



Museum Advisory Committee Meeting

1 June 2022

Commencing at 4.00pm

AGENDA

The next Museum Advisory Committee Meeting will be held at the Shire of Toodyay Council Chambers, 15 Fiennes Street, Toodyay WA 6566 on the abovementioned date and time.

Members are requested to familiarise themselves with the Agenda and prepare notes to help address key issues for the debate during the Meeting.

Members are requested to email questions via email at ceo@toodyay.wa.gov.au at the earliest opportunity so that Officers can respond to those questions prior to the Meeting.

A handwritten signature in black ink, appearing to read 'Suzie Haslehurst', is written over a light blue wavy graphic element.

Suzie Haslehurst

CHIEF EXECUTIVE OFFICER



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ATTACHMENTS can be found in the Attachments Paper on the Council website alongside this agenda.

1 DECLARATION OF OPENING

1.1 ANNOUNCEMENT OF VISITORS

1.2 RECORD OF ATTENDANCE AND APOLOGIES

1.3 DISCLOSURE OF INTEREST

2 MINUTES AND ADDITIONAL INFORMATION

2.1 CONFIRMATION OF MINUTES

Minutes of Meeting held on 2 March 2022

OFFICER'S RECOMMENDATION

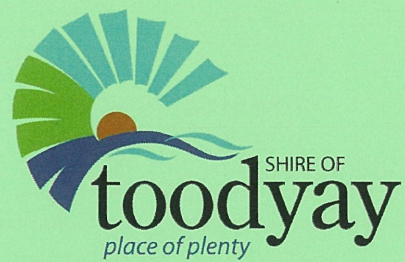
That the Unconfirmed Minutes of the Museum Advisory Committee Meeting held on 2 March 2022 be confirmed.

2.2 REVIEW OF STATUS REPORT

2.2.1 Review of Status Report

Attachments: 1. 2 March 2022 MAC Minutes [↓](#)

The Minutes of the MAC Meeting from 2 March 2022 are attached to allow the meeting to consider the review of the Status Report



Museum Advisory Committee Meeting

2 March 2022

Minutes

To: Museum Advisory Committee Meeting Members and Councillors.

Here within are the Meeting Minutes of the Museum Advisory Committee Meeting, held on the above-mentioned date in the Shire of Toodyay Council Chambers, 15 Fiennes Street, Toodyay WA 6566.

A handwritten signature in black ink, appearing to read 'Suzie Haslehurst', is positioned above the printed name.

Suzie Haslehurst
CHIEF EXECUTIVE OFFICER

Preface

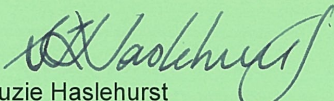
When the Chief Executive Officer approves these Minutes for distribution they are in essence "Unconfirmed" until the next Committee Meeting, where the Minutes will be confirmed subject to any amendments made by the Committee.

The "Confirmed" Minutes are then signed off by the Presiding Person.

Attachments that formed part of the Agenda, in addition to those tabled at the Meeting are incorporated into separate attachments to these Minutes.

Unconfirmed Minutes

These minutes were approved for distribution on 4 March 2022.



Suzie Haslehurst
CHIEF EXECUTIVE OFFICER

Confirmed Minutes

These minutes were confirmed at a meeting held on 1 June 2022.

Signed:

Note: The Presiding Member at the meeting at which the minutes were confirmed is the person who signs above.

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MUSEUM ADVISORY COMMITTEE MEETING MINUTES

2 MARCH 2022

1 DECLARATION OF OPENING

Cr P Hart, Chairperson, declared the meeting open at 4.02pm.

1.1 ANNOUNCEMENT OF VISITORS

Nil.

1.2 RECORD OF ATTENDANCE AND APOLOGIES

Members

Cr P Hart	Councillor
E Frayne	Community Representative
J Edgecombe	Community Member
B Keen	Community Representative

Staff

M Ross	Economic Development Coordinator
M Eberle	Museum Curator/ Cultural Heritage Office
Ms T Bateman	Manager Corporate and Community Services
Mrs M Rebane	Executive Assistant

Visitors

Nil

Apologies

Nil

1.3 DISCLOSURE OF INTEREST

The Chairperson advised that no disclosures of interest in the form of a written notice had been received prior to the commencement of the meeting.

2 MINUTES AND ADDITIONAL INFORMATION

2.1 CONFIRMATION OF MINUTES

Minutes of Meeting held on 25 November 2021

OFFICER'S MAC001/03/22	RECOMMENDATION/MAC	RESOLUTION	NO.
MOVED	E Frayne	That the Unconfirmed Minutes of the Museum Advisory Committee Meeting held on 25 November 2021 be confirmed.	
			MOTION CARRIED 4/0

MUSEUM ADVISORY COMMITTEE MEETING MINUTES**2 MARCH 2022****2.2 REVIEW OF STATUS REPORT****2.2.1 Review of Museum Advisory Committee Status Report**

Attachments: 1. MAC Status Report [↓](#)

This report was reviewed.

2.2.1.1 RELEASE OF PHOTOGRAPHS TO THE RAILWAY PRESERVATION SOCIETY

Odd request and we are happy to share with them the photographs but they want for us to give them permission to share our images and we are not comfortable with that. The Advisory Committee may recommend that they do not agree with the request made by the Railway Preservation Society.


We require more information from them to know why they want the photographs, what they intend on using them for and why they need high resolution and open ended permission to use the photographs.

They want to be the one source of everything to do with railways which is why they are gathering images from everywhere.

Record required from the RPS so that we know what agreements can be made in respect of any verbal request.

