



ANNUAL REPORT

2022-2023



Compiled by Interpretation Australia Association
Incorporated

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Cover Image: 2022 Interpretation Australia Medal
Recipients – The Adelaide River Slow Stitch Community
Quilt Project. Source: Project Team

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1. President's Report

Kylie Christian



As we reflect upon another year at Interpretation Australia (IA), our commitment to preserving and interpreting our shared history remains stronger than ever.

Our collective passion, dedication, and hard work have brought remarkable achievements within our industry and have allowed us, and our work, to touch the lives of many with a rich tapestry of storytelling and truth-telling throughout Australia.

This year we successfully launched our Strategic Plan 2023-2028. This plan provides the direction, purpose, focus and framework for decision-making. By undertaking this process, one in which there was considerable time, effort and resources provided, we were committed to achieving great and attainable goals for the organisation to meet going forward. By understanding Interpretation Australia as an organisation, its members and its potential, we are proud to have created the foundations for IA to continue for the next 30 years.

At the same time, we recognise that there is still a long journey ahead on many fronts. Reconciliation will continue to be at the forefront of any interpreter's mind when creating and developing the linkages of history for visitors to experience. Our willingness to ensure that multiple perspectives are woven into our narratives and that complex stories and dark histories are incorporated with appropriate collaboration will ensure inclusivity

and diversity will become standardised and expected.

It is also essential that our understanding of the role of interpretation in crafting, engaging and creating memorable experiences for audiences continues to grow on a local, regional and national scale. Recognition of heritage interpretation as a professional field needs to be addressed in Australia. We need to move out of the shadow of other professions and embrace our core individuality as an area of expertise, understand what that looks like and forge ahead to espouse the role that interpretation has at every site – natural, built, intangible or community-valued.

As my fourth year as President of IA and sixth as an executive committee member, I have taken time to reflect on where I started my journey in interpretation and where that journey is today. When I joined the IA executive, I had many years of experience already creating and implementing interpretation across many projects. I felt comfortable with my knowledge and skills. However, about halfway through my tenure as an executive, COVID-19 hit and disrupted everything.

I was fortunate and didn't experience many hardships working from home – something I grew to appreciate immensely as time passed. But the thing that did change substantially was my perspective on life. I unexpectedly lost family members to the virus. I lost connections to people through a lack of personal visits and daily interactions at work. I, like most, watched

as families had to deal with separation, the elderly and young both struggling to reestablish personal bonds once again, and I started to look at what I was doing in the interpretation area and question whether it was good enough. My answer was – you can always do better! From then on, I undertook a personal challenge to improve my skills, attitude, knowledge and legacy. I have trained in three countries to understand how they vary their approach to our industry and field. I have completed a Master of Heritage and Interpretation and commenced my journey for a PhD! I am dedicated to making change my ally and my goal in life.

As 2023 draws to a close, I am proud of what we have achieved as an executive committee – comprised of volunteers who give of themselves repeatedly and magnificently for our members. To them, the executive committee of IA, I say thank you. Thank you for your continued assistance, expertise and dedication to improving IA. Thank you for your ideas and creativity in providing events for our membership. And thank you for helping me, believing in the vision and creating an organisation that will grow as it goes forward.

Finally, to our outstanding members, without whom there would be no IA. Thank you for being loyal and dedicated to the organisation, for being the creative muses to each other and those who get to engage with your incredible work, and for being the great network of professional interpreters you are!

All the best for 2024.

2. Administration & Governance

2.1 Administration Report

Benjamin Clarke was the Administrative Officer (AO) during the 2022 – 2023 Financial Year, with his tenure ceasing on 30 June 2023 after the Executive Committee received his notice of resignation.

The responsibilities included within the day-to-day activities of managing the Association include:

- Supporting the Executive
- Working as part of the Executive team
- All financial management, including invoicing and receipting
- To facilitate easier payment processes
- Responding to e-mail and telephone enquiries from members and non-members nationally and internationally
- Maintaining organisational processes introduced after implementing the current website
- Processing payments for membership
- Liaising with workshop organisers and sending out e-mails to participants
- Writing, preparing and sending out e-news bulletins
- Liaising with website manager
- Maintaining the membership database
- Compiling the 2022 – 2023 Annual Report
- Financial reconciliation and reporting
- Liaising with suppliers and ensuring invoices are paid, and
- Promoting IA to other organisations.

