

# **ASHFIELD & DISTRICT HISTORICAL SOCIETY Inc**

The Society's Rooms are located at  
*Thirning Villa*, Pratten Park  
40 Arthur Street, Ashfield.  
Email address: [admin@ashfieldhistory.org.au](mailto:admin@ashfieldhistory.org.au)

*P.O. Box 20  
Ashfield NSW 1800*

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## **Strategic Plan for the Ashfield and District Historical Society 2020-2025**

The Ashfield & District Historical Society, Inc. was founded in 1973. Its principal aims are:

- to promote an interest in the history of the Ashfield district by providing regular activities such as walks, talks and inspections relating to Ashfield and its surrounds;
- to regularly publish a book or journal providing articles and information on Ashfield's history for the information and education of members and the community;
- to collect and conserve photographs, documents and information relative to the history of the Ashfield district for the benefit of members and the community;
- to undertake action relating to the promotion of the history and heritage of Ashfield.

The benefits of membership of the Society are:

- to increase the value of local heritage in the Ashfield district;
- to support local history research;
- contributing to a sense of local community in a meaningful way.

The following strategic action list was developed by members of the Committee during 2020, and is collated into the themes of heritage, local history research and membership. Endorsed at the AGM 21 February 2021. Reviewed 31 March 2021.

## **ADHS 2020-2025 HERITAGE ACTION PLAN**

### **Objective: Strong engagement with the community based on our heritage knowledge and expertise**

| <b>Strategies to Achieve Objective</b>  | <b>Timelines, Persons Responsible,</b>         | <b>Actions Needed</b>  | <b>Indicators of Success &amp; Evaluation Plan</b>   | <b>Status at 31 March 2021</b>                  |
|---|--|--|--|---|
| H1. Provide comment to Council or Planning Panel on Development Applications on heritage items/in conservation areas. | Weekly.<br>Heritage Officer + Assistant        | <ul style="list-style-type: none"> <li>• Weekly active monitoring of Council's and Planning Panel's websites for relevant DAs</li> <li>• Arrange to have a second officer to assist the Heritage Officer</li> <li>• Liaise with contacts from neighbouring Societies regularly to support each other in achieving this</li> <li>• Consider positive support for DAs where that is appropriate</li> </ul>                 | <ul style="list-style-type: none"> <li>• Regular submissions made</li> <li>• Feedback from Council who recognize ADHS as making well considered submissions</li> </ul> | David (in progress)                             |
| H2. Speak out in support for significant heritage assets  | When required.<br>Heritage Officer + Assistant | <ul style="list-style-type: none"> <li>• Train support officers who are able to address the Planning Panel on the merits of heritage conservation when required</li> <li>• The ADHS Committee engaged and prepared to support action to initiate Interim Heritage Orders, if required</li> </ul>   | <ul style="list-style-type: none"> <li>• ADHS has at least two officers speaking out</li> <li>• ADHS prepared to support contentious issues</li> </ul>                 | David (in progress)                             |
| H3. Engage with Council at the officer level to strengthen heritage values  | Annual.<br>Committee members                   | <ul style="list-style-type: none"> <li>• Arrange high level meetings with Council officers to address:                             <ul style="list-style-type: none"> <li>○ How are heritage issues weighted during assessment?</li> <li>○ Are our submissions adding value to Council's assessments?</li> </ul> </li> <li>• Find out who is the Council's Heritage Officers– ask them to talk to our society</li> </ul> | <ul style="list-style-type: none"> <li>• Good rapport between Council and ADHS</li> <li>• Presentations delivered by the Heritage Officer</li> </ul>                   | Letter of invitation for Burra Event April 2021 |

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| H4. When Council are preparing the Comprehensive LEP, our position is to maintain all the existing heritage features from the previous Ashfield LEP, and identify new possible listings | 2021.<br>TBC            | <ul style="list-style-type: none"> <li>Engage local Councilors about the value of heritage conservation</li> <li>Make elements of the previous Heritage Studies available to the broader community, including the backgrounds to the various Heritage Conservation Areas</li> </ul>   | <ul style="list-style-type: none"> <li>Heritage support documents distributed on ADHS website and hardcopy in our Rooms</li> </ul> | Separate sub committee  |
| H5. Encourage people to 'value' the character of the Inner West / Be positive about the value of heritage in our place  | Annual.<br>Mark Sabolch | <ul style="list-style-type: none"> <li>Lead guided walks showcasing local history and heritage</li> <li>Release updated Self-Guided Heritage Walks</li> <li>Work with Council to make Self-Guided Walks on Council's website</li> <li>Engage with Council's economic development officer to develop heritage tourism in Inner West</li> </ul>     | Well attended tours.   | Victoria St tours in April and September 2021   |
| H6. Support architecture and building examples that sympathetically deal with heritage elements   | Annual.<br>Mark Sabolch | <ul style="list-style-type: none"> <li>Arrange talks by the Marrickville Medal winners</li> <li>Arrange other talks by architects and builders who have demonstrated sympathy with heritage</li> </ul>  | Well attended talks. Partnership with MHS & BA.  | Mark to arrange   |
| H7. Increase the level of understanding and literacy of the Burra Charter and its application.  | Annual.<br>Mark Sabolch | <ul style="list-style-type: none"> <li>Arrange presentations about the Burra Charter, history and heritage</li> </ul>   | <ul style="list-style-type: none"> <li>Well attended talks.</li> <li>Material on ADHS website</li> </ul>                           | Talk on Burra Charter May 2021  |
| H8. Understanding the difference between <i>Heritage</i> and <i>History</i>   | Annual.<br>Mark Sabolch | <p>Possibly the community are not clear on this?</p> <ul style="list-style-type: none"> <li>Arrange presentations which showcase the distinction between history and heritage</li> <li>Support Heritage Office Guidelines on 'Heritage Impact Statements'.</li> <li>Talks on the importance of a good Heritage Impact Statements help?</li> </ul> | Well attended talks.   | <p>Talk on Burra Charter May 2021</p> <p>Mark and others Write articles for web site.</p> |

