

DR NEVILLE BUCH

AHA Small is Big Business Report

Presentation of the “Small is Big: Scaling the
Map for Brisbane Persons and Institutions
1823-2000”

4 July 2018



A business report of the work and investment placed by Dr Neville Buch at the Australian Historical Association Conference on 3-4 July 2018 at the Australian National University, Acton, Canberra. With additional analysis on the value of the history consultancy business.

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AHA SMALL IS BIG BUSINESS REPORT

Dr Neville Buch

ABN 49 094 066 312

5 July 2018

SMALL IS BIG PRESENTATION

The report provides a justification to clients and potential client groups, as well to Brisbane major local history players, on the work and investment that went into presentation of the “Small is Big: Scaling the Map for Brisbane Persons and Institutions 1823-2000” by Dr Neville Buch (ABN 49 094 066 312) at the Australian Historical Association (AHA) Conference, 0900 to 0930, on 4 July 2018 at the Australian National University, Acton, Canberra. It is an open source business report for the benefit of other professional historian colleagues working in local history, regional history, state history, and community history. The report includes an analysis of these fields at the AHA conference.

The presentation of the Small is Big paper was one of three presentations in the session called “Digital History and Collective Biography”. The other two presenters were Karen Agutter from the University of Adelaide, and Helen Bones from Western Sydney University. The Chairperson was Karen Fox from the Australian National University.

Karen Agutter had created a large database on Australian migration with the purpose to highlight individual lives in the context of masses and big data. Helen Bones had created an online bibliographical database on New Zealand writers from 1890 and up to 1945. Karen Fox had done a comparative study of Australian monuments, reflecting on their imperial relation and how “the monumental cast” was transformed in historiographical interpretation, “in myriad ways”.

Neville Buch had created a mapping program of six online maps of Brisbane’s local history, currently with 1,060 historical sites marked and documented (MBH). Furthermore, Buch had been experimenting with two conceptual mapping formats for the online History & Philosophy in Queensland research program (HPQ).

Planning

Beginning on 9 June, Buch put 144 hours into the paper and presentation, including 7.5 work hours of the time at the conference, and 22.5 hour composing this business report. At a ridiculously low community history rate of \$25 per hour the investment is \$ \$3,637.50 (no payment made). This is a separate amount to the investment in the costs of attending the conference, as outlined in the accounting sheet at the end of the report (\$900.47; Appendix A). This makes the total investment \$4,537.97.

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The crafting of presentation was carefully planned with composition coordinated with a timing and word scaling sheet. On paper the presentation timed to 17.2 minutes at 2,235 words. At a practice on the evening of 3 July, it was found that the presentation pushed slightly over the 20 minute barrier, and so the presentation was revised by taking a few small paragraphs and lines out of the script. The timing and segment sheet for the presentation is at the end of the report (Appendix B).

Presentation

With practice and careful crafting, the presentation went very well, at a qualifying self-judgement of 96% in a best performance. Slide transition was flawless. The voice and posture was satisfactory without inconvenient pauses or loss of breath. A PDF copy of the PowerPoint Notes Pages should accompany this report (19 page; "Small is Big -- AHA 4 July 2018 Revised" PDF file).

Reception and Feedback

Questions were taken for ten minutes after each presentation. For the 'Small is Big' presentation, four questions were taken, three on the MBH program. The first question was on how the maps were structured on the MBH website. Buch replied that there was one full map of Brisbane structured in the colour coding on the block groupings of regions. There were also five other regional maps of Brisbane structured in the colour coding on local study areas. The next two questions were technical questions on the google software for the MBH, and on the Kumu software intended for the HPQ website. Buch explained that he was the historian, and delegated the software work to his contracted web manager and designer. He was, therefore, unable to answer the two questions except to confirm the use of the google platform in the MBH website. The questioners did not appear to be happy with the reply. The final question was on whether Buch thought there would be a cultural change in local history communities. Buch explained that he saw himself as an agent of change and described the purpose of the Brisbane Southside History Network (BSHN) as a vehicle to try and overcome the provincial attitudes and gain value for regional Queensland and Brisbane histories.

The presentations of Karen Agutter and Helen Bones were useful in the feedback and interaction. Agutter had created a database to highlight the individual lives of migrants in the pool of massive data. Agutter explained that she could see what was needed was a mapping strategy, and felt that Buch would be able to assist. Buch offered the view during the discussion that historians get too set in dichotomies once they have chosen their historiographical direction. The choice was not necessary between the masses or the individual, as it was also not necessary between the humanities (as in the narratives) and the social science (as in the databasing and mapping), nor was the choice forced between the ideas and the material objects.

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With Buch having preliminary investigations into a bibliometric project for writers, book trade, and world-changing publishing for Queensland and the capital city, Bones provided a valuable presentation. Bones had done online courses in coding and other areas of web design in order to perform the coding and design herself for the web, “New Zealand publications, 1890 – 1945” (helenbones.com/NZpubsdata).

This valuable experience led to a couple of discussions, later, between Buch and two colleagues, Yvonne Perkins and Margaret Cook. Perkins had completed an information technology degree before starting on her history career, and so developed her history work with her own coding work. Cook and Buch also came late to their history career and other disciplines already complement their history work. In the view of Cook and Buch the younger historians have advantage in learning coding skills, but for older historians already established in a number of other disciplines it is best to continue the practice of contracting out the website and database technical work.

No twitter responses were found for the “Digital History and Collective Biography” session.

OTHER CONFERENCE SESSION INTERACTION

Buch had one day at the AHA Conference. The early morning was taken out with the “Digital History and Collective Biography”, as described above. This allowed attendance to one of 14 sessions during the late morning, and then early afternoon. A list of the sessions available in the full AHA conference can be found [here](#).

Buch’s approach to Queensland and Brisbane social histories is framed by intellectual considerations of theory and method in a range of historiographical and ideological analysis. Two sessions fit this approach, “Historiography and Scale: Big Deep, and Micro-histories” in the late morning, and “Ideology, War and Terror” in the early afternoon.

Historiography and Scale: Big Deep, and Micro-histories

The session was chaired by Ann McGrath.

