



Goal 1

Promote Australia's Aboriginal and Torres Strait Islander peoples, their heritage and culture

Goal 2

Focus outward and engage collaboratively

Goal 3

Provide the foundation for research excellence in Australian Indigenous Studies

Goal 4

Ensure our collections are safe, accessible, valued and growing

Goal 5

Celebrate and build on 50 years of leadership and excellence in Indigenous studies

Goal 6

Foster an effective organisation where people want to work



Our
performance





Promote
Australia's
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Torres Strait
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During 2014 AIATSIS celebrates 50 years of achievements and milestones, reinforcing its position as the world’s leading institution in the field of Australian Indigenous studies.

AIATSIS has grown enormously in every way since its establishment in 1964. At that time, its mission was to ‘record language, song, art, material culture, ceremonial life and social structure before those traditions perished in the face of European ways’.

Today, AIATSIS encompasses the diverse nature of Aboriginal and Torres Strait Islander cultures and issues and the resilience of Indigenous peoples in a modern-day world. Indigenous and non-Indigenous scholars and the AIATSIS Council continue to contribute to the social and economic wellbeing of Indigenous communities. The AIATSIS Collection – a collection of collections – represents stories and artefacts that are an intrinsic part of our nation’s identity, and AIATSIS’ Aboriginal Studies Press (ASP) shares Indigenous knowledge and stories with the world.

Goal 1 performance measurement

Key performance indicator: increased level of regard for AIATSIS across all stakeholder groups

Measure	Results
<p>Access to AIATSIS publications and information</p>	<p>Access to information and publications via sales, website and presentations (addressed below).</p> <p>Three new online exhibitions were added to the AIATSIS website.</p> <p>Forty-five media releases and alerts were distributed, which translated into more than 130 print, radio and television stories related to AIATSIS.</p>
<p>Sales of publications</p>	<p>Revenues from ASP publications were 30% higher than in 2012–13. This includes sales of new and backlist books in print and ebook format, as well as usage fees through third-party aggregators and the Copyright Agency Limited. This represents a significant increase in the distribution and availability of AIATSIS publications and complements AIATSIS’ provision of information through free resources.</p>
<p>Website usage</p>	<p>Overall, AIATSIS website usage held steady in 2013–14, with a 0.05% increase in web sessions. AIATSIS’ new website was launched in April 2014. It is operating in parallel with and linked to the old site, which will be replaced in full during 2014–15. Although there is an initial indication that session times may be increasing through the new website, results on its effectiveness will not be available until 2014–15.</p> <p>While overall usage was steady, visits to the online collections rose from 76,254 in 2012–13 to 96,656 in 2013–14, an increase of 27%.</p>



Key performance indicator: increased level of regard for AIATSIS across all stakeholder groups

Measure	Results
Social media activity	Total social media following at 30 June 2014 was 23,239 across Facebook and Twitter platforms. This represents 905% growth in social media following from 30 June 2013.
Access to AIATSIS collections	<p>746 individual researchers accessed the collections in person (not comparable to 2012–13).</p> <p>Collections visitor feedback average rating of 4.7/5.</p> <p>3980 reference enquiries (up 4%) and 365 access unit requests (down 19%).</p> <p>100% of reference enquiries answered within service standard of 25 working days.</p> <p>Native title access transactions: 1687 (up 7%).</p> <p>Records accessible on Mura® (the AIATSIS Collection online catalogue): 111,568 (up 1.63%).</p> <p>Hits on Mura®: 70,535 (up 72%).</p> <p>Mura® downtime: 2.68% (down 11%).</p>
Value of materials returned to Indigenous communities	In 2013–14, 3559 items valued at \$80,351 were copied and returned to Aboriginal and Torres Strait Islander clients. This is an increase of 60% over the value of material returned in 2012–13 (\$50,278).*
Visits to AIATSIS	<p>40 VIP and general interest groups toured AIATSIS.</p> <p>472 people visited AIATSIS collections.</p>
Engagements with education sectors	<p>Consultation on Australian Languages Framework undertaken and draft framework finalised.</p> <p>Three sets of curriculum-linked teachers' notes were developed and made available free online.</p>
Presentations and publications by staff	<p>51 publications, up from 45 in 2012–13.</p> <p>29 of these were peer-reviewed (up from 15 in 2012–13).</p> <p>107 presentations at conferences and seminars (up from 74 in 2012–13).</p>

* 'Value' represents fees (at market rates) that are collected or waived. It is not an indicator of the cost to AIATSIS of maintaining, copying and dispatching material, nor of the historical or cultural value of the material to Australia or Indigenous communities.

