

## 'York's Anzacs: Stories Remembering Them'

Evaluation report



### Exhibition components:

#### Historic Objects

Objects were sourced from the Residency Museum collection or loaned from other institutions, primarily the Army Museum of WA, and numerous private individual collectors, listed below. Loans total value was \$35180 and insured through LGIS.



Examples of objects displayed

#### Gary Hayes:

WW1 Australian Infantry Mannequin with uniform and all equipment. all except for the rifle [rendered innocuous] is original WW1 issue. The Jacket is dated 1916. The rifle is of WW2 Pattern

WW1 Ottoman Turkish private Mannequin. WW1 with accessories and rifle M1903 Turkish Mauser (rendered innocuous) with leather sling.

Ephemera. Turkish 1915 War Medal.

WW2 Identification discs, British and Commonwealth

Wrist bracelet and identification disc

Soapstone Turkish amulet.

#### Neville Browning:

WW1 Webbing -

Trench Tool -

Australian Bayonet in Sheath

2xTops of Shell Casings

Enfield Rifle (rendered innocuous)

German helmet

Beersheba picture

#### Gary Dinsdale:

Bremen babbler and 3 other handmade newspapers

Trench art caricature on tin

3 booklets WW1 era

Harold Dinsdale's original Mention in despatches framed

**Paul Bridges:**

20m vintage UK flag bunting

**Geoff Sargent:**

Handmade reading chair and bookholder

**Ross Cutter:**

Harold Dinsdales WW1 diary and medals framed

**Winston Foulkes-Taylor:**

4 Turkish WW1 knives

**Ernie Hobbs**

Cornet, music holder, 2 medallions, cap badges and other accessories

Postcards x 3

**Revolutions Transport Museum, Whiteman Park**

2 x horse models with WW1 bridles

**Army Museum of WA:**

WW1 Saddle

WW1 harness artillery

Pr officers Boots

Map holder

Moneybelt

**Julie Rae:**

WW1 Map of France

**Stewart Thorn:**

Replica medals and original paybook in cloth bag

**Kaye Verboon:**

China Plate

**Bev Penny:**

Bible

**Sam Good:**

Replica lamp, basket, camp frypans x2

**Lindy Dewar:**

WW1 helmets very poor rusted condition x 2

Ammunition box

**Mark Littlefair:**

Leather horse harness headcollar

Small table

**York RSL**

Quellington hall Honour Board

### Silhouette art installation

These bring home the fact that every single person involved was not just a statistic of war but a real person, evoking a hard-hitting reality of human stories of WW1.



GREAT ARTWORK by the children of York. Excellent variety + quality. FANTASTIC EXHIBITION!

View of exhibition from upper gallery

*courtesy www.andytyndall.com*



Thank you so much! We brought our kids and saw our relative J.C. Eyre. Can't describe how impacting to us and to share with our spouses and kids.

Photo silhouette of JC Eyre

### Dioramas

Three theatrical dioramas set the scene for the Desert Campaign, the Western Front and the Home Front. The sound effects of a WW1 battle scene accompanied the Western Front diorama, activated by a PR sensor. This proved particularly effective and atmospheric.



Dioramas; The Desert Campaign; The Western Front; The Home Front

*[Desert photo courtesy www.andytyndall.com]*

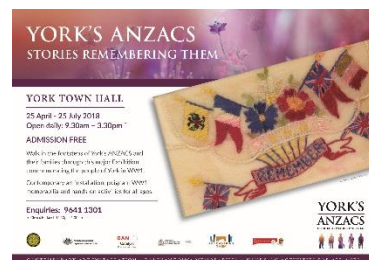
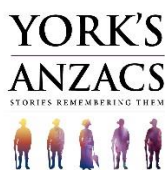
## Interpretive panels and design

35 interpretive panels and 5 backdrops set in Ekarv style [an easy-to-read system] text with images drawn largely from the Australian War Memorial and Army Museum of WA were designed in-house. Specialist military history material was contributed by volunteer Neville Browning OAM, author and military historian.

Photographs of York places taken by participants in the photography workshops were incorporated whenever possible.



Perth-based design firm Flametree Creative were commissioned to produce a logo encapsulating the essence of the exhibition [part of the Shire purchase of goods and services] plus an advertisement which was used in print and social media, and supplied the floral image used in the logo.



## Rest area with Biography booklets/ Family/children's hands-on activities

A comfy sofa rest area to combat 'exhibition fatigue' – the well known phenomenon of needing a rest and break in large exhibitions – provided booklets about each person and plenty of hands-on activities for children.

'build your own dugout' area with sandbags,

a replica Lee Enfield rifle to enable visitors to feel the enormous weight that WW1 soldiers had to carry;

Home Front activities such as rolling up bandages to help the Red Cross, knitting socks for soldiers, making poppies

A selection of children's Anzac story books.

A Scavenger Hunt quiz around the exhibition was also provided.

Many families with children were observed using this area for long periods of time [20-40 minutes] with a lot of inter-generational activity going on, so this area worked very well.



### **Cinema mini-theatrette**

This section was designed by the WA Museum using text supplied by us to provide a York focus, featuring stories of three WW1 poets, including a York man and a Perth woman, giving a re-useable small exhibit that could be flatpacked and then used on Anzac/Remembrance Days in years to come.

A large screen TV and some of the original Town Hall gallery seating and an original projector, all of WW1 era linked to the previous section in the main exhibition which featured the stories of two Returned Soldiers of York who ran Picture Shows here in the hall in the 1920s.



