

SY103-08/18 – Evaluation Report – York’s Anzacs Stories Remembering Them Exhibition

FILE REFERENCE: CS.CEV.13
APPLICANT OR PROPONENT(S): Shire of York
AUTHORS NAME & POSITION: Carol Littlefair, Arts & Cultural Heritage Officer
RESPONSIBLE OFFICER: Paul Martin, Chief Executive Officer
PREVIOUSLY BEFORE COUNCIL: N/A
DISCLOSURE OF INTEREST: N/A
APPENDICES: A. Illustrations, Charts and Statistics

Nature of Council’s Role in the Matter:

- Executive

Purpose of the Report:

This report presents Council with the acquittal report for the 2018 York’s Anzacs: Stories Remembering Them exhibition and also requests Council considers the evaluation presented of the exhibition and recommendations for retention, disposal and loans of components.

Background:

The exhibition ‘York’s Anzacs: Stories Remembering Them’ ran from 24 April to 29 July 2018 in York Town Hall. It was the most comprehensive Anzac exhibition to be found State-wide outside the National Anzac Centre, Albany and Army Museum of WA, Fremantle.

Comments and details:

Exhibition components:

A true community exhibition, it revolved around 100 stories of York characters; their human stories woven into the context of the bigger picture of WW1 with a West Australian perspective. The exhibition also had a strong social history aspect, focussing on how WW1 affected life in York and the families that were left behind. Sections on WW1 poetry, the role of women, children, and the political/social effects of the war, Indigenous and Returned servicemen were included. Components included showcased historic object displays, dioramas, 35 interpretive panels, 100 silhouette art installation, sound effects, hands-on family activities, biography booklets and a theatre that showed photographs of Gallipoli never seen in public before.

Community Engagement

Many life size cardboard silhouettes were made over 23 CANWA community art workshops [painting/mixed media/photography] during 2016/17. A total of 147 adults and 304 children participated in these community workshops led by 4 professional artists. All but 16 adults/9 children were Shire of York Residents, the 16/9 visitors to the town. Also, approximately 240 YDHS children participated in artist-led NAIDOC week workshops. Several well-known local artists participated as individuals. Photographs of local places taken by photography workshop participants were also used wherever possible on the interpretive panels.

This was the first time for many years that free public art workshops of this nature had been run in York. The images taken by participants in the photography workshops were combined with historic images to make a series of ‘photo-collaged’ figures.

Prior to the exhibition, in 2017 the photo-collaged figures 'popped up' in shops and businesses around town, stimulating interest in the project and contributing to Anzac Day events in York in that year. This 'pre-showing', helped immensely to draw out information and photographs from local people about their Anzac ancestors.

Through staff and volunteer researchers, numerous contacts were made over the preceding 4 years with local families and descendants of York's Anzacs.

Volunteer input

Neville Browning OAM, the well-known military historian and author, was a volunteer consultant for military aspects of the exhibition. Approximately 20 volunteers [3 skilled/17 unskilled] gave thousands of hours of research, exhibit preparation, set-up and takedown, evaluation surveys and lunchtime roster duties to keep the exhibition open at weekend lunchtimes when the Visitor Centre is not staffed. One volunteer was available for group guided tours Friday-Monday inclusive. Officers also contributed many hours of volunteer preparation and research time.

Volunteers were formally thanked at the Launch and a Morning Tea in June.

For grant purposes, professional volunteer time is generally calculated at a minimum of \$80 per hour, skilled/trained volunteers at \$35 per hour and unskilled labour at \$25 per hour. The hours of volunteer labour are very conservative estimates over the period 2014-18.

Target markets:

The exhibition aimed to draw the community of York together and also to provide a high quality attraction for visitors over the traditionally quieter winter months.

That the aims succeeded was borne out by the visitor comments book. A few examples:

"What a beautiful way to remember those fallen soldiers. You can feel the community spirit that made this thought provoking exhibition possible."

"An exhibition of 'capital city' standards – top class - so well thought out."