MUSEUM ADVISORY COMMITTEE MEETING MINUTES

2 MARCH 2022

<p>MAC STATUS REPORT</p> <p>Museum Advisory Committee</p>		<p><i>Supporting Officer</i></p> <p><i>Manager Corporate & Community Services</i></p>				
Meeting Date	Purpose	Recommendation and/ or Resolution	Target date for completion	Actioned by	Completion Date	Meeting Commentary
17/12/2020	7.1 Officer's Report - Current activities – Shire Museum and its collections	The Museum Advisory Committee recommends to Council the following: That Council consider options in their 2021/2022 Annual Budget deliberations to increase appropriate storage areas for Museum artefacts; in particular, large objects.	ASAP	MCCS	Completed	Proposed Budget compiled proposing new storage shed, behind the Shearing Shed or in another location. This will be put into the deliberations for the Annual Budget yet to be decided upon. MCCS stated it will be in the project brief.
25/11/2021	Sharing of photographs from the Museum Collections to other bodies for use	Identify potential copyright issues with respect to releasing and appropriateness of sharing the photograph collections	ASAP	M Eberle	Completed	This is only up until 1950's photographs are free from copyright unless they have been specifically copyrighted. This was the professional advice from colleagues. It is unchanged and this can be removed from the status report. Margie to do a report for the next meeting. Railway Preservation Society: Odd request and we are happy to share with them the photographs but they want for us to give them permission to share our images and we are not comfortable with that. The Advisory Committee may recommend that they do not agree with the request made by the Railway Preservation Society.


MUSEUM ADVISORY COMMITTEE MEETING MINUTES

2 MARCH 2022

<p>MAC STATUS REPORT</p> <p>Museum Advisory Committee</p>		<p><i>Supporting Officer</i></p> <p>Manager Corporate & Community Services</p>				
Meeting Date	Purpose	Recommendation and/ or Resolution	Target date for completion	Actioned by	Completion Date	Meeting Commentary
25/11/2021	Museum Facebook	Get some statistics for the next meeting to see how it compares to every other Facebook page the Shire runs	ASAP	M Eberle	t.b.a.	Most viewers registered. Margie to follow up prior to the next meeting. Place the Shire Facebooks analysis on all the Facebooks – the statistics readily available onto the website.
25/11/2021	Virtual portrait gallery of Toodyay Museum Volunteers over the years	Use of the history of the museum booklet with some pictures – instead of feeding the volunteers, grant funding can be utilised through creation of a virtual gallery	ASAP	M Eberle	t.b.a.	Cannot recall the discussion. This can be deferred. There is an intention to a product of a visual gallery undefined as yet. Not a top priority at this point in time but will be a project for the future.
25/11/2021	5.1 Museum promotion	Council to be made aware of the benefit to the Shire that publicity is getting. Worthwhile putting a report to Council advising them of the exposure. Partnership with Wikimania Australia and the other projects can be highlighted to Council with respect to connections and networks gained. Possible funding opportunities to be looked at.	ASAP	M Eberle	t.b.a.	Not formal action but discussed. The regular report to Council generally discusses these kinds of things in any case and can be included in the report for the Council and the MAC. Informing Council.

MUSEUM ADVISORY COMMITTEE MEETING MINUTES

2 MARCH 2022

<p>MAC STATUS REPORT Museum Advisory Committee</p>			<p><i>Supporting Officer</i> Manager Corporate & Community Services</p>			
Meeting Date	Purpose	Recommendation and/ or Resolution	Target date for completion	Actioned by	Completion Date	Meeting Commentary
25/11/2021	Current Activities – Shire Museum and its Collections	The Museum Advisory Committee recommends to Council the following: That Council receives the Museum update report on Current Activities – Shire Museum and its Collections.	ASAP	M Eberle	t.b.a.	This is due for a report to the March Meeting with the current activities report from the meeting being held on 2 March 2022.

MUSEUM ADVISORY COMMITTEE MEETING MINUTES

2 MARCH 2022

2.3 INWARD/OUTWARD CORRESPONDENCE

Nil.

3 BUSINESS LEFT OVER FROM PREVIOUS MEETING (IF ADJOURNED)

Nil.

MUSEUM ADVISORY COMMITTEE MEETING MINUTES

2 MARCH 2022

4 OFFICER REPORTS

3.1 Museum Advisory Committee update

Date of Report:	21 February 2022
File Reference:	COC4
Author:	M Eberle – Museum Curator and Cultural Heritage Officer
Responsible Officer:	T Bateman – Manager Corporate and Community Services
Attachments:	1. Drawings & Maps related to proposed SGR by B. Keens ↓

PURPOSE

To provide information on current activities involving the Shire museums and its collections.

BACKGROUND

This update follows on from a verbal report presented at the Museum Advisory Committee meeting in November 2021.

COMMENTS AND DETAILS

This report is on current activities – no further actions are recommended.

Collections

- Transcriptions
 - New Norcia Police Occurrence Book 1878 – checking of first draft (120 pages) has been completed by volunteer at home. A copy has been forwarded to the New Norcia Archives where the original ledger originated and is currently being held. A digital copy remains in our possession for future research enquiries.
 - Toodyay Police Station Occurrence book 1860-1861 – initial draft of transcription is continuing; completed up to June 1860 which is about one quarter of the way through.
- High resolution photography of museum artefacts is continuing with one volunteer.
- High resolution photography of large maps & plans, and framed photographs & portraits has also been undertaken by a contractor with specialised equipment over 4 visits. Some of the plans were encapsulated for preservation in clear plastic sheets called Mylar which was highly reflective and difficult to photograph. The plans include the museum's comprehensive collection of railway maps pertaining to the building of the standard gauge railway (SGR) through the Avon Valley.
- Museum volunteer Barry Keens has updated and added information about the railway maps to the museum database as a consequence of having them photographed. His report about the SGR map collection, comparing two groups of maps from different eras, is presented as an attachment to the February 2022 MAC report as an example of the research potential these digitised maps now hold.