Inside Theatrette

A large screen TV showed unique, never before seen photographs of Gallipoli taken by a local serviceman accompanied by captions and a soundtrack of a haunting melody to create a reflective, contemplative mood in the visitor on leaving the exhibition.

### **Sound effects**

As mentioned, WW1 battle sounds accompanied the Western Front diorama and mood music accompanied the film.

As visitors leave the theatrette, they trigger a soundscape of the 'Last Post' whilst viewing panels citing The Ode and a Roll of Honour of all who served from York.

Comments in the visitors' book and post-it survey confirm this section proved a very moving experience.

## Community participation

Many figures were made over the preceding years with the involvement of local families, York District High School and community groups and this part of the project was designed primarily around community participation.



## YDHS workshop, Community arts and photography workshops

*[centre photo courtesy Louise Monte]*



## Silhouettes produced as photocollages, in the workshops and by artists

*[photos andytyndall.com & Louise Monte]*

## York Community Strategic Plan goals:

The exhibition fulfilled the following goals:

Social

- ☑ Strengthen community interactions and a sense of a united, cohesive and safe community.
- ☑ Build and strengthen community, culture, vibrancy and energy.

Within the objective: Strengthen Community Cohesiveness and Participation

- Develop and participate in a regional social plan to capture and strengthen community development opportunities, such as recreation, social groups, communication and activities.

Within the objective: Strengthen the Cultural and Historical Significance of York

## Economic

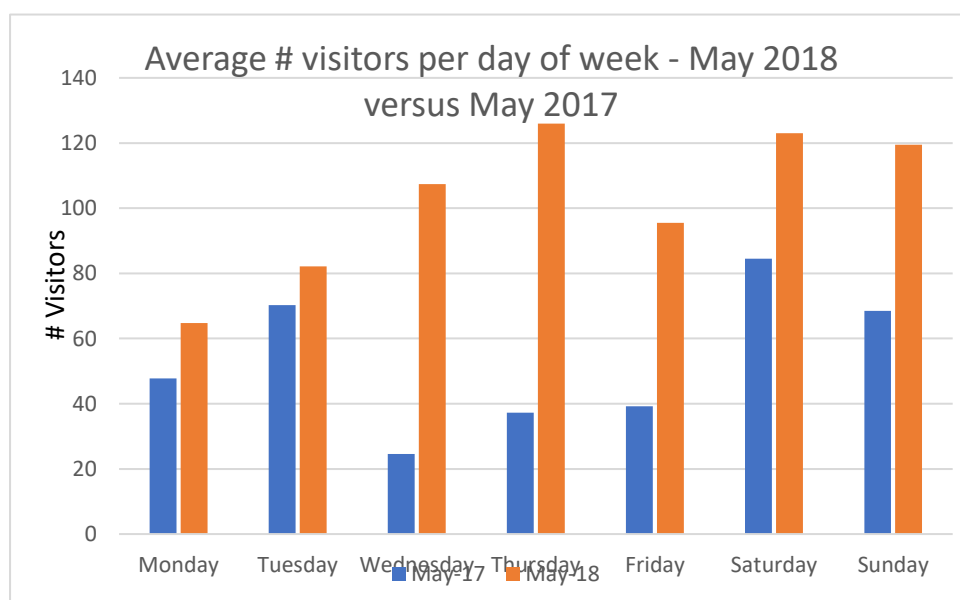
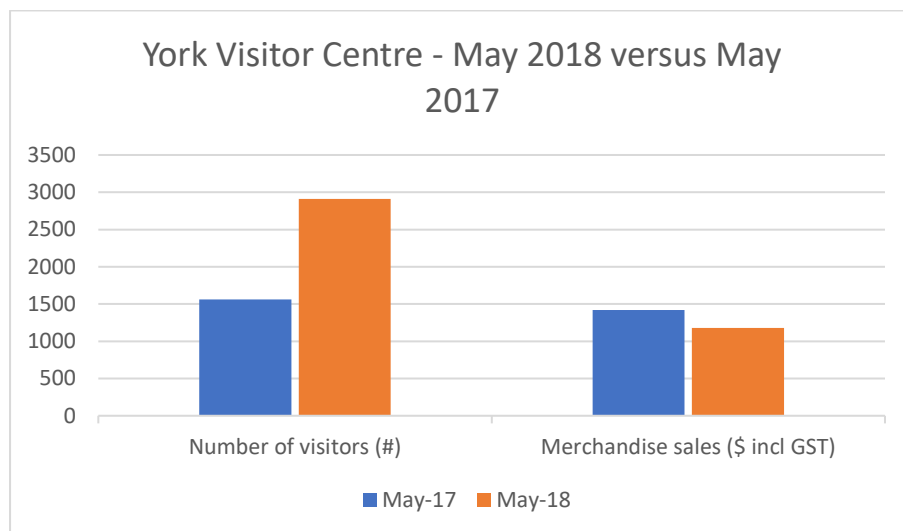
Launch event on 24 April.



