

CHAPTER 2

Dissemination of information



Highlights 2005–06

- won the Western Australian Premier's History Prize 2005 and Book Award 2005, and the Northern Territory Chief Minister's History Book Award 2005
- published an increasing number of prestigious titles
- achieved positive media and other review coverage
- hosted the Australian Capital Territory's launch of the 2006 Australian Readers' Challenge
- achieved a significant increase in revenue from both the distributor's and ASP's direct sales

In 2005–06, AIATSIS made available a large body of information through a variety of avenues. Aboriginal Studies Press (ASP) enhanced its capacity to publish works in Australian Indigenous Studies. The Research Program published a significant number of research papers and other materials. A new Institute website with added functionality was launched, making additional resources available electronically (detailed in Chapter 4).

Aboriginal Studies Press

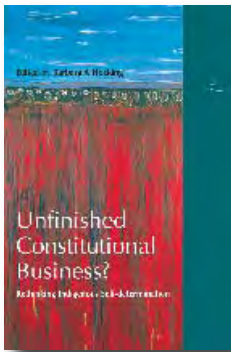
ASP is the publishing arm of AIATSIS. It facilitates and promotes high-quality research through its publishing program in Australian Indigenous Studies. During the year in review, ASP published a vital and varied list of both scholarly and general books.

In 2005–06, ASP published nine new books in the areas of Indigenous self-determination, performance studies and ethnomusicology, history, social archaeology, native title, biography and children's books. Of those titles, four were academic and five were aimed at a more general audience, with three publications supported by AIATSIS research grants in their early creation. Three publications were supported by Australia Council grants through the Literature

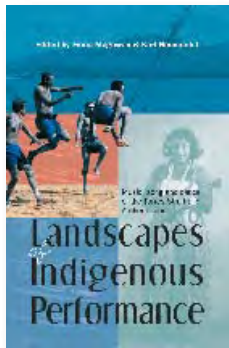
Board. *Cleared Out* (Davenport, Johnson and Yuwali) won the Western Australian Premier's History Prize and Book Award for 2005. Professor John Mulvaney's *Paddy Cahill of Oenpelli* won the Northern Territory Chief Minister's History Book Award for 2005.

ASP published two editions of the Institute's multidisciplinary peer-reviewed journal, *Australian Aboriginal Studies*. The journal, published in collaboration with the Institute's Research Program, is distributed nationally and internationally in print form and selected articles are searchable through the National Library's online Australian Public Affairs Full Text (APAFT), the Attorney-General's Information Service (AGIS) and ProQuest indexes and databases.

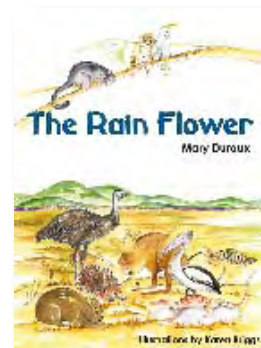
ASP Publications



Unfinished Constitutional Business? **September**



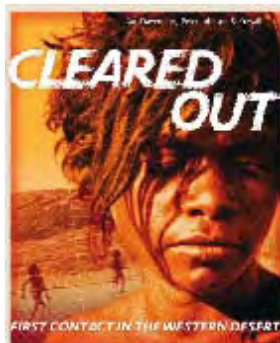
Landscapes of Indigenous Performance **October**



The Rain Flower
October



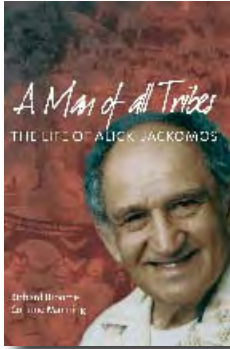
The Little Platypus and the Fire Spirit **October**



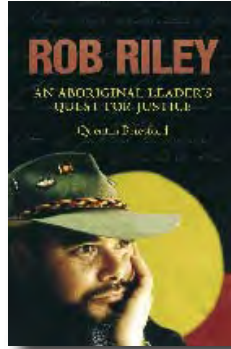
Cleared Out
October



The Social Archaeology of Australian Indigenous Societies **February**



A Man of All Tribes
March



Rob Riley
April



Compromised Jurisprudence
May

A new, smaller edition of the Aboriginal Australia wall map was published, in response to customer requests, and is selling well. The map sales are ASP's bestselling publication. ASP uses a specialist distributor for the map and sales of both formats were strong during the year, through both the distributor and ASP.

