

**CHARLES STURT**  
UNIVERSITY



THE JOHNSTONE CENTRE  
REPORT N° 194

**HISTORIC PRINTING MATERIAL FROM  
THE CENTRAL VICTORIAN GOLDFIELDS**  
IMPLICATIONS FOR CULTURAL HERITAGE  
MANAGEMENT

BY  
*SUE HUGHES*



ALBURY 2003

© Sue Hughes 2003

All rights reserved. The contents of this book are copyright in all countries subscribing to the Berne Convention. No parts of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without the written permission of the author, except where permitted by law.

Hughes, Sue

Historic Printing Material from the Central Victorian Goldfields: Implications for Cultural Heritage Management

/ by Sue Hughes

Johnstone Centre Report n° 194

Albury, N.S.W. : The Johnstone Centre, Charles Sturt University

Iv.;

ISBN 1 86467 142 4

## **ACKNOWLEDGEMENTS**

This project was made possible by the generous assistance and support of Dirk Spennemann and Ross Harvey. For their encouragement and advice on matters technical, and for directing me to relevant sources of information, I thank them. I also wish to acknowledge editorial advice and moral support from May Ralph, and am additionally grateful to Carolyn for assisting me with sorting and labelling the postal surveys.

All failings in the execution of this work are, naturally, my own.

**Historic Printing Equipment from the Central Victorian Goldfields:  
Implications for Cultural Heritage Management**

---

**Contents**

<a href="#">1. Introduction</a> .....	1
<a href="#">2. Movable cultural heritage</a> .....	1
<a href="#">3. Repositories of movable printing material</a> .....	2
<a href="#">4. The study</a> .....	3
<a href="#">5. Methodology</a> .....	3
<a href="#">5.1 Postal survey</a> .....	3
<a href="#">5.2 Telephone survey</a> .....	4
<a href="#">5.3 Limitations</a> .....	5
<a href="#">6. Results</a> .....	6
<a href="#">6.1 Postal survey</a> .....	6
<a href="#">6.2 Telephone survey</a> .....	8
<a href="#">7. Discussion</a> .....	9
<a href="#">8. Conclusion</a> .....	11
<a href="#">References</a> .....	12
<a href="#">Appendix 1: Survey - Cover Letter and Questionnaires</a> .....	15
<a href="#">Appendix 2: Historic Printing material identified in the postal survey</a> .....	22

**Figures and Tables**

<a href="#">Figure 1 Historic printing material displayed at Flagstaff Hill Maritime Museum, Warrnambool</a> .....	2
<a href="#">Figure 2 Location of the central Victorian goldfields region</a> .....	3
<a href="#">Figure 3 Postal survey return rates by target group</a> .....	6
<a href="#">Table 1 Response rate by target group</a> .....	6
<a href="#">Table 2 Summary of completed questionnaire responses</a> .....	7

## **1. INTRODUCTION**

The history of newspaper production differs from that of many other commercial enterprises in the absence of consistent, interpretable and accessible information (Brown 1985, p.3). Despite recent interest in the history of colonial newspapers in Australia, the challenge of documenting historic printing materials used in newspaper production, has not been taken up to any degree (Herrin 2000; Hughes 2003). The expansion of research into a history of the press has made great demands on the expertise of its practitioners. It is perhaps not surprising that those trained in literary, journalistic and political history have made some of the most important contributions. Without deprecating the quality of their work, it becomes difficult to equate increasing interest in press history with the lack of research on the history of newspaper production.

The paucity of research has important implications for heritage management. In the midst of exponential developments in media technology, there is developing risk that lack of individual and collective research will marginalise past printing practices and the physical evidence of newspaper production. The myriad of historic machinery and devices may be taken for granted or worse, relegated to obscurity and forgotten (Kwasitsu 1989; Printing and Kindred Industries Union 1988).

In the fifty years following the discovery of gold in Victoria in 1851, more than 190 newspapers were published on the central Victorian goldfields. Although this figure includes a number of publications that made only brief appearances or abortive starts, it would not be unrealistic to speculate that there were hundreds of printing presses and vast quantities of ephemeral printing material in the region. Anecdotal evidence suggests that little of this material has survived. Throughout Victoria unwieldy material such as heavy iron printing presses and metal type, the tangible evidence of past printing practices, has been discarded or scrapped as having no heritage value (Inklings 1987). Printers' furniture has been burned as firewood or recycled. Conversely, extant presses and other accoutrements including type cases, galleys, formes, lithographic stones, compositor sticks, ink rollers and metal handset type remain unidentified or their heritage value unrecognised (Williams 1984). Yet, these items are part of our heritage and it is important to prevent their disappearance (Thompson 1979).

So how much historic printing material is left from the region?

In an attempt to answer that question, this report draws on a desktop study of relevant information and two surveys, conducted between October 2002 and May 2003. Surveys assess the extent of local knowledge, level of trade, and fate of movable cultural property from the central Victorian goldfields. Methodology and results are presented with a discussion of some key aspects of managing the movable cultural property of the colonial press.