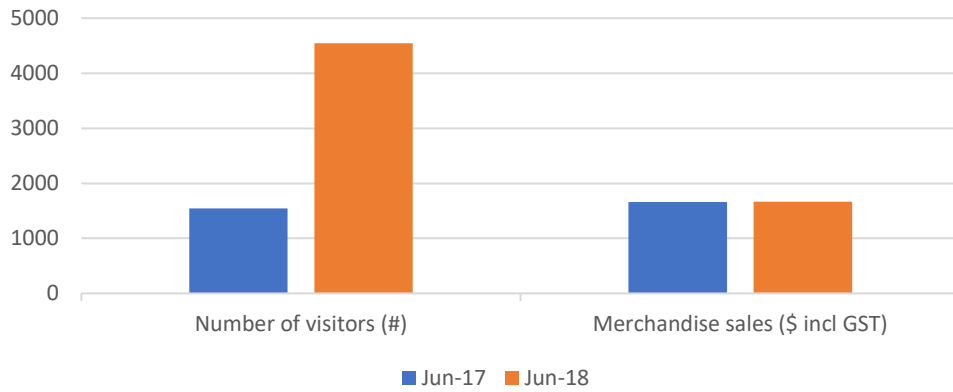
The Hon. Christian Porter opened the exhibition, flanked by surviving sons and daughters of York's Anzacs; The Hon. Mia Davies with Shire President Cr. David Wallace; eminent WA military historians Dr Mike Galvin and Rob O'Connor were amongst the guests.  
 [ photos courtesy www.andytyndall.com ]

There was no method of monitoring visitor numbers to the exhibition. However as MOST visitors who went to the Visitor Centre visited the exhibition, according to observations by staff and volunteers, the figures are proportionally representative.

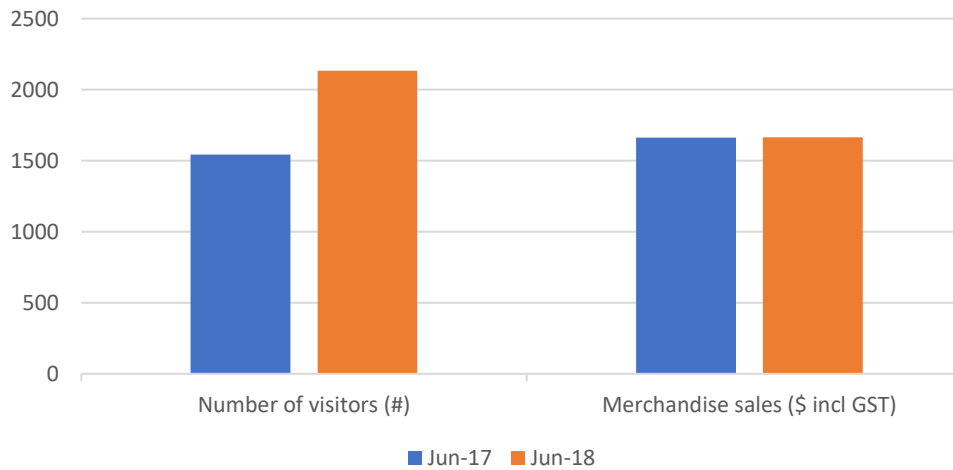
May visitor figures were counted manually as were 2017 figures. The percentage increase in 2018 was 86%. All weekdays showed increases.



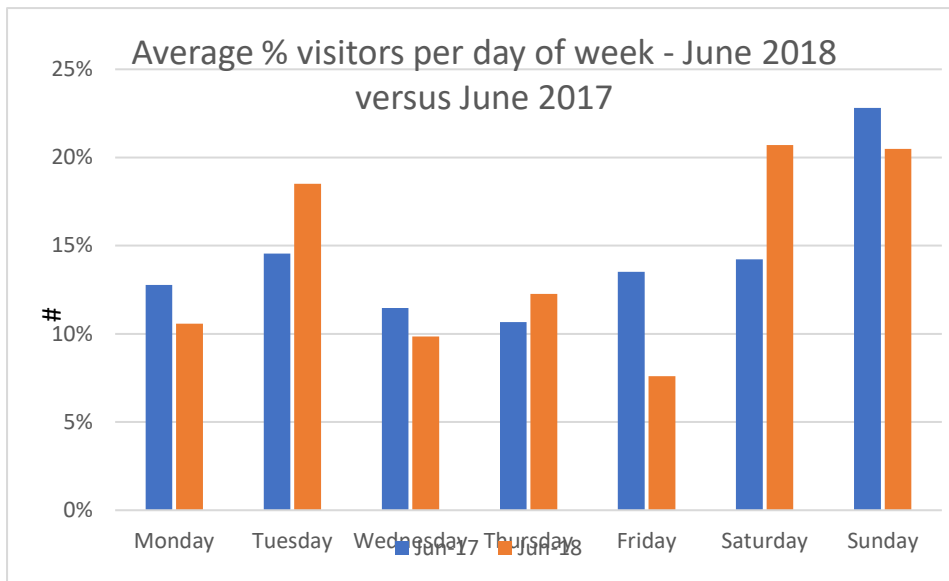
### AUTOMATED COUNT 2018 VERSUS MANUAL COUNT 2017: Number of Visitors & Merchandise Sales \$ - June 2017 versus June 2018