Elise Bohan from Macquarie University gave a paper on “Why understanding Big History matters?” It was a very intensive and somewhat defensive presentation, an argument of a young convert to Big History who was unaware of fallibleness of ‘the pedagogical saviour for humanity’ (Buch’s phrase). The argument rested on the ten things that *every* Australian should know or know about (see image on next page). The sweeping problem in the enthusiasm for the argument on “Why understanding Big History matters?” was the “—Or Else!” Bohan set up a dichotomist argument forcing the choice for the support of Big History due to the limited resources in the curriculum.

During the question time for the whole panel, Ian Hesketh from the University of Queensland pointed out the obvious problem in a polemic for Big History – science alone cannot provide the ethical groundwork to avoid the human or planetary destruction in the

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“Or Else!” Buch followed up with the suggestion to Bohan that what was offered was a higher education policy argument which would end up being a victim of the ‘divide-and-rule’ strategy, an unnecessary competition between humanities and the sciences for limited resources. The Australian Government policy is controlled by the view of producing work-ready graduates. If limited resource is the argument, the Australian Government would not see value for the teaching Big History, when the necessary statements (the list of ten points) can be offered in a small capping lesson in each science discipline.

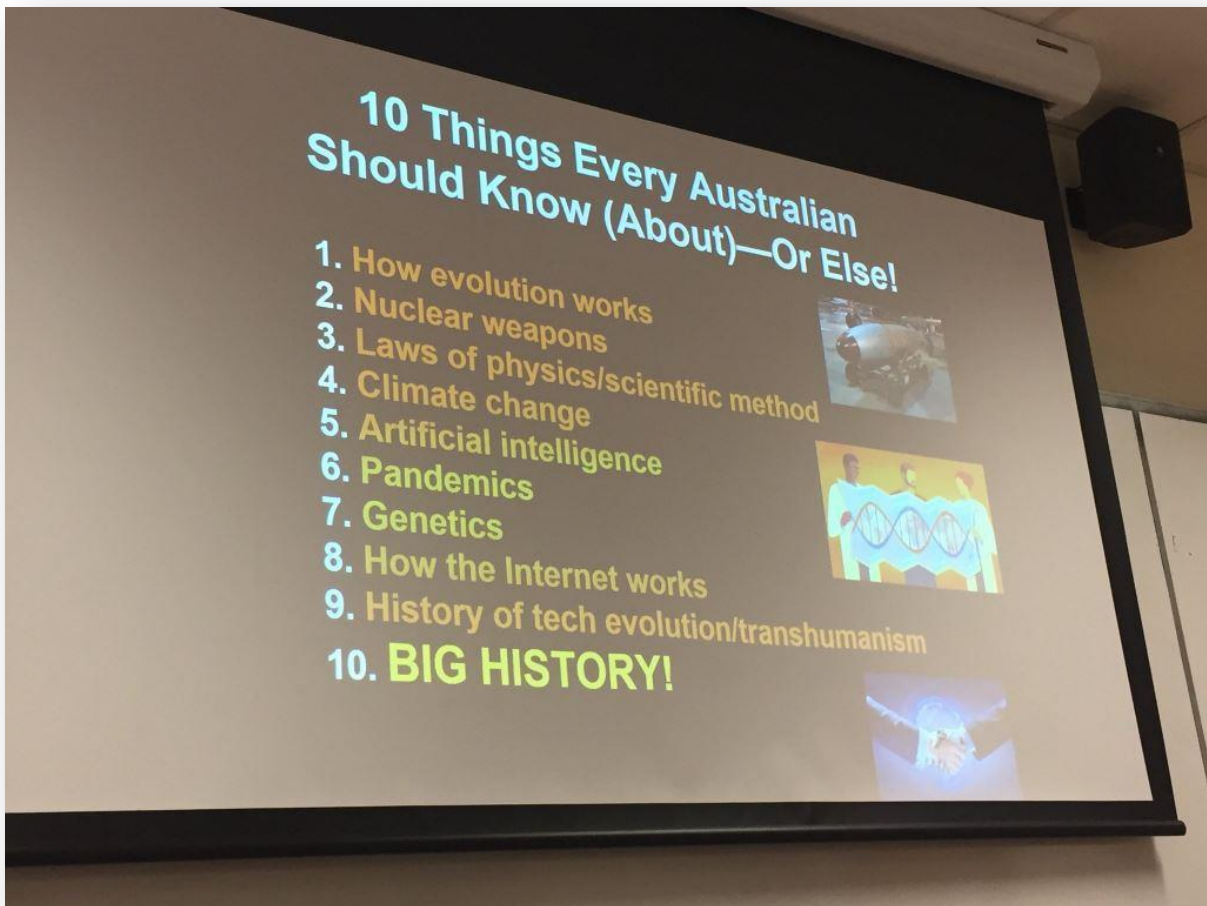


Figure 1: Elise Bohan. “Why understanding Big History matters?” Source – Ann McGrath, #OzHA2018, Twitter.

For Buch, Amy Way, also from Macquarie University, delivered one of the best papers. Way’s examination in the different means that Australian scientists and enthusiasts came to understand the concept of “antiquity”, is the same historiographical approach Buch is seeking to reveal in the different ways Queenslanders understood a host of scientific, political, and social concepts.

Stephen Foster from Australian National University presented an argument for microhistory in the form of fiction. Foster is a respected historian who writes ‘historical fiction’. His

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argument is valid for the discipline on the saving points that Foster argues that 1) imaginative elements in novels need to be clearly understood to the reader as the work of fiction, and 2) that imaginative elements are dialogues of authentic characters of the past, where such conversations cannot be known, but can be re-imagined in the work of linguistic analysis, biography, and social history. As Foster admits, the work is more challenging than the common work of the novelist or the historian. Foster helps to distinguish for the reader the fiction and the history work through different narrators and the particular structuring of his 'history novels'.

Twitter responses in the "Historiography and Scale: Big Deep, and Micro-histories" session:

"Elise Bohan rocking the room Big, Deep & micro histories"

"Big data creates 'a false norm' which excludes those at the margins. We need to be careful about the questions we ask."

"Amy Way going into Antiquity"

"Stephen Foster channeling Shakespeare for microhistory"

"Wonderful: Stephen Foster's paper on microhistory. 'Historians should be less inhibited in borrowing techniques from novelists'"

"Agree! Stephen Foster advocates teaching students of history how to write dialogue."

