

Interpretation
Australia



Annual Report

2023 - 2024



Compiled by Interpretation Australia Association
Incorporated

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Cover Image: 2023 IA Medal Recipient – Budj Bim
Cultural Landscape.

Source: Project Team

Table of Contents

1. President's Report	4
2. Administration & Governance	5
2.1 Administration Report	5
2.2 IA Membership	5
2.3 Structure & Executive	5
3. Professional Development + Events	6
3.1 Website Management	6
3.2 IA Podcasts + Vodcasts	6
3.3 Digital Engagement	6
4. IA National Awards 2023	7
5. Strategic Plan	8
6. Treasurer's Report	9
6.1 Balance Sheet	10
6.2 Profit & Loss – Income	10
6.3 Profit & Loss – Expenses	10

1. President's Report

Kylie Christian



As 2024 progresses, a little too rapidly, towards its conclusion I have found myself pondering the last eight years of my association with the Interpretation Australia executive committee.

I have spent one term as a general member, two as treasurer and five terms as IA president. Something that I am incredibly proud of. The longevity and solid foundation of the organisation has always been at the forefront of my involvement and continues to inspire my interpretation journey.

Surrounded by a range of professional interpreters both on the executive and in the membership, I am constantly amazed by the projects, approaches, ideas and directions they and their work take in the wonderful field of natural, cultural and historical interpretation.

Since introducing our Strategic Plan last year, we have been striving to meet the objectives and goals of its manifesto. We have improved the interactivity of our website and delivered a radical update of our supplier's hub that better showcases our membership.

We delivered a great 2023 conference in Sydney, marking our return to face-to-face meetings and events. It was very well received by our delegates and provided an excellent platform to engage with attendees about the future of IA.

As part of the event, we celebrated in style with our 2023 National Awards for Excellence. Our amazing entries showed the diversity and range of interpretive projects across Australia.

Once again, all these events and the day-to-day running of the Interpretation Australia association would not be possible without the dedication and assistance of our volunteers, who give their time and energy to provide ongoing direction and support to the members and the executive.

I would like to express special thanks to Beata Kade, the current IA Treasurer, for her exemplary support and work for the organisation. She has been a steadfast component of our organisation's continued operation and success.

I would also like to ask any member who would like to contribute to Interpretation Australia's executive committee and organisation to get involved.

The only successful way for IA to grow is if people get involved and participate. That can be in a range of roles and ways. So, if you are inclined to put your hand up, I strongly encourage you to do so. It is rewarding, engaging, and beneficial to not only yourself but also the wider profession of interpretation throughout Australia.

Finally, as I always do, I say to our members, thank you. Without you, there is no Interpretation Australia. Thank you for your continued support, contributions and inspiration. I wish you well in your upcoming endeavours and simply the best for 2025 and beyond.

Signing off for now.

A handwritten signature in black ink that reads 'Kylie'.

2. Administration & Governance

2.1 Administration Report

Lauren Sharp was appointed Administrative Officer (AO) in September 2023, but her tenure effectively ended only four months later due to changing personal circumstances. We thank her for her efforts during that time.

This vacancy left IA without any dedicated support for most of the 2024 financial year and meant that the remaining Executive Committee members had to carry an additional load of maintaining critical IA operations such as:

- Financial management and member invoicing
- Responding to member enquiries & requests
- enquiries from members and non-members
- Maintaining organisational processes
- Writing, preparing and sending out e-news bulletins
- Maintaining and improving the website
- Maintaining the membership database
- Compiling the 2023 – 2024 Annual Report
- Financial reconciliation and reporting
- Organising Annual Conference
- Organising Excellence Awards

2.2 IA Membership

After nine years without an increase, IA membership costs were simplified to encourage new members. New and renewing fees remained the same: \$130 for individual members, \$400 for corporate 4 membership, and \$760 for corporate 8 membership. We also maintained a \$50 membership for low-income and \$30 for student members.

Whilst our membership numbers dropped significantly to 108, we have seen our corporate memberships grow.

This means our total number of members was reduced only by 5 to 199 paid-up members as of 30 June 2024.