### MANUAL COUNT COMPARISON: Number of Visitors & Merchandise Sales \$ - June 2017 versus June 2018

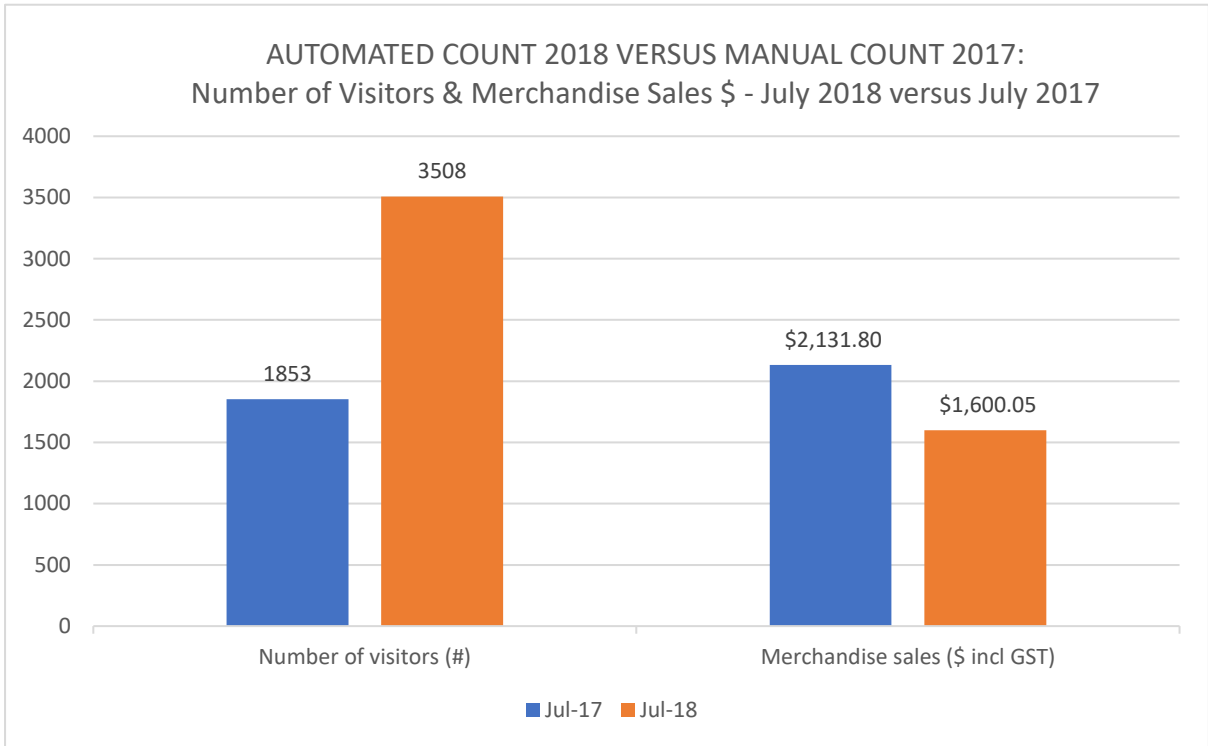




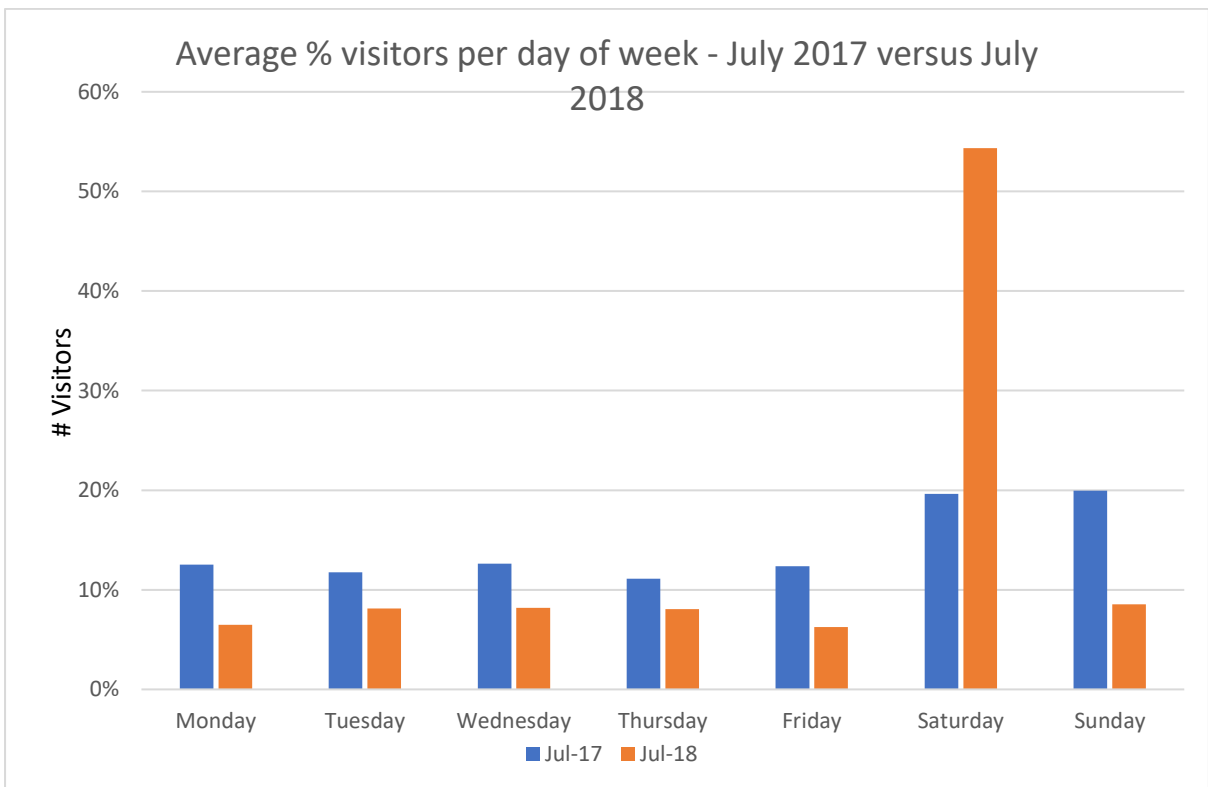


During June a new automated counter was installed. The percentage visitor increase is 194% by automated count, 38% by manual count comparison; the average between these is 116%.