MUSEUM ADVISORY COMMITTEE MEETING MINUTES

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- Museum volunteer Beth Frayne continues to work on the 150th anniversary of local government “Digital Portrait Gallery” project at the museum workshop. The gallery is proposed to be launched on the Shire’s website during 2022.
- Data about the museum collection continues to be uploaded to the online platform Collections WA.
 - 1,329 records now shared
 - 22 sub-collections in total have now been created in an effort to make the records more easily searchable. In addition to the 8 sub-collections mentioned in the November 21 MAC report, the following categories have also been added – Community events & Celebrations, Books – Personal use, Retail / Wholesale, Industry, Military medals & badges, Community Organisations, Buildings, Domestic equipment, Maps & Plans, Sport, Archaeology, Tools, Jewelry, Agriculture, and Toys.
 - A new feature on the platform called Slide Show is being tested. It allows organisations to present records in a manner suited for signage in exhibition galleries. We have created two separate slide shows from our uploaded records. These are titled “Costume, costume accessories & textiles” and “Historic photograph collection: Toodyay Families”. The latter comprises 74 photographs showing Toodyay community members engaged in various activities over the years. The “Toodyay Families” slide show can be viewed in the temporary exhibition room at the Newcastle Gaol.

On site Newcastle Gaol precinct

- Over the last few months three long term volunteers have moved on, and we have welcomed two new front of house volunteers.
- A budget proposal has been developed for the construction of an additional museum storage facility.
- Two benches that had been in the gaol courtyard for many years were rendered unsafe due to wear and tear and were re-purposed as display supports in the Machinery Shed.
- Two stands were custom made to support the weight of the thresher on display in the Machinery Shed.
- An interesting donation to the collection in December was an Australian coin bracelet, dating from the 1940s and found in the Morangup area during the preceding winter.

Connor’s Mill

- A school holiday treasure hunt is being developed for the April school holidays based on the agricultural displays in place at this venue. Titled “Fun Facts for You to Find in Connor’s Mill”, it will be a multiple-choice quiz.

Promotion

- The Toodyay Herald continues to publish photographs from the Shire Collection on page 4.
- The Toodyay Museums Facebook group continues to promote the activities of the museum to those who have joined.

Public programs / public engagement

MUSEUM ADVISORY COMMITTEE MEETING MINUTES**2 MARCH 2022**

- The Newcastle Gaol Museum was pleased to support the RSL's Alma Beard memorial launch by providing a metal information panel about Alma Beard to be scanned and replicated for the memorial. The metal panel was being displayed as part of the Toodyay Families exhibition but prior to that had been stored in the workshop for a number of years. It was discovered there was a mistake on the panel (Alma Beard's birth date) which the RSL had rectified before returning the panel to the museum.
- The Shire of Toodyay and the Noongar Kaartdijin Aboriginal Corporation are collaborating on a new project, identified from one of the actions in our Reconciliation Action Plan launched in 2021. This was to increase the amount of information about the Aboriginal experience before and after European settlement in the Toodyay area. Much of this information will be presented at the Newcastle Gaol precinct, both in the gaol and in the shearing shed. The Lotterywest grant for funding was presented at the Wicklow Shearing Shed on the 17 December 2021, and it is proposed the project will be completed by Reconciliation Week in May / June 2022.

OFFICER'S RECOMMENDATION/MAC RESOLUTION NO. MAC002/03/22**MOVED** E Frayne

That the Museum Advisory Committee recommends to Council the following:

That Council receives the Museum update report on Current Activities – Shire Museum and its Collections.

MOTION CARRIED 4/0

Drawings and Maps related to the Proposed Standard Gauge Railway within the boundaries of the Shire of Toodyay.

Stage 1.

In January 2016 a collection of copies of Drawings prepared by West Australian Government Railways (WAGR) was donated to the Museum by Tom Hogarth who had rescued these from being disposed of at Rail Heritage.

These drawings were prepared in 1946 after a full survey of the proposed route through the Avon Valley for a standard gauge railway was undertaken and then possible track alignments were marked.

There was not enough funding or revenue in 1946 and the project was shelved until iron ore was found at Koolyanobbing and there was also the need to have a continuous Standard Gauge Railway across Australia.

However when funding was made available through Federal and State Governments work started in November 1962 with a dual gauge line through the Avon Valley to Avon Yard at Northam and trains on this section ran from 1966. Extensions continued to 1969 through to Kalgoorlie to meet up with the existing Standard Gauge Intercontinental line.

The line follows very much the design from 1946 which we have been able to ascertain by travel on and around the line.

There is considerable detail in these drawings including such things as the Avon River with flood levels and crossings, land contours and detail of geographical formations.



Stage 2

No action had been taken with these drawings at the Museum due to lack of resources until a volunteer was able to study and document these drawings so that they could be added to the Museum Collection.

The 30 drawings we have kept are all related to the Toodyay Shire with parts of both Swan and Northam Shires.

Considerable research continues to be carried out to locate properties near the railway and where streams cross through culverts on their way to the Avon River.