"The most fabulous Anzac Exhibition I have ever seen."

External target markets were primarily:

- Family audiences especially Perth families who come to York for a 'day trip'
- The 25-40yo age bracket that come to York attracted by the atmosphere of the town but not necessarily interested in history; they expect a high quality experience
- Older demographic who are generally interested in history 40+ year olds [includes special interest groups, genealogical/historical/ military societies etc
- Grey nomads / international travellers wanting to experience 'the real Australia'
- Schools – the exhibition was designed to optimise opportunities to fulfil the WA History Curriculum, especially suitable for the Investigating WW1 Depth Study for Year 9 but can be used by all years.

Indicators from social media reviews and analysis of the comments book indicate that there was good reach to all the above markets apart from schools. The exhibition was

well used by the local York and Northam schools but take-up was poor by schools otherwise.

Discussion with local teachers suggested that schools did not have early enough notice of the exhibition and its content [details were sent the preceding term] in order to plan ahead for excursions to fit the curriculum for Year 9s as even one year ahead is often required for excursions at that Year level, who generally have fewer excursions than primary school year levels.

Publicity methods:

Paid print advertising:

The exhibition was advertised in the Anzac Day Liftout in the West Australian and one advertisement was placed in the April issue of York Community Matters.

Social media:

Social media advertising and posts [average once per week] were undertaken both on the Shire's general Facebook page and a new special 'event' Facebook page for the exhibition created in April 2018.

The event Facebook page reached 31.6 thousand people and was liked 439 times. This compares well with the general Shire Facebook page that has been in operation for 8 months and has 492 Likes [reach unknown].

24% of those who liked or interacted with the event page were women and 73% of the total people lived in the Perth Metro area.

The event itself has been shared on a number of history pages and special interest groups in WA however many special-interest groups are 'closed' [members-only] groups so it is not possible to see comments posted, although anecdotal evidence from personal contacts indicates only favourable comments.

More frequent posting occurred towards the end of the 3 month period and appeared to generate more interest, which would suggest for future events it would be good to increase coverage to at least 1 post per day for the lead-up and entire length of the event.

Examples of Facebook posts are included in Appendix A.

- Free Media coverage and unpaid advertising:
- Direct email information packs were sent to all schools and seniors groups within 100k radius of York, also RSL WA, Guides and Scouts WA.
- Coverage on May front page of the local monthly newspaper, the York Community Matters.
- Good publicity as part of the National Trust – organised Heritage Festival of Western Australia which runs from mid-April to mid-May each year, being both in a printed booklet and on their website.
- Listed in the Museums Australia e-newsletter several times.
- Reviewed by the Royal Historical Society of Western Australia, in the June issue of the 'HistWest' magazine.
- Listed on the Tourism WA Events website Experience Perth.
- A reporter from ABC Midwest attended the Launch and wrote a feature article about the exhibition which can be seen on:
<http://www.abc.net.au/news/2018-04-26/old-cigarette-tin-holds-national-treasure/9696420>

- The Avon Gazette ran a large feature article with a front page 'taster' and colour photographs about Indigenous servicemen in relation to NAIDOC week 2018.

Evaluation:

The following methods were used to evaluate the effectiveness of the exhibition:

Direct conversation with visitors by staff and volunteers:

The strongest trend emerging was the general preconception of poor standards in the country. Many times, visitors expressed their astonishment at the exceptionally high quality of the exhibition and the fact that they 'weren't expecting' something of such high standards 'out here'. Social media reviews went some way to dispelling this but actively marketing to combat this perception of regional areas is a factor that needs to be considered in future events. Hopefully the exhibition will have assisted in developing public perception of York as a place of high quality experiences.

Volunteers also reported recurring very positive comments about the community effort involved and surprise at the large scale of the exhibition. They reported that the most popular exhibits appeared to be the theatrette film show/McCarthy VC/Returned Soldiers showcase/Western front diorama with sound effects/and for children/families, the 'build your own dugout' with 'feel the weight of rifle' hands-on activity.

