

*Picture Our Past: A Local History Library Journey to Self
Publishing*

Picture Our Past

Celebrating Joondalup's Past Together



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Abstract

The City of Joondalup, Local History Library works towards collecting, documenting preserving and storing historical information to maximise their distribution and accessibility to the community.

The idea of self-publishing a historical publication, designed and produced in-house originated in 2013 after the City completed a four-year award-winning heritage digitisation project.

This marked the birth of *Picture Our Past: Celebrating Joondalup's Past Together*, a 356-page pictorial publication, documenting the significant social history of the northern corridor of metropolitan Perth.

Picture Our Past: Celebrating Joondalup's Past Together was launched on 4 December 2014.

Introduction

Australians have a tendency to dismiss the recent past; being such a new nation, we seem to be in a rush to move on to the next big thing as if to make up for lost time. The big events stand out, but it's the small stories, the hardships and heartbreak, the moments of joy and individual pleasures, the imagination and achievements which all combine to make up the picture of who we are.

From a small isolated hamlet of the late 1800s to today's thriving Cities of Joondalup and Wanneroo, it has certainly been an exciting journey not only for the City of Joondalup but for the Perth Northern Corridor as a whole. While the City of Joondalup was officially established in 1998 after splitting from the City of Wanneroo, we still have a long and proud history.

Picture Our Past: Celebrating Joondalup's Past Together is a celebration of this journey from a once remote settlement to the modern Cities of Joondalup and Wanneroo in Western Australia. Much of this history is documented through black and white and colour images, oral history interviews, newspaper cuttings, ephemera and collectables from the City of Joondalup Local History collection.

This paper tells the story of a different journey, an ambitious one, for a Local History Library located in the northern suburbs of Perth. The journey to self-publication of its first local history book. A journey from project's inception and original concept through to the publication and launch of *Picture Our Past: Celebrating Joondalup's Past Together*.

This paper will describe the process undertaken, the achievements and lessons learnt in this publishing enterprise. Our purpose is to inspire and motivate other local history libraries and collecting institutions throughout Australia to take this rewarding journey to self-publishing.

Background

The City of Joondalup Local History Library's strategic vision is to maximise the distribution and accessibility of its resources. In 2008, the City of Joondalup Local History Library identified the need to link preservation and access to its historical materials in an online environment to allow the community to discover and share its heritage collection. The management of the City's digital assets was undertaken over four years through a multi-phased project.

The major outcome of this project was the digitisation and research of over 7.000 historical photographs which resulted in a digital pictorial catalogue known as

“Picture Joondalup”. The project exceeded initial expectations in terms of positive community response.

As a result, the City of Joondalup was a finalist in the 2011 WA Heritage Council Awards in the category of “Best Heritage Practices by a Local Government”.

The original concept for the publication of *Picture Our Past: Celebrating Joondalup’s Past Together* originated after the City of Joondalup, Local History Library completed the heritage digitisation project. During this project, the Local History Library team discovered many historical photographs, maps and a variety of archival and ephemera items. By 2013, the team realised that many of the historical records discovered through the digitisation project were unique, and more importantly unpublished. This was the beginning of *Picture Our Past: Celebrating Joondalup’s Past Together*, an 18-month journey to self-publishing.

The original project concept was to publish a book where the visual historical data was complemented with oral history quotes and in-depth historical accounts to further interpret and explain the significance of the history of the northern corridor in a local, state and national context. In terms of content, the book was envisaged to describe and document the social and economic history and development of the Joondalup/Wanneroo area from the late 1850s to present day.

The Project

Objectives

The objectives of the project were to explore the historical significance of the northern corridor of metropolitan Perth and to produce a pictorial book focusing on the area. Early pioneers, heritage places and events, shipwrecks, war times,

industries and work, church and weddings, migration and settlement, schooling and education, sports and outdoors and Local Government were the topics explored.

The publication intended to:

- Be the first hard copy publication to examine the photographic historical record of the region;
- Contribute to the understanding of the region's historical importance in relation to the development of Western Australia as a whole;
- Be a research tool and provide access to a wide range of photographs and historical content in one volume;
- Have broad community appeal and play a role in educating the wider community in the history of the region from earliest days until the present;
- Document the rich photographic history of the area and make it available to a wider audience;
- Recognise the important historical contribution of the region to Western Australia and use this to promote community identity.

Description

The publication uses the historical research already undertaken by the City of Joondalup, Local History Library in its previous project. The book showcases and collates a comprehensive pictorial selection from the City's archives combined with oral history quotes and ephemeral items. It places the area within a local, regional and state context.

Picture Our Past: Celebrating Joondalup's Past Together combines many individual stories woven into one. It tells how hard work, determination and perseverance turned an outlying settlement into two modern Cities, Joondalup and Wanneroo. Each photograph, quote or historical record captures a moment in time that shaped the history of the area and is a testament to the men, women and children who came from all corners of the world to make their homes in the area.