2.2 IA Membership

The cost of membership was not increased for the 2022 – 2023 year. This was the ninth year without an increase.

Numbers during 2022 – 2023 have dropped from 193 total memberships in June 2022 to 157 in June 2023.

Year Ending	Total Memberships	Total Members
2010	269	421
2011	320	455
2012	277	447
2013	236	412
2014	288	368
2015	191	297
2016	226	345
2017	239	379
2018	214	339
2019	196	294
2020	158	241
2021	160	217
2022	193	247
2023	157	204

2.3 Structure & Executive

Kerime Danis

Interpretation Australia relies on the voluntary input of those members who join our Executive Committee. Their actions ensure that the Association provides events and resources for its members and takes advantage of new opportunities.

The elected office bearers for 2022/23 were:

President	Kylie Christian
Vice President	Vacant
Secretary	Kerime Danis
Treasurer	Beata Kade
General Executive Members	Stephanie Ambrosia Joshua Madden
Administration Officer	Benjamin Clarke (Resigned as of 30 June 2023)
State Representatives	
ACT:	Vacant
NSW:	Joshua Madden
NT:	Vacant
QLD (STH):	Vacant
QLD (NTH):	Maree Treadwell Kerr
SA:	Jessica Wilson
VIC:	Monique Lucas
WA:	Vacant
TAS:	Vacant
Indigenous State Representatives	Vacant

3. Professional Development + Events

3.1 Website Management

The website continues to provide an effective platform to share information and centralise coordination of events. Website statistics, extrapolated from available data, indicate that there were more than 50,000 unique visitors to the website between July 2022 to June 2023. This represents a growth of over 800% from the previous year.

During the year we have used Zoom as our webinar platform which has performed adequately.

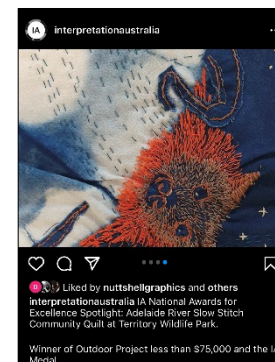
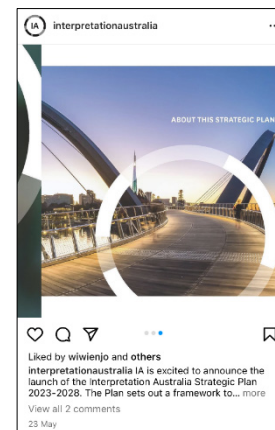
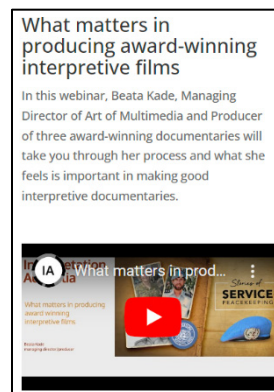
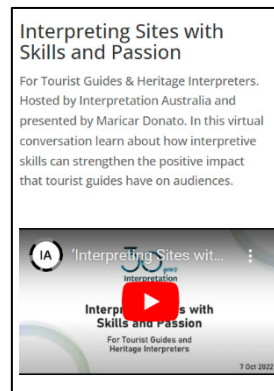
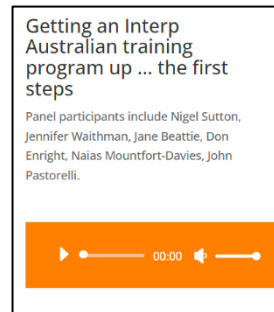
Moving forward, the website will continue to be the foundation point for information for both members and non-members.

3.2 IA Podcasts + Vodcasts

The 2022-2023 year saw the continuation of the podcast series facilitated by Naias Mingo and John Pastorelli.

