

## CHAPTER 2

# Dissemination of information

### Highlights 2006–07

- One win, two shortlistings and one special commendation in major literary awards
- Made successful entry into e-publishing with more than sixty books licensed
- Maintained high media profile with print reviews and radio interviews
- Collections-based exhibitions launched on website

### OVERVIEW

In 2006–07 AIATSIS made available a large body of information in a range of formats and media. Aboriginal Studies Press (ASP) continued to publish works in Australian Indigenous studies, both as printed matter and, for the first time, as e-publications. The Research Program convened a seminar series and published a range of research papers and reports. See Chapter 1 and Appendix 1 for more information. The Library launched new online exhibitions and all programs in the Institute continued to add content to the website.

### BOOK AND JOURNAL PUBLISHING

As the Institute's publishing arm, ASP facilitates and promotes high-quality research and an appreciation of Australian Indigenous cultures. During the year

ASP continued the work of the previous few years, publishing both scholarly and general-interest books. In addition, ASP developed relationships with several e-publishers and aggregators.

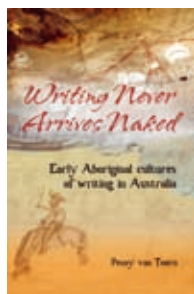
In 2006–07 ASP published six new books in the areas of history, Australian Indigenous studies, language, reference/tourism, international jurisprudence, cultural studies, education and current affairs, with some titles crossing between categories. Of the six titles, four were academic (two with cross-over appeal to a general audience) and two were addressed more directly to a general audience. AIATSIS funded the research for one title and provided writing and editorial support for another; a third was a new edition of a previously published AIATSIS-funded title.

ASP entered its publications into a range of literary and other awards. *Rob Riley* won the Human Rights and Equal Opportunity Award for Arts, Non-fiction and was shortlisted for the New South Wales Premier's Literary Award and the Western Australian Premier's Book Award in the non-fiction categories. *Cleared Out*, last year's winner of the Western Australian Premier's History Prize and Book Award, was runner-up for the AIATSIS Stanner Award.

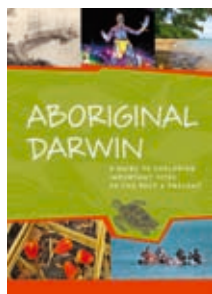
In 2006–07 ASP published two editions of the Institute's multidisciplinary peer-reviewed journal, *Australian Aboriginal Studies*. The journal, which is published in collaboration with the Institute's Research Program, is distributed in print nationally and internationally. Changes undertaken during the year included developing a new format and design for the journal, expanding the subscription categories and offering the option for print and electronic delivery beginning with the first edition in 2007. The journal has been licensed to RMIT Publishing's Informit Pty Ltd and an international aggregator, EBSCO Information Services. The National Library of Australia's online Australian Public Affairs Full Text, the Attorney-General's Information Service and ProQuest include it in their indexes and databases.

All ASP staff undertook training during the year in vocational and life-skills courses, ranging from strategic financial management to risk management, and from software to copyright and e-marketing.

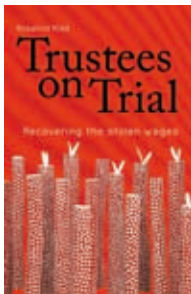
## ASP publications



***Writing Never Arrives Naked***  
July



***Aboriginal Darwin***  
September



*Trustees on Trial*  
October



*Disciplining the Savages*  
March



*Convincing Ground*  
April



*The 1967 Referendum*  
May

Continuing the trend of the past three years, the titles published in 2006–07 were a mixture of authorship: some were by Indigenous authors and some were by non-Indigenous authors. However, there were fewer collaborations in 2006–07 between Indigenous and non-Indigenous authors than last year. ASP provides writing and editorial support tailored to the needs of individual authors. In particular it supports Indigenous authors who are new to the publishing process. During the year ASP undertook work on three Indigenous-authored manuscripts, one in collaboration with a writers centre, to facilitate their publication in 2007–08.