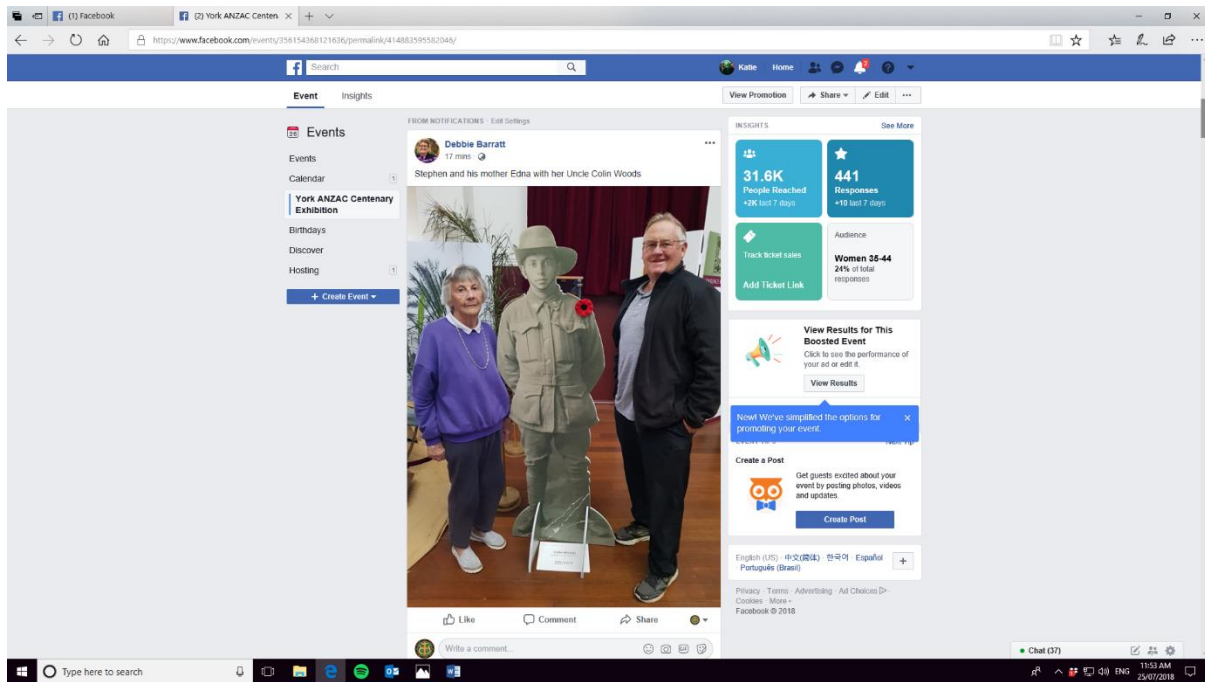
Tuesdays, Thursdays and Saturdays showed increases.



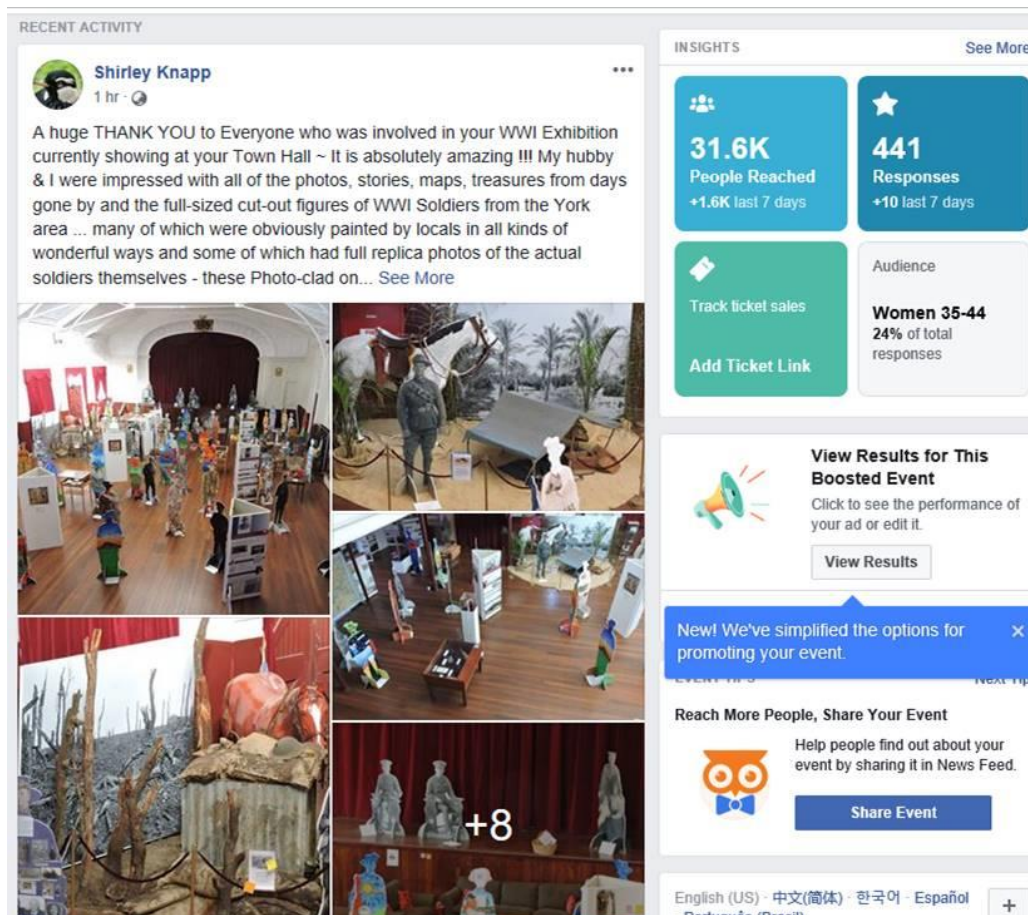
The percentage increase for July is 89% and only Saturdays showed increases, however this was a marked increase.