MUSEUM ADVISORY COMMITTEE MEETING MINUTES

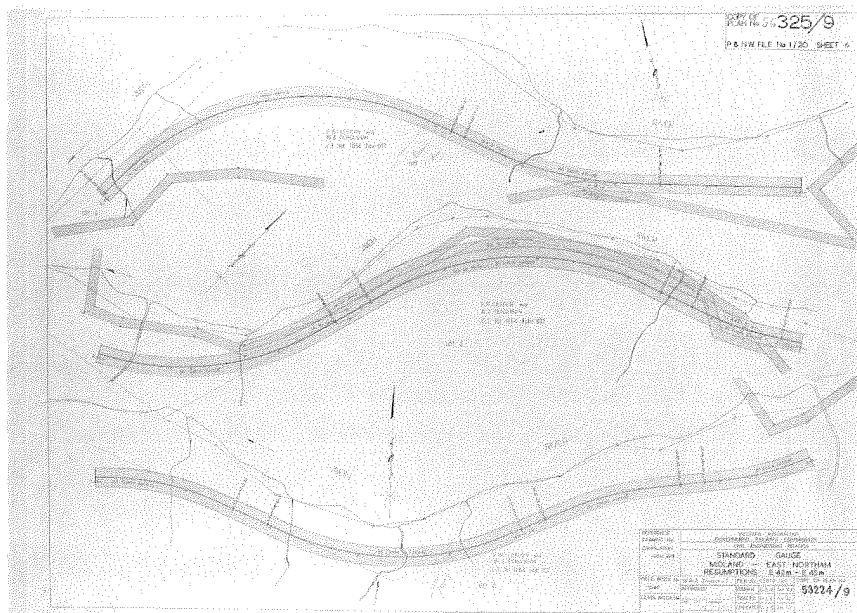
2 MARCH 2022

Each drawing has been photographed in individual sections and then "stitched" to make a composite drawing. Museum database number is 2018-10 with 30 individual records.

Whilst sorting through storage at the Museum Workshop 18 drawings dated 1962 were located showing the actual track alignment and land that was to be resumed. These plans have details of various property owners, proposed road realignments and land to be resumed.

Much detail has been shown of streams entering the Avon River and some research has been carried out to locate these streams and culverts. There is further research to be done on these drawings.

Each drawing has been photographed and can be found in the Museum Database under 2021-120 with 18 individual photographs.



Two additional drawings were found, which had been copied from 2 of these drawings, and were used in the field and are covered with notes and details relating specifically to Toodyay Town sites areas from West Toodyay Yards to Northam Road under Museum Reference 2021-117a, b.

MUSEUM ADVISORY COMMITTEE MEETING MINUTES

2 MARCH 2022

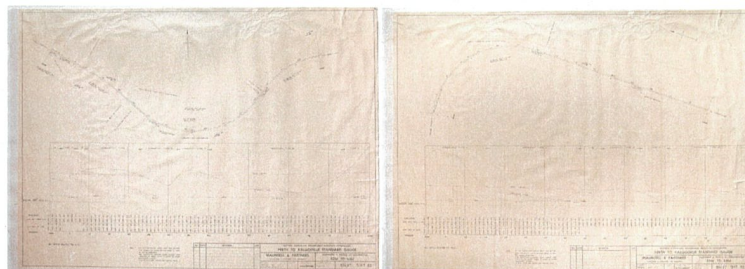
Stage 3.

Continued searching located some other drawings related to the 1962 works including 2 (Museum Reference 2022-6) drawings showing road deviation and property resumptions in Toodyay Townsite with various notes.



Two other drawings are of technical interest as they show the alignment and profiles over a distance from 62 to 64 miles. (99.78 -103Km) as constructed. Museum Reference 2022-7a,b.

A further two drawings, which are again of a technical nature, show construction details of a section from 47 to 49 miles, (75.64 – 78.86 Km), with road deviations, culverts and contours. Museum reference 2022-8a,b



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Stage 4.

An example of one of the many culverts on the line. The number refers to the distance in Kilometres from East Perth.



Further research is being carried out and details being compiled from photographs already in the Museum Collection relating to the SGR construction and also being taken at the present time.

Information from drawings will be collated, when time permits, to produce a fuller story of this project.

Note.

Attached are two tables prepared from the information taken from the 1946 and 1962 Drawings cross referencing locations.

B.Keens

1/2/2022.

MUSEUM ADVISORY COMMITTEE MEETING MINUTES

2 MARCH 2022

Fremantle - Kalgoorlie Standard Gauge Railway Survey 1946 Contour survey maps of South bank of River Avon Amended December 2021.
within the Boundaries of The Shire of Toodyay.