Revitalising our communications, media and online capability

The AIATSIS communications, media and web team was bolstered with new staff and internal transfers in November 2013 in preparation for anniversary year activities and to ensure that AIATSIS was able to capitalise on communications technology. This expanded team strengthened our capability to communicate and engage with new and existing stakeholders through traditional and digital media. It also enabled AIATSIS to review and refresh its online presence and establish new workflows to streamline and quality assure online publishing.

Website and online refresh

The revitalisation of AIATSIS' online presence began with an online survey in February 2014, where we gathered information on user demographics and goals. A proof-of-concept website was launched in March to promote and celebrate AIATSIS' 50th anniversary using a new content management system.

Below: A snapshot of the 50th anniversary website.

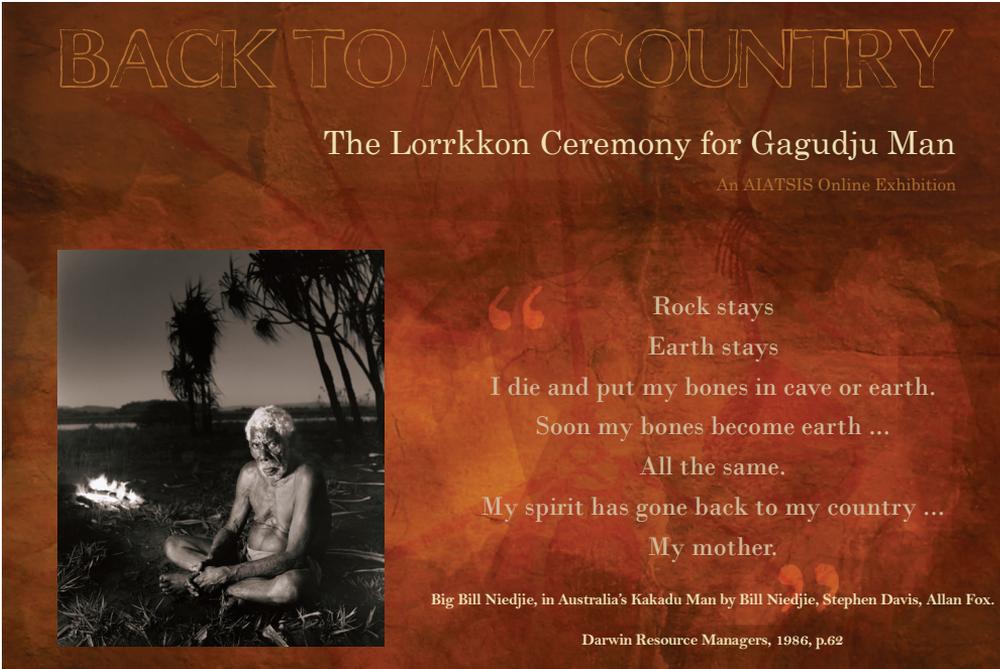
In April, online traffic to the main AIATSIS website (www.aiatsis.gov.au) was redirected to the anniversary website (50years.aiatsis.gov.au) to promote the anniversary content. By the end of 2013–14, work had started to transfer the main website to the new platform. The new website showcases AIATSIS' 50-year journey using striking imagery, rich textures and plentiful audio and video content.

It has been optimised to help create online communities through a range of platforms (e.g. mobiles and tablets) and social media options such as Twitter, Facebook, Vimeo and YouTube. A new email subscription service was implemented in April for users to receive monthly email updates from AIATSIS. By June 2014, more than 1500 users had subscribed.

Website usage has held steady despite some disruption caused by the introduction of the new site (April 2014). There is a small suggestion in monthly figures since April that session duration may be increasing. Better data will be available in 2014–15.