Visitor comments book analysis:

Adjectives and feelings expressed within the comments were grouped by type to understand the affective response of visitors. Most frequent were adjectives that emphasised the overall quality and positive impression of the exhibition. The thanks, expressions of tributes to Anzacs and comments that expressed how emotionally moving visitors found the exhibition are indicators of the successful transmission of messages inherent in the exhibition. York as a Town/Shire was praised in a general sense of appreciating its heritage as well as for holding/organising the exhibition. Also featuring strongly was an appreciation of the community effort. There were very few negative/critical comments and most of these related to low lighting [necessary for conservation reasons] and label lettering size [16 point was the minimum used].

Observation and tracking surveys:

The purpose of tracking surveys is to find out what exhibits within an exhibition are attracting or holding the visitor's attention and whether visitors are following the designer's intended route. Selected persons are discreetly observed and their route through the exhibition marked on a layout plan. Where, and the time they stop to pay attention to an exhibit is noted. For the purpose of this survey 67 'stopping points' or individual exhibits were possible, including showcases, interpretive panels, dioramas, rest/hands-on activity area, theatrette. As there were so many silhouettes these were not included.

14 detailed tracking surveys were undertaken, so the results are a 'snapshot' of visitor behaviour, however random observation tended to back up these findings.

Visitors moved around the exhibition by walking clockwise around the wall-placed exhibits, with occasional forays into the centre of the room. The average time spent was 27 minutes and the average number of stopping points was 20.3. Paying attention [by reading /examining closely] to one-third of exhibits is the norm within any exhibition, which for this exhibition would be 22.3; however as aforementioned the 100 silhouettes were not included so 20.3 correlates well with the norm. The exhibit with most 'attracting power' was the large map, over half of visitors changed their pathway to

examine this. The exhibit with the most 'holding power' [ie held visitors' attention longest] was the Returned Soldiers showcase. This contained a somewhat macabre-looking artificial arm and hand and poignant literature and was placed towards the end of the exhibition. The diorama with the most holding power was that of the 'Desert Campaign'. Only three families with children were tracked; these used the hands-on/rest area for 7, 20 and 23 minutes respectively.

Post-It survey

Visitors were invited to comment about exhibits by sticking post-its to exhibit showcases and panels in order to gain feedback about individual exhibition components. Notices and volunteers encouraged 'tell us what you think'.

General comments correlated almost exactly with the finding of the comments book; praise and thanks for the exhibition/Lest we Forget tributes/remarks emphasising how moving or thought provoking proved most frequent.

The most comments about components were praise for the theatre film show and the Western Front diorama, mentioning the sound effects in both aspects. [The film show included haunting music and the Last Post played at exit]. These comments correlated with volunteers' observations.

Spinoffs from the project:

- *Positive PR and goodwill generated towards York in general.*

This is possibly the principal benefit of the exhibition although the most difficult to quantify.

Volunteers reported recurring very positive comments about the community effort involved and that visitors were strongly impressed by the high quality of the exhibition, many times in marked contrast to their expectations.

Analysis of the visitor comments book confirmed that, as is well known within exhibition studies in general, visitors who have a positive and memorable experience at an attraction are likely to generalise that experience to the whole town/area; the converse is equally true.

There were many comments praising York, the Shire for organising the exhibition, York's preservation and honouring of heritage and the heritage values of the Town Hall itself.

Examples:

"Beautiful town"

"Amazing and moving exhibition"

"A fitting tribute to bravery and selflessness, Well done York".

"This display is such a respectful memory of your town and the honour of those who fought. Excellent. So pleased to be able to visit. Thank you".

- *Significant donations of objects resulting from the exhibition.*

High standard exhibitions engender public confidence and trust in Local Government museums as repositories where treasured heirlooms are valued and cared for in perpetuity.