Ideology, War and Terror

The session was chaired by Peter Read.

Evan Smith from Flinders University presented a paper entitled, "ASIO and Irish republicanism in Australia during the 'Troubles'". It was co-written by Anastasia Dukova from Griffith University, who unfortunately was not in attendance. The research paper was part of work in a larger ARC project. The paper examined the files released by the National Archives in Canberra relating to the surveillance of political organisations by ASIO on both the left and Catholic right which supported Irish Republicanism, beginning in the late 1950s and into the 1970s; although Smith indicated some of the early 1970s records were missing or misplaced. A few key points were that ASIO had a tight watch on these Irish-Australian cultural and political organisations because of the Cold War view, filtering the watch from a suspicion of communism. The records were highly reductive, but as one of the participants in the discussion observed, many former CPA members have found in their own declassified personal ASIO file, mostly notes of trivia on a social scale, but important records for personal histories.

Diane Kirkby from La Trobe University presented a paper on the pivotal visit of American Senator J. William Fulbright to Australia and New Zealand in late 1965. It was a highly

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fascinating research paper on a number of levels. Fulbright as the Chair of the United States Senate Foreign Relations Committee led the reputation of the tragic American policy on Vietnam. He took up a Centrist position between the hawks and the more militant doves. In Fulbright's view the Vietnam War was wrong for American intervention on military and nationalist grounds. Historians believe Fulbright's switch on the policy from his initial support during the Gulf of Tonkin resolution, and his firm Anti-Vietnam War position, came during his Australian-New Zealand trip. Kirkby ties Fulbright's change in thinking with the Trans-Pacific controversy that embroiled Fulbright in Canberra. At a very short media interview he commented unfavourably on the size of Australia's troop commitment.

For Buch, the most interesting paper of the day, although not one of the best papers, was delivered by Daniel Andres Elias from Notre Dame University, Fremantle. Elias's paper was entitled, "The great betrayal: A critique of mainstream liberal theory", and framing of the research paper in these terms is what letdown the paper. The challenge was also that Elias's thinking was related to his first thesis chapter at a very early stage of the work.

In the discussion, Buch challenged Elias that his paper was "philosophizing with a hammer". His presentation was of a Marxist paradigm but without the required historical details. It was not true that all liberal theory had abandoned the concept of society. Buch suggested to Elias that his argument had validity if he was clearly addressing neo-liberal theory of the 1990s or traditional Classical Liberal Economy theory. It was, however, nonsense to suggest that liberal theory *per se* denied the idea and reality of society when in practice there are many liberal-conservative coalition parties; since many liberals share the conservatives' valuation of communities. Communities are tied together in a concept of society.

Buch and another experienced participant, after the session, also spoke with Elias, offering the suggestions that he needed to search out the historical details related to his general theory. Nevertheless, Buch stated he was pleased that Elias presented his paper, since he experienced the struggle in Queensland for history readers to understand how much their own local social histories are shaped by thinking developed from global theoretical paradigms. Although he came from a different political stance to Elias, Buch stated that too many historians are also unaware of the theories and methods in the history craft, and he shared the isolating experience for fellow socio-intellectual historians.

No twitter responses were found for the "Ideology, War and Terror" session.

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CONFERENCE NETWORKING

Tuesday 3 July Afternoon Tea	Lyndon Megarrity	James Cook University
Wednesday 4 July Morning Tea	Regina Ganter	Griffith University
	Jon Piccini	University of Queensland
Wednesday 4 July Lunch	Margaret Cook	University of Queensland
Wednesday 4 July Afternoon Tea	Mark Finnane	Griffith University
	Yvonne Perkins	MPHA
	Georgina Fitzpatrick	University of Melbourne

The Character of the AHA Conference

Buch felt that the AHA Conference was generally a lonely experience; however, the opportunity is there for networking if you know how to play the game. Buch had networked with eight conference participants, mostly Queensland colleagues where there was already a relationship within the state association of the Professional Historians Australia (PHA). There were two 'out-of-state' historians Buch had meaningful conversations about his project work. He heard the fascinating story of the Australian war crime trials within the external territories from Georgina Fitzpatrick, one of the authors of *Australia's War Crimes Trials 1945-51*. Buch learnt how court judgements could be skewed by the historical ethos of the times, and wondered how much of that was going on for judgements in the composition of Brisbane local histories.

Interaction with Queensland Colleagues

Nevertheless the best conversations Buch had in the networking process were with current and former Queensland colleagues. The conversations with Margaret Cook and Yvonne Perkins on coding and the historian's craft have been noted above. Cook recently was awarded a Ph.D. degree for a thesis on Brisbane's flooding, flood mitigation, and water history. Buch was able to indicate to Cook a significant theme of 'river, water, and drought' found in a literature review he done on Brisbane's history and geography. Perkins' association with Queensland has been as an 'out-of-state' historian. Perkins is a long-standing member of the Professional Historians Association of New South Wales & the ACT, and had completed an honour's degree at the University of Sydney for a thesis on the Queensland Bible in Schools Referendum 1910. Buch had previous conversations with Perkins on his Ph.D. work extensively covering the history of biblicalism in Queensland since 1945.

An important conversation was with a younger historian, Jon Piccini, currently at the University of Queensland but soon to move to the Australian National University. Buch and Piccini had never met before, but they shared a research direction in Queensland and Brisbane radical politics of the late 1960s and 1970s, the subject of Piccini's Ph.D. thesis.

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Buch had a client group to work on a history of radical Christian communities in Brisbane which were part of that socio-political protest and change in Queensland culture.

Two senior historians, professorial appointments at Griffith University, provided conversation with Buch. Regina Ganter had recently published, *The Contest for Aboriginal Souls: European Missionary Agendas in Australia*. Ganter told Buch that she recently stepped down as the director of the Harry Gentle Centre at Griffith University, and Mark Finnane had now taken the role. Buch caught up with Finnane and they discussed the common territory of the MBH project and the work of the Centre. Both Buch and Finnane with Lee Butterworth, another PHA colleague, will be presenting papers on Saturday 21 July for the Brisbane History Group Inc. seminar on the theme of digital projects.