Opposite: Title page from the 'Back to my Country: The Lorrkkon Ceremony for Gagudju Man' online exhibition, created to complement the ceremony performed as part of the 50th anniversary launch.





BACK TO MY COUNTRY

The Lorrkkon Ceremony for Gagudju Man

An AIATSIS Online Exhibition

“
Rock stays
Earth stays
I die and put my bones in cave or earth.
Soon my bones become earth ...
All the same.
My spirit has gone back to my country ...
My mother.”

Big Bill Niedjie, in *Australia's Kakadu Man* by Bill Niedjie, Stephen Davis, Allan Fox.
Darwin Resource Managers, 1986, p.62

Online storybank

The online storybank was designed and created to connect with and engage people across Australia in AIATSIS' 50-year journey. It contains stories about achievements, milestones and future aspirations in text, photos, blogs and video. The stories are about the people involved in AIATSIS' journey and the important contribution it makes to Aboriginal and Torres Strait Islander social and economic wellbeing and our nation's identity.

Online exhibitions

Online exhibitions are another way that people across Australia and the world can enjoy AIATSIS' collections. Three new exhibitions were launched in 2013–14.

'Back to my country – the Lorrkkon Ceremony for Gagudju Man' complemented the ceremony held in Canberra as part of the 50th anniversary launch event (see the 50th anniversary section in Goal 5 of this report). The exhibition honours the life and work of Big Bill Neidjie for his people, his country and all Australians.

'Yirrkala Bark Petitions 1963–2013', launched in July 2013, supported the National Aboriginal and Islander Day Observance Committee (NAIDOC) theme for the year. It features a description of the origins of the Yirrkala Bark Petitions, high-quality image reproductions of the barks themselves, transcripts of the text and a digitised copy of *Reward and punishment in Arnhem Land 1962–1963*, by Edgar Wells, the



Above: AM Fernando's notebooks were donated to the Institute by Fiona Paisley.

Superintendent of the Yirrkala Mission from 1962 to 1963. The text explains the context of the bark petitions and reproduces many of the letters written by Yolngu men and women protesting the excision of their land.

'A.M. Fernando Notebooks: London 1929–1930' was developed around the subject of a newly released Aboriginal Studies Press book by Fiona Paisley, *The lone protestor: AM Fernando in Australia and Europe*. Anthony Martin Fernando, an Aboriginal man living in the East End of London at that time, documented in his notebooks his experiences on the streets of London as a toy trader and the treatment he received as a 'blackman'. He also reflected on the treatment of Aboriginal people in Australia. This exhibition was launched in January 2014 and features digitised copies of his notebooks, complete transcripts, a timeline, original illustrations and pictorial images of London at the time he lived there.

Right: AIATSIS Facebook and Twitter pages are being used to expand engagement with the community.

Social media engagement

AIATSIS is progressively using social media to engage with broad and specialised communities of interest. In 2013–14, our Facebook page and Twitter account aimed to expand our engagement using the 50th anniversary activities as a focus. Total social media following across AIATSIS platforms increased 900% over 2013–14.

Social media was used to enhance the National Indigenous Studies and National Native Title conferences. For example, the hashtag #NTC14 was linked to a Tweetwall projected onto a physical wall at the native title conference. The Tweetwall featured real-time mentions of the hashtag #NTC14 and a 'leader board' that showed the most retweeted and replied to Twitter users, fostering good-humoured competition. This proved highly successful in engaging delegates. In four days of activity #NTC14 was mentioned more than 1100 times in conversations on Twitter, Facebook and other social media channels, reaching a global audience in the thousands.

The AIATSIS Collection also engages with its clients through Facebook and Twitter. The AIATSIS Library Facebook page was



launched in November 2012. By 30 June 2013 the page had 6000 likes and this has grown through 2013–14 to 17,940 likes. More than 189,000 unique users have engaged with the page and total reach extends to more than 3.88 million people.

The AIATSIS Library Facebook page showcases collection items and each month reflects a different theme for posts, such as Indigenous authors, community heroes, country, musicians or sportspeople. It provides a channel for reference questions to be submitted and to publicise and link to resources such as the Mura® collections catalogue, the Aboriginal Biographical Index and online collections.