Already much material has added substantially to the Residency Museum's collection of local history information and images. 71 unique, nationally significant Gallipoli photographs taken by local Anzac Lionel Sargent were donated to the Museum by the Sargent family and recently a very significant donation of civic importance, the commemorative trowel presented to Mayor William Dinsdale on the laying of the Foundation Stone to the first Council Chambers [now Barclay Books]. This was an unprompted gift by Eastern States members of the Dinsdale family as a direct result of the featuring of Anzac Harold Dinsdale and the liaison with the family undertaken by the Curator.

The Curator is also currently in discussion with other potential donors.

- Research generating knowledge.

Extensive research resulted in a huge new body of knowledge about York's Anzac story. 646 servicemen with links to York, and one nurse, were identified, far in excess of those on the York War Memorials.

The National Archives of Australia expressed interest in having the 'York's Anzacs' Exhibition as a project partner including a web link to their 'Discovering Anzacs' website, a considerable acknowledgement of the research undertaken as there are only two other small-organisation project partners; most partners are far larger national/international organisations such as the Imperial War Museum. However, this is another huge undertaking in itself and current staffing levels do not allow for such a major follow-up project at the present time.

Immediate and local use of the information is however possible, such as the identifying of five names of WW1 servicemen for the purpose of road naming in the Talbot area, through the Shire's Honours Reference Committee.

- Other Community uses for images generated by the project resulted

Photographs taken by participants during the photography workshops were used on interpretive street wastebins for Avon Terrace and the York CBD.

Details from the silhouette artworks were used as light projections during the 'YorKids' weekend.

Both of these uses have contributed greatly towards community pride and sense of place.

Retention and disposal of exhibition components

- Loaned historic objects, showcases and diorama props have been returned to their owners.
- Existing Museum showcases have been returned to the Museum or storage at the Shire Depot.
- The \$10,000 high security state-of-the-art 'Remembering Them' showcase has been installed in the Residency Museum, as per the grant conditions.
- The 'Remembering Them' 5 freestanding panels [in theatrette] have been packed and stored for future re-use at old Infant Health Centre.
- The 35 interpretive panels have been packed and stored for future re-use old Infant Health Centre.
- The 5 large interpretive backdrops have been packed and stored at old Infant Health Centre.

- The 35 doors for panels are stored at the Shire Depot.
- All silhouettes are packed and stored at old Infant Health Centre.
- TV/sound effects packed and in storage.

Requests for loans of materials in the immediate/short term:

- A local business has requested 6 silhouettes [5 painted/1 photographic] for display during late October/early November to coincide with Remembrance Day
- York RSL has requested the set of 5 Remembering Them panels, 2 x interpretive panels plus doors and 4 x silhouettes[painted/photographic] for empty shop displays around their 100th commemorations in October/November, also to coincide with Remembrance Day
- TravelTree travel agents through Neville Browning OAM have requested the set of 5 Remembering Them panels and 3 photographic silhouettes for display on a cruise ship during January 2019 'Cruise of Remembrance Fremantle-Albany, MV Astor'
- The Army Museum of WA has requested photographic silhouettes for either loan, or donation if not wanted to be retained by the Shire of York.
- Preliminary discussion with the Curator of the Bilya Koort Boodja Centre in Northam has indicated that the Indigenous servicemen exhibition components could form a small temporary loan exhibition around Anzac/Remembrance Day highlighting the WW1 role of Ballardong Noongar men from York

In the longer term, very limited storage space constrains retention of material.

Recommendations for retention:

- Retain the set of 5 Remembering Them panels freestanding, content versatile [overviews of WW1 with 3 WW1 Poets] for re-use
- Retain the 35 interpretive panels with a set of 10-12 doors for re-use as small, foyer-size exhibitions. This will provide 3-5 years of small Anzac exhibitions in any venue as required; 5 years is likely to be the maximum physical lifespan of panels/photo silhouettes.
- Retain examples of photographic and photo-collaged silhouettes for re-use;
- Re-use the large map/knitting woman backdrops as showcase backdrops in the Residency Museum.
- Retain not more than 5 painted silhouettes as examples of local artist's work, with the artist's agreement.
- Retain and re-purpose the TV and sound effect equipment for interpretive purposes in the Residency Museum.