Titles included:

- *Getting an Interp Australian training program up...the first steps*
- *Interpreting Sites with Skills and Passion*, and
- *What matters in producing award-winning interpretive films?*



3.3 Digital Engagement Felicity Coleman

Instagram

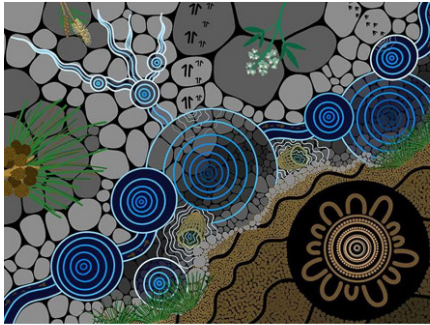
- Followers: 945
- The majority of these are from Melbourne and Sydney, followed by Canberra, Adelaide and Perth
- Primarily Australian, with a small percentage of followers located in the US, UK, New Zealand and Canada
- 2024 and onwards, we are hoping to share more news from our members to showcase projects that they are working on and provide greater communication and engagement through our social media channels.

LinkedIn

- 207 followers, +40% from 2022
- 31% from the Greater Sydney Area
- 21.7% from the Greater Melbourne Area
- The remaining followers are spread nationwide, with a small percentage of international followers.

We also made an executive decision to cease using Facebook as a means of digital engagement and focus solely on Instagram and LinkedIn.

4. IA National Awards



Interpretation Planning + Design Project

The Ginninderry Design Library
Ginninderry

It speaks to the specific locality to enhance that sense of community identity and place.



Digital Interpretation Project

Hamilton Digital Heritage Walk
Heritage Now

Innovative with inbuilt futureproofing and sustainability.



First Nations Interpretation Project

Bagurrk Biik (Women's Country)
Wurundjeri Elder Aunty Kim Wandin & Christine Joy (Murrup Biik), Amanda Wright (artist, Palawa), Ryan Tews (photography), Brad Charman & Lynton Collier (printing and installation, The Garage), Gabby Haynes (Shire of Yarra Ranges)

So important to see Aboriginal cultural significance embedded in 'everyday life' situations not just in museums.



Interpretation Project – Outdoors Winner

The Adelaide River Slow Stitch Community Quilt
Territory Wildlife Park

A beautiful storytelling device that will become an important community heirloom.



Temporary Event or Display Project

How to Move a Zoo
Sydney Living Museums

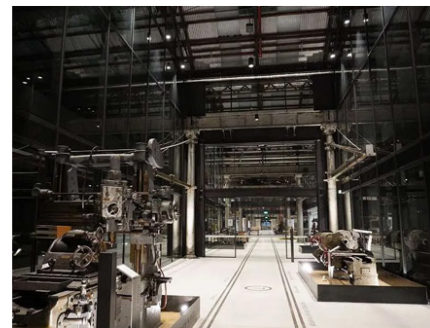
Imaginative storytelling, tapped into area of child interest, with historical twist.



Interpretation Project Indoors under \$75,000

Behind the Scenes Exhibition
Gawler Cultural Heritage Centre + Synthetic Creative Services

It is fun, delightful, lighthearted and joyous, and really has the local community at its heart.



Interpretation Project Indoors over \$75,000

Eveleigh Locomotive Workshops
Curio Projects and Mirvac

Effectively bringing history to life for a wide and varied audience through multi-disciplinary outputs.



Interpretation Australia 2022 Medal Winner

The Adelaide River Slow Stitch Community Quilt
Territory Wildlife Park

Involved many community members and yet managed to achieve one cohesive, carefully planned/designed project.

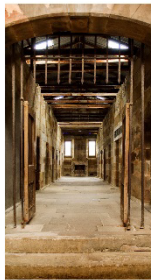
5. Strategic Plan

The Strategic Plan was launched by Interpretation Australia in April of 2023. It sets out a framework to guide Interpretation Australia in the successful creation, delivery and implementation of innovative opportunities and events that will strengthen the organisation's capacity to meet and exceed the membership's expectations.

The Plan was developed over the previous 12 months in collaboration with Kelp Creative, and the result is a purposeful alignment of our future goals with our capacity to deliver. This will be achieved through a recommitment to our restated values of being member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.



President's foreword



For strategic plan to be successful, we need every organisation to be able to identify and share the many opportunities in Australia, in 2023, when the association will have a new focus. The plan will be a guide, one which will be the product of a strategic plan to be a 'living document' that will be a guide to the future of the association.

The vision, as set out in this strategic plan, is to be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.

This will be a vision that will be a guide to the future of the association. The plan will be a guide to the future of the association. The plan will be a guide to the future of the association.

The vision, as set out in this strategic plan, is to be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.