Applications to deliver the Mura® catalogue through Facebook and mobile phone have been implemented, increasing the number of platforms through which clients can access the AIATSIS Collection. The mobile phone app is available free on iTunes and an Android version is coming soon.

Media promotion

Media interest in AIATSIS remained high throughout the year as a result of successfully translating events such as the 50th anniversary launch and Lorrkkon ceremony into steady coverage. The anniversary events provided an opportunity to form new relationships and strengthen old ones with key media outlets.

During 2013–14, more than 49 media releases and alerts were distributed to promote the 50th anniversary, public program, conferences and events, achievements and other activities, which translated into more than 130 AIATSIS-related stories across all media platforms. This provides a benchmark for future monitoring.

Below: Media representatives capture the handover of priceless footage of Big Bill Neidjie's final funerary rite.
Photo credit – Andrew Babington



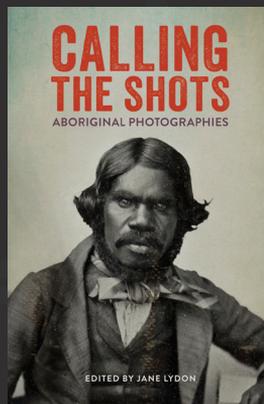
Calling the shots causes a stir

The publication of Professor Jane Lydon's much-anticipated book *Calling the shots* has caused great interest among academics and Aboriginal communities. As Lydon noted: 'I think photographs have not always been recognised to be a heritage resource.'

The book's focus on the interactions between photographer and Indigenous people and the living meanings that photos have today allows readers to explore new ways of valuing photographs held within families and in institutional archives.

A seminar at the Australian National University in April 2014 brought together contributors Karen Hughes, Shauna Bostock-Smith, Lawrence Bamblett and Jane Lydon with interlocutors Melinda Hinkson, Martin Jolley and participating chair Helen Ennis. An anticipatory buzz in a room full of academics, curators, practitioners and students was rewarded by an enlightening discussion and question-and-answer session.

Each contributor provided insights into their particular research, but the central message was how such images represent a rich cultural heritage for descendants who can use them to explore Aboriginal history, to identify relatives, and to reclaim culture.



Shauna Bostock-Smith talked about taking three elders to see an exhibition of John William Lindt photographs in Grafton.

'So I piled these three elders into the car and we did a Thelma and Louise trip down to Grafton and it was hilarious. They talked all the way – so listening to their stories was really important and I wrote the essay about how significant it was to these elders to go back and connect to country because they had been displaced from it through no fault of their own.'

Expectations of ongoing interest and sales are strong with the book having been reprinted within a month of first publication.

Publications

AIATSIS' publishing arm, Aboriginal Studies Press (ASP), expanded its online commercial presence by developing the sales function of the AIATSIS online shop. Further work will be done on search engine optimisation to boost qualified traffic, but the transfer to an online system has been relatively smooth, with some orders already received from overseas.

ASP titles are also available overseas through distributors in the United Kingdom (for UK/Europe sales) and United States (North American sales). Its books are available through Amazon and its ebooks through a range of distributors and resellers as well as AIATSIS' A-shop online. ASP made a rights sale of *Protests, land rights and riots* (Morris) to an American publisher for US and UK territories and signed a contract with