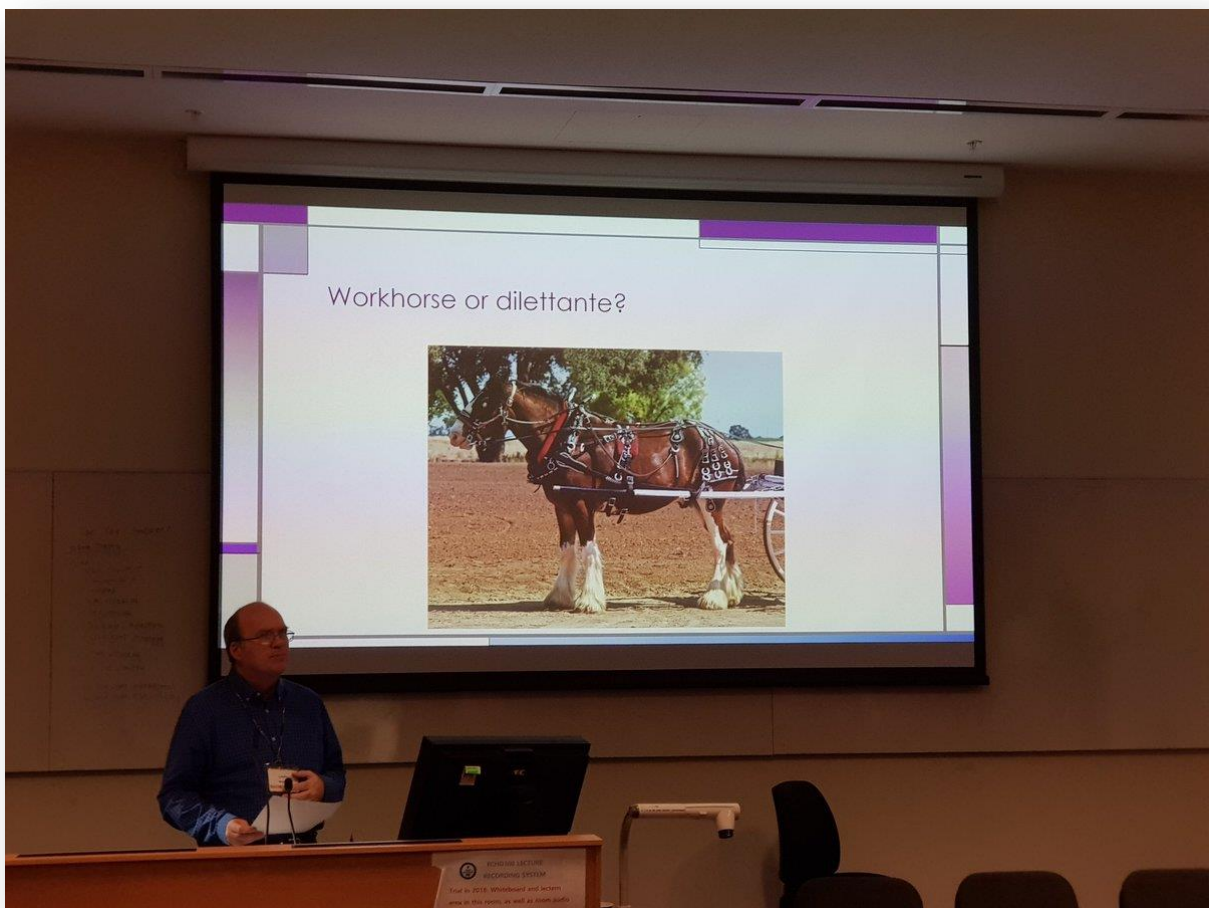


Figure 2: Lyndon Megarrity, Panelist in the Session, “Overworked and Underemployed: Casualisation in Academic History in Australia”. Source – Benjamin T. Jones, #OzHA2018, Twitter.

One of the best networking conversations that Buch had was with Lyndon Megarrity from a temporary appointment at James Cook University. Megarrity is a north Queensland historian, who recently published, *Northern Dreams: The Politics of Northern Development in Australia*. Megarrity is a Queensland conservative historian, who Buch, as a social progressivist liberal, admires and respects.

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Buch caught up with Megarrity late Tuesday afternoon when Buch first arrived at the conference, by which time the session “Overworked and Underemployed: Casualisation in Academic History in Australia”, had been held that morning. Megarrity was one of the panellists in the session and he made important observations from the presentations and discussions on academic history casualization and its impact on historians’ lives. Megarrity had drawn some traction in the panel session by saying that “The casual academic is treated like a faithful Clydesdale horse ... but I'd rather be a casual academic than not an academic at all”. The statement had been put on the conference twitter feed (#OzHA2018). Buch’s twitter response was:

Indeed, as a history consultant with the business accounting sheet in the red, I would rather have a better paying job within the institution. The point is not to fall for the false dichotomies imposed upon us by the class of paymasters

Megarrity’s header for this thought was, unfortunately, another misdirected dichotomy, “Workhorse or dilettante?” Often dichotomies are used to gain attention to an argument, but more often than not they are false, inferring a necessary choice which is not there by sound argument but by the threats of power and wilfulness. In this case, there is also another unnecessary inference in the definition of a dilettante:

a person who cultivates an area of interest, such as the arts, without real commitment or knowledge.

The unnecessary inference, and indeed an unnecessary implied insult (although unintended by Megarrity), is that by not being the faithful workhorse with casual employment in academia, a scholar must be someone without real commitment or knowledge. This is the true problem that paid-work casualization has brought: an unjust dichotomy in appointments, and not only in the universities. The human assets of ‘have-nots’ are greatly and unreasonably undervalued.

Twitter responses for “Overworked and Underemployed: Casualisation in Academic History in Australia” session:

“Lyndon Megarrity's kind and wise words moving me to tears”

“‘The casual academic is treated like a faithful Clydesdale horse ... but I'd rather be a casual academic than not an academic at all’. - Lyndon Megarrity”

“Indeed, as a history consultant with the business accounting sheet in the red, I would rather have a better paying job within the institution. The point is not to fall for the false dichotomies imposed upon us by the class of paymasters.”

“Casualisation is the norm, that doesn't make it right, but it is reality”.

“‘I’m not going to do more than I'm being paid for ... learn to say No’. Hear hear.”

