog posts that are Newsworthy, time automated posts
- Shorter blog posts or series of blog posts - stay on topic
- New Website

All of the groups commented that they were impressed with the rich amount of content available on the CRWP blog site. This would make it quite easy for interns to work on projects.