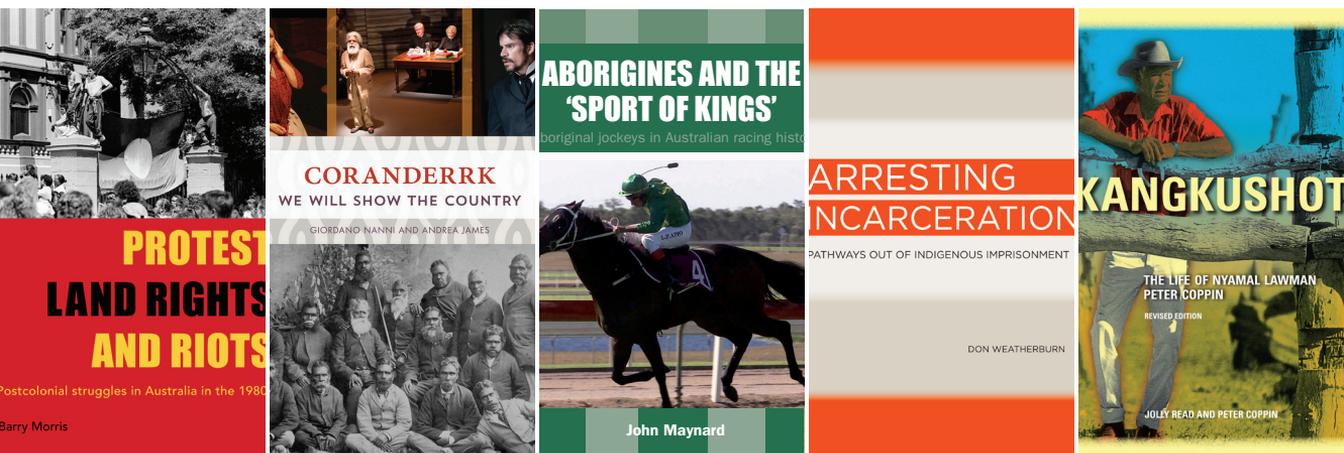
an Ecuadorian publisher for the Spanish-language rights for *Disciplining the savages* (Nakata).

AIATSIS Research Publications is an imprint of ASP. It publishes scholarly, peer-reviewed research on a range of topics derived from the AIATSIS research program, as well as exploratory works and ideas in the field of Indigenous studies.

Books

In 2013–14 ASP published six new book titles in print, with the majority also published in three ebook formats. They were *Protests, land rights and riots* (Morris); *Coranderrk* (Nanni/James); *Aborigines and the 'sport of kings'* (Maynard); *Arresting incarceration* (Weatherburn); *Calling the shots* (Lydon, ed.); and *Kangkushot* (Read and Coppin). Two titles were revised editions.

Opposite and below: Aboriginal Studies Press titles for 2013–14.



Two titles were by non-Indigenous authors, one was by an Indigenous author and three were collaborations between Indigenous and non-Indigenous authors. AIATSIS continued to encourage and support Aboriginal and Torres Strait Islander authors towards publication during the year.

The merit of the ASP publishing list can be measured by the shortlisting of *Our stories are our survival* (Bamblett) in the Queensland Literary Awards (previously highly commended in the 2011 Stanner Award).

Australian Aboriginal Studies journal

Two issues were published on schedule in December 2013 and June 2014 respectively.

Australian Aboriginal Studies (AAS) 2013, No. 2, was a collection of peer-reviewed research papers authored and co-authored by early career Indigenous academics under the Indigenous Research Higher Degree Student Initiative, an initiative of the University of Sydney. This issue was designed to showcase, develop and support Indigenous research expertise.

AAS 2014, No. 1, was a non-thematic issue reflecting the broad multidisciplinary nature of Indigenous studies in Australia. It covered topics such as language rights, history, community-based research, a subtheme on social problems in central Australia, and an article by Dr Ruth Fink Latukefu on her recollections of Brewarrina Aboriginal Mission when she conducted fieldwork there 60 years ago. Dr Latukefu's material is held in the AIATSIS Collection.

Edited volumes

AIATSIS Research Publications published two edited volumes in 2013–14, both available free online: *Living with native title: the experiences of registered native title corporations* and *Exploring urban identities and histories*. See Appendix C for more details. Both were the result of projects over several years.

Research discussion papers

Three research discussion papers were published in 2013–14.

No. 33: *We have the song, so we have the land: song and ceremony as proof of ownership in Aboriginal and Torres Strait Islander land claims*, by Grace Koch (July 2013).

No. 34: *Gardens of discontent: health and horticulture in remote Aboriginal Australia*, by Ernest Hunter, Leigh-ann Onnis and John Pritchard (February 2014).

No. 35: *What's needed to prove native title? Finding flexibility within the law on connection*, by Nick Duff (June 2014).

Presentations and publications by AIATSIS staff

AIATSIS staff delivered 50 publications during the year, of which 29 were peer-reviewed, and made 107 presentations at conferences and seminars. This reflects an increase in the number of presentations and publications from 2012–13 and an increase in the proportion of publications that were peer reviewed. A full listing of staff presentations and publications is presented at Appendix C.