Other ASP publications in 2005–06 included

- the AIATSIS *Annual Report 2004–05*
- two editions of *Institute News*, a newsletter for Institute members produced by the Media and Communications Manager.

ASP also designed numerous corporate and promotional productions including stationery, invitations, brochures and posters. Two large projects were created by ASP's designer on behalf of other program areas: material for the 2006 Native Title Conference, including merchandise, programs, booklet and website; and the Digitisation Program's logo, invitation and newsletter.

Publishing Advisory Committee

The Publishing Advisory Committee (PAC) met twice in 2005–06. The Director of ASP and the Principal drew on the PAC's advice in determining which authors would be offered contracts.

In 2005–06, thirty-one unsolicited manuscripts were received, of which just over 25 per cent were received in the last two months of the year. This compared to thirty-seven unsolicited manuscripts received in the previous year (2004–05) and thirty-one in 2003–04. ASP continued to seek two assessments for each manuscript from a wide range of assessors, approximately half of whom were Indigenous. Seven authors received offers of contracts, some of which were conditional upon the authors reworking their final manuscripts.

These offers took into account ASP's financial and human resources as well as comments from the assessors.

Publishing Advisory Committee members, 2005–06

Mr Steve Larkin – Principal and Chair

Dr Luke Taylor – Deputy Principal, Research and Information

Council Representatives

Ms Jackie Huggins, AM

Professor Martin Nakata (to 9 November 2005)

External Members

Ms Jennifer Martiniello

Mr Philip Morrissey

Ms Kerry Reed-Gilbert

Involvement of Indigenous people in ASP's activities

ASP actively encouraged Australian Indigenous people to take part in its work. Of the nine titles published in 2005–06, two were by Indigenous authors, four were collaborations between Indigenous and non-Indigenous authors, and three were by non-Indigenous authors.

All the Council representatives and external members of the PAC in 2005–06 were Indigenous. They brought to ASP's publication process strong academic credentials and Indigenous community knowledge along with writing and editing expertise. Their contribution complemented the strong publishing industry skills of the ASP managers and the input of the AIATSIS Executive to PAC meetings.

Where possible, ASP used freelance Indigenous authors and scholars to provide manuscript assessments and comments to support authors finalising their manuscripts for publication. Although most design work was carried out by ASP staff, ASP sought Indigenous designers, illustrators and photographers where possible.

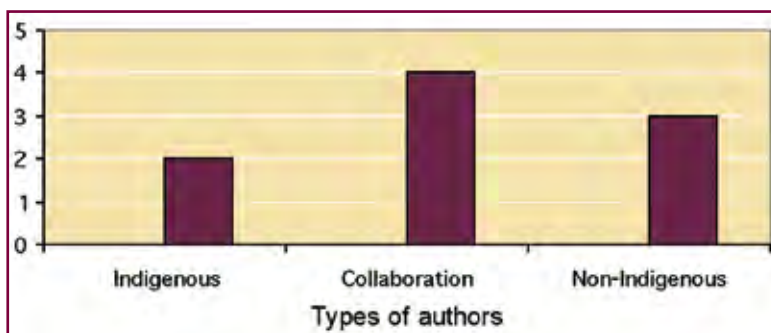
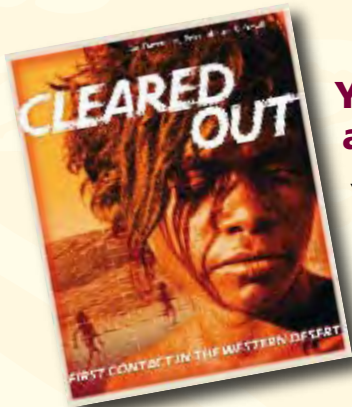


Figure 3: Comparison of types of ASP authors, 2005–06



Yuwali's story enthralled audiences across the continent

Yuwali was 17 in 1964. She was among a group of Martu women and children living on their homelands in the Western Desert, separated from other Martu, and never having seen or heard of Europeans.