Compiled by Heather, David and Mark

## **ADHS 2020-2025 RESEARCH ACTION PLAN**

**Objective: A strong engagement with the Community based on our local history research**

| <b>Strategies to Achieve Objective</b>                                    | <b>Timelines, Persons Responsible,</b>                          | <b>Actions Needed</b>  | <b>Indicators of Success &amp; Outcomes</b>  | <b>Status at 31 March 2021</b> |
|---|---|--|--|--------------------------------|
| R1. Develop annual research plan – allowing for ad hoc requests           | Ann (champion),<br>David R (editor)                             | Current research plan: <ul style="list-style-type: none"> <li>• 2021 Frederick Clissold by Chris Pratten</li> <li>• 2021 Victoria Street Walk onto website</li> <li>• 2022 Houses</li> <li>• 2023 Social History – 50th Anniversary</li> </ul> | Annual publication   | Ann (continuing)               |
| R2. Work more closely with RAHS   | Mark  | Assign a liaison person from committee [ask for nominations]<br><br>RAHS news in ADHS Newsletter<br><br>ADHS provide offers to talk to RAHS  | A representative from ADHS attend RAHS Annual Conference<br><br>Deliver a presentation at RAHS                         | Mark (making contact)          |
| R3. Broaden the profile of ADHS and others' publications on local history | David M<br>End of 2021 then ongoing<br><br>Webmaster to oversee | Call for volunteers from membership to write 100 word abstracts for webpage<br><br>Call for volunteers from membership to write reviews of books from previous presenters  | Abstracts of all articles/publications on the web<br><br>Book reviews on the web<br><br>Greater book sales off website | Colin to coordinate            |

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|  | Newsletter editor                                  | eg Stephen Gapps.<br>Call for articles/ photos and captions/ memories on local history topics  |   | All to send Newsletter articles to Heather |
| R4. Develop a research plan for oral history capture                                     |  | Develop skills in oral history recording by holding a training workshop to members<br><br>Develop an Oral History Folder on the Room's computer with resources and past projects<br><br>Call for volunteers annually to conduct interviews and be interviewed<br><br>Review the list of potential interviewees annually. Target different cultural groups                              | A growing library of oral history recordings (completed and proposed)<br><br>Multiple members trained in undertaking oral history recordings  | Hold.                                      |
| R5.1 Develop a publication on the changing face of the district, for publication in 2023 | Publications committee - Lois, Heather, Ann, Colin | The Publications Subcommittee will meet and further develop the themes:<br><ul style="list-style-type: none"> <li>• Publication on people who have moved to this area / Where have people moved from?</li> <li>• Lois' theme of historical geography, the changes since 1970s</li> <li>• 'From all the Lands on Earth We Come'</li> <li>• Sequential occupation of our Area</li> </ul> | Volunteers engaged and list of themes developed and disseminated by mid-2021<br><br>By end 2022 rough drafts prepared by multiple volunteers<br><br>Publication completed by mid-2023 | Ann will coordinate a subcommittee         |

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|   |                | <ul style="list-style-type: none"> <li>• Businesses in the area that have lasted the test of time; Colin's 'Business as Usual'</li> <li>• Hurlstone Park McDonalds- 2nd one to open in Australia)</li> </ul>                               |  |  |
| R5.2 Celebration of "50 Years of Local History Appreciation" in 2023      | Events Officer | <p>Establish an Anniversary Committee to coordinate the celebrations. Invite other Inner West Societies</p> <p>Complete an updated History of the ADHS</p> <p>Make available early Minutes and Newsletters of ADHS in a digitized form</p> | <p>A successful party</p> <p>Members from other organizations in attendance</p> <p>New membership applications</p>                 | <p>Leslie already engaged.</p> <p>On hold for now.</p> |
| R6. Leverage any Visitors (students or others) who research at our rooms  | Rooms Officer  | <p>Capture contact details of all visitors</p> <p>Liaise with visitors to assess potential to acquire information/ resource material or to publish research prepared by others</p>   | <p>Published documents</p> <p>Increase in our photographic collection</p> <p>Increasing knowledge of history in our local area</p> | On-going.  |
| R7. Work with Schools, school teachers and students to use ADHS resources | Colin          | <p>Clarify what teachers would like from us</p> <p>Meet with teachers and understand their needs. Liaise with Inner West History Teachers network</p> <p>Consider:</p>   | <p>We give local teachers relevant resource material for student learnings</p> <p>New teaching resources become available.</p>     | Colin and Alex to progress.                            |