Recommendations for Disposal:

Officers propose that the remaining materials be gifted to organisations such as the Army Museum, the RSL and/or the Bilya Koort Boodja Centre in Northam. In addition, the painted silhouettes could be offered to the artists and loans could be arranged with

those who have expressed interest, increasing the life of the exhibition and the profile for the Shire.

Officers have sought advice from the Department of Local Government and as the exhibition materials are considered 'property' of the local government in accordance with the *Local Government Act 1995*, Section 3.58 *Disposing of Property* could apply. However, Regulation 30(3)(a) of the *Local Government (Functions and General) Regulations 1996* states:

A disposition of property other than land is an exempt disposition if —
(a) *its market value is less than \$20 000.*

As the value of the materials proposed to be disposed of does not exceed \$20,000, the above regulation applies.

Options:

Council could choose to dispose of the materials in accordance with the recommendations outlined above. However, in order to ensure an equitable disposal process, officers are recommending that expressions of interest are sought publicly and Council authorises the Chief Executive Officer to determine the terms of the disposal and/or loan of materials.

Alternatively, Council could choose not to dispose of any of the materials and place them in storage. However as outlined above, limited storage space means that the materials may not be adequately preserved.

Implications to consider:

- **Consultative**

Information about the exhibition and workshops was disseminated through the Shire and Visitor Centre websites and social media pages

- articles included in the local newspaper pre and post event
- active engagement with Early Years Hub, York District High School, York Child Care Centre, Balladong Lodge Seniors, Senses York [people with disabilities], York Men's Shed
- working collaboratively with York Community Resource Centre and the York Society to program art workshops
- working collaboratively with The York Festival to include art workshops in the Festival programme
- Officers attended specialist history group meetings such as WA Genealogical Society to liaise with researchers/descendants about the forthcoming project

Department of Local Government Sport and Cultural Industries.

- **Strategic**

The exhibition met identified actions in the Corporate Business Plan to;

- Fund from existing budgets, economic development including tourism, marketing, and events.
- Continually develop positive working partnerships between the Shire and the community built around particular projects
- Strengthen the capacity of the Shire administration to undertake and deliver projects, work collaboratively with the community, and understand and meet strategic issues and challenges.

The exhibition fulfilled the following Strategic Community Plan goals:

- **Social**
 - Strengthen community interactions and a sense of a united, cohesive and safe community.
 - Build and strengthen community, culture, vibrancy and energy and
 - Strengthen the Cultural and Historical Significance of York
- **Economic**
 - Value, protect and preserve our heritage and past.
Within the objective: Support York as a Regional Place to Visit
 - Build tourism capability through events, arts, history, walkways, and cultural experiences.

The exhibition proved successful in its aims to attract visitors to York over the traditionally quiet winter period, when a need for free family friendly activities has been identified.

300 attended a launch event on 24 April. Opened by Hon. Christian Porter, this showcased York, helped to build the Shire's relationship with the local MP and brought many bookings for accommodation in the town. 850 visitors saw the exhibition on 25 April.

May visitor numbers as manually recorded by the York Visitors Centre [situated in the Town Hall foyer] show an increase of 86% on May 2017 with a noticeable increase in visitation on Wednesdays, Thursdays and Fridays, as compared to 2017 [also manually recorded]. There were no other major events in York during May.

In June, an automated Visitor centre door counter was installed; this gave a marked difference [4546 or 194% increase on 2017] to the manual count [2134 or 38% increase on 2017] of visitor numbers. It is likely that a true number is similar to the May 86%/July 89% but the changeover in system has made this difficult to assess; an average of the two counts is 116%. During June, Tuesdays Thursdays and Saturdays showed a marked increase in visitor numbers compared to 2017, however other days had slightly lower numbers. The only major event was the 'Yorkids' family fun weekend on 2-3 June. School holidays took place in June.

July [automated count] figures showed an 89% total visitor increase compared to July 2017 [manual count]. There were no other major events in York during July. There was a very marked increase in visitor numbers on Saturdays, although other days had lower numbers than 2017.