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A related session called “Practical Advice for the Non-Academic Job Search” was held on the morning after Buch had left the AHA conference. It was chaired by Melanie Burkett from Macquarie University, and the panel members were Blake Singley from Identity Magazine, Evan Smith from Flinders University, and Tina Parolin. These panel members were said to have transitioned into full-time, non-academic employment.

Twitter responses for “Practical Advice for the Non-Academic Job Search” session:

“Great #OzHA2018 session about non-academic job search & advice from @thesiswhisperer @Hatfulofhistory & @blakehistorian I've had similar experiences I recently blogged about”

“Write academic work outside academia if you want, but you don't have to. Think outside the box when it comes to writing. Freelance opportunities around as so many places are wanting content and stories - and we have the skills for those roles.”

“Q about Selection Criteria: Apply the STAR formula to everything. Use your cover letter to show how you are exactly what they want. Focus on your strengths. What is the employers’ pain? Make yourself the pain pill!”

“‘Keep your sword sharp’ - apply for jobs you have no chance of getting. Worse case, you get rejected, but you get the experience of applying. But you never know!

“There is a lot of cultural cringe and confusion about the PhD outside of academia. But this is changing slowly. “60% of people leave academia after they have finished their PhD” - sticking in academia is the minority.”

“Look for places that have already hired PhDs. Because once they've hired one, they are more often looking for more.”

“Q about selling your skills in resume: Look for how you transfer skills. Show how ‘I used to do that, but in a different way!’”

“But beware! It's not always better on the outside. As @hannahforsyth has been saying, casualisation is happening EVERYWHERE”

“Interesting session on the non-academic job market for post-PhDs”

“‘I’m not a criminologist but I worked with one on a post-doc project and marked myself as one” - research and history slant to criminology. Historians bring a new approach to policy - good example of how our skills transfer.”

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ANALYSIS OF AHA CONFERENCE FOR THE SENSE OF PLACE THEMES

2018 AHA CONFERENCE 2-6 JULY	Number	%
No. of Breakout Session Papers at AHA Conference	365	100
No. of Papers Focused with a Clear Sense of Place in Australia	48	13
No. of Papers Focused on Australian Local Places	18	5
No. of Papers Focused on Australian Regional Places	13	4
No. of Papers Focused on Places of the Australian States & Territories	13	4
No. of Papers Focused with a Clear Sense of Place Overseas	8	2
No. of Papers Focused on Queensland	8	2
No. of Papers Focused on Heritage Places	4	1

Unfortunately having one day at AHA conference, Buch was not able to network with many colleagues on the Queensland history related papers. There were 365 breakout session papers during the week at the AHA conference. The number of breakout session papers which focused with a clear sense of place in Australia represented 13% of the total number of such papers.

Eight papers (2%) addressed a Queensland place focus:

Queensland Places	No.
Queensland	2
Brisbane	2
Northern Queensland	1
Green Island	1
Toowoomba	1
Upper Burnett and Callide Valley Districts	1
Grand Total	8

The Queensland papers are:

AHA Presenter	Institution	Paper
Neville Buch	Professional Historian Association (Qld)	Small is big: Scaling the map for Brisbane persons and institutions 1825-2000
Carol D. Corless	United Voice	1937 Castlemaine Brewery dispute: 'Valour among the vats'
Jayne Regan	Australian National University	Thoreauvian retreat or tourist trap?: Writing on and about Green Island, 1920-1960
Emily O'Gorman	Macquarie University	Leaky swamps: A more-than-human history of containment and recalcitrance from Toowoomba, Queensland
		<i>Table Continued Next Page</i>

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AHA Presenter	Institution	Paper
		<i>Table Continued From Previous Page</i>
Patrick T. White	James Cook University	North Queensland municipal activism: A regional voice is heard across the nation
Margaret Cook	University of Queensland	The promise of 'immense opportunity' in Central Queensland 1923–1934
Brendan Scott	Flinders University	RJC Butler: radicalism, disloyalty and confrontation on the Queensland Homefront 1914-1918
Bernard Attard	University of Leicester	Scaling up: The Queensland Loans Affair re-visited

What is revealing is the balance between four current Queensland presenters and the 'out-of-state' historians. Megarrity is also a current Queensland historian but he brought a national focus on Northern Australia.

2018 AHA CONFERENCE 2-6 JULY	Number	%
No. of Papers Focused with a Clear Sense of Place in Australia	48	100
Within:		
New South Wales	11	23
Victoria	8	17
Queensland	8	17
Western Australia	5	10
National Coverage	4	8
South Australia	4	8
Northern Territory	3	6
Australian Capital Territory	2	4
New South Wales & Victoria	1	2
New South Wales & Western Australia	1	2
Tasmania	1	2

The coverage for Queensland places is small against all breakout session papers, but compared with all (48) papers focused with a clear sense of place in Australia, Queensland comes in a respectable third (17%) to the usual dominant states of New South Wales and Victoria.

Twitter responses for Queensland-related sessions:

"It's @historyleic's Bernard Attard talking about 'The Queensland Loans Affair' at the Australian Historical Association's annual conference."

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“Now time for @PTWNorth, talking about how the North Queensland Local Government Assoc promoted an articulate urban-minded vision of northern development in the 1950s-60s, a major counterpoint to ideas of northern development espoused from the south”

“Bernard Attard from @historyleic presented a compelling case for a new and definitive history on the ‘Queensland Loans Affair’”

Coverage for State, Regional, Local and Community Histories

Buch argued in the ‘Small is Big’ presentation that bigger worlds can be found in small units, and most of the 48 papers discussed ‘State, Regional, Local and Community Histories’ in relation to national and global themes.