She was soon to discover these 'devils' and their 'rocks that moved' (trucks) when a government patrol made contact with them. To allow the testing of the British rockets at Woomera, the patrol was charged with bringing in Yuwali and her family. Fearful of this strange new presence in her home in the desert, on one night Yuwali ran 'for about 40 kilometres through the night with the three children, carrying the smallest two, one with her arms locked behind her back and the other hanging on around her neck. Ngarrka, Junju's eight-year-old daughter, runs beside her.'

Cleared Out, published by Aboriginal Studies Press, tells Yuwali's story and that of the Martu community. Authors Sue Davenport, Peter Johnson and Yuwali have been busy since publication in October 2005, being interviewed, attending festivals and finally, in June 2006, winning the Western Australian Premier's History Award and Book Award.

In February a Perth International Arts Festival was enthralled by excerpts of the patrol's 1964 film of first contact, and listening to Yuwali talk with Sue Davenport. Professor Bob Tonkinson and Terry Long gave their reflections on the patrols and the events that gave rise to them. The audience laughed with Yuwali as she listened to her own description of first travelling in a truck, when she felt that the earth was moving.

A community launch at Newman followed, with hundreds attending in more than 40°C heat. In cooler temperatures, Canberra's National Folk Festival audiences then got the chance to learn more about Martu culture during Easter.

Wood was brought from Western Australia for an exhibition of boomerang making along with art and display panels at the National Folk Festival. Many took the opportunity to listen to the Martu visitors. Photo by Sue Davenport.



Author support

The ASP Director worked closely with several intending authors following their initial approaches to ASP and before their final submission for publication. Queries to the Deputy Director from interested authors increased by about 50 per cent compared with the previous year. The authors, some of whom had been recommended to ASP, were of both academic and general manuscripts.

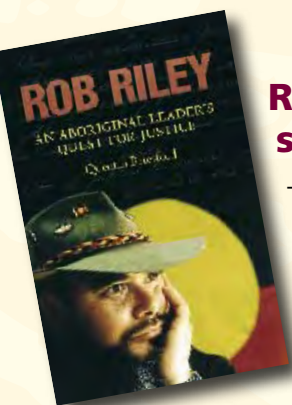
ASP added information to its website to help intending authors in an efficient and supportive manner. In September 2006, ASP intends to release its own style guide, a 'Publishing guide for authors and editors'. ASP hopes that these initiatives together will fully brief authors, leading to fewer queries about manuscript submissions.

To clarify to intending authors that it is unable to accept all manuscripts for publication, ASP added information to its downloadable book proposal templates. This spells out to intending authors the limits of ASP's financial and human resources. It also notes that not being offered a contract is not necessarily a comment on a manuscript's merit or on the value of the author's story and life. This information supplements a downloadable document, 'Rewriting your thesis for publication', addressed especially to those seeking to publish their PhD work.

For those authors new to writing or publishing, ASP released *An information Kit for Indigenous Authors* in NAIDOC Week (July 2006). The kit provides entry-level information about how to submit a manuscript and what being published entails. It provides an introduction that cross-refers to more detailed information available elsewhere. ASP trialled the kit with Indigenous staff at AIATSIS. It is available free in print, or downloadable from the ASP website. The first version of the kit is intended to be a working draft, and ASP encourages Indigenous people to comment on and provide advice about possible changes to the next edition.

List development and maintenance

As well as spending time with some authors before their initial submission for publication, ASP's Director spent time working with authors to ensure their final manuscripts met their agreed contractual obligations. The biggest publication of the year, *Rob Riley*, required a legal reading and collaboration between the Director, copyeditor and author. Two other titles were checked with the relevant family and community, both of them interstate. The Deputy Director worked closely with the freelance designer of *Cleared Out*, ensuring the integrity of



Rob Riley stimulates Indigenous scholarships

The much-awaited publication of *Rob Riley: An Aboriginal leader's quest for justice* has touched many: Western Australian Premier, Alan Carpenter, is one. In May 2006, at the book's launch, he announced two Rob Riley awards of \$5,000 each for Indigenous students.

Rob Riley was an Aboriginal leader at the centre of issues including land rights, the treaty, deaths in custody, self-determination, the justice system, native title and the stolen generations. Tragically, he took his own life in 1996.

The launch, attended by more than 300 people, included more than a dozen speakers, interspersed with video recordings and a song by Yamatji singer, Lois Olney.