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	230	379
2018	214	339
2019	196	294
2020	158	241
2021	160	217
2022	193	247
2023	157	204
2024	108	199

2.3 Structure & Executive

Interpretation Australia relies on the voluntary input of 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 2023/24 were:

President	Kylie Christian
Vice President	Felicity Coleman
Secretary	Joshua Madden
Treasurer	Beata Kade
General Executive Members (GEM)	Scott Killeen Jennifer Waithman
Admin Officer	Lauren Sharp (4 months)
State Representatives	
ACT:	Kate Armstrong
NSW:	Vacant
NT:	Vacant
QLD (STH):	Vacant
QLD (NTH):	Maree Treadwell Kerr
SA:	Jessica Wilson
VIC:	Vacant
WA:	Vacant
TAS:	Vacant
Indigenous State Representatives	Vacant

2023/24 Portfolio Managers & Chapter Representatives

Engagement	Felicity Coleman
Website	Kylie Christian
Membership	Robyn Stocks / Kira Paznikov
Awards	Kylie Christian
Sponsorship	Beata Kade
Podcasts	Naías Mingo-Poch/John Pastorelli
Newsletter	Joshua Madden
First Nations	Vacant
Resources	Vacant
Events	Vacant

3. Professional Development + Events

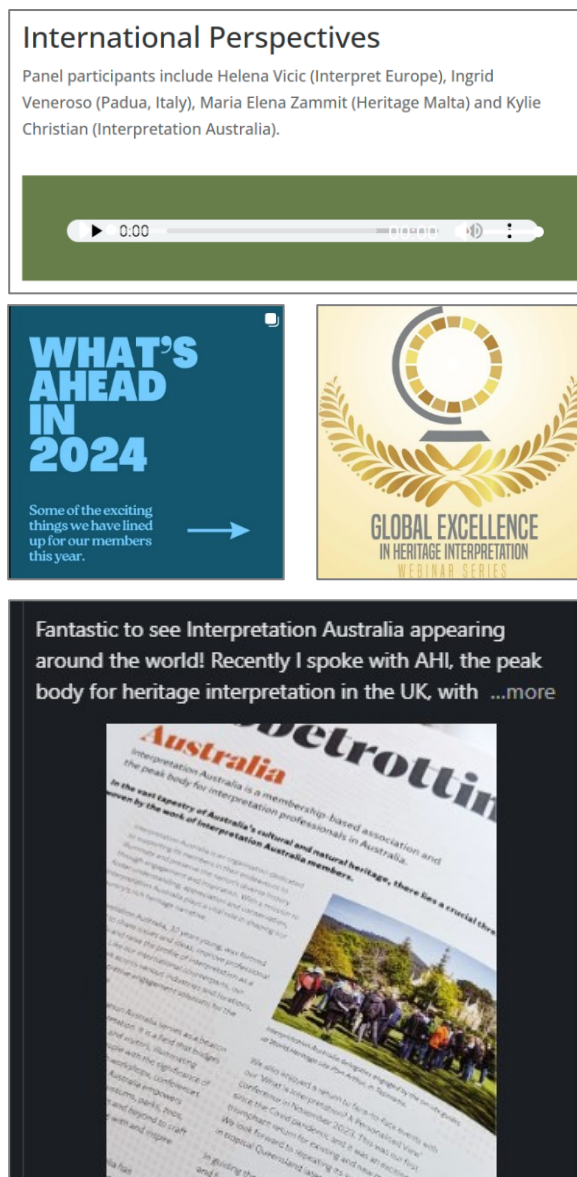
3.1 Website Management

The website continues to provide an effective platform for sharing information and centralising event coordination. Website statistics show that the site had:

- 7,107 visitors to the site, with the peak period being on and around the conference dates
- 3,098 first-time visitors to the site
- 4,733 page views
- Majority of the visitors are from Australia, followed by New Zealand, the United States, the United Kingdom, Canada and Japan
- Within Australia the top three regions for engagement were New South Wales, Victoria and Queensland
- 67.5% of visitors came directly to our website by the URL. 22.5% of visitors were shown to our site by Google, with the remaining 10% coming from other internet browsers and search engines

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

The website will continue to be the foundation point for information for members and non-members.



3.2 IA Podcasts + Vodcasts

The 2023-2024 year saw the continued continuation of the podcast series facilitated by Naias Mingo and John Pastorelli with the inclusion of the following in our archives:

International Perspectives

Panel participants include Helena Vivic (Interpret Europe), Ingrid Veneroso (Padua, Italy), Maria Elena Zammit (Heritage Malta) and Kylie Christian (Interpretation Australia).