Native title information services

AITASIS's Native Title Research Unit (NTRU) produces a range of information products for the native title community in hard copy, email and online format to suit diverse audiences, including communities, practitioners, organisations and governments. In 2013-14 the NTRU produced:

- three issues of the *Native Title Newsletter*, two issues of *Native Title in the News* and two *What's New* updates
- 66 case summaries and extended case notes about judgments relating to native title law
- legal resources including centralised summaries of Indigenous land use agreements, native title determinations, native title bodies (registered native title bodies corporate and prescribed bodies corporate) and a legal precedents database
- updates to the *Native title information handbook*, a guide on the policy and legal environments relevant to native title in each state and territory, for three jurisdictions.

Below left: Participants of the Emerging Issues in Land and Sea Management Workshop at the National Native Title Conference.

Below right: The Chair of the Department of the Environment's Indigenous Advisory Committee, Melissa George, presents at the Emerging Issues in Land and Sea Management Workshop at the National Native Title Conference.

Photo credits: Brigitte Russell



Public program of events

The 2013–14 public events program was diverse, providing opportunities to strengthen AIATSIS' community and stakeholder engagement. It included:

- NAIDOC on the Peninsula, the biggest NAIDOC event in the Australian Capital Territory, which kickstarted NAIDOC celebrations and activities across Canberra
- a membership drive at the University of Western Australia
- a Canberra 100 forum, New Actions for Change by First Australians, which was part of Canberra's centenary celebrations in 2013
- the *Sea of Hands* installation to mark the anniversary of the National Apology
- the launch of the AIATSIS Reconciliation Action Plan, which achieved a rare 'Elevate' classification from Reconciliation Australia
- the launch of the AIATSIS 50th anniversary, which featured an ancient Lorrkkon ceremony
- National Indigenous Studies and National Native Title conferences
- photographic exhibitions in the AIATSIS foyer and at Australian Parliament House.

The public program was promoted widely, resulting in good attendance numbers including around 3000 people at the 50th anniversary launch event.



Seminars

AIATSIS presented the 'Culture in Crisis?' series of 12 seminars between August and November 2013 on the topic of protection and trade of Indigenous heritage in the 21st century. All seminars were well attended and live-streamed on the web.

Three occasional seminars were also delivered:

- Dr Beau Austin from Charles Darwin University spoke on 'Integrating Measures of Indigenous Land Management Effectiveness', in May 2014
- Professor Richard Mackay, AM, spoke on 'Could Do It Better: An Indigenous Heritage Report Card', in March 2014
- Dr Lorienne Roy, Professor, School of Information, University of Texas at Austin, spoke on 'Love and Forgiveness, and Other New Initiatives' in August 2013.

The seminar page on the AIATSIS website received 7291 page views over the past year, nearly 26% more than in the previous year.

Opposite top: Indigenous dancers entertained the crowd at NAIDOC on the Peninsula 2013.
Photo credit – Andrew Babington

Opposite middle: Over 100 guests attended an AIATSIS membership reception at the University of Western Australia in July 2013. *Photo credit – John Roe*

Opposite bottom: Students from Weetangera Primary School lent a hand installing the Sea of Hands in commemoration of the National Apology.
Photo credit – Andrew Babington

Right: The Swiss Ambassador to Australia, Mr Marcel Stutz, found a Swiss link at the Institute – a Nagra SN tape machine, considered top of the line and much sought after by audio archivists/technicians around the world. *Photo credit – Andrew Turner*

Visitors to AIATSIS

During 2013–14 AIATSIS hosted about 40 tours and information sessions for groups and prominent individuals. A particular highlight was a visit from the Governor-General, His Excellency General the Honourable Sir Peter Cosgrove, and Lady Cosgrove in April 2014. Actor Jack Thompson toured AIATSIS when he visited to participate in the 50th anniversary launch event. Other notable visitors in 2013–14 included:

- an international delegation from Vietnam
- diplomatic representatives from Taiwan and Switzerland
- Mr Warren Mundine, Chair of the Prime Minister's Indigenous Advisory Committee
- Indigenous groups including the Torres Strait Young Leaders Program and the Northern Mallee Leaders Group
- staff of government agencies, including the Indigenous staff network from Indigenous Business Australia and the Department of Employment 2014 graduate cohort.