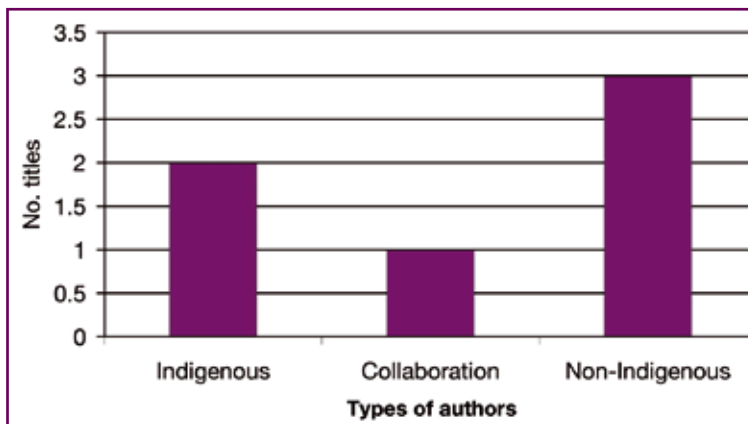


Figure 4: Comparison of types of ASP authors, 2006–07



Blackfeet elder Elouise Cobell with author Ros Kidd at the Sydney launch of *Trustees on Trial* held at Gilbert+Tobin. Photo courtesy of AIATSIS.

## Research into stolen wages used in Senate Inquiry

In his foreword for Ros Kidd's book *Trustees on Trial* Geoffrey Robertson QC revealed his dismay at the lack of political action taken in the 'stolen wages' case.

He reserved strong criticism for the legal fraternity: 'And where were the lawyers? In the 1960s, when trust money was disappearing, there was still no one prepared to take the government to court to force it to obey its own laws, or at least to ensure that the wages were returned to those who had earned them.'

Justice John von Doussa, President of the Human Rights and Equal Opportunity Commission, who launched the book in Brisbane at the Brisbane Writers Festival, was equally concerned, but was also full of praise for the nearly fifteen years of painstaking research undertaken by the author. Justice von Doussa met with Queensland community members and heard first-hand what they required for justice to be done. Ms Kidd's book was launched to a capacity crowd and was the fourth bestselling book at the festival.

Mr Robertson also commented on the author's capacity to theorise about international jurisprudence: 'A signal virtue of this book is its explanation of how Australian jurisprudence lags behind that of Canada and the United States.'

Following the launch, Ms Kidd was joined by Blackfeet elder Elouise Cobell on an east-coast tour, talking at community and public meetings. These were sponsored by the Public Interest Law Clearing Houses in Queensland, New South Wales and Victoria as well as the Public Interest Advisory Centre. Australians for Native Title and Reconciliation helped facilitate one event. Ms Cobell is the lead plaintiff in a US federal court case, *Cobell v Secretary of the Interior et al.*

The Australian Senate's Inquiry into the Stolen Wages used *Trustees on Trial* as a reference document. Point 3 in their recommendations was that AIATSIS be funded to undertake further research. *Trustees on Trial* is one book whose impact will be felt well beyond the number of copies sold.

ASP publishes for the tertiary sector and general-interest audiences. The educational sector showed particular interest in three recent ASP titles. The authors of both *Aboriginal Darwin* and *Convincing Ground*, Toni Bauman and Bruce Pascoe, were approached by teachers who were keen for the authors' insights into the teaching of Indigenous studies. The author of *Rob Riley*, Quentin Beresford, also made many presentations to school and university groups following publication of the book. In addition, ASP commissioned teachers' notes, available on the ASP website as a free download, to support use of *The 1967 Referendum* in upper-secondary school curricula.

Both formats of the *Aboriginal Australia* wall map, the large and small versions, continue to sell well. Pleasingly, publication of the small map has added to total map sales, rather than eroding the sales of the large map. The map remains ASP's strongest selling title. In response to demand, ASP now offers laminated versions of the small map.

Total sales revenue for 2006–07 was down from the previous year, in part because fewer titles were published. Also, several titles were published in the latter part of the financial year, which means that some of the revenue from their initial sales will be carried into next year. In addition, part of the large increase in revenue reported last year was generated from an Australian distributor's sales of backlisted books not previously stocked in some bookshops; this increase cannot be replicated.

Work has been undertaken to facilitate the publishing of up to eight new titles next year. Sales revenue is determined by the number of copies of titles sold, their retail price and the selling margin. However, in keeping with the Institute's Corporate Plan, some titles that ASP will publish next year are culturally and politically significant, though they may not be commercial bestsellers.