3.3 Digital Engagement

Felicity Coleman

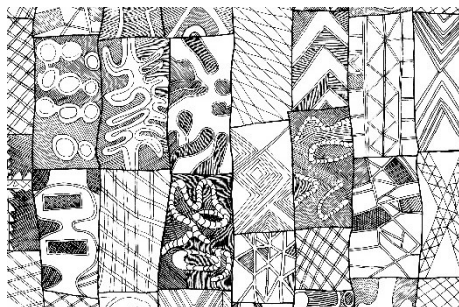
Instagram

- Followers: 970
- The majority of these are from the eastern coast of Australia
- Primarily Australian, with a small percentage of followers located in the US, UK, New Zealand and Canada

LinkedIn

- 269 followers, +25% from 2023
- 28% from the Greater Sydney Area
- 22% from the Greater Melbourne Area
- The remaining followers are spread nationwide, with a small percentage of international followers.

4. IA National Awards 2023



Interpretation Planning + Design Project

Budj Bim Cultural Landscape

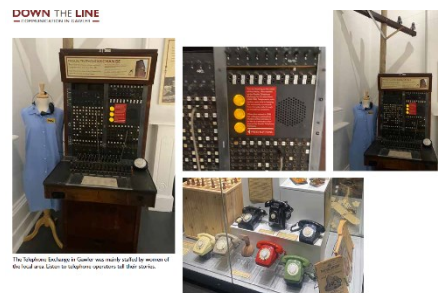
This is a well-planned and well executed project that fully integrates the interpretation and architecture...



First Nations Interpretation Winner

Budj Bim Cultural Landscape

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



Interpretation Project Indoors under \$75,000

Down the Line Exhibition

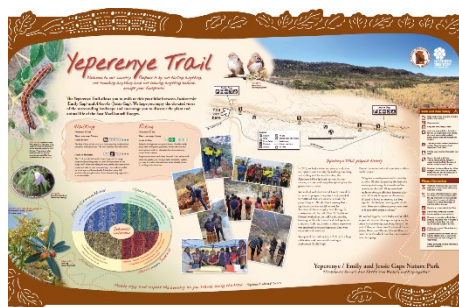
There is a clever link to the lobby/café space to draw people through, this is well thought out and artfully executed.



Interpretation Project Indoors over \$75,000

Badu Baraya Heritage Interpretation Display

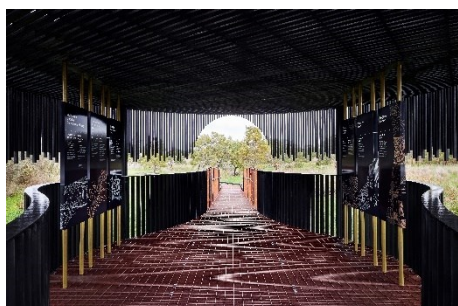
...beautiful high-quality installation...great to see commitment to interpretation by developers and the engagement of knowledge holders and artists.



Interpretation Project Outdoors under \$75,000

Yeperenye Trail

Simply beautiful. The thought and design make this project a delight to look at, read and makes for a visually interesting display for visitors.



Interpretation Project Outdoors over \$75,000

Budj Bim Cultural Landscape

A fantastic truly immersive interpretive cultural landscape that shows how interpretation can be beautiful when well-planned and designed.



Interpretation Project Temporary Event or Display

Inside the Tide: A Marine Dream of Coral, Kelp and Coast

Wonderfully imaginative & innovative... moves away from traditional methods of interpretation.

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 aligns our future goals with our capacity to deliver and we have been working towards this outcome throughout 2023 and 2024.

The next couple of years will see the full implementation of the goals of the Strategic Plan and the benefits to the IA organisation will be felt.

To date, we have completed a data review of the membership, created group accounts for our corporate memberships, redesigned the supplier's hub interface to better service our members and increase their visibility within the marketplace, ensured the security of our information and collaborated with other like-minded organisations throughout Australia and internationally.



6. Treasurer's Report

Beata Kade



The financial year 2023 - 2024 was a year of mixed results. Having hosted the Annual Conference in Sydney, the first conference after three years, IA generated \$18,800 in

revenue, a modest but essential contribution to its financial sustainability.

The financial results for the period ending June 30th, 2024 are

- IA total income was \$41,054, with a profit of \$14,917, an improvement after last year's loss of \$20,221.
- Our balance sheet shows IA's balance of \$106,428, with \$3,045 accounts receivable and cash at bank of \$103,827.

Unfortunately, the anticipated uptake in members joining the IA Executive Committee to help us implement the Strategic Plan and evolve IA in a manner that will support and add value to our members did not occur.

In fact, we found ourselves with even less capacity than in previous years due to the already understaffed voluntary Executive Committee members' lack of availability.

IA's newly appointed Administration Officer's change of circumstances after only four months has left IA without any support since December 2023, and it has taken until August 2024 to find a suitable person as our new Administration Officer.

We welcome Jerry Retford, who has already proven to be a valuable addition to IA's administration, Executive Committee support and organising the 2024 Conference, AGM & Awards.