## Examples of facebook posts



Many visitors took photographs with silhouettes, especially if they had a connection with the person, but also at random. Example of a post from the Shire's event page





**John Andrewartha**

July 12 at 11:36 AM

- morning folks - to conclude my two-part visit to York, now 2 weeks left to run, a couple more photos of the excellent work put in by the curators. - We had a coffee in town, then up to Mt Brown for the diorama of the panoramic view, in the autumn light and haze over York, fires in the hearth, the sun was setting, and so back to Perth. - Mt Brown is the venue for each Anzac Day at 6am, dawn occurs at 6:45, at the conclusion of their remembrance. Hardy Folk. - - enjoy.



You, Heather Harvey, William Duperouzel and 5 others

3 Comments

Like

Comment

Share

From the facebook page  
'Western Front Dead from WA'



**ANZAC Cottage**

April 29

Went up to York to see their amazing exhibition. And who did I see but a lovely tribute to Leslie Wilkinson :the boy on the flagpole. Such an evocative exhibition, comprehensively researched and imaginatively interpreted.

4

From facebook page 'When WW1 came to Western Australia'

Shirley Knapp Voula ~ Interested ??  
Like · Reply · Message · 5w

Voula Youroukellis Kaplanis I am but I have a bike ride to Serpentine Dam this morning so not make it this time, hope it has another open day... sorry 😞  
Like · Reply · Message · 5w

Karen Benfield Open daily and runs until the 25th of July  
Like · Reply · Message · 5w

Write a reply...

Maggie May Great exhibition. Very moving. 🙌 3  
Like · Reply · Message · 5w

Vicki Graham Very interesting ,well worth a visit and has children's activities  
Like · Reply · Message · 4w 2

Gail Bidgood Matthew Bidgood  
Like · Reply · Message · 4w

Leela Gnanasegaran Judith Bleakley  
Like · Reply · Message · 4w

Louise Bailey Kim Winning Tania Read Sharon Baker ...  
Like · Reply · Message · 4w 2

Lynne Oliver Brilliant exhibition ❤️  
Like · Reply · Message · 4w

Mandy Brosnan Sean Brosnan  
Like · Reply · Message · 3w

Alison Dalziel Mark Dacombe  
Like · Reply · Message · 2d

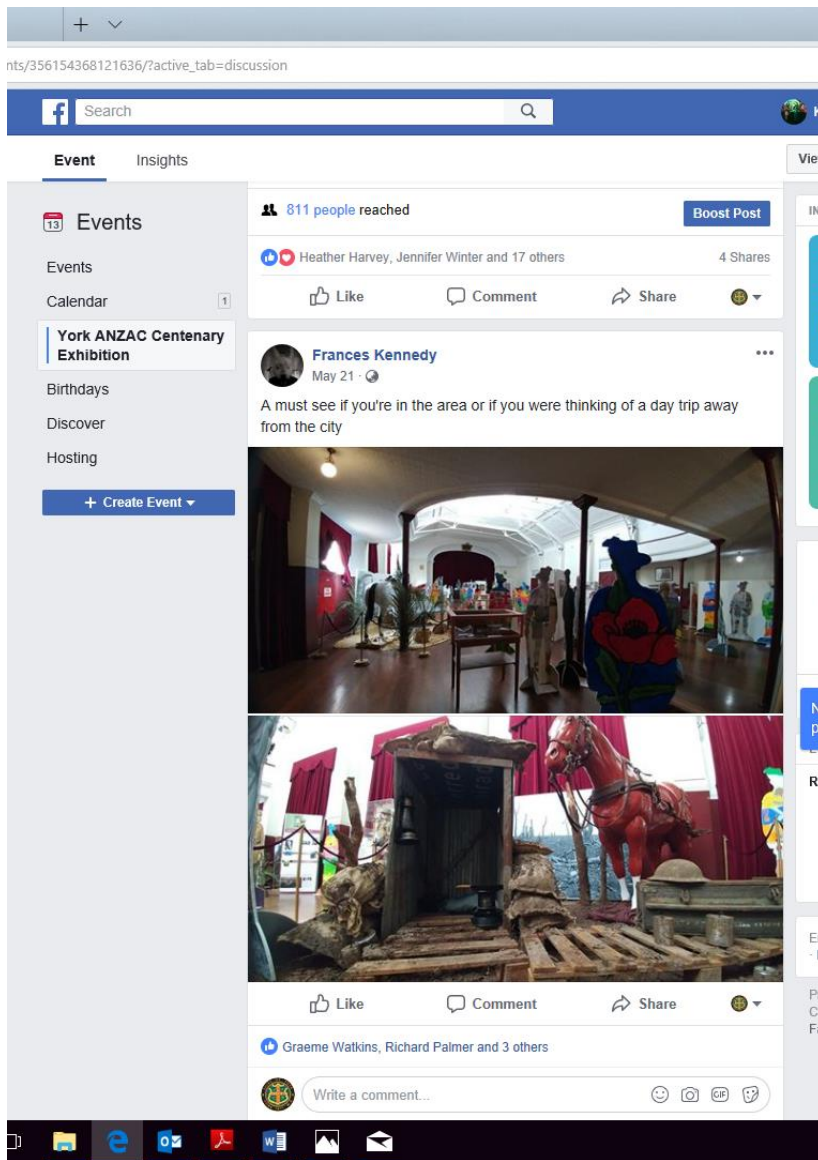
4 Replies

Suzie Thompson Mal Taylor  
Like · Reply · Message · 1d

Jenny Golding Baron Lynne Golding  
Like · Reply · Message · 17h

Write a comment...