There has been a marked increase in permissions income (400 per cent), 80 per cent of which was related to the *Aboriginal Australia* map. ASP's efficiency in processing permission requests improved in the reporting period, in part because of the clarity of advice provided, with easy-to-use forms included on the ASP website. Fifty-two per cent of requests received were approved and permission granted. Of those seeking permission to use the map, the majority were Australian educational publishers, followed by federal government departments, non-government organisations (Indigenous and non-Indigenous), educational institutions, cultural institutions and individuals.

Other ASP-created publications for AIATSIS in 2006–07 included:

- *AIATSIS Annual Report 2005–06*
- two editions of *Institute News*, a newsletter for AIATSIS members.

ASP continued to provide design, typesetting and print management services to other AIATSIS program areas and to external clients.

## Aboriginal Darwin welcomed by tourists, locals and schools



Author Toni Bauman surrounded by books at the launch at Parliament House, 29 March 2007. Photo courtesy of *Northern Territory News*, © Newspix, News Ltd.

It was years in the making, but *Aboriginal Darwin* was ‘well worth the time and work’, explained Northern Territory Chief Minister Clare Martin while congratulating author Toni Bauman on the book — and encouraging her to write another! Ms Martin joined Professor Michael Dodson in launching the book in Darwin. Both spoke highly of the quality of the research and the accessibility of the content. Toni Bauman wrote the book for visitors to Darwin and locals alike, a point acknowledged by both launchers and by Richard Fejo, the Larrakia elder who gave the welcome to country.

*Aboriginal Darwin* joins *Melbourne Dreaming* and *Aboriginal Sydney* as

key AIATSIS publications celebrating Aboriginal culture and life in our capital cities.

‘The book’s all about ways of seeing Darwin and about Aboriginal meanings of places’, said Ms Bauman. ‘It draws together many sources of information that readers wouldn’t necessarily have access to.’ At the launch, Ms Bauman commended Sam Wells, Julie Wells and Karen Deighton-Smith, all of whom contributed to the book, while Ms Martin praised the designer for her success in creating a useable and attractive book.

Toni Bauman told the audience why she chose to include certain sites: ‘All of Darwin has meaning for Aboriginal people, meaning that doesn’t form part of the usual interpretations. For example, I’ve included Parliament House because it’s a place where important decisions are made relating to Aboriginal people. It’s where legislation about land rights and sacred sites is formulated, and it’s also been the site of numerous demonstrations by Aboriginal people.’

Her desire that the book be used by schools has been realised. She was invited by the Northern Territory Department of Education, Employment and Training to address a teachers conference in June about the teaching and learning of history in the Northern Territory. The book has also been enthusiastically received by people involved in tourism.

While completing work on *Aboriginal Darwin* Ms Bauman was also completing the Indigenous Facilitation and Mediation Project, which featured in last year’s annual report.

## Publishing decision-making

In 2006–07, ASP received twelve unsolicited manuscripts for consideration for publication. This was less than half of the number received in 2005–06. All were strongly written submissions and used the ASP proposal template, which was not always the case in previous years. Continuing the process of previous years, ASP sought peer assessments, and eight titles were presented to the Publishing Advisory Committee (PAC), which met once, in December 2006. Of the titles presented, one was recommended for publication and a contract was offered to the author; the recommendation to rework and resubmit their manuscripts was made to several other authors.

ASP continued to develop the range of specialist assessors for manuscripts, aiming for 50 per cent Indigenous assessors. The assessors' discipline-specific knowledge ensures ASP's authors have access to high-quality reviews, and allows ASP to work with its authors to create prestigious, quality books. The PAC's membership was refreshed in 2006–07, since the previous committee members had served two sets of two-year terms. The contributions of the PAC's members, with their academic, cultural and writing knowledge, complement the publishing skills of the ASP staff and the input of the AIATSIS Executive.

### **Publishing Advisory Committee members, 2006–07**

Mr Steve Larkin — Principal and Chair

Dr Luke Taylor — Deputy Principal, Research and Information

Ms Rhonda Black — Director, Aboriginal Studies Press

#### **Council representatives**

Dr Jackie Huggins, AM

Professor John Maynard

#### **External members**

Dr Jakelyn Troy

Mr Bruce Pascoe

Ms Sue Abbey

## Author support

The *Information Kit for Indigenous Authors*, published in July 2006, was marketed widely to more than fifty people and organisations, including Indigenous centres in universities, some Indigenous community groups and writing groups.