A renewed commitment

OUR VISION
Interpretation is valued in the protection and sharing of Australia's natural, social and cultural heritage.

OUR MISSION
We are the professional practice and practitioners of interpretation within Australia.

OUR VALUES
A series of values guide actions, and how we engage staff, volunteers, members and partners.



Member-focused
We are the professional practice and practitioners of interpretation within Australia. We are the professional practice and practitioners of interpretation within Australia.

Inclusive
We are the professional practice and practitioners of interpretation within Australia. We are the professional practice and practitioners of interpretation within Australia.

Collaborative
We are the professional practice and practitioners of interpretation within Australia. We are the professional practice and practitioners of interpretation within Australia.

Sustainable
We are the professional practice and practitioners of interpretation within Australia. We are the professional practice and practitioners of interpretation within Australia.

Safe
We are the professional practice and practitioners of interpretation within Australia. We are the professional practice and practitioners of interpretation within Australia.

Strategic priorities

Interpretation Australia Strategic Plan 2023-2028 outlines the organisation's renewed commitment to nurturing interpretation and interpretation across Australia. This strategy builds on the organisation's past success, and we think everyone that has contributed to it over the past 30 years. These priority areas will guide IAA's actions over the next five years:



Priority 1: National, engaged network

GOALS	ACTIONS
DISCOVER We will discover the many opportunities in Australia, in 2023, when the association will have a new focus. The plan will be a guide, one which will be the product of a strategic plan to be a 'living document' that will be a guide to the future of the association.	We will discover the many opportunities in Australia, in 2023, when the association will have a new focus. The plan will be a guide, one which will be the product of a strategic plan to be a 'living document' that will be a guide to the future of the association.
CONNECTED We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.	We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.
VALUED We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.	We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.
VISIBLE We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.	We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.

Action plan

ACTION PLAN	GOALS	ACTIONS	MEASURE	STATUS	2023-2028			
					2023	2024	2025	2026
Priority 1: National, engaged network	DISCOVER We will discover the many opportunities in Australia, in 2023, when the association will have a new focus. The plan will be a guide, one which will be the product of a strategic plan to be a 'living document' that will be a guide to the future of the association.	We will discover the many opportunities in Australia, in 2023, when the association will have a new focus. The plan will be a guide, one which will be the product of a strategic plan to be a 'living document' that will be a guide to the future of the association.	We will discover the many opportunities in Australia, in 2023, when the association will have a new focus. The plan will be a guide, one which will be the product of a strategic plan to be a 'living document' that will be a guide to the future of the association.	We will discover the many opportunities in Australia, in 2023, when the association will have a new focus. The plan will be a guide, one which will be the product of a strategic plan to be a 'living document' that will be a guide to the future of the association.	On track	On track	On track	On track
	CONNECTED We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.	We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.	We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.	We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.	On track	On track	On track	On track
	VALUED We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.	We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.	We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.	We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.	On track	On track	On track	On track
	VISIBLE We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.	We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.	We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.	We will be a member-focused, inclusive, collaborative, sustainable, and providing a safe environment for all to participate in.	On track	On track	On track	On track

6. Financial Report

Beata Kade



The financial year 2022 - 2023 was a year of frantic activity for our sector and others, bouncing back from the severe impact of the pandemic yet still needing to do more with less.

This had a direct effect on our small voluntary Executive Committee's capacity to grow Interpretation Australia.

Our focus was on working through the development of the now-completed Strategic Plan to evolve IA in a manner that will support and add value to our members, thus setting IA up for success in the future. We exist to advance the practice of interpretation, which happens through our members.

Our mission is to nurture the professional practice and practitioners of interpretation within Australia.

The financial results for the period ending 30th June 2023 reflect the above environment and the investment in that focus.

IA income was \$21,198, with a deficit of \$20,221 due to expensing the Strategic Plan in this financial year.

Our balance sheet shows IA's balance of \$88,505, with \$856 accounts receivable and accumulated funds of \$89,361.

As Treasurer, I believe it was important to undertake the modernisation of IA's accounting software from the very outdated Saasu to Xero, to better manage the financial and administrative functions. This required an investment in historical data migration and time

for the setup, which is now complete. Xero will be a good platform with which to grow IA through the implementation of our new Strategic Plan.