The surveys, believed to be the first of their kind, provide a snapshot of extant historic printing equipment and highlight an agenda for further investigation in an area that currently has little published research. The main conclusions to emerge are of general concern to heritage management authorities responding to scarce, non-renewable resources.

## **2. MOVABLE CULTURAL HERITAGE**

The artefacts of nineteenth century newspaper printing and publishing are vital to increasing our cultural perception and appreciation of the industry (Thompson 1979; Tunbridge & Ashworth 1996). Objects embody layers of physical, social, economic and historic information and offer

## Historic Printing Equipment from the Central Victorian Goldfields: Implications for Cultural Heritage Management

---

dense descriptions of place, people, movement and culture. Movable cultural heritage is the tangible evidence of this past activity.

Heritage managers have a responsibility to maintain movable cultural property for the purposes of public access, research and the reconstruction of colonial culture, not only for the descendants but also for future generations (Johnston 1992; Pearson & Sullivan 1995). Australia's movable heritage is protected at both Commonwealth and State levels. The Commonwealth *Protection of Moveable Cultural Heritage Act 1986* regulates the export of Australia's significant cultural heritage objects. It does not restrict legitimate trade and exchange within Australia (Environment Australia 2002).

### 3. REPOSITORIES OF MOVABLE PRINTING MATERIAL

In developing the research methodology, a desktop survey found that within Victoria, some historic printing material is stored by museums and public libraries. Museum Victoria, for instance, houses the wooden hand press used to print Melbourne's first newspaper, the *Melbourne Advertiser* (Curator Information Technology, D. Demant 2003, pers. comm., 11 June). Artefacts from the *Herald and Weekly Times*, exhibited in the State Library, are another fitting example.

Museums range widely in their content and portrayal of people, events and equipment associated with newspaper publishing (Granger 2001). In the late 1960s 'folk' museums appeared on the Victorian landscape. Recreating the past through reconstructed buildings filled with relics of pioneer life, their purpose was not necessarily to impart practical information so much as to entertain (Dingle 1984). Ironically, many 'folk' museums house collections of printing material that may otherwise have been lost (Figure 1).

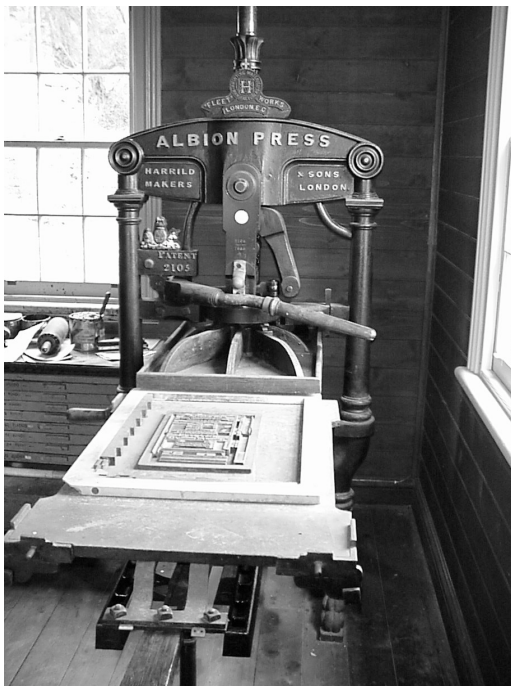


Figure 1 Historic printing material (nineteenth century Albion press, type and furniture) displayed at the Flagstaff Hill Maritime Museum, Warrnambool. Photograph: Courtesy of D. Spennemann (December 2002).

Printing museums are largely a more recent phenomenon in Australia. The Pinnaroo Letterpress Printing Museum, near the South Australian border, opened in 1988 (see Kirkpatrick 2003, for a history of the museum, presses and type). In New South Wales, the Penrith Museum of Printing was officially opened in June 2001 (Penrith Museum of Printing 2003). The New England Regional Art Museum (NERAM) Museum of Printing opened the previous year (Arens

## Historic Printing Equipment from the Central Victorian Goldfields: Implications for Cultural Heritage Management

---

2002). Otherwise, historic printing equipment is owned by private printers and collectors or by newspaper, printing and publishing companies.

### 4. THE STUDY

The Victorian central goldfields extend from Stawell and Ararat in the west to Ballarat and Bendigo in the east, Wedderburn in the north to Linton in the south (Figure 2).



Figure 2 Location of the central goldfields region.

The purpose of the study was to increase our knowledge of the contribution of the colonial press to Victoria's heritage. The study aimed to assess the extent of local knowledge, level of trade and fate of historic printing material. An underlying aim was to stimulate thinking about movable heritage associated with newspaper production. In addition to the desktop study of repositories, three other lines of inquiry were pursued. A review of the literature (Hughes 2003) found that with the notable exception of theses by Clarke (1995); Kwasitsu (1989) and Williams (1984) and Herrin's (2000) study of printing in Ballarat, few sources were of direct relevance. Therefore, a questionnaire was sent to two distinct target groups believed to have involvement in the subject and/or general interest in the topic. Results of the initial survey showed that expertise and knowledge of the goldfields press may not be found, or not found solely among those living and working within the region. As a result, it was deemed advisable to seek knowledge outside the region with an informal telephone survey.