- **Policy related**
Nil
- **Financial**
The Shire of York through its Residency Museum received an Anzac Local Centenary Grant of \$31,287 [ex gst] administered through the office of Christian Porter.

This was supplemented by a CANWA catalyst grant of \$13,074 for community arts workshops, and a Lotterywest Anzac grant of \$5425 for the audio-visual elements of the exhibition. Approximately \$16,000 of in kind support was given by the Remembering Them project [a collaboration between the WA Museum, Museums Australia WA, Lotterywest and the Royal Historical Society of WA]

which included a state-of-the-art high security showcase valued at \$10,000, research assistance and design and supply of 5 graphic panels. The Shire of York contribution was composed of \$3659.90 of purchased goods and services supplemented by \$9548 being extra hours of staff time for the Residency Museum Curator and technical assistance by the Buildings Maintenance Officer for exhibition prop construction, set-up and takedown. In kind support through use of York Town Hall is calculated at \$16,089 at standard fees and charges rates of \$173 per day. Small in kind sponsorships were given by a number of local organisations and businesses, showing the support by the local business community.

The Anzac Local Centenary Grant, CANWA and Remembering Them grants have all been acquitted. The Lotterywest grant forms part of the larger Anzac grant which will be acquitted on completion of conservation of the Town Hall Honour Board in November.

| Item | Anzac Local Centenary Grant | Community Arts Network Grant | Remembering Them Project | Lotterywest Grant | Shire of York | Volunteer Labour | Business Sponsorship | TOTAL |
|------------------------------------------------------------------------------------|-----------------------------|------------------------------|--------------------------|-------------------|---------------|------------------|----------------------|------------------|
| Exhibition logo and branding | 1,989 | | | | | | | 1,989 |
| Silhouettes - design, supply & freight | 17,376 | | | | | | | 17,376 |
| Artists Fees, travel/accom for community workshops | | 10,348 | | | | | | 10,348 |
| Venue Hire and Materials | | 2,287 | | | 16,239 | | 1,350 | 19,876 |
| Showcase | | | 10,000 | | | | | 10,000 |
| Panels and Banner | | | 5,500 | | | | | 5,500 |
| Image rights | 1,954 | | | | | | | 1,954 |
| Graphic Panels and backdrops | 4,225 | | | | | | | 4,225 |
| Hardware and fittings | 5,531 | | | | | | | 5,531 |
| Audiovisuals | | | | 5,425 | 1,291 | | | 6,716 |
| Promotion and Media | | | | | 3,874 | | | 3,874 |
| Staff Time - cleaning, curatorial, labour | | | | | 9,548 | | | 9,548 |
| Professional Research/curatorial services (2,000 hrs) | | | 500 | | | 160,000 | | 160,500 |
| Skilled Labour (3,000 hrs) - construction, research, object handling, guided tours | | | | | | 105,000 | | 105,000 |
| Unskilled Labour (1,000 hrs) - Set-up & pack down, transport, invigilation, launch | | | | | | 25,000 | | 25,000 |
| Miscellaneous | 213 | 439 | | | | | | 652 |
| TOTAL | 31,288 | 13,074 | 16,000 | 5,425 | 30,952 | 290,000 | 1,350 | \$388,089 |

Apart from the branding logo and an advertisement which was professionally designed, all graphic design work was undertaken in-house by the Arts & Cultural Heritage Officer, eliminating design fees normally associated with exhibition production, a saving at a conservative estimate of approximately \$18,500.