The kit is supplemented by a fifty-six-page *ASP Publishing Style Guide for Authors and Editors*. Some years in the making, the guide provides advice to authors on the process of being published with ASP, including the author's and publisher's responsibilities, and information on text organisation, structure,

writing, editing and style choices, as well as seeking copyright permissions. Both the kit and the guide are available in print or as free downloads from the ASP website.

ASP continued to work closely with authors in the period between contract signing and submission of final manuscripts, and then through the editing, design and production phases. ASP gathered information from authors to develop a publicity and marketing plan for each title. The ASP graphic designer undertook the design of all books, except one that was outsourced owing to its complexity and the work demands on ASP staff.

ASP's Director, Rhonda Black, the Institute's Principal, Steve Larkin, and Toni Bauman, the author of *Aboriginal Darwin*, attended a meeting with community representatives to consult about the content of the book prior to publication.

### Outreach

The annual ASP new title catalogue was mailed to authors, university libraries, curriculum advisers, educational suppliers, overseas Australian studies centres and embassies. Four editions of ASP's quarterly e-newsletter were sent to more than 500 people. Individual inspection copy flyers for each title were mailed to people teaching in the relevant disciplines.

ASP staff created flyers for conferences and events in the fields of archaeology, anthropology, public health, whiteness studies, law and cultural heritage. Flyers were also sent to schools suppliers, teachers and a children's bookselling organisation in the United Kingdom. Arrangements were made with Reconciliation Australia to take flyers and promote books. Australians for Native Title and Reconciliation also promoted and sold some ASP titles. Launches were held in Sydney, Darwin, Brisbane and Melbourne and events were held in collaboration with other organisations. For example, the Evatt Foundation in Sydney and Launceston and the Fabian Society in Hobart both held seminars centring on the legacy of Aboriginal leader Rob Riley.

Endorsements from eminent people in Australia, as well as comments from Geoffrey Robertson QC and Professor Nick Thomas from Cambridge University, supported ASP's marketing initiatives to booksellers and readers.

All titles were submitted to print and broadcast media for review and author interviews. Although slow in being published, some academic titles were reviewed in relevant journals, and newspaper coverage in the *Koori Mail* and *National Indigenous Times* was strong. Reviews of several titles appeared in the major state and some regional newspapers. Authors were interviewed on ABC's *Away!*, various state ABC stations, several programs on ABC Radio National and ABC TV's *Living Black*.

ASP undertook research into a possible UK distributor and an arrangement will be signed early in 2007–08. A consultant has been contracted to research



distribution and rights deals at the Frankfurt Book Fair in October 2007. Discussions were held with two Indigenous publishers, Magabala Books and Institute for Aboriginal Development, about joint approaches for overseas marketing and distribution.

### Electronic publishing

Funds were made available for ASP to undertake digitisation and e-publication of some titles. ASP employed a contractor to manage the process. There were several aims: to keep books available that would otherwise go out of print, to increase the availability of publications through third-party e-publishers' websites, to make available ASP's backlist as raw data that can be used later for developing targeted curriculum-based materials, and to develop an income stream for ASP and its authors.

The funds were used to purchase the relevant hardware and software, and to pay the contractor's labour costs. A scanner and related software were purchased, although some of the more complex and high-quality scanning was outsourced. Tasks included securing the appropriate e-rights for publication, clearing permissions, managing the scanning and uploading of files, writing metadata, and providing information to update the ASP website.

More than sixty titles are now available as e-publications (approximately 40 per cent of books published in the last fifteen years), through licences signed with three e-publishers and aggregators, two of which are Australian and one of which is based overseas. The *Australian Aboriginal Studies* journal was also licensed. Titles were selected for e-publication based on a range of factors, including demand for the title, the ready availability of files, and the ease of securing appropriate e-publishing rights. The project will continue if funds are made available.

ASP promotes its e-publications in a limited way through its marketing channels; the e-publishers use their own resources for promoting the books they license.