Funding

In May 2013, The City of Joondalup received a \$25,000 Federal Government Grant from the Department of Sustainability, Environment, Water, Population and Communities.

The grant, in the category of “Your Community Heritage Program” covered the cost of the publication, including historical consultancy, professional editing and printing. The project was designed and produced in-house, with the City covering the cost of graphic design, staff research and the production of promotional material.

The City of Joondalup, according to the terms and conditions of the grant, was required to complete this project within 12 months.

The Birth of Picture Our Past

Receiving the grant marked the beginning of the journey. It was at this point that the book was named “*Picture Our Past*” to reflect the pictorial nature of the publication and to identify this project as a natural progression from The City of Joondalup, Local History Library’s previous project “Picture Joondalup”. *Picture Our Past* was initially planned to be a 200-page publication.

Methodology

Project Team

In 2013, the project team was originally formed with six staff members from the City of Joondalup Library.

Table 1. Project Team

Project Team	Duties
Lynley Stapleton <i>Project Sponsor</i> Library Services Coordinator	<ul style="list-style-type: none">• In consultation with the Manager Community Development & Library Services provide approvals to the Project Manager• Approve formal reports provided by the Project Manager on the status of project• Report progress to Manager Community Development & Library Services
Barbara Hellriegel <i>Project Manager</i> Reference and Local History Team Leader	<ul style="list-style-type: none">• Approve all aspects of the editorial concept, design processes, drafting• Request approval of the Project Plan from the Sponsor• Monitor all aspects of the project processes• Provide reports against progress to the Project Sponsor• Approve all tasks throughout the project
Daniel Rozas Nunez <i>Project Coordinator</i> Digital Services Officer	<ul style="list-style-type: none">• Appoint the relevant members to the project team• Monitor all aspects of the project processes• Provide reports against progress to the Project Manager• Be part of the project team

Karen Newman	
Angela Calitz	• Attend meetings of the Project Team
Greg Burford	• Historical research
<i>Researchers/Writers</i>	• Chapter outlines
Reference and Local History Library Services Officers	• Selection of publication's accompanying material (photographs, maps, etc.)
	• Drafting

Project Plan

Once the project team was established, a project plan and schedule was prepared and approved by the City of Joondalup. The following phases were identified and served as a guide throughout the project:

Table 2. Project Schedule

Stage	Task
1.	Identify and establish the project team including volunteers
2.	Task allocation
3.	Finalising the project plan
4.	Review and outline proposed chapters
5.	Develop a style guide and procedures
6.	Research for every chapter - assess historical images, oral histories, ephemera items, cartographic items and other relevant data available to be included in the publication. Identify and select items that are of most significance for inclusion in each chapter.

7.	Select and allocate photographs for every chapter
8.	Scan photographs in high resolution and create captions
9.	Copyright research for all text and images (permissions)
10.	Draft writing 1
11.	Identify proof readers (internal and external) – Proof read Draft 1
12.	Draft writing 2
13.	Identify proof readers (internal and external) – Proof read Draft 2
14.	Final draft
15.	Graphic design (internal)
16.	Contact selected publishers for final quotes and time frames
17.	Publish the book in print and electronically
18.	Establish and develop marketing strategy in conjunction with marketing department
19.	Complete acquittal as required
20.	Launch

Chapter outline

The initial stage of this journey was the creation of chapter outlines. The project team's first task was to identify relevant aspects of the region's social history that had the potential to become a chapter of *Picture Our Past*. Two chapter outlines were allocated to each team member based on their historical knowledge and expertise. This required researchers/writers to produce a chapter outline that included a proposed chapter name, chapter scope, available historical data, intended audience, inclusions and exclusions. The team identified eight potential chapters.

This is the original *Picture Our Past* chapter proposal:

Table 3. Proposed Chapter Outline

Chapter Name	Content
Early Wanneroo	<ul style="list-style-type: none">• Early pioneers• Heritage places and events• Shipwrecks
War Times	<ul style="list-style-type: none">• World War I and II• Soldiers (pioneers), casualties, Local events• 10th Australian Light Horse Regiment
Industries and Work	<ul style="list-style-type: none">• Poultry farms• Dairy farms• Market gardens

	<ul style="list-style-type: none"> • Lime kilns • Transport • Sawmills • Policing
Church and Weddings	<ul style="list-style-type: none"> • Pioneering families – weddings • St. Anthony's Church
Migration and Settlement	<ul style="list-style-type: none"> • Italians, Yugoslavs, Greeks, British settlers in the area.
Schooling and Education	<ul style="list-style-type: none"> • Early Wanneroo schools • Students and teachers
Sports and Outdoors	<ul style="list-style-type: none"> • Pioneers and sports • Surf life saving clubs • Early Wanneroo landscapes
Local Government	<ul style="list-style-type: none"> • From Wanneroo Road Board to City of Joondalup • Suburbs & development • Split from Wanneroo

Research

Based on the proposed chapter outline, the project team's second task was to undertake extensive and focused research using original records, local and family history publications and the historical resources from the Local History collection.