There was humour and sadness as people shared their memories of being friends, family and colleagues of this genial powerhouse who loved sporting odd-coloured socks. Peter Yu remembered Riley's forthrightness, calling then-Prime Minister Malcolm Fraser 'an arrogant, long-necked giraffe' when feeling insulted by him.

Many remembered his capacity for friendship and networking; others, like Gerry Hand, Riley's fortitude in the face of seemingly insurmountable opposition. Hand recalled being particularly impressed when Riley, megaphone in hand, had an Opposition member escorted by police from a rally at Parliament House.

Riley's uncle, Sam Dinah, recounted Riley's favourite saying: 'You can't be wrong if you're right. You just keep on fighting.'

Eloquent and impassioned, Pat Dodson compared Quentin Beresford's new book to biographies of Martin Luther King and Nelson Mandela. '...his life was so intertwined with the forces of racism, ignorance and the denial of Aboriginal rights in this country'. Riley's eldest daughter, Megan, part of Rob's enduring legacy, spoke about him as a father and acknowledged her mother, Jeannie Morrison's unwavering support in getting the book written.

The launch was sponsored by Edith Cowan University.

Western Australian Premier, Alan Carpenter, pictured with Jeannie Morrison, announced two scholarships for Indigenous youth in Rob Riley's name. Many hundreds of people attended the book launch. Photo courtesy Edith Cowan University.



the balance between complex layers of information and the large number of illustrations.

A pleasing feature of the year was an increase in the number of authors approaching ASP who had published elsewhere and had an established reputation in their field. One such approach resulted from the Director attending an inaugural Indigenous Writers' Festival in Adelaide, while another publication forthcoming in 2006–07 arose from the Principal expressing interest in an author's work at a conference.

ASP sought the appropriate electronic rights to titles that are out of print this year. This will enable it to digitise selected backlist titles and make them available electronically, either via third-party e-book or e-library publishers, via aggregators, or as a free resource on the ASP website. The relevant contractual work and digitisation of other titles will continue in 2006–07.

ASP began discussions and hopes to enter into a contract with a printer offering print-on-demand services. This will allow ASP to keep in print small quantities of titles that would otherwise be financially unviable.

The Director contributed a chapter called 'Publishing Indigenous writers in Australia' to the Australian Scholarly Publication's inaugural *Journal of Publishing*, Number One, Australian Special Issue, October 2005.

Improvements in processes, standards and distribution

ASP continued to benefit from efficiencies generated by the information provided on its website about seeking permission to use copyright material and from its downloadable forms. Requests for use of the Aboriginal Australia wall map numbered forty-eight, while there were six requests for other ASP-published material.

Under the Deputy Director, ASP continued its work on standardising book formats, paper quality and other production values to gain the maximum value from the production budget. The range and quality of the internal and cover designs of ASP's titles also continued to improve with a mixture of work from ASP's designer and some freelancers.

The continued use of checklists and standardised processes meant that staff members were able to operate professionally even though ASP had a busy year producing books while increasing its marketing and publicity.

All ASP staff undertook cross-cultural training and most staff members undertook either business or industry-specific training, the results of which were shared with colleagues.

ASP's achievement in winning two awards for *Cleared Out* was officially recognised by the AIATSIS Council at its June 2006 meeting. During the year, ASP received congratulatory correspondence from several of its authors, including experienced authors, thanking them for their professional work and for making the process an enjoyable one.

Sales, marketing and publicity

With the change in 2004–05 to ASP's new Australian trade distributor, UNIREPS, there has been a 120 per cent increase in revenue received through the distributor in 2005–06 compared with the previous year. ASP's direct sales increased by 46 per cent in the same period. The revenue from the US distributor, International Specialized Book Services (ISBS), also increased.

The increase in revenue from the Australian trade distributor resulted from an improvement in ASP's selling-in materials, an increase in the number and quality of publications and good publicity.

ASP's marketing complemented this work. ASP's annual catalogue was used by the distributors, and promotional material about books published in 2005–06 was sent to university libraries, curriculum advisers, educational suppliers, overseas Australian studies centres and Australian embassies. A quarterly e-newsletter and print flyer was sent to more than 300 people interested in teaching Indigenous studies in Australia and overseas. Inspection copy flyers were sent to a list of people teaching in the relevant disciplines, tailored to each title published.