## EXHIBITIONS

As part of the AIATSIS Digitisation Program (see pages 43–50), the Library created three new online exhibitions. Digitisation and collection management staff developed *YES! The 1967 Referendum*, a major online exhibition celebrating the fortieth anniversary of the 1967 Referendum. The exhibition includes digitised AIATSIS materials and items from other cultural organisations such as the National Library of Australia and the National Archives of Australia. Substantial time was taken by the Library's Copyright Officer in obtaining clearances for use of documents in the exhibition. (See breakout box).



# YES! the 1967 referendum



## YES! The 1967 Referendum, A new online exhibition

It was a gruelling campaign, one that left its many supporters footsore from marching and weary from long hours of demonstrating. There were many frustrations, and failure was always a possibility. But then, on the night, the voters said 'yes...yes...yes!', producing a wave of elation and hope the campaigners would never forget.

As the results of the referendum on Saturday, 27 May 1967, trickled in to the tally room that night, and a resounding 'yes' vote was posted for electorate after electorate, any lingering doubts the campaigners had about the success of the campaign was washed away, recalls Faith Bandler in her book *Turning the Tide*.

The overwhelming vote of 90.77 per cent of Australian voters was, and still is, the highest 'yes' vote for a referendum question in Australian history. The vote marked the culmination of a forty-year fight by campaigners for Commonwealth responsibility in Indigenous affairs. It meant the two clauses in the

Constitution referring to 'the Aboriginal race' would be removed, making way for Indigenous peoples to be counted in the Census and giving the Commonwealth Government power to make special laws for Indigenous Australians.

To commemorate forty years since this significant event, the AIATSIS Library has created an online exhibition that draws together many valuable resources on the history of the 1967 Referendum.

The exhibition includes digitised items from the AIATSIS collections, material from Gordon Bryant's papers at the National Library of Australia, government papers from the National Archives of Australia and a song and a jingle from the collections of the National Film and Sound Archive. The Australian media have been generous in permitting the inclusion of many contemporary newspaper articles.

To view the online exhibition, go to [www1.aiatsis.gov.au/exhibitions/Referendum/index.html](http://www1.aiatsis.gov.au/exhibitions/Referendum/index.html).

Library staff completed the online exhibition *To Remove and Protect: Laws that changed Aboriginal lives*, which contains all the state and territory laws used to enable the forced removal of Aboriginal and Torres Strait Islander children. The laws can be accessed at <[www1.aiatsis.gov.au/exhibitions/legislations/legislation\\_hm.html](http://www1.aiatsis.gov.au/exhibitions/legislations/legislation_hm.html)>.

To further document this important aspect of Indigenous history, the Library completed a related online exhibition, *Aboriginal Lives Under Control*, containing all the annual reports of each state government 'protection board' from the 1800s to 1950 for New South Wales, Victoria and the Northern Territory. The remaining states and territories will be added in 2007–08. The complete set of annual reports of these government agencies will be a major historical resource that is currently difficult for the general public to access. The AIATSIS Library acknowledges the continuing cooperation with the National Library of Australia, which has lent some of the material from its collections.

Existing online exhibitions, including *Collectors of Words*, have had further material added. Several online collections are now fully searchable, which greatly enhances their research value.

The online exhibitions have been very successful with around 1,422,667 hits on all digitisation web pages.

The fortieth anniversary of the 1967 Referendum also generated great interest in the audiovisual material AIATSIS holds from that important time. The Institute's Audiovisual Archive provided photographic, audio and video material related to the 1967 Referendum for inclusion in significant pieces of public art, publications and exhibitions. These include:

- a sculpture at Reconciliation Place
- a large online exhibition created by historian Sue Taffe for Reconciliation Australia
- exhibitions developed by a number of Indigenous communities including Cherbourg, Queensland and the Kirrit Barrett Aboriginal Art and Cultural Centre in Victoria.

The Audiovisual Archive lent a bark painting from the AIATSIS collection ('Buluwana' by Jimmy Njiminjuma) to the Drill Hall Gallery at the Australian National University for the exhibit *Mumeka to Milmilngkan: Innovation in Kurulk art*.

In May 2007 the Audiovisual Archive displayed the photographic exhibition *Chicka Dixon: The struggle in black and white* at Parliament House as part of an event to mark the tenth anniversary of the *Bringing Them Home* report. The exhibition was well received and the keynote speaker, Professor Lowitja O'Donoghue, urged the audience to view the images and accompanying text panels.