Additional photographic and ephemeral items were identified, scanned and researched. The team also interviewed members of the community and pioneers, and verified historical data. The research results were then submitted to the Project Manager and Project Coordinator for revision and approval. Once approved, the project team was directed to start the drafting process.

Style Guide

Prior to the commencement of the drafting process, the project coordinator prepared and published a style guide to ensure consistency in the drafting process. The style guide was based on the City of Joondalup Style Guide.

The style guide included the following:

Table 4. Style Guide. Table

Writing style and tone	<ul style="list-style-type: none"> • Use of concise, personal and direct language • target audience
Text Design	<ul style="list-style-type: none"> • Fonts • Headings • Paragraphs
Spelling	<ul style="list-style-type: none"> • Spelling names • Local information • Currency • Capitals • Punctuation

Numbers	<ul style="list-style-type: none"> • Dates • Time • Street numbers • Percentage • Measures
Inclusive Language	<ul style="list-style-type: none"> • Gender neutral language • Indigenous peoples • Ethnic groups
Citations and Captions	<ul style="list-style-type: none"> • Chicago Style

Drafting

Once the focused research was completed and the style guide adopted, the project team began the first draft of *Picture Our Past*. Each researcher/writer in the team was allocated two chapters to write.

Proof-reading

Based on the initial project plan, the first draft was reviewed by one internal proof-reader. A City of Joondalup Library cataloguer, being an experienced professional proof-reader, was nominated for this task. Once the proof-reader's report was returned to the project team, researchers/writers began the editing. In this stage of the process, the team incorporated the proof-reader's comments into their allocated chapters; this became the second draft.

As per the conditions of the grant, an external historical consultant was employed. The historian provided a critical assessment, expert feedback and recommendations to improve the team's second draft. By following feedback from the historical consultant, the third draft improved in historical accuracy, tone and writing style as well as making it more gender and ethnic inclusive.

Selection of Photographs and Ephemeral Items

After writing the third draft, the project team focused on the final selection of the historical photographs, oral history quotes and ephemeral items to be included in the eight chapters. The selection of photographs was essential to the narrative and historical context of the book. This process included the research, scanning and selection of new and existing images. Oral history quotes were carefully selected to enhance the photographs and add real voices to the publication.

The project team purchased unique records from the National Archives of Australia to enrich the pictorial history being depicted in *Picture Our Past*. This included: original copies of pioneer's passports, war and naturalization records.