- **Legal and Statutory**

Local Government Act 1995

3.58. Disposing of property

(1) *In this section —*

dispose *includes to sell, lease, or otherwise dispose of, whether absolutely or not;*

property *includes the whole or any part of the interest of a local government in property, but does not include money.*

(2) *Except as stated in this section, a local government can only dispose of property to —*

(a) *the highest bidder at public auction; or*

(b) *the person who at public tender called by the local government makes what is, in the opinion of the local government, the most acceptable tender, whether or not it is the highest tender.*

(3) *A local government can dispose of property other than under subsection (2) if, before agreeing to dispose of the property —*

(a) *it gives local public notice of the proposed disposition —*

(i) *describing the property concerned; and*

(ii) *giving details of the proposed disposition; and*

(iii) *inviting submissions to be made to the local government before a date to be specified in the notice, being a date not less than 2 weeks after the notice is first given;*

and

(b) *it considers any submissions made to it before the date specified in the notice and, if its decision is made by the council or a committee, the decision and the reasons for it are recorded in the minutes of the meeting at which the decision was made.*

(4) *The details of a proposed disposition that are required by subsection (3)(a)(ii) include —*

(a) *the names of all other parties concerned; and*

(b) *the consideration to be received by the local government for the disposition; and*

(c) *the market value of the disposition —*

(i) *as ascertained by a valuation carried out not more than 6 months before the proposed disposition; or*

(ii) *as declared by a resolution of the local government on the basis of a valuation carried out more than 6 months before the proposed disposition that the local government*

believes to be a true indication of the value at the time of the proposed disposition.

- (5) *This section does not apply to —*
- (a) *a disposition of an interest in land under the Land Administration Act 1997 section 189 or 190; or*
 - (b) *a disposition of property in the course of carrying on a trading undertaking as defined in section 3.59; or*
 - (c) *anything that the local government provides to a particular person, for a fee or otherwise, in the performance of a function that it has under any written law; or*
 - (d) *any other disposition that is excluded by regulations from the application of this section.*

Local Government (Functions and General) Regulations 1996

30. Dispositions of property excluded from Act s. 3.58

- (3) *A disposition of property other than land is an exempt disposition if —*
- (a) *its market value is less than \$20 000.*

- **Risk related**

Officers have not identified any risks associated with presentation of this report for Council.

- **Workforce Implications**

Officers acknowledge that this was a very ambitious project not matched by [especially human] resources available. The success of obtaining an Anzac Local Centenary Grant in 2015 at a time of flux within the Shire consolidated plans for a major exhibition, yet shortly afterwards staff and management changes occurred and less time or human resources were available to undertake research and planning than was originally envisaged. Better project management processes were introduced with new Shire management in 2016 and some aspects of the original concept were cut and more volunteer assistance recruited.

The reality was that much of the work was eventually undertaken by volunteers and staff in unpaid volunteer time and limited staff time was available for other projects during 2017-18.

Set up time was exceptionally tight as the Town Hall was required for another major event during the planned set-up period.

Additional staff time for the assistance of Depot staff to transport museum showcases to and from storage etc had not been adequately costed in the grant application, necessitating drawing from the Museum budget for this aspect.

Lunchtime closure of the Visitor Centre [and therefore the Town Hall] proved impossible as visitors wouldn't leave at 12.30pm at weekends. Museum volunteers then worked in pairs [as necessary for OH&S] to invigilate the exhibition during weekend lunchtimes whilst the Visitor Centre was closed, to keep the Town Hall open.

Conducting a public process for expressions of interest relating to the loan or disposal of the materials resulting from the exhibition will have an impact on the workload of officers but is expected to be able to be done within current resources.

Voting Requirements:

Absolute Majority Required: Yes

OFFICER RECOMMENDATION:

“That Council:

- 1. Accepts the Evaluation Report on the ‘York’s Anzacs: Stories Remembering Them Exhibition.***
- 2. Agrees to retain certain materials resulting from the exhibition as recommended by Officers in this report.***
- 3. Agrees in principle, to loan requests such as those described in the report with the proviso that materials shall be adequately covered by loanees’ insurance during any such loan and that the Shire of York is credited when any material is displayed.***
- 4. Requests the Chief Executive Officer to undertake a public expression of interest process for the loan and/or disposal of materials resulting from the Exhibition.***
- 5. Delegates authority to the Chief Executive Officer to loan and/or dispose of materials following consideration of the expressions of interest received.”***