A	B	C	D	E	F	G	H	I
Map Ref	CCE left	Map Ref	CCE right	Distance from start	Km. conversion	Museum R	Comments	1962 Plan eqv. Km
1	SG110/1R	36089	36046	19m.11c - 21.17	30.8 -- 34.14	2018-10-a	Outside Shire	44.56 - 46.22
2	SG110/3R	36089	36046	19m.11c - 21.17	30.8 -- 34.14	b		44.56 - 46.22
3	SG112/1R	36028	35990	22m.33c - 23m.60c	36.69 -- 38.22	c		50.45 - 51.98
4	SG112/3R	36028	35990	22m.33c - 23m.60c	36.69 -- 38.22	d		50.45 - 51.98
5	SG114/3R	35990	35960	25m.55c - 27m.65	41.34 -- 44.76	e		55.01 - 58.52
6	SG115/1R	35776	35776	27m.65c - 29m.15c	44.76 -- 46.97	f		58.52 - 60.73
7	SG116/C	35776	35839	29m.15c - 30m.64c	46.97 -- 49.57	z		60.73 - 63.57
8	SG116/2R	35776	35839	29m.15c - 30m.64c	46.97 -- 49.57	g		60.73 - 63.57
9	SG116/4R	35776	35839	29m.15c - 30m.64c	46.97 -- 49.57	h		60.73 - 63.57
10	SG117/2R	35840	35840	30.64 - 32m.37c	49.47 -- 52.24	u		63.57 - 66.00
11	SG117/3R	35840	35840	30m.64c - 32m.37c	49.47 -- 52.24	i		63.57 - 66.00
12	SG117/2R/3R	35839	35931	30m.64c - 32m.37c	49.57 -- 52.24	l u		63.57 - 66.00
13	SG118/C	35840	35931	32m.37 - 34m.10c	52.24 -- 54.96	aa		66.00 - 68.72
14	SG118/3R	35840	35931	32m.37 - 34m.10c	52.24 -- 54.96	bb	Mortgup Creek	66.00 - 68.72
15	SG119/C(X2)	35931	35932	34m.10c - 36m.12c	54.96 -- 58.18	kk	Mortgup Creek	68.72 - 71.94
16	SG119/3 4R	35931	35932	34m.10c - 36m.12c	54.96 -- 58.18	mm		68.72 - 71.94
17	SG119/3 3R	35932/3 (1)	35932/3 (2)	34m.10c - 36m.12c	54.96 -- 58.18	nn		68.72 - 71.94
18	SG119/3 4R	35932/3 (3)	35932/3 (2)	34m.10c - 36m.12c	54.96 -- 58.18	oo		68.72 - 71.94
19	SG120/2R	35998	35999	36m.12c - 37m.75c	58.18 -- 61.05	o		71.94 - 74.81
20	SG122/2R	36165	36212	40m.57c - 42m.56c	65.52 -- 68.72	p		79.28 - 82.48
21	SG125/1R	36252	36289	44m.68c - 46m.50c	72.18 -- 74.82	q	Avon Terrace	82.48 - 85.21
22	SG126/1R	36252	36289	44m.68c - 46m.50c	72.18 -- 74.82	r		85.94 - 88.58
23	SG127/1R	36289	36327	48m.05c - 49m.35c	77.25 -- 79.13	s	Toodyay Townsite	88.58 - 91.01
24	SG127/2R	36289	36327	48m.05c - 49m.35c	77.25 -- 79.13	t		91.01 - 92.89
25	SG128/1R	36298	36327	49m.35c - 50m.68c	79.13 -- 80.60	u	Toodyay Townsite	91.01 - 92.89
26	SG128/2R	36327	36329	50m.68c - 51m.68c	80.60 -- 82.21	v		92.89 - 94.39
27	SG130/1R	36344	36378	51m.68c - 53m.46c	82.21 -- 86.22	w	Tunnel, Abbatior	94.39 - 95.97
28	SG131/2R	36344	36378	53m.46c - 55m.11c	86.22 -- 88.74	x	End of Shire	95.97 - 99.98
29	SG135/2R	36412	36412	59m.33c - 60m.75c	95.04 - 97.44	yy		99.98 - 102.5
30								109.04 - 111.48

MUSEUM ADVISORY COMMITTEE MEETING MINUTES

2 MARCH 2022

Standard Gauge Railway Resumption Maps 1962.

A	B	C	D	E	F	G	H
map ref	sheet	Distance, Miles	Distance, Kms	Notes	OGM Ref.	1946 map Ref	Comments
1	53224/9	29-32	46.7 - 51.5	Out of area	2021-120 a	2018-10 b/c	
2	"	32 - 35	51.5 - 56.3		b	d/e	
3	"	35 - 38	56.3 - 61.2	Red Swamp Creek BM2151	c	e/f	
4	"	38 - 41	61.2 - 66.0	BM2164	d	l/u	
5	"	41 - 42	66.0 - 67.6	BM2164 BM2154	e	aa	
6	"	42 - 45	67.6 - 72.4	Roads	f	aa,k	
7	"	45 - 47	72.4 - 73.6	Sinclair, Markey, Leeson, Ferguson	g	o	Cobbler Pool
8	"	47 - 49	73.6 - 78.8	Road Diversion, Markey River X	h		
9	"	49 - 52	83.7 - 86.9	Avon Loc 3	i	p,q	
10	52985/8	52 - 54	83.7 - 86.9	West Toodyay	j	q	
11	"	54 - 57	86.9 - 91.7	W Toodyay yard and Harper Rd	k	r,s	See also 2021-117a
12	"	57 - 59	91.7 - 94.95	Toodyay Town Harper st 92,484	l	t,u,v	See also 2021-117b
13	"	59 - 61	94.95 - 98.2	Industrial Extracts	m	v,w,x	
14	"	61-63	98.2 - 101.4	Windmill Hill	n	x,y	
15	"	63 - 66	101.4 - 106.2	101.927 Kondinee Ck, Katrine Rd	o		Shire Border 102.873
16	"	66 - 68	106.2 - 109.4	Out of Shire	p		Mistake Creek 107.256
17	"	68 - 70	109.4 - 112.65	R/R X to Avon Yard	q		Trinks Bridge 110.927
18							
19							
20							
21	52985/8	54 - 57	86.9 - 91.7	As map k but with many notations	2021-117a	r,s	
22	52985/8	57 - 59	91.7 - 94.95	As map l but with many notations	2021-117b	t,u,v	
23							
24							
25							
26							
27							
28							
29							
30							
31							
32							end

MUSEUM ADVISORY COMMITTEE MEETING MINUTES

2 MARCH 2022

5 OTHER BUSINESS / NEW BUSINESS OF AN URGENT NATURE

5.1 B FRAYNE - UPDATE ON TOODYAY HISTORICAL SOCIETY

Request was made directly to the Toodyay Historical Society in regard to feedback from them about promotion of the Museum. Information sent out to all THS members.

6 CONFIRMATION OF NEXT MEETING

The next meeting of the Museum Advisory Committee is scheduled to be held on 1 June 2022 commencing at 4.00pm.