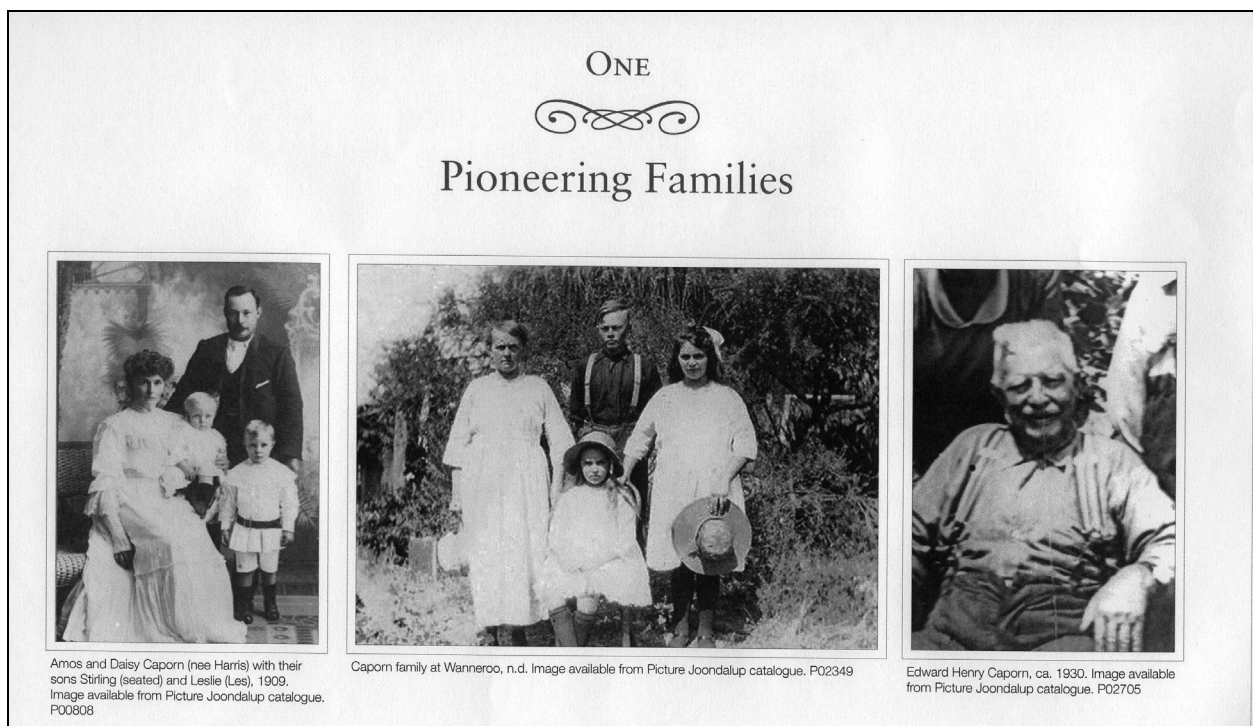
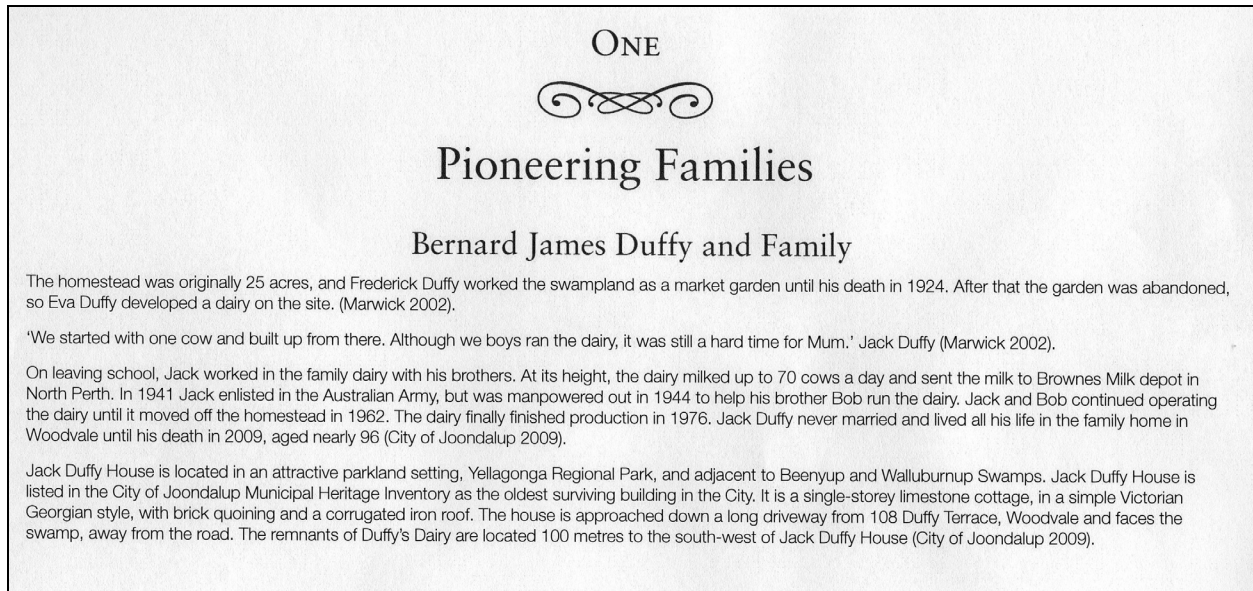
The final selection of images, quotes, records and captions were added to the draft. This became the fourth draft of *Picture Our Past*. This draft was then sent to the City of Joondalup Marketing Department to develop the first design concept.

Graphic Design

After the completion of the fourth draft, the City's Senior Graphic Designer created the first design concept for *Picture Our Past*. The project team had previously met with the graphic design team and prepared a brief outlining the main concepts and ideas about how we envisaged the look and feel of the book. Due to the project

team's unfamiliarity with design briefs, the first design concept did not capture the team's vision for the publication. See figure 1.

Figure 1. – Picture Our Past first design concept.



The project team met with the graphic design team again to fine tune the design concept. This time, the team provided detailed feedback on the first concept and prepared a sample of their ideas taken from other books. These ideas included:

- Colour schemes
- Content and page layout
- Texture
- Fonts and headings
- Book cover

At this point the project team embarked on the difficult and important task of choosing one photograph to become the book cover.