The papers which specifically addressed the frame of Australian States and Territories (as opposed to any number of places within the state or territory) equal to about 4% of the total breakout session papers:

Places of the States and Territories	No.
New South Wales	3
Victoria (including 2 'Rural Victoria')	3
Western Australia	3
Queensland	2
South Australia	1
Tasmania (Van Diemen's Land)	1
Grand Total	13

Paper which specifically addressed the frame of regional areas was also 4% of the total breakout session papers:

Regional Places	No.
Northern Australia	2
Pilbara Region	2
Northern Queensland	1
Armidale & Mildura Regions	1
Braidwood and Central West Region	1
Central Victoria	1
Dubbo Region	1
Goulburn & Yarra Valley Districts	1
Kakadu	1
Upper Burnett and Callide Valley Districts	1
Wagga Wagga Region	1
Grand Total	13

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The largest slice of this Australian sense of place collection, at 5% of 365 AHA conference papers, was local histories:

Local Places	No.
Sydney	3
Brisbane	2
Adelaide	2
Toowoomba	1
Bathurst Island	1
Belltopper Hill	1
Canberra	1
Cockatoo Island, Rottnest Island, Wadjemup Island	1
Darwin	1
Green Island	1
Melbourne	1
Murdering Gully	1
Myall Creek	1
Newcastle	1
Grand Total	18

The predominance of Sydney is not surprising but it is surprising that there were more ‘paper’ specifically on Brisbane than Melbourne.

Within the 13% of total breakout session papers are four papers (1%) that addresses specifically heritage:

Heritage Places	No.
Community Generally in Australia	2
Canberra	1
Mount Lofty Ranges	1
Grand Total	4

One of these papers addressed environmental heritage, and the other three papers examined monuments and memorials.

A full list of the 48 papers on state, regional, local and communities histories is recorded at the end of the report (Appendix C).

RECOMMENDATION FOR THE BUSINESS

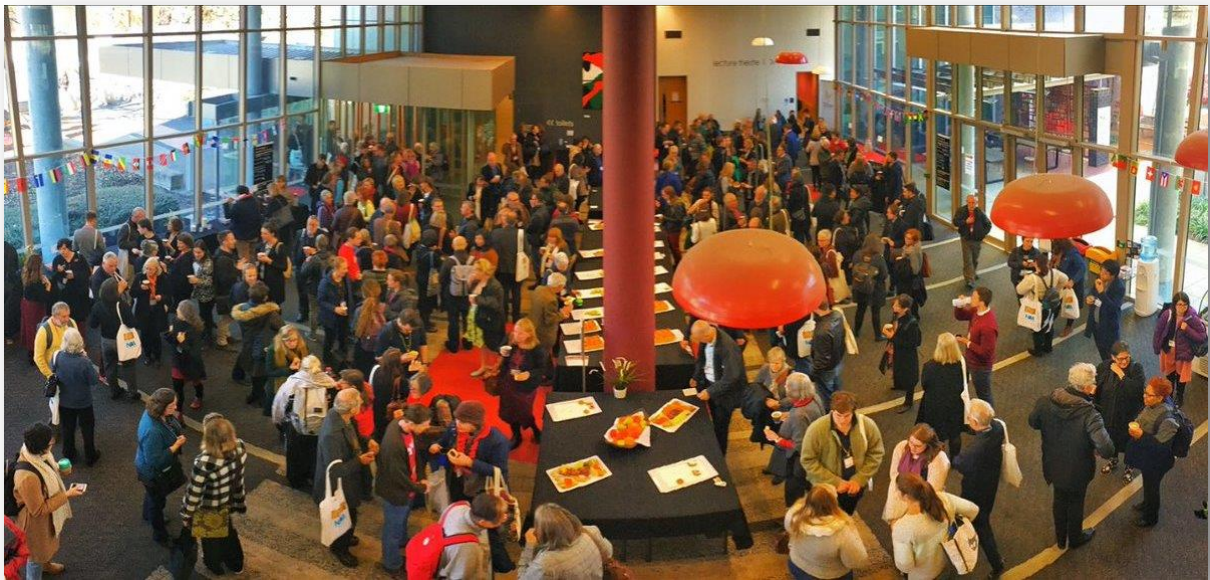


Figure 3: 2018 AHA Conference, CBE Building Foyer, Day 3. Source – #OzHA2018, Twitter.

Justification of the Value of the History Consultancy Business

1. The value and improvement to the business comes from collaborative strategies with specialist partners;
2. The value and improvement to the business comes from offering the unique knowledge and skills of historical theory and method;
3. The value and improvement to the business comes from fostering a networking relational structure within the Queensland state-regional-local communities;
4. The value and improvement to the business comes from getting institutional decision-makers to recognise the ‘pain pill’ in the Queensland ‘big-picture’ synergies, as outlined in the above 1-3 recommendations, rather than the insular-pain view of institutional-segmented fiefdoms;

The Opportunity of Business in the 2019 AHA Conference

5. The 2019 AHA Conference in Toowoomba, Queensland, with the theme “Local Communities, Global Networks” (8-12 July) is the opportunity for the state’s, regional’s, and capital city’s institutional-valued outcomes at the professional hands of Buch’s history consultancy, in collaboration with MPHA colleagues and local history communities. There are two critical thematic questions for the 2019 AHA Conference:
 - a. How have the local and global intersected, inspired and transformed experiences within and from Australian history?

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- b. How do the histories of Indigenous, imperial, migrant and the myriad of other communities and networks inform, contest and shape knowledge about Australia today?

Accounting and Funding Investment

6. Business at Buch's history consultancy needs to be:
 - a. Sought from institutional bodies, including both public and commercial entries; partnerships which can financially sponsor large history projects and at the same time retain community ethics in history production;
 - b. Pricing for project work has to be set well above the minimum community history rate, as set by Brisbane City Council community grant program; and
 - c. Advanced large initial payment has to be secured on the commencement of project contract.

The final section of this report contains:

Notes on Accounting Sheet and Expenses, and Report Sign-Off

Appendix A. Accounting Sheet for Small is Big Presentation at AHA Conference 4 July 2018

Appendix B. Measuring the Small is Big Presentation, AHA, 4 July 2018

Appendix C. The 48 Papers (13%) Framed By State, Region, Locality and Community, Selected From All 365 Breakout Session Papers at the 2018 AHA Conference

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NOTES ON ACCOUNTING SHEET AND EXPENSES

The attendance by Buch at the 2018 Conference costed \$900.47

Saving was enforced during the journey to Canberra and during the conference. No food or drinks were purchased during the flights. Local buses were used between the airport and the Australian National University under the cost of \$10. Dinner on Tuesday evening cost \$3.70 for an old sushi at the ANU Pop-Up Village, with two free apples at University House, and some free cheese at a conference book launch event. University House required a bond of \$50.00 and Buch was short \$4.00 from the only cash he had, except for \$3.70 in coins which paid for the sushi.