This upgrade was timely, as our long-serving Administration Officer, Ben Clarke, retired from IA at the end of the financial year. I would like to thank Ben for his dedication, flexibility, and generosity to IA over the many years, not only in the administrative and member-relations capacity but also in supporting the Treasurer's activities.

We welcome Ben's recently appointed successor Lauren Sharp, who is currently focused on working with the Executive Committee on IA's upcoming National Conference, AGM and Awards.

As a key event for our members to connect and learn, the conference provides an opportunity for members to understand, comment and contribute to the implementation of the Strategic Plan. We know how skilled and capable our members are and understand volunteering for our association is a commitment of valuable time, but IA cannot do it without our member's participation.

The three priority areas to guide IA's action for the next decade are:

1. National, engaged network connecting interpreters across Australia
2. Enhance professional practice Australia's 'go-to' for natural and cultural interpretation
3. Enduring voice for interpretation Advocating the value of interpretation and interpreters.

I believe they each support the other, and just like individually, we can help each other thrive in our professional and personal lives;

collectively, we can help our association flourish, which will support our members and our sector.

I would like to thank Kylie Christian, IA President for her unwavering commitment and vision for Interpretation Australia and the rest of the Executive Committee for their time, ideas and enthusiasm.

6.1 Balance Sheet

ASSETS	2023	2022	2021	2020	2019
Accrual Basis	\$	\$	\$	\$	\$
Cash at bank	88,505	109,581	107,071	102,373	85,468
Accounts receivable	856				
TOTAL ASSETS	89,361	109,581	107,071	102,373	85,468
Net Assets	89,361	109,581	107,071	102,373	85,468
Accumulated funds brought forward	109,582	107,071	102,373	85,468	79,849
Net surplus/deficit for the year	-20,221	2,510	4,698	16,905	5,619
TOTAL ACCUMULATED FUNDS	89,361	109,581	107,071	107,071	85,468

6.2 Proffit & Loss – Income

Profit and Loss	2023	2022	2021	2020	2019	2018
	\$	\$	\$	\$	\$	\$
INCOME						
Conference income				43,445	46,987	16,415
Conference sponsorship				3,000	1,500	7,300
Directory listing	203					40
IA Awards entry fees & sponsorship	1,793	782	1,961	1,019	1,738	3,524
interest received			40	105	77	193
Magazine advertisement and sponsorship	100					
Membership fees: individual-reduced	2,037	1,913	1,776	1,713	2,097	1,767
Membership fees:corporate-4	5,022	6,640	5,644	9,680	5,738	9,579
Membership fees:corporate-8	1,614	1,464	1,569	1,571	1,571	732
Membership fees: individual	9,677	10,164	9,590	8,956	10,471	8,766
Membership fees: student	752	768	372	344	231	497
Total Income	21,198	21,731	20,951	69,833	70,409	48,814
Gross Profit	21,198	21,731	20,951	69,833	70,409	48,814

6.3 Profit & Loss – Expenses

Profit and Loss	2023	2022	2021	2020	2019	2018
	\$	\$	\$	\$	\$	\$
EXPENSES						
Accounting software	0	440	440		440	484
Admin officer/ professional fees	14,788	10,549	11,162	11,204	10,308	13,654
Annual report / secretarial	363	445	154	154	576	57
Awrds Admin & Prizes	791	1,448	614	959	5,064	2,660
Audit fees			59	963		
Bank charges	79			13	55	347
Conference Expenses				34,396	44,039	7,471
Conference speaker cost					2,200	2,420
Credit card merchant fees	532	411	329	366	388	275
GOA membership						11
other / misc expenses	98	188			77	356
Postage and couriers	301	151	173	134	35	140
Publications / EMag, ENews etc	187	35	262	2,401	747	571
Stationery					17	48
GWA Award prize / expense						500
Other Awards / Gift Expenses			614			
Strategic Plan	19,388					
STRIPE CHARGES/refunds	1,697	1,404	1,259			
Teleconference	231	231	0		933	470
telephone and fax	96	192	30	733	182	297
Travel						1,649
Website	2,635	1,491	1,089	2,424	983	5,221
Workshop expenses	236	1,960				
Total Operating Expenses	41,419	18,145	15,586	53,875	66,044	36,567
Net Profit / Loss	-20,221	2,786	5,365	15,958	4,366	12,246



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