7 CLOSURE OF MEETING

The Chairperson closed the meeting at 4.53pm.

2.3 INWARD/OUTWARD CORRESPONDENCE

Nil.

3 BUSINESS LEFT OVER FROM PREVIOUS MEETING (IF ADJOURNED)

Nil.

4 OFFICER REPORTS**4.1 Museum Advisory Committee update**

Date of Report:	18 May 2022
File Reference:	COC4
Author:	M Eberle – Museum Curator and Cultural Heritage Officer
Responsible Officer:	T Bateman – Manager Corporate and Community Services
Attachments:	<ol style="list-style-type: none"> 1. Copyright considerations in the museum environment ↓ 2. Promotion of the Shire's museums ↓

PURPOSE

To provide information on current activities involving the Shire Museum and its collections.

BACKGROUND

This update follows on from a verbal report presented at the Museum Advisory Committee meeting in March 2021.

COMMENTS AND DETAILS

This report is on current activities – no further actions are recommended.

Collections

- Transcriptions
 - Toodyay Police Station Occurrence book 1860-1861 – initial draft of transcription is continuing with the help of volunteers, completed up to July 1860.
- High resolution photography of museum artefacts continues.
- New uploads continue regarding details of the museum collection to the online platform, Collections WA. Next month will mark two years since the Shire of Toodyay has been a part of this project.
 - 1,445 records now shared
 - Google Street View images added to collection records, as a new feature, to compare current views of locations with historic images. With the creation of the buildings sub-collection, it was easy to add street views as a media item. As a result of our quick uptake with this feature, Collections WA are now highlighting our Buildings sub-collection on their landing page.

Copyright in the context of museum collection management

- A separate report (attached) titled “Copyright considerations within the museum environment” details current Shire practices.

On site Newcastle Gaol precinct

- Two new bench seats have been installed behind the gaol and beside the machinery shed. These were funded by the sale of recycled shingles – a project managed by museum volunteers.
- An older bench located in the front of the gaol is being repaired and re-stained by a volunteer. The cost of the stain is being met by museum volunteer fundraising.
- Recent donations offered to the museum collection include a group of items from Peter Smith with associations to John Alexander Smith, Alfred Charles Smith & the Ewels family. A second group of items have come from Joan Fleay with associations to the Whitfield & McDermott families.
- Progress on some museum projects has been affected due to COVID-19 due to measures being undertaken to protect staff, volunteers and the community from the spread of COVID-19.
- Two new storage shelving units have been installed in the museum workshop. These were also paid for by museum volunteers from shingle fundraising and will be used to store and re-organise reference books and research material.

Promotion

- Articles about the museum, activities and heritage subjects included in the Shire page published in the Toodyay Herald on a regular basis.
- The Toodyay Herald continues to publish photographs from the Shire Collection on page 4
- The Toodyay Museums Facebook group continues to promote the activities of the museum to those who have joined.
- On Saturday, 14 May 2022, the Channel 9 travel program “Getaway” filmed at the Newcastle Gaol and will broadcast around the end of June 2022.
- A separate report (attached) titled “Promotion of the Shire’s Museums.”

Public programs / public engagement

- April school holiday activities were available at both the Mill and the Gaol. Materials purchased for the activities were paid for by museum volunteer fundraising
 - “Fun facts for you to find in Connor’s Mill” treasure hunt activity – answers about subjects covered in the displays were found on specially made boards. Around 25 families participated. This activity will be planned again for the July school holidays.
 - Around 40 “grass tree” kits were handed out to children at the Gaol. Kits included a small cup containing potting mix, a packet of wheat seeds and instructions.
- Moondyne Festival 1 May – The horse-drawn cart rides to the Gaol and working horse display set up in the Year of Youth Park, as organised by the Moondyne Committee, brought good visitation to the museum site again this year.

Displays

- Over the past few months there has been extensive collaboration with Helen Shanks and the Noongar Kaartdijin Aboriginal Corporation (NKAC) on the “Gnulla Karnany Waangkiny (Our Truth Telling)” project. Preparation for the installation of new

information boards at the Gaol and the Wicklow Shearing Shed is well underway. Some existing information boards at the gaol and Connor's Mill will now also be updated to include Whadjuk and Yued peoples, as well as Ballardong. An updated completion date is estimated to be at the end of July or early August 2022.

- Digital exhibitions – two new digital exhibitions have recently been completed based on the research undertaken and material prepared for temporary exhibitions held in the past at the Newcastle Gaol. They are titled “Undercover at Toodyay” about the undergarments held in the museum collection and “Toodyay Convict Hiring Depot” about convict era Toodyay. They will join the three existing digital exhibitions at <https://www.toodyay.wa.gov.au/community-visitors/museums/digital-museum-exhibitions>
- The successful use of the slide show titled “Historic photographic collection: Toodyay Families” showing in the Newcastle Gaol has been impacted by the apparent intermittent/weak wi-fi signal in the temporary exhibition room. This slide show links to the Collections WA website. Officers will investigate this issue with the assistance of contractors.

OFFICER'S RECOMMENDATION 1

That the Museum Advisory Committee recommends to Council the following:

That Council receives the Museum update report on Current Activities – Shire Museum and its Collections.

Copyright considerations within the museum environment

(Attachment to Museum Advisory Committee Meeting report May 2022)

Margie Eberle, Museum Curator / Cultural Heritage Officer, 17th May 2022

Copyright is a complex environment to navigate. Our main concerns at the present time relate to the sharing of historic photos in a museum/heritage space with a non-profit motive. In view of this, it would be unfortunate to become paralysed with fear and share nothing.