Even with the saving there were still not sufficient funds. This came about because the flight back to Brisbane was delayed an hour and the Airport Train stopped running at 10.04 p.m., twenty minutes before Buch could arrive at the train station. This forced Buch to take a taxi back to his Sunnybank Hills home. The cost of the taxi journey was \$85.00, but Buch could only pay \$78.00 with the last remaining \$40.00 in cash and a one-off credit transaction that worked on Buch's bank card of \$38.00. The taxi driver had to make up the remaining \$7.00.

The sole trading business of Dr Neville Buch (ABN 49 094 066 312) makes acknowledgment of an anonymous investor and fellow historian who provided a loan to cover the costs in the accounting sheet.

Dr Neville Buch

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Appendix A

ACCOUNTING SHEET FOR SMALL IS BIG PRESENTATION AT AHA CONFERENCE 4 JULY 2018

Item	Item	Day	Start Time	Finish Time	Cost	Location	Address
1	One Day Concession Registration	Wednesday, 4 July 2018	9:00 AM	5:00 PM	\$155.00	Australian National University	Acton, Canberra
2	Gold Coast-Brisbane Airport Train	Tuesday, 3 July 2018	8:18 AM	9:15 AM	\$25.71	Queensland Rail	Platform 3, Altandi Station, Sunnybank
3	Morning Flight to Canberra	Tuesday, 3 July 2018	10:15 AM	12:05 PM	\$189.20	Tiger Air (Confirmation No. 1327777)	TT 813 Duration 1hr 50m
4	Bus to Hotel in Afternoon	Tuesday, 3 July 2018	12:35 PM	1:35 PM	\$4.90	Canberra Airport	Acton Bus No. 11
5	Hotel Accommodation (One Night)	Tuesday, 3 July 2018	2:00 PM	8:00 AM	\$174.00	University House (Confirmation No. 5715869)	1 Balmain Crescent, Acton
6	Dinner	Wednesday, 4 July 2018	5:30 PM	6:30PM	\$3.70	Australian National University	Acton, Canberra
7	Deliver Paper	Wednesday, 4 July 2018	8:30 AM	4:30 PM	\$0.00	Australian National University	Acton, Canberra
8	Bus to Airport in Late Afternoon	Wednesday, 4 July 2018	5:00 PM	5:30 PM	\$4.90	Canberra City	Acton Bus No. 11
9	Early Evening Flight to Brisbane	Wednesday, 4 July 2018	8:30 PM	10:10 PM	\$265.06	Qantas (Confirmation No. 13027833)	QF1554 Duration 1hr 40m (Delayed from 19.30)
10	Brisbane Airport-Gold Coast Train	Wednesday, 4 July 2018	10:34PM	11:05 PM	\$78.00	Brisbane Airport to Sunnybank Hills	Black and White Taxi (Airport Train Closed 22.04)
Total					\$900.47		

Appendix B

MEASURING THE SMALL IS BIG PRESENTATION, AHA, 4 JULY 2018

Slide No.	Slide Structure	Minutes	Words	Section Minutes	Section Words	Section Variation in Time
1	Introduction Title	0.6	72	2.7	335	2.6
2	Thematic Statement	0.4	47			
3	Describing the shifting historiography	0.8	104			
4	The Ideas of the Paper	0.9	112	4.2	567	4.4
5	Project Descriptions Title	0.8	107			
6	Describing Project 1: Mapping Brisbane History	0.8	110			
7	Describing Project 2: PHQ Sub-Project 'Brisbane Thinkers' I	1.3	175			
8	Describing Project 2: PHQ Sub-Project 'Brisbane Thinkers' II	1.3	175	6.4	824	6.3
9	Historiographical Analysis Title	1.1	142			
10	The Challenge	1.5	196			
11	Landscape Mapping I	1.2	160			
12	Landscape Mapping II	0.4	46			
13	Landscape Mapping III	0.4	52			
14	Conceptual Mapping I	0.7	91	3.9	509	3.9
15	Conceptual Mapping II	1.1	137			
16	Concluding Observation Title	0.4	51			
17	Literature Review	1.1	141			
18	Connecting Points to Conference Presentations	1.5	201			
19	Thesis Statement	0.9	116	17.2	2,235	17.2

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Appendix C

THE 48 PAPERS (13%) FRAMED BY STATE, REGION, LOCALITY AND COMMUNITY SELECTED FROM ALL 365 BREAKOUT SESSION PAPERS AT THE 2018 AHA CONFERENCE

No.	AHA Presenter	Institution	Paper	Focus	Sense of Place	Australian State & Territory
1	Alexandra Dellios	Australian National University	Challenging heritage narratives: The potential of community-initiated migration monuments in Australia	Heritage	Community	National
2	Karen Fox	Australian National University	Individual lives on a national scale: Heroes, monuments, and historical narratives	Heritage	Community	National
3	Lyndon T. Megarrity	James Cook University	The centre merges with the periphery: The Commonwealth and northern Australia	Region	Northern Australia	National
4	Russell McGregor	James Cook University	People the North	Region	Northern Australia	National
5	Bernard Attard	University of Leicester	Scaling up: The Queensland Loans Affair re-visited	State	Queensland	Queensland
6	Brendan Scott	Flinders University	RJC Butler: radicalism, disloyalty and confrontation on the Queensland Homefront 1914-1918	State	Queensland	Queensland
7	Patrick T. White	James Cook University	North Queensland municipal activism: A regional voice is heard across the nation	Region	Northern Queensland	Queensland
8	Margaret Cook	University of Queensland	The promise of 'immense opportunity' in Central Queensland 1923–1934	Region	Upper Burnett and Callide Valley Districts	Queensland