Figure 2. Book Cover

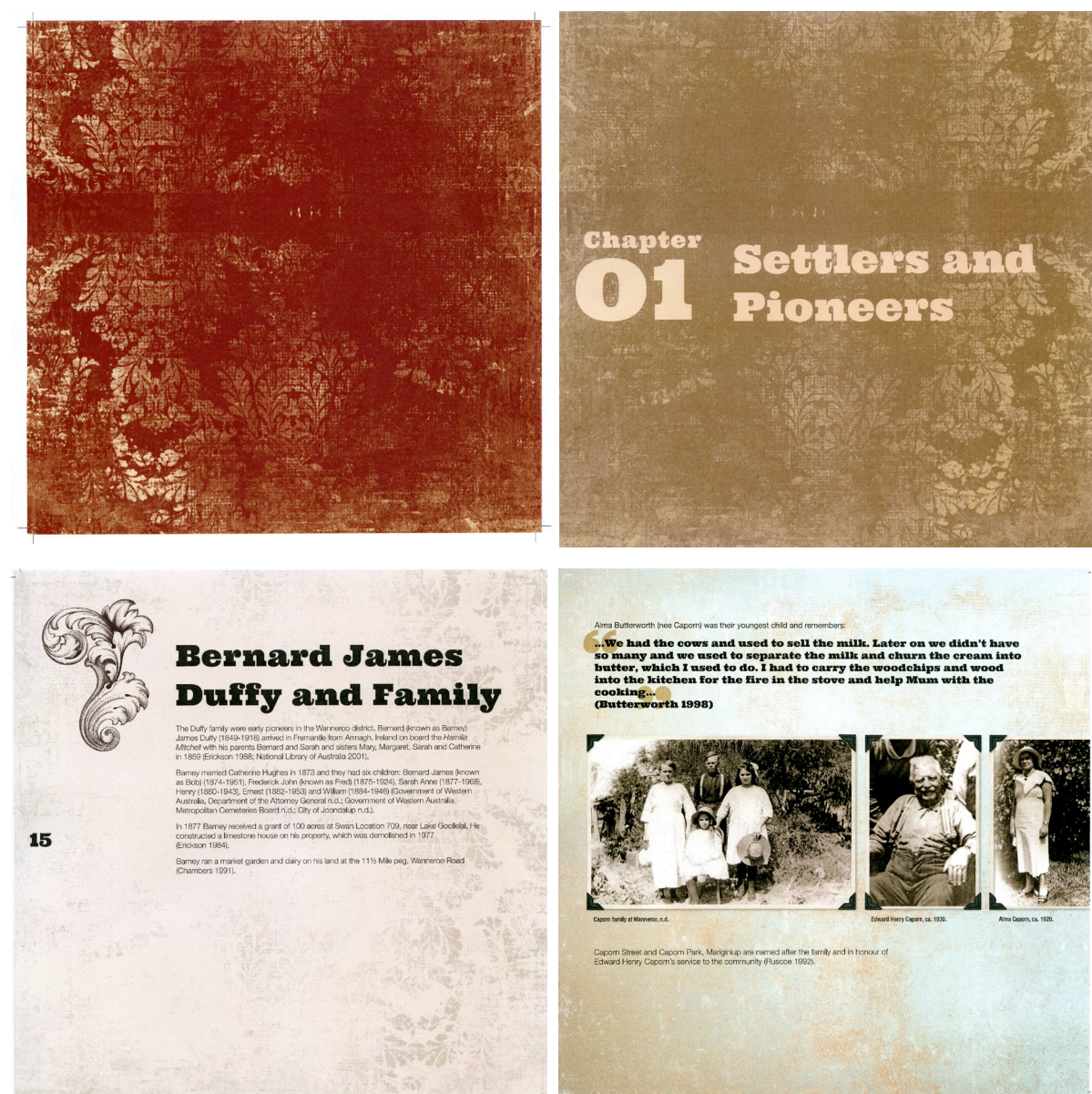


Dennis Family at Mullaloo Beach, 1965. Courtesy of Picture Joondalup

This photograph, taken at Mullaloo Beach in 1965, was chosen to be the book cover as it captures and celebrates the coastal lifestyle of the pioneers and today's residents of the City of Joondalup.

The City's graphic design team based on the project team feedback, created the second and final design concept for *Picture Our Past*.

Figure 3. Picture Our Past Final Design Concept



The final design concept was more visually appealing but required the project team to engage an imaging company to enhance the quality of several images to bring them up to publishing and printing quality standard.

Editing

A professional editor was employed to create the book's index and to check the fourth draft for consistency, narrative tone, historical gap analysis and pagination. During this process, the editor identified significant gaps in content, punctuation and consistency issues in all chapters.

Based on the editor's feedback, the project team embarked on additional historical research that produced new information and unearthed new historical data that enriched the content of the book. A further four drafts were produced by the project team to refine the text and expand the historical data to align with the design concept.