Generally speaking, 1955 would seem to be the accepted cut-off date for the lapsing of copyright, if the producer of historic photos is unknown. (See links to some documents below). This is also the advice I have received from Wikimedia Australia.

Other more recent photographs by an unknown photographer held in the museum collection (e.g. of the Moondyne Festival or the opening of a gravel pit or the unveiling of a refurbished bridge) have been passed on to the museum for preservation and sharing, and so the assumption has been made that in this case copyright has been assigned to the Shire of Toodyay which manages the museum.

In addition, in recent years the museum's digitisation project has resulted in another collection of high quality contemporary photographs having been created to document the museum collection. These are facilitating the sharing of the museum collections online. One of the photographers involved with this project has chosen to formally retain copyright but is allowing the free distribution of the images as long as the photographer is acknowledged. The licence being used is CC BY 4.0.

These are the documents I am using for guidelines:

This is a link to the training manual for the Collections WA project. Pages 36-39 refer to copyright

https://collectionswa.net.au/sites/default/files/2020-08/CWA_TrainingManual_Digital.pdf

The summary on page 36 notes:

Key points to remember about copyright are:

- Research the copyright status of collections before digitising them
- Understand any exemptions and the expiry dates of copyright material
- Ask for permission to publish images online from the copyright owner for any copyright material
- Understand that any other use of copyright material is conducted at the user's risk

I have also found the following factsheet useful. It was put out by the Australian Government, Department of Communications and the Arts in 2018.

<https://www.infrastructure.gov.au/sites/default/files/duration-provisions-table-may-2018.pdf>

It is set out in an easy-to-read table format with four headings: *Type of Material, *Factors affecting duration, *Copyright expired as of 1 Jan 2019 & *Otherwise, duration is

Another factsheet, which is also a good reference, has been produced by the Australian Copyright Council in December 2019 can be downloaded from the following link

<https://www.copyright.org.au/browse/book/ACC-An-Introduction-to-Copyright-in-Australia-INFO010>

Promotion of the Shire of Toodyay's Museums

(Attachment to Museum Advisory Committee Meeting report May 2022)

Margie Eberle, Museum Curator / Cultural Heritage Officer, 17th May 2022

Prior to the Shire of Toodyay Tourism Strategy 2018-2021 being created the role of promoting the Shire's heritage, including its museums, was not precisely allocated, and so was shared across the Community Development team.

Promotion of the museums to schools has been undertaken in recent years by letter drops produced by the museum curator; the last occurred in February 2020. This was immediately before the arrival of Covid-19 in the community.

The Toodyaypedia project, in conjunction with Wikimedia Australia, has been an ongoing partnership since 2013. Jointly with the Toodyay Historical Society, content has been created about buildings, people and places for sharing on the web. Most recently our two museums were a part of the 16th World Wikimedia conference (August 2021) held digitally for the first time. This partnership remains active.

One of the results of the tourism strategy in 2018 was the creation of a Tourism Officer. In 2020 this role was updated to that of Economic Development Officer. Promotion of the Shire's tourism assets, including its museums, fell within this position and has been formally managed by the EDC officer since then.

At the time of writing this report the EDC position is awaiting to be filled and so more detail of current promotion initiatives in place is not readily available. One means, however, has been through the establishment and maintenance of tourism networks including Destination Perth. The Toodyay tourism product is branded with the updated Visit Toodyay logo. This includes museum brochures used to hand out to visitors and for online information.

The museum curator has continued to take the opportunities available for sharing information about the museums online via the webpage managed by the Shire <https://www.toodyay.wa.gov.au/> and its subsidiary Visit Toodyay page <https://www.toodyay.wa.gov.au/visit-toodyay/>

Collections WA is a free platform that allows collecting organisations to publish their records online for the public to see. The Shire has been involved with this initiative for nearly two years and by doing so is increasing the museum collection's visibility, providing a valuable tool for research and also to encourage visitation in person.

Since 2010 another free tool Toodyay museums have used for promotion has been Facebook. Its role has been examined in more detail below.

Facebook

Recent history

In March 2018 a decision was made to reduce the number of Facebook pages the Shire of Toodyay managed. At the time there were five individual Facebook pages associated with the Shire. There was the Shire page, a Rangers page, a Library page, a Visitors Centre page and a Newcastle Gaol

Museum page. It was decided that there should only be one main Facebook Page, run under the Shire of Toodyay name, and the rest should operate as the Shire's Group pages.

At the time the Ranger Facebook page had the most followers, so in order to manage the change-over and keep as many people as possible engaged with the Shire the following actions were undertaken.

- The Shire of Toodyay page was closed.
- The Library, Visitors Centre and Newcastle Gaol pages gave notice they were closing. New Group pages for these entities were created.
- The name of the Rangers page was changed to the Shire of Toodyay and a new Rangers Group page was created.
- All of the followers for the Rangers, the Library, the Visitors Centre and the Museum were encouraged to "jump" across to the new group pages before the old Facebook pages were closed a month later. In order to do this they had to become "members" of their interest Group.
- Followers of the Rangers page, who didn't join the new Ranger Group page, found themselves unknowingly following the Shire of Toodyay page instead.
- All of the Groups were made public which meant their content was visible to anyone on the net
- All of the Groups had the name "Shire of Toodyay" included in the banner with a link to the Shire of Toodyay Facebook Page

Working in a different space

Apart from people who migrated from the old pages, all of these groups had to start again with engaging an audience and re-creating a following. Previously established links with organizations and individuals which resulted in their feed being shared with our pages and content from our pages being shared on theirs were lost.

The difference between a Facebook page and a Facebook group could be described as the Page being the front door of an organization and a Group being the back door. Generally a Page is more discoverable than a Group in an online search.