Access to our collection

The AIATSIS Collection holds more than six million feet of film, 650,000 photographs, 130,000 items of print research and rare books, 12,800 manuscripts, 40,000 hours of recorded sound, 4000 video titles and 1000 works of art and material culture.

AIATSIS completed a comprehensive review of its access and use policy during 2013–14 and all media are now covered by a single policy, designed to manage legal and cultural rights over material while maximising accessibility.

AIATSIS offers access and information services to clients from its Canberra offices and to remote clients via content on the AIATSIS website, including the Mura® catalogue, online exhibitions, fact sheets and bibliographies. Telephone, mail, fax and email are also used.

A specialist research service is also offered to assist with access to the collection related to native title matters.

The new Access and Client Services Unit processed a high level of requests for information: 1135 reference enquiries (a substantial increase over last year) and 664 requests for audiovisual material. A total of 472 people in 45 groups visited the collection in person during 2013–14 and more than 700 individual researchers accessed the collections.

The collections area of the AIATSIS website was redeveloped to increase its coverage and usability. A project to help people explore the AIATSIS Collection online was started.

Community access visits and the Return of Materials to Indigenous Communities program

Access to the AIATSIS Collection for Indigenous clients is enhanced through the Return of Materials to Indigenous Communities (ROMTIC) program. ROMTIC provides for up to 20 items per client per year to be returned free of charge. During 2013–14, 3559 items valued at \$80,351 were copied and returned to Aboriginal and Torres Strait Islander clients.

Historically, the return of materials to Indigenous communities has been assisted through access visits by AIATSIS, which produce the highest number of requests. AIATSIS was unable to undertake community access visits during 2013–14 because of financial constraints, and is seeking sponsorship funding to assist with this into the future. The increase in material provided in 2013–14 compared with 2012–13 is because access visits to Leeton and the Torres Strait took place in March and April 2013 and many of the requests were completed after 30 June 2013.

Below: Staff member Heath Garrett looks on while staff from the Northern Land Council search for material in our collection. *Photo credit – Lisa Marcussen*



Education – school curriculum

During 2013–14 work continued on the Australian Curriculum: Languages – Framework for Aboriginal Languages and Torres Strait Islander Languages for the Australian Curriculum Assessment and Reporting Authority (ACARA).

After drafting the framework in 2012–13, AIATSIS participated alongside ACARA in 20 public consultation meetings held between May and July 2013 with Indigenous communities, peak bodies in language and education and other stakeholders. Stakeholders expressed appreciation of the recognition and respect now being accorded to the teaching of Australian languages through the development of this framework and curriculum.

The framework was then reviewed and revised by the AIATSIS writing team and the final report has been provided to ACARA.

AIATSIS is also advising ACARA on the development of the Australian Curriculum – Health and Physical Education.

In 2013–14, AIATSIS completed its contribution to the latest BlackWords project, 'Aboriginal Literatures, Stories and Languages'. BlackWords is a digital literacy resource freely available to all Australian schools. Its education 'trails' are designed to aid the use of BlackWords in schools as a formal teaching aid to support integration of Indigenous literature and perspectives across the humanities and social sciences curriculum.

Aboriginal Studies Press commissioned an educational writer to create themed sets of teachers' notes on life stories, music of the Torres Strait and Indigenous Australians in sport. These were scaffolded to the Australian Curriculum and then made available as a free resource from the AIATSIS website. They were promoted widely, including through the Australian Teachers' Federation conference.

Geographic naming

AIATSIS contributes to the awareness and understanding of Aboriginal and Torres Strait Islander culture and history through involvement in geographic place naming. Naming of places with Aboriginal or dual names acknowledges Aboriginal presence and brings Aboriginal languages into the everyday awareness of the Australian community. AIATSIS is represented on the Geographical Names Board NSW, the Australian National Placenames Survey and the Technical and Scientific Subcommittee of the NSW and ACT State Committee of the Australian National Placenames Survey.