Picture Our Past was initially planned as a 200-page book to be completed within 12 months. However, with the new historical data found, photographic enhancement and design concept it increased the number of pages from 200 to 356. Based on these changes, the project manager requested and was granted an extension for the completion of the project from 12 to 18 months.

As grant funding was allocated to cover printing cost for 200 pages, the City of Joondalup made cash contribution to cover the additional printing cost.

Printing

In the initial stages of this project, the team obtained three independent quotes for printing. Optima Press was selected. After meeting with the printing company, the

project team once again entered into uncharted territory; the printing and publishing industry. The team had to make decisions that included:

- Paper texture
- Paper thickness
- Coated paper – gloss –satin – matte - dull
- Size and shape of the book
- Dust jacket, frontispiece and endpaper texture
- Soft and case cover quality

It was decided to print the book using 350gsm paper thickness and 170gsm and 140gms Satin Art for endpaper. Gloss laminate was used for both, soft and case covers.

Once this decision was made, the project team made the last addition to the publication before printing; the addition of a subtitle. The final name of the publication was *Picture Our Past: Celebrating Joondalup's Past Together*. In the end, 200 case bound and 800 soft cover copies of *Picture Our Past: Celebrating Joondalup's Past Together* were printed.

Promotion

The Project Sponsor liaised with the City's Marketing Department to create promotional material in preparation for the publication and launch of *Picture Our Past: Celebrating Joondalup's Past Together*.

Figure 4. Picture Our Past banner and poster design



Figure 5. Postcards



Media Presence

The project team liaised with the City's Media Advisor for the publication of articles in local newspapers and on social media to promote the publication and launch of the book.

Figure 6. Joondalup Now

[6] JOONDALUP *Now*

Picture our past

NOW is the time to get ready to reminisce, with the history of our great City set to come alive in a new soon-to-be-released pictorial publication.

Picture Our Past takes readers who love looking back or learning on a 344-page visual journey of how Joondalup and Wanneroo developed from a small isolated hamlet into two thriving modern cities.

The City of Joondalup publication also provides a fascinating insight into how the region's people lived, beginning with the pioneering families of the late 1800s and continuing through sections dedicated to migrants, wartime, weddings and religion, leisure and entertainment, industries, transport and the City's emergence.

"This stunning pictorial publication will be of interest to people who have lived, or continue to live, in this wonderful part of the world, and for all West Australians," Joondalup Mayor Troy Pickard said.

"Every photograph captures a moment in time that encompasses the memories of people and events that have shaped our history and preserves them for generations to come."

Outstanding images from the City's Local History collection record moments such as the beach shacks that dotted Whitford Beach during the '50s and Mullaaloo Beach car park at capacity during a carnival held to celebrate the Mullaaloo Surf Lifesaving Club's opening in 1966 (both pictured).

The City received a \$25,000 Federal Government community heritage grant to produce *Picture Our Past*, which follows the four-year heritage digitisation project *Picture Joondalup*.

Compiled by Joondalup Library's Daniel Rozas Nunez, Karen Newman, Angela Calitz, Greg Burford and Barbara Hellriegel, the book will be available for purchase at the City's administration building and libraries from December 4. It will be priced at \$42.




Joondalup Now (supplement to Joondalup Times Newspaper) 18 November 2014

Figure 7. Joondalup Voice

joondalup voice 4 December 2014

Councillor's Column — Brian Corr

Yellagonga Integrated Catchment Management Plan 2014-2019

The City of Joondalup is seeking community comment on the Draft Yellagonga Integrated Catchment Management Plan 2014-2019. Yellagonga Regional Park is one of eight regional parks within the Perth Metropolitan area and covers much of the suburb of Kingsley, including Lake Goodale. The draft plan has been developed as a joint project with the City of Wanneroo to ensure an integrated approach to the ongoing management of the Yellagonga Catchment.

Addressing a range of threats to the long-term viability of Yellagonga Regional Park, Eglinton projects have been developed to address the key issues that have been identified within the key focus areas of water quality, urban planning and development, water quantity, biodiversity, and community and partnerships.

The draft plan can be viewed under the Community Consultation section of the City's website and Community Feedback Form can be completed online. Submissions close on Tuesday 16 December. For further information, contact the City on 9400 4271 or email info@joondalup.wa.gov.au.

Midge numbers at Lake Goodale this year have been quite low, which is great news for local residents. Midge larvae monitoring will continue throughout the summer.

Music in the Park at Penitence Park

The City's popular Music in the Park concert series comes to Penitence Park in Greenwood on Saturday 17 January 2015. Bring a picnic and enjoy high quality, free family-friendly entertainment from alternative blues and roots acts Marna Kin, Benny Walker and Band, and Patient Little Sister.

Headline act Marna Kin has a widespread reputation for stirring live shows and has shared stages nationally and internationally with the likes of Quarmby, The John Butler Trio, The Cat Empire and The Wailers.