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No.	AHA Presenter	Institution	Paper	Focus	Sense of Place	Australian State & Territory
9	Neville Buch	Professional Historian Association (Qld)	Small is big: Scaling the map for Brisbane persons and institutions 1825-2000	Local	Brisbane	Queensland
10	Carol D. Corless	United Voice	1937 Castlemaine Brewery dispute: 'Valour among the vats'	Local	Brisbane	Queensland
11	Emily O'Gorman	Macquarie University	Leaky swamps: A more-than-human history of containment and recalcitrance from Toowoomba, Queensland	Local	Toowoomba	Queensland
12	Jayne Regan	Australian National University	Thoreauvian retreat or tourist trap?: Writing on and about Green Island, 1920-1960	Local	Green Island	Queensland
13	Robert Eales	Robert Eales	The case of the new National Boer War Memorial in Canberra	Heritage	Canberra	Australian Capital Territory
14	Lauren Piko	University of Melbourne	Towards an imperial logic of urban authenticity: Canberra and Milton Keynes	Local	Canberra	Australian Capital Territory
15	Kathryn Wells	Australian National University	Aborigines trading artefacts in NSW – local histories and global consciousness, 1860s-1920s	State	New South Wales	New South Wales
16	William Scates Frances	Australian National University	Thinking thinking: The extended mind of a race scientist in NSW 1839-1840	State	New South Wales	New South Wales
17	Tim Causer	University College London	Jeremy Bentham, the panopticon prison, and New South Wales, 1802-3	State	New South Wales	New South Wales
18	Barry McGowan	Australian National University	Chinese miners on the Braidwood and Central West goldfields, NSW	Region	Braidwood and Central West Region	New South Wales
19	Peter Woodley	Australian National University	Social as well as economic transactions: Credit in Dubbo's rural economy, 1880-1930	Region	Dubbo Region	New South Wales
20	Ian Hodges	Ian Hodges	Returned soldiers of the First World War, the view from Wagga Wagga	Region	Wagga Wagga Region	New South Wales
21	Michael Moignard	La Trobe University	The tale of two regional art collections	Region	Armidale & Mildura Regions	New South Wales & Victoria

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No.	AHA Presenter	Institution	Paper	Focus	Sense of Place	Australian State & Territory
22	Anna Johnston	University of Queensland	Remembering the Myall Creek Massacre: Eliza Hamilton Dunlop and settler poetics	Local	Myall Creek	New South Wales
23	Tamsin O'Connor	University of Sydney	Colonial soldiers and the political economy of runaways: Newcastle 1804-1821	Local	Newcastle	New South Wales
24	Ian Willis	University of Wollongong	A local cultural icon challenges the forces of neo-liberalism on Sydney's fringe	Local	Sydney	New South Wales
25	Diane Deane	Sydney Harbour and Foreshores Committee	Reluctant urban activism 2006-2016: For the love of a beach	Local	Sydney	New South Wales
26	Catherine Bishop	University of Sydney	Local business, global phenomenon: Putting Sydney's businesswomen in an international context	Local	Sydney	New South Wales
27	Katherine A Roscoe	University of London	Connecting the colony: Carceral islands and the colonisation of Australia, 1839-1903	Local	Cockatoo Island, Rottneest Island, Wadjemup Island	New South Wales & Western Australia
28	Daniel Rothenburg	University of Tuebingen	The global 'ecological revolution' in rural Victoria	State	Rural Victoria	Victoria
29	William G. Peart	Deakin University	Counter evidence to the yeoman ideal in Victoria in the 1860s	State	Rural Victoria	Victoria
30	Helen Monro	University of New England	So valuable and useful an institution': Mechanics' Institutes in colonial Victoria	State	Victoria	Victoria
31	Katrina Dernelley	Federation University	Small moments: How to study home in the central Victorian goldfields (1851-1869)	Region	Central Victoria	Victoria
32	Jennifer Jones	La Trobe University	From 'Mohican' to 'Coranderrk' Aboriginal Station: Taungurung people and place-based history	Region	Goulburn & Yarra Valley Districts	Victoria
33	Claire Wright, Simon Ville, David Merrett	University of Wollongong	The giants of King Street: Co-operation and competition among a business elite	Local	Melbourne	Victoria

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No.	AHA Presenter	Institution	Paper	Focus	Sense of Place	Australian State & Territory
34	Alycia Nevalainen	Australian National University	A microhistory of the Murdering Gully Massacre	Local	Murdering Gully	Victoria
35	Matthew S. Churchward, Peter Quinn	Museums Victoria	Sluicing for gold below Belltopper Hill: Examining a distinctive Victorian mining landscape	Local	Belltopper Hill	Victoria
36	Imogen Wegman	University of Tasmania	The soggy paths to colonial settlement	State	Van Diemen's Land	Tasmania
37	Stephanie James	Flinders University	'Disloyal' doctors in South Australia 1914-1918: the long-term consequences of wartime experiences	State	South Australia	South Australia
38	Stephanie A. Johnston	Mount Lofty Ranges World Heritage Bid	Building the case for world heritage nomination of the Mount Lofty Ranges	Heritage	Mount Lofty Ranges	South Australia
39	Edwyna Harris, Sumner La Croix	Monash University	Did speculation in land pay off for British investors in Adelaide? 1835-1850	Local	Adelaide	South Australia
40	Angela Woollacott	Australian National University	1968 in Adelaide: A city-scale case of protests, reform and legacies	Local	Adelaide	South Australia
41	Patricia Downes	Australian National University	Well travelled: The scale of military convict transportation to Western Australia	State	Western Australia	Western Australia
42	Ruth Morgan	Monash University	Water for gold: The politics of urban water provision to WA's hinterland	State	Western Australia	Western Australia
43	Michelle T. McKeough	Murdoch University	The scale of crisis: A civil response to Depression Era conditions in WA	State	Western Australia	Western Australia
44	Malcolm Allbrook	Australian Dictionary of Biography	Robert John Sholl (1819-1886): 'Protection' Pilbara-style	Region	Pilbara Region	Western Australia
45	Amy Thomas	University of Technology Sydney	Self-determination, bilingual education, and the foundation of the Strelley community school	Region	Pilbara Region	Western Australia

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No.	AHA Presenter	Institution	Paper	Focus	Sense of Place	Australian State & Territory
46	Emma Ligtermoet, Sue Jackson, Richard Baker	Australian National University	The history of adaptation responses to saltwater intrusion in Kakadu National Park	Region	Kakadu	Northern Territory
47	Julia Martinez	University of Wollongong	A transnational or translocal history of Chinese prostitution in 1880s Darwin	Local	Darwin	Northern Territory
48	Michael Francis	University of Melbourne	'Illicit' relationships: Challenges to White Australia on Bathurst Island Mission, 1928-38	Local	Bathurst Island	Northern Territory