Endorsements from key figures in the relevant field were sought for several books, which enhanced ASP's credibility with both booksellers and customers.

For some titles, ASP achieved widespread media coverage (print and radio), including mainstream and Indigenous media, overseas and Australian print and online journals. One title featured in a segment on ABC Television's *7.30 Report*. ASP expects to continue the use of a freelance publicist in 2006–07.

ASP held launches and events promoting its books in bookshops and at festivals and conferences in Sydney, Melbourne, Perth, Darwin and Canberra.

The Australian Capital Territory launch of the 2006 Australian Readers' Challenge was facilitated by ASP. The Challenge promotes reading, and the funds from it support the Fred Hollows Foundation's literacy programs with remote Indigenous communities in the Northern Territory.

Strategic alliances

ASP continued discussions with the two Indigenous publishers: Magabala Books in Broome and IAD Press in Alice Springs. One joint initiative will be a combined catalogue in the coming year.

ASP continued to benefit from its relationship with its trade distributor, UNIREPS—as a larger independent publisher than ASP, its staff were able to offer ASP industry knowledge and support when requested.

Through its marketing and sales initiatives at conferences and festivals, and its work creating books and launching them at events around the country, ASP fostered strategic alliances with a range of organisations, thereby increasing ASP's capacities and the Institute's reputation.

Research Program

Fellows and staff of the Research Program completed a comprehensive range of books, chapters, papers, reports, technical summaries and workshop curriculums during 2005–06 (see Chapter 1, pages 19–24, and Appendix 1 for details). In summary, forty-five peer-reviewed manuscripts and thirty-four non-peer reviewed papers, reports, conference papers, social-legal summaries and workshop papers were completed by research staff during the year. Fifty-three public presentations were made by research staff to Indigenous visitors, communities, agencies, at national and international conferences as well as media and education locales (including primary and secondary schools).

Ongoing publications from the Research Section and the NTRU are profiled in more detail in Chapter 1. They include

- the journal, *Australian Aboriginal Studies*, with Aboriginal Studies Press
- Research Discussion Papers
- *Native Title Newsletter*, available online and in hard copy
- NTRU issues papers, *Land, Rights, Laws: Issues of Native Title*
- papers from the AIATSIS Seminar Series (selected papers and electronic copies).

The *Native Title Newsletter* introduced a regular 'claimant comment', providing direct access to the views of claimants on the experience of native title and a new avenue for the publication of Indigenous writing. This added to the strong and increasing representation of claimants and native title holders in the workshops and conferences held by the NTRU. The outcomes of workshops and presentations from the Native Title Conference were published in print and on the NTRU website.

Canberra readers challenged

'I can't imagine a life without books. As a child I'd go to bed for book-reading marathons,' Visiting Research Fellow in Health, Kerry Arabena, told an audience at AIATSIS in April.

Kerry joined Suzy Wilson, creator of the Australian Readers' Challenge, and the ACT's Chief Minister, Jon Stanhope, as speakers at the ACT launch of the challenge, which was held at AIATSIS.

Money raised from the challenge benefits the Fred Hollows Foundation, which works on the ground with literacy programs in remote Northern Territory Indigenous communities.

All the speakers described how a lack of literacy can affect every aspect of people's lives: their education, their work prospects, their health. They also agreed that reading enriched their imaginations and lives.

'I was holding on tight with two hands to the mane of a brumby wildly galloping across the tops of mountains, and could feel the sweat dripping down my back. I grew up in these stories and started to understand what I liked and what I didn't like,' Kerry said.

Canberra school and college students later joined Professor Belle Alderman and Suzy Wilson, avidly discussing their favourite books, which included debating whether to read a book before or after seeing a film.

Two Aboriginal Studies Press children's titles are on the Australian Readers' Challenge booklists.

Stories promoting the challenge, which ran until 1 September 2006, were on WIN TV and in *The Canberra Times*, the *Koori Mail* and *National Indigenous Times*.



Kerry Arabena, AIATSIS Visiting Research Fellow, with Suzy Wilson, the ARC convenor, with boys from St Edmunds College Canberra in the AIATSIS foyer, ACT launch of the Australian Readers' Challenge 2006. Photo by Brendan Bell, courtesy AIATSIS Audiovisual Archive.