IA's accounting system, Xero, has functioned well since its implementation last year, with automated billing functions and modern reporting capabilities. However, the integration between the website's Member Portal and Xero is yet to be implemented.

Kylie Christian, IA's President, has continued in multiple roles beyond what any organisation would regard as the president's duties.

This includes continuing to maintain the IA website, responding to changes necessary due to the new accounting and payment systems, and enhancing its functionality.

IA website now has an improved Consultant's Directory, which allows members to update and enhance their profile with the latest information and images.

We also feature members via our newsletters so we can all get to know each other better as individuals.

Similarly, IA newsletters allow you to showcase your interpretive projects regularly without waiting for our Annual Conference and Awards. The newsletter, like all other aspects of IA's operation, has the potential to do more to serve IA members better, and the Executive welcomes your suggestions and participation in making that happen.

Aiming to fulfil IA's mission of nurturing the professional practice and practitioners of interpretation, IA's Strategic plan's three priority areas 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.

IA needs its members to get involved in running the association and will not achieve the above if it relies solely on the insufficient number of Executive members waiting to step down due to other commitments.

I acknowledge my fellow Executive Committee members for the time and effort they gave to IA, and particularly Kylie for her immense contribution to IA despite substantial changes in her professional and personal circumstances.

I urge all members to take an active role; many hands make for a lighter load for everyone. Together, we can nurture each other and this association to continue serving our community of interpreters whose work makes a real impact on our broader community.

6.1 Balance Sheet

ASSETS	2024	2023	2022	2021	2020
Accrual Basis	\$	\$	\$	\$	\$
Cash at bank	103,827	88,508	109,581	107,071	102,373
Accounts receivable	3,045	3,003			
TOTAL ASSETS	106,872	91,511	109,581	107,071	102,373
Net Assets	106,428	91,511	109,581	107,071	102,373
Accumulated funds brought forward	91,511	109,581	107,071	102,373	85,468
Accounts payable	444				
Net surplus/deficit for the year	14,917	-18,070	2,510	4,698	16,905
TOTAL ACCUMULATED FUNDS	106,428	91,511	109,581	107,071	107,071

6.2 Profit & Loss – Income

Profit and Loss	2024	2023	2022	2021	2020	2019
	\$	\$	\$	\$	\$	\$
INCOME						
Conference income	18,300				43,445	46,987
Conference sponsorship	500				3,000	1,500
Directory listing	472	203				
IA Awards entry fees & sponsorship	1,336	1,793	782	1,961	1,019	1,738
interest received				40	105	77
Magazine advertisement and sponsorship		100				
Membership fees: individual-reduced	1,352	2,037	1,913	1,776	1,713	2,097
Membership fees:corporate-4	9,132	5,022	6,640	5,644	9,680	5,738
Membership fees:corporate-8	2,280	1,614	1,464	1,569	1,571	1,571
Membership fees: individual	7,246	9,677	10,164	9,590	8,956	10,471
Membership fees: student	436	752	768	372	344	231
Total Income	41,054	21,198	21,731	20,951	69,833	70,409
Gross Profit	41,054	21,198	21,731	20,951	69,833	70,409

6.3 Profit & Loss – Expenses

Profit and Loss	2024	2023	2022	2021	2020	2019
	\$	\$	\$	\$	\$	\$
EXPENSES						
Accounting software	2,511	0	440	440		440
Admin officer/ professional fees	6,103	14,788	10,549	11,162	11,204	10,308
Annual report / secretarial		363	445	154	154	576
Awrds Admin & Prizes	1,340	791	1,448	614	959	5,064
Audit fees				59	963	
Bank charges	150	79			13	55
Conference Expenses	9,727				34,396	44,039
Conference speaker cost						2,200
Credit card merchant fees	1,037	532	411	329	366	388
GOA membership						
other / misc expenses		98	188			77
Postage and couriers		301	151	173	134	35
Publications / EMag, ENews etc	1,153	187	35	262	2,401	747
Stationery						17
GWA Award prize / expense						
Other Awards / Gift Expenses				614		
Strategic Plan		19,388				
STRIPE CHARGES/refunds	591	1,697	1,404	1,259		
Teleconference		231	231	0		933
telephone and fax		96	192	30	733	182
Travel						
Website	3,525	2,635	1,491	1,089	2,424	983
Workshop expenses		236	1,960			
Total Operating Expenses	26,137	41,419	18,145	15,586	53,875	66,044
Net Profit / Loss	14,917	-20,221	2,786	5,365	15,958	4,366



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