From Shire page



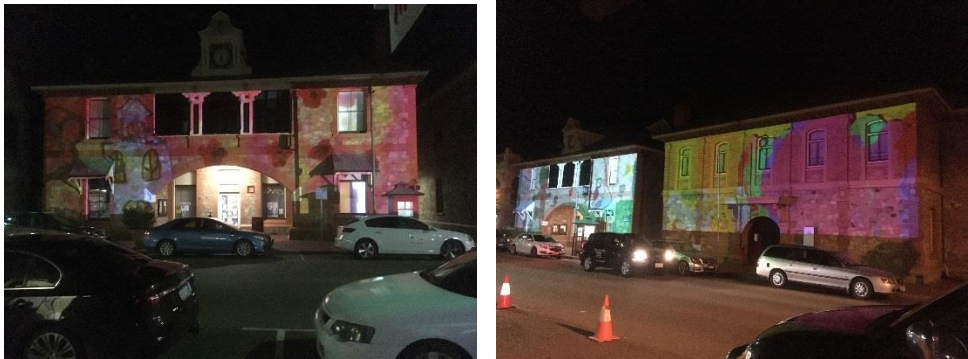
Post on shire page

Photographs taken by participants during the photography workshops were also used on interpretive street wastebins for Avon Terrace and the York CBD.



Examples of wastebins using participant's photographs.

Details from paintings by children from York District High school were used as light projections during the 'Yorkkids' weekend [2/3June 2018] of family fun activities organised by the Shire of York.



One lasting legacy is the high-security, state-of the art showcase valued at \$10,000 gifted to the Residency Museum as part of the in-kind grant by the 'Remembering Them' consortium.



The story of Ross and Lindsey Chipper of York who died at the charge on the Nek at Gallipoli features on a 'Voice of the Avon' community radio commemorative CD made in April 2018.



## Visitor Comments Book Analysis

From 24/4/18 to 29/7/18 1620 persons had commented in the visitor comments book.

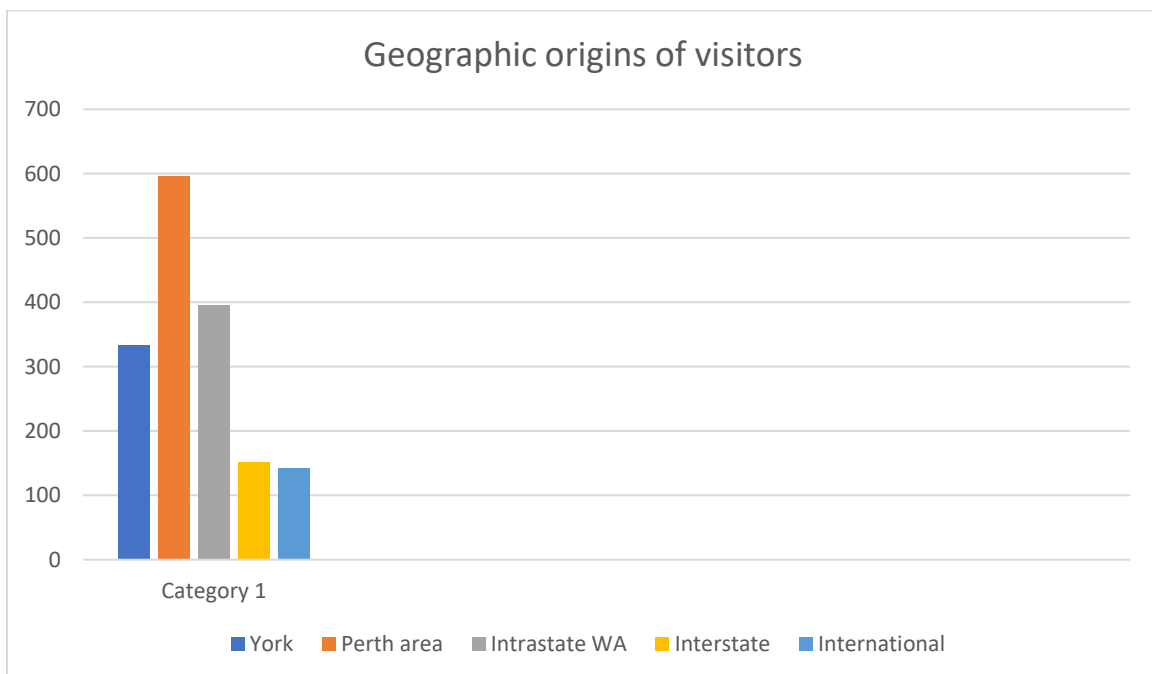
This was calculated as follows:

A single signature= 1 person

If two persons were mentioned within one comment, eg “Mr & Mrs Smith = 2 persons

If a family was mentioned eg ‘The Smith Family’ = 3 persons [likely to have been more but conservative estimates applied]

If a group or organisation was mentioned – eg ‘Mundaring Historical Society’ =1person[as there is no way of ascertaining how many were in group].



