

# Picture our Past

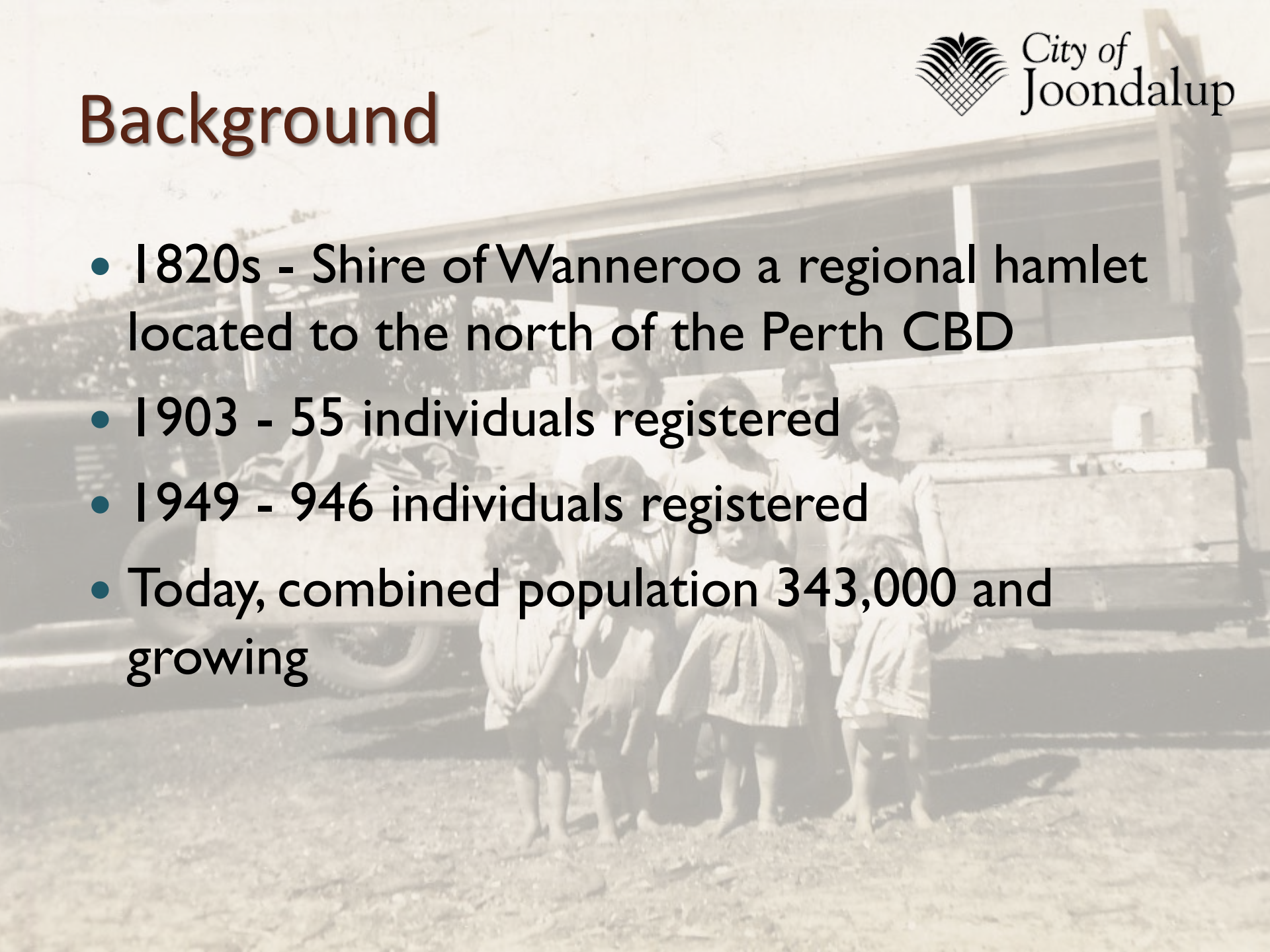
A Local History Library Journey  
To Self Publishing



Paper written by Daniel Rozas Nunez  
Presentation by Lynley Stapleton

# Background

- 1820s - Shire of Wanneroo a regional hamlet located to the north of the Perth CBD
- 1903 - 55 individuals registered
- 1949 - 946 individuals registered
- Today, combined population 343,000 and growing





# Background cont'd...

- City of Joondalup established 1998
- Historical collection separated
  - City of Wanneroo Museum based
  - City of Joondalup Local Studies/History based





# To Publish or Not to Publish?

- Portrays the social history of the region
- Highly pictorial
- Showcases the collection of local history photographs, historical maps, archival and ephemera items
- Enhances the digitisation project
- A visual record for future generations



# Digitisation Project

- 4 year funded project 2008/2009 to 2011/2012
- 2008-2009 Phase 1: Acquisition of new equipment.  
Assessment of the Heritage Collection.
- 2009-2010 Phase 2: Transfer Oral History  
Collection from analogue to digital.  
Reference and Local History team trained in  
digitisation best practices.
- 2010-2011 Phase 3: Digitisation of 25% of the  
photographic collection  
Creation of Picture Joondalup.

# Picture Joondalup

- Serves as the online platform to publish the City's photographic heritage collection
- A full comprehensive historical research accompanying each item of the pictorial collection was regarded as Picture Joondalup's signature style and one of the project's most important quality assurance focus points
- Ongoing promotion of the project continues to unearth hidden gems, local stories and significant donations



# Digitisation and Beyond

- 2011-2012 Phase 4: Digitisation of final 75% (7,000 images). Digitisation of the Motion Picture Collection and the development of dynamic interaction and integration combining all digital assets.
- 2013 to present - Complete project incorporated into operational practice
- 14,000+ items have been digitised to date

# What would it look like?

- Pictorial book
- 200 pages
- 12 Chapters
- Photographs and captions
- Original research
- Writing, research and graphic design – In house
- Proof reading - internal and external
- Printing (External)
- Grant application required



# Objectives

- Be the first publication to examine the photographic historical record of the region
- Contribute to the understanding of the region's historical importance
- Be a research tool and provide access to a wide range of photographs and historical content in one volume
- Broad Community appeal and educational resource
- Document the rich photographic history of the region
- Recognise the important historical contribution of the region to WA



# Finalising the Costs

- Look at other publications
- Concept quotes for perspective
- Grant opportunities
- Think about other costs: editing, design, promotion and cost of publication
- A grant application was submitted to the Department of Sustainability, Environment, Water, Population and Communities in the Category of Your Community Heritage Program 2012-2013
- Our application was successful – May 2013. Picture our Past (POP) was born.



# Who's Who

- Project Sponsor Lynley Stapleton
- Project Manager Barbara Hellriegel
- Project Team: Daniel Rozas, Karen Newman, Greg Burford, Angela Calitz
- Graphic Designer Erol Hussein



# The First 12 months

- Outline Chapters explored
- Focused Research: chapter allocation to team members
- Style guide created
- Selection time: Photographs, Ephemera, Oral Histories, maps
- Gaps in the story: additional images to be digitised



# Edit and Design

- 4 x drafts to be proofread
- 1 x extension to grant application
- 2 x concept graphic designs
- Final graphic design and editing
- Total time = 8 months

# The Homeward Run

- Printing
- Promotion
- Launch
- Distribution
- De-Brief
- Grant acquittal



City of  
Joondalup





# Project's Learning Outcomes

- Grant applications and record keeping
- Publishing industry insight
- Project management and communication skills
- Upskilling library staff
- Liaison with Marketing and Graphic Designers

# Thank you

## Picture Our Past

Celebrating Joondalup's Past Together



## Questions?

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