A Page is often used by an organization to produce their own content, promote products and services, and post updates. A Group will offer a space to connect with a like-minded audience, who will also be able to create and share new content. Generally a Group is more likely to encourage conversation among members. However, promoting an event or advertising in a Group will result in a much lower market exposure compared to promoting on a Page.

The new Shire of Toodyay Group about the museums was named Toodyay Museums (to include both the mill and the gaol) and was established in March 2018. The Newcastle Gaol Museum Facebook Page it replaced was archived in April 2018. When it closed it had 320 people following it and 270 people had logged a "check-in". A check-in is a status update by a visitor linked to a particular place and could be considered a form of endorsement. The check-in is shared with the visitor's own Facebook network resulting in an increased visibility of that place on Facebook.

When the Museum's Page became a Group it ceased primarily representing a physical place and became essentially a discussion forum where Toodyay's heritage (including physical objects, places,

people and memories) were valued and information about them were shared. People could no longer “check-in” but became “members” of the group instead, if they chose to do so. Members would receive content in their Facebook feed after joining but the opportunity to connect with people who were not committed to joining the group was reduced. A Page will have more success in connecting with a passive audience compared to a Group, as the majority of Facebook users would most probably be considered passive rather than active.

In December 2018 the Toodyay Visitors Centre created a new page, titled Visit Toodyay, to more effectively manage marketing and promotions. Presumably this decision was made as the change from Page status to Group status had resulted in a reduction of the Visitors Centre’s online visibility and its ability to network and engage with tourism sites and a tourism audience.

The Toodyay Visitors Centre Group continued to be maintained alongside the Visit Toodyay Page. It became a space for businesses and organisations to share information about their products and services. The Shire ceased using this site for promotion.

Comparative stats

On the 17th May 2022 the Shire of Toodyay Page had 2,617 followers.

Membership numbers on that day of the four Groups it managed was:

Toodyay Museums	565 members
Toodyay Rangers	414 members
Toodyay Visitors Centre	365 members
Toodyay Library	223 members

On this date the Visit Toodyay Page had 1,011 followers

A comparison was made between the four Groups on their level of engagement between January and March 2022.

Audience that engaged with the group over one month period 23 Feb – 22 Mar

Museum	72% female	28% male
Rangers	75% female	25% male
VC	83% female	17% male
Library	no stats	

Growth – previous 60 days from 21 March 22

Museum	112 posted & commented	7,647 viewed
Rangers	4 posted & commented (2 posts, each with 1 comment) 400 viewed	

VC	142 posted & commented	2,988 viewed
Library	20 posted & commented	562 viewed

Popular periods during 22 Jan – 21 March

	Most popular day – Thursday	Most popular time of the day – 5pm to 6pm
Museums		
Rangers	ditto - Wed & Thurs	ditto - no data
VC	ditto - Friday	ditto - after 8pm
Library	ditto - Saturday	ditto - before 10am

Different Stats are available for Pages compared to Groups which in some cases are more in depth and in other cases seem to describe different attributes. One stat that can compare directly is the type of audience that is engaging with each page.

Shire of Toodyay Facebook Page

Audience engagement 23 Feb – 22 Mar

69.9% female	30.1% male
Post Reach	5,205
Post engagement	2,977
Reactions	462
Comments	153

Visit Toodyay Facebook Page

Audience engagement 23 Feb – 22 Mar

I don't have Administrator Access to the Visit Toodyay Page and so was not able to access comparative stats on that page for this period.

The content on the Visit Toodyay page seems to be primarily aimed at promoting local businesses. During the period of 23 Feb – 22 Mar there were 25 posts about local businesses and the remaining 11 posts provided public information about vaccinations, local organisations, events, and Visitor Centre stock for sale. None of the posts promoted the Shire's museums.

(In fact upon reviewing all posts from February 2022 until 17th May, the only post that included a photograph of one of the museums -Connor's Mill- was in reference to Toodyay being one of the stops along the Pioneer Pathway driving trail.)

Conclusion

Based on the above stats, the Toodyay Museums Group is the most highly engaged of the four groups managed by the Shire. There were more than twice as many views of the posts on this group compared to the next highest which was the Visitors Centre group.

The content on the museums group is mainly generated by the Shire of Toodyay museum curator. While there are a few posts made by members, most members are engaging via comments to existing posts. This is in contrast to the Toodyay Visitors Centre group where none of the content is created by the Shire and all by members.

Comparing the reach of the Toodyay Museums Group to the two Pages run by the Shire indicates that these Pages probably have a wider reach and a more varied audience, and therefore provide better promotional opportunities than the museum Group. It might be appropriate now to have a chat with the Visitor Centre manager to see if the museums could be promoted more on the Visit Toodyay page and to the staff member managing Communications to see if the museums could be promoted more on the Shire of Toodyay page. This could be easily facilitated by sharing existing posts of interest from the group page or alternatively by creating new posts.

Attempting to compare the value of Pages to Groups might be like comparing the value of oranges to apples. The movement of the museums from a Facebook Page to a Group page probably reflects the duality of the value of museums in the community. A museum can have value as a tourism product to attract visitors to a community, but at the same time it can have value to residents as the holder of community memory, pride and identity while offering educational opportunities to both young and old.

I would suggest that moving the museum presence on Facebook into a group space has probably increased its value to the local community but may have made it more invisible to tourists.

5 OTHER BUSINESS / NEW BUSINESS OF AN URGENT NATURE

6 CONFIRMATION OF NEXT MEETING

The next meeting of the Museum Advisory Committee is scheduled to be held on 7 September 2022 commencing at 4.00pm.

7 CLOSURE OF MEETING

The Chairperson will close the meeting.