Not all visitors who sign the comments book indicated geographic origin. However the numbers are probably indicative of the relative proportions of visitors’ geographic origins.

Comments by type are a general indicator of ‘overall impression’ of the exhibition. Visitors did not remark much about particular aspects of the exhibition, this is usual in comments books and is the reason post-it and tracking surveys were undertaken. There was overwhelming praise of the quality and thanks for holding the exhibition. York as a Town/Shire was praised in a general sense of appreciating its heritage as well as for holding/organising the exhibition.



Adjectives and feelings expressed within the comments were grouped by type to understand the affective response of visitors. Most frequent were adjectives that emphasised the overall quality and positive impression of the exhibition. The thanks, expressions of tributes to Anzacs and comments that expressed how emotionally moving visitors found the exhibition are indicators of the successful transmission of messages inherent in the exhibition. Also featuring strongly was an appreciation of the community effort and that of organisers to create the exhibition.

TRACKING SURVEY

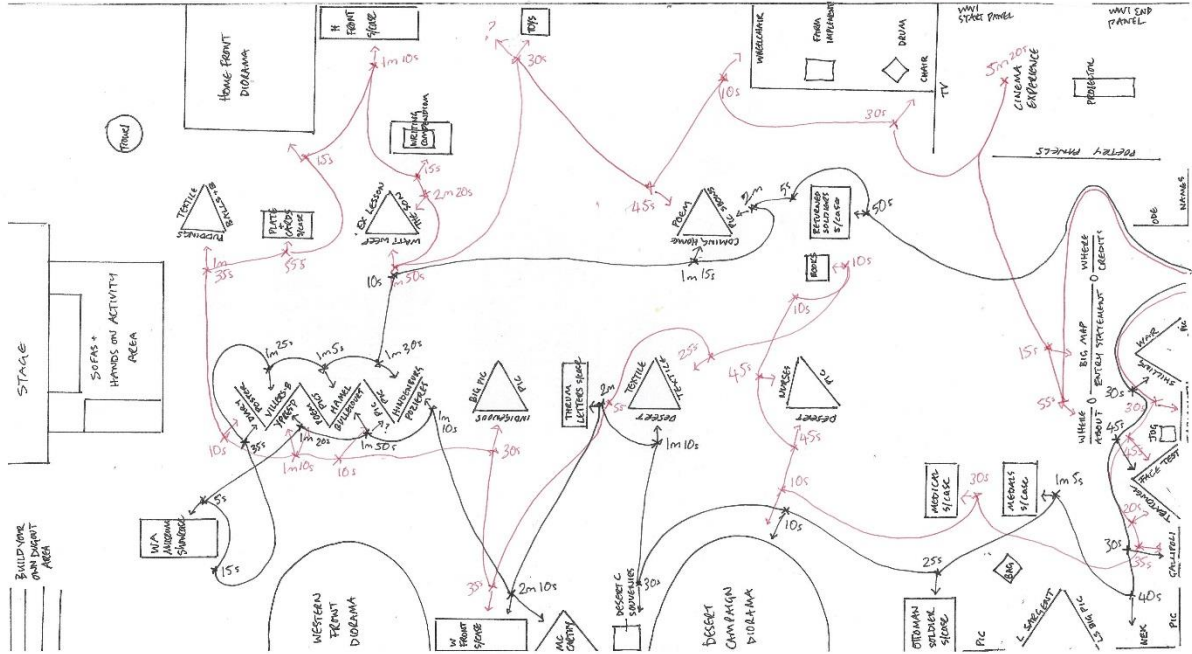
Date... 17/5/18... completed by *Carol Williams*  
 Time of visitor entry... 10:19 am... Time of visitor exit... 11:02 am

Males

Approximate Age range (circle per person)  
 0-5 5-10 10-15 15-20 20-30 30-40 **40-50** 50-60 60+

Females


Approximate Age range (circle per person)  
 0-5 5-10 10-15 15-20 20-30 30-40 **40-50** 50-60 60+




Example of a Tracking Survey, showing routes taken and timed stopping places

Examples of Post-It survey

GENERAL TRIBUTE COMMENTS

Thanks to the  
Brave men and woman  
who fought and mended  
the soldiers.  
Truly honoured.  


Lest we forget.  
A very moving,  
beautifully presented,  
insightful exhibition  
well done + thank you.  


Fantastic display  
worthy of  
their sacrifice  
Well done

I hope one  
day humanity  
stops being war  
fodder to tyrants

An excellent exhibition  
Oh the horror of war

FANTASTIC EXHIBITION!!  
(FROM SOMEONE WHO'S  
GRANDFATHER WAS FROM  
NORHAM & SURVIVED  
GALLIOLI & THE WESTERN  
FRONT)  
(CAPT F.W. COMBS)

CINEMA

I Cried

Very sad and  
interesting

 open2view.com

BRILLIANTLY  
PUT  
TOGETHER  
EXHIBITION

Beautiful photos

Supurb  
Moving  
excellent  
Huge effort


Touching!

## WESTERN FRONT DIORAMA

Great sand  
effects + music

The dioramas  
are amazing.

The Sounds  
Really Bring  
This to life



Absolutely  
love this  
display  
😊

Such  
creativity -  
feel like I'm  
there.