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|  |  | <ul style="list-style-type: none"> <li>• Visit schools, arrange walks</li> <li>• How to gain alignment with teaching Curriculum</li> </ul>   |  |  |
| R8. Rooms open on a more frequent basis                          | Clare  | <p>Seek volunteers from membership to service the Rooms</p> <p>Hold training program on Rooms research material to assist members to be able to support visitors</p> <p>Update fees for research (See Strategy 3.5)</p> <p>Devise roster for servicing rooms</p> | <p>Rooms also available at least once per month on a week day</p> <p>Developed members skills in research and writing</p> <p>Developed members skills in using Room's Resources and assisting public</p> | On hold.   |
| R9. Increase dissemination of ADHS publications in the community | <p>Clare<br/>Q1 2021</p> <p>As opportunities arise</p> | <p>Undertake a stock take of existing publications</p> <p>Have a book sales drive (Mills, Markets, Mall, ADHS functions, RAHS conference bookstall, local food fests, bookshops)</p> <p>Send flyer to schools</p>  | <p>Increased funding through book sales</p> <p>Reduced stock of publications in our Rooms</p> <p>Increase community engagement in local history.</p>   | Mills book sale events co-ordinated by Bernadette. |

Compiled by Ann, Lois and Mark

## **ADHS 2020-2025 MEMBERSHIP ACTION PLAN**

**Objective: A strong engagement with the Community based on an increased pool of active members**

| <b>Strategies to Achieve Objective</b>                                    | <b>Timelines, Persons Responsible,</b>   | <b>Action Needed</b>   | <b>Indicators of Success &amp; Evaluation Plan</b>                     | <b>Date &amp; Status or Date Completed</b> |
|---|--|--|--|--|
| M1. Develop a consistent and identifiable identity to use in all contexts | End 2020 then update collateral through 2021<br><br>Colin & Paul<br>Bernadette | <ul style="list-style-type: none"> <li>• Decide an easily identifiable symbol/logo for the Society (eg. Thirning Villa)</li> <li>• Use for webpage, e-letterhead, info</li> <li>• New brochure, membership application, sign for rooms, portable sign for stalls/events, rooms sign, business card etc.</li> <li>• Use emails related to webpage for all society business</li> </ul>   | Updated website and collateral<br><br>Single point of contact in place |  |
| M2. Review fee structure for membership, publication, research services   | December 2021<br><br>Carolyn, Mark & Clare                                     | <ul style="list-style-type: none"> <li>• Assess stocks of publications and demand</li> <li>• Review budget for events</li> <li>• Review membership fees and determine if different levels of membership warranted (eg associate for teachers, councillors, libraries; free membership in year when a member opens their house or garden for a tour; types of concessions and evidence; postage costs)</li> <li>• Review fees for use of rooms &amp; resources (eg free to members, set fee for general public, prof fees for architects, researchers; capacity to waive fees)</li> <li>• Explore DGR (deductible Gift Rego)</li> </ul> | New fee structure in place   |  |



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| M3. Determine demographics and interests of our members so we can ensure we provide what they want | AGM 2021<br>Carolyn & Clare  | <ul style="list-style-type: none"> <li>• Determine info needed by committee members for their portfolios</li> <li>• Develop and undertake a survey of members</li> <li>• Report to committee and members.</li> </ul>   | Data feeds into fee review, event planning, research directions and heritage issues                 |  |
| M4. Develop plan for community outreach  | Volunteer required   | <p>Using updated collateral</p> <ul style="list-style-type: none"> <li>• Stalls at markets, school fetes and community fairs</li> <li>• Extended distribution list for Newsletter</li> <li>• Targeted letterboxing for events</li> <li>• Contact retirement village residents</li> <li>• Use members to bring new members</li> </ul> | A volunteer recruited to develop this work.   |  |
| M5. Develop strategies to attract new residents  | End 2022<br><br>To be finalized after item above.                            | <p>To be reviewed in 2021:</p> <ul style="list-style-type: none"> <li>• Use leadlight research to contact residents</li> <li>• Use research for history walks to contact residents</li> <li>• Use house history service for real estate agents</li> </ul>  | A volunteer recruited to develop this work.   |  |
| M6. Develop an annual plan of social events for members  | Early each calendar year but may change with circumstances<br><br>Lois & Jan | <p>To be determined in detail each year but to include</p> <ul style="list-style-type: none"> <li>• Walks</li> <li>• Visits and tours</li> <li>• Workshops</li> <li>• Talks</li> <li>• Book/publication launches</li> <li>• Joint events with neighbouring societies and council</li> </ul>  | Well attended annual series of regular varied social events which break even financially over year. |  |

Compiled by Jan, Paul, Colin and Carolyn