Free children's activities take place from 6.00pm, the concert commences at 6.45pm and concludes at 9.30pm.

Music in the Park is proudly supported by Joondalup Weekender, Nova 93.7, Channel 9 and Heathway, promoting the Midge Smoking History message.

Kingsley Community Christmas Carols

The 2014 Kingsley Community Christmas Carols are expected to draw another big crowd to Kingsley Park on Sunday 14 December from 6.30pm to 9.00pm. The City is proud to support this free event, which presents a family-friendly, community-minded message of Christmas to residents of Kingsley and surrounding areas.

Carols will be performed by the Woodvale Secondary College Concert Band and the North Woodvale Primary School children's choir.

Celebrate the Christmas cheer with a night of fun for all ages!

MUSIC in the PARK 2014-15

SATURDAYS | FREE ENTRY

8 December 2014 - Santiago Park, Ocean Reef
The Brow | Odette Mercy and Her Soul Atomics

Concert starts 6.45pm. Smoke Free Event.
For further information phone 9400 4705 or visit joondalup.wa.gov.au.

Weekender **NOVA 93.7** **9**

HISTORY **heathway**

Picture Our Past

Picture Our Past is a pictorial book featuring photos from the City's Local History collection.

The book captures the social history of a developing region using photos, newspaper clippings, archived items and collectables.

The book can be purchased from the City of Joondalup Libraries and Information, Customer Service Centres, available from Tuesday 9 December 2014.

Think Green

Eco Home Audits 2014

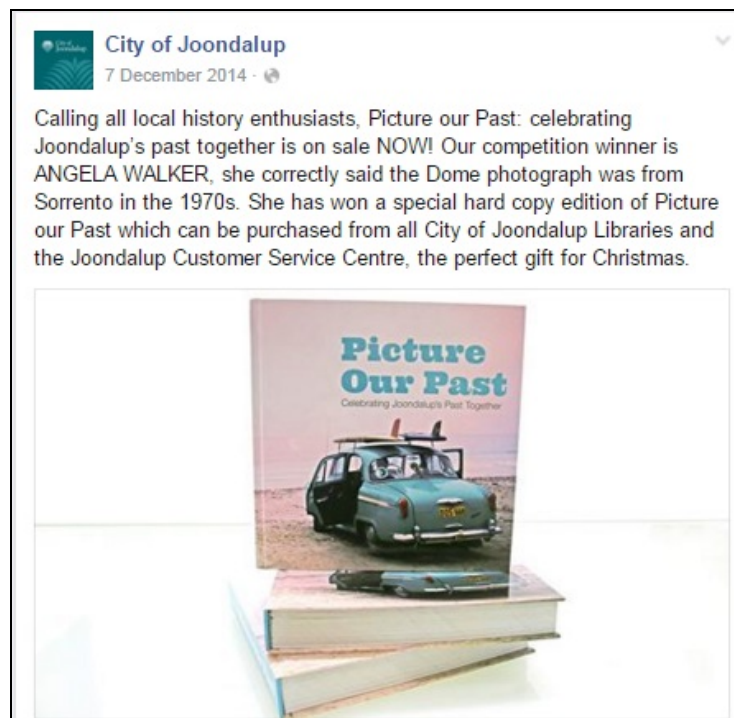
Would you like to find out how to save money on your home water, gas and electricity bills as well as ways to help reduce your environmental footprint?




Joondalup Voice. 4 December 2014.

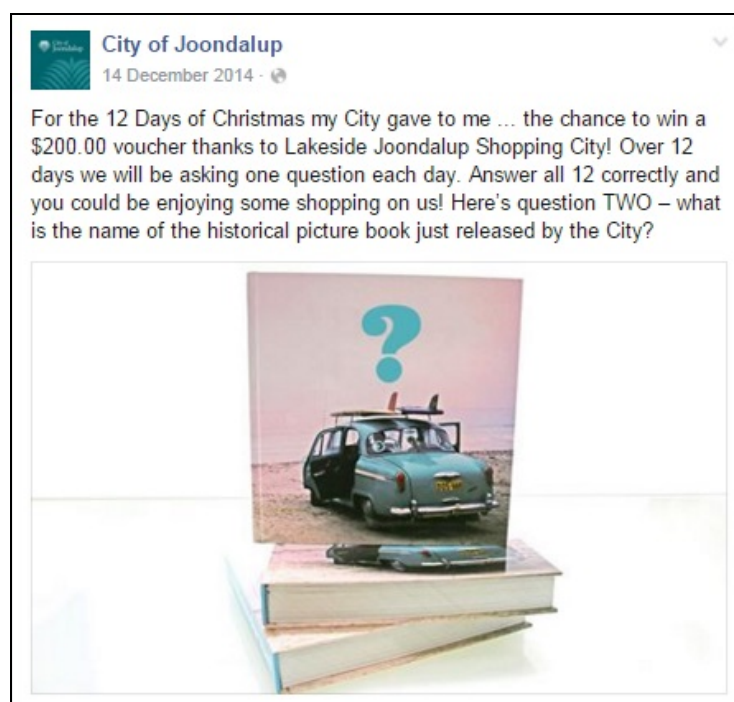
Facebook

Figure 8. Facebook advertisement 1



City of Joondalup Facebook page. 7 December 2014.

Figure 8. Facebook advertisement 2



City of Joondalup Facebook page. 14 December 2014.

Magazine Article

A member of the project team, Karen Newman, wrote an article called ["Picture our past: Celebrating Joondalup's past together"](#) that was published in Incite magazine on March 2015 to promote and boost the sales of the book.

Publication

This project resulted in a 356-page publication that includes eight chapters - Settlers and Pioneers, So Far Away from Home, School Days, Winds of War, Romance and Religion, Livelihood, Leisure and Lifestyle and from Settlers to City. Each chapter documents the history and development of the Joondalup region from the 1850s through to the establishment of the City of Joondalup in 1998.

Launch

A launch for *Picture Our Past: Celebrating Joondalup's Past Together* was held on Thursday 4 December 2014 in the Local History Library. Invited guests included pioneers whose families were recognised within the publication, Freeman of the City, City staff and the project team as well as other key contributors, local history practitioners and community groups. The Chief Executive Officer of the City was the MC for the event and speakers included His Worship the Mayor and Freeman Margaret Cockman.

Picture Our Past: Celebrating Joondalup's Past Together was well received and praised by Local History practitioners, pioneers and community members for the quality, research and design of the publication. Enquiries and sales of *Picture Our Past: Celebrating Joondalup's Past Together* have been steady.

As part of the launch, 14 copies were presented to local pioneers and 63 copies were sent to primary and secondary schools in the Joondalup area. Three copies were sent as legal deposit to the National Library of Australia, State Library of Western Australia and Battye Library, State Library of Western Australia as per regulation.

Post-Publication Assessment

Picture Our Past: Celebrating Joondalup's Past Together was a multidisciplinary project that not only involved the Local History Library project team but a number of business units in the City of Joondalup. During the project we learnt valuable lessons and gained privileged insight into the publishing industry. A post-publication assessment was undertaken to measure success, to put the project in context and to learn from this unique experience.

Table. 5 Post-Publication Assessment

	Strengths	Weaknesses
Grant Application	<ul style="list-style-type: none"> • Successful grant application • City of Joondalup in-kind support and additional funding • Support from City's Grant Officer • Excellent reporting and acquittal 	<ul style="list-style-type: none"> • Anticipated project timelines were unrealistic in view of the size of the project

Project Team	<ul style="list-style-type: none"> • Local knowledge • Local and family history expertise • Research skills • Met deadlines 	<ul style="list-style-type: none"> • As there were six writers the text, narrative style and writing quality were inconsistent throughout the book. Therefore, proofreading and editing took longer than expected.
Editing	<ul style="list-style-type: none"> • Historical consultant • External and internal proof-readers • Professional editor 	<ul style="list-style-type: none"> • Editor should have been involved at an earlier stage in the project to minimise the number of drafts and extra time to compile and review all amendments. • Editing was not completed before graphic design.

Image Quality	<ul style="list-style-type: none"> • Good selection of images and ephemera • Inclusion of visual resources from The State Library of Western Australia and National Archives of Australia 	<ul style="list-style-type: none"> • A number of images were not up to publishing standards and required outsourcing for image enhancement
Graphic Design Process	<ul style="list-style-type: none"> • Design internally was more cost effective than external design. • Graphic Designer expertise 	<ul style="list-style-type: none"> • Lack of familiarity from project team in providing graphic design brief.

Conclusion

Picture Our Past: Celebrating Joondalup's Past Together has been a unique experience and one which the City and project team are very proud to have accomplished. As Local History Librarians, we have contributed to the understanding of the region's historical importance and by doing so are fulfilling our role and mission within the library industry.

A significant achievement is that the publication is the first historical book to be published by the City of Joondalup and examines the photographic historical record

of the region. It contributes to an understanding of the region's historical importance in relation to the development of Western Australia as a whole.

Another notable achievement is that *Picture Our Past: Celebrating Joondalup's Past Together* was produced using the research, writing and artwork skills of City employees and only the printing was outsourced.

This project achieved several significant public outcomes and benefits to the City of Joondalup and City of Wanneroo residents, local primary and secondary school students, higher education students, people living within Western Australia, visitors and people outside of Western Australia interested in the local, regional and state history of Western Australia.

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