### 5. METHODOLOGY

#### 5.1 Postal survey

A brief direct-mail questionnaire, with some open-ended questions, was designed as a relatively inexpensive method of collecting data over a short time. The purpose of open-ended questions was to elicit more detailed responses than closed format questions.

The survey method used was a non-random, cross-sectional (one time only) census. In an attempt to maximise chances of response, target groups were deliberately chosen to reduce systematic exclusion of large segments of the population. The method of data collection was voluntary self-completion (mail out, mail back). Compared to other surveying methods, the cost to actually collect data using this method is minimal (Fowler 2002). Most of the expense was in the fixed cost of postage.

The research adhered to the professional and ethical standards of conducting a survey of this type, set down by Charles Sturt University (2000). Each organisation was sent a personally addressed letter explaining the research, a questionnaire and a stamped self-addressed envelope as a financial incentive to return (Appendix 1). Confidentiality of replies was explicitly stated: respondents were not asked to identify themselves or their organisations.

# Historic Printing Equipment from the Central Victorian Goldfields: Implications for Cultural Heritage Management

---

## Target groups

Two types of organisations were identified for the purposes of this research:

- Local historical societies and museums (LHMS): The custodians of historic items and information, where conservation and preservation is a core business activity.
- Newspaper, printers and publishers (NPP): The current users of printing equipment, where the conservation is not a core business activity.

While the desktop study revealed that some printing equipment is owned by private printers, they remain outside the scope of this research.

Efforts were made to identify all members of the target groups. A database of 127 recipients was compiled from various directories, guides and journals including Ballarat Heritage Services (1998); Central Highlands Historical Association (1993, 2002) and Telstra Corporation's *Yellow Pages* telephone directory (2002).

In total, 68 LHSMs and 59 NPPs were identified and surveys were sent to participants by their address of record. Forty-eight (37.8%) were based in the larger regional centres of Ballarat, Bendigo, Castlemaine, Maryborough and Ararat. Seventy-nine (62.2%) surveys were sent to participants in outlying towns, and two were sent to museums in Melbourne.

Included in the results is a reply from a museum outside the region; the survey was forwarded from an historical society with knowledge of the museum's collection. Two surveys were unsuccessfully mailed to historical societies, reducing the total to 125. They are not included in results.

Given that most historical societies meet monthly a six-week time frame, from 21 October to 6 December 2002, was considered adequate for responses.

## Measuring instrument

The measuring instrument was a three page single-sided questionnaire consisting of eleven questions. Question one asked participants if they currently or previously owned printing equipment that pre-dated 1920. The cut-off date allowed participants to include items that they recognised as 'old' but may not necessarily have known the exact age.

The next six questions asked respondents to list their equipment, the year and place of manufacture, any relevant documentation (including photographs or illustrations, bills of sale, certificates, examples of printed material and so forth), the original owner(s), if known, and if the equipment had ever been used to produce newspapers. One question was tailored to the specific issues of the audience: whether the equipment was donated to LHSMs, inherited by NPPs, acquired with their business or purchased later.

Questions eight and nine related to the fate of items once owned but later sold or donated. The last two questions probed the respondent's knowledge of other users of historic printing equipment and asked them to add any additional information or suggestions.

## 5.2 Telephone survey

An informal telephone survey was conducted in May 2003 to capture information from some 'folk' and printing museums in Victoria, South Australia and New South Wales. Museums were identified from a number of different sources, including personal knowledge, articles in the *Australian Newspaper History Group* newsletter by Kirkpatrick (2001) and Wegner (2001), and a list of printing museums compiled by Granger (2001), which linked to other electronic sources such as the Australian Museums and Galleries Online (2003).



## **Historic Printing Equipment from the Central Victorian Goldfields: Implications for Cultural Heritage Management**

---

Three interstate museums, the Powerhouse Museum, Sydney, the New England Regional Art Museum of Printing in New South Wales, and the Pinnaroo Printing Museum in South Australia were contacted by telephone. Omitted from the survey was the Penrith Museum (NSW), which is among the few to detail the provenance of items in their collection on the World Wide Web (see the Penrith Museum of Printing 2003). As most items were reportedly gathered from rural New South Wales, it was deemed unnecessary to make contact.

In Victoria, four of the six printing and ‘folk’ museums known to have nineteenth century printing material were contacted: Sovereign Hill and the Gold Museum at Ballarat, Coal Creek Heritage Village at Korumburra, and the Pioneer Settlement in Swan Hill. Repeated attempts to contact the Melbourne Museum of Printing and relevant staff at the Flagstaff Hill Maritime Museum in Warrnambool were unsuccessful.

Museum staff was asked if the museum had any historic printing equipment originating from the central Victorian goldfields. Staff was also asked to provide details of provenance and levels of documentation.

### **5.3 Limitations**

The sampling method used was non-random. Practical considerations meant that the choice of target groups was deliberately limited and selective to those groups perceived to be interested in, or otherwise knowledgeable about nineteenth century printing production. Deemed beyond the scope of the research were enterprises such as screen printers, typesetters, suppliers and manufacturers of equipment, print brokers, antique dealers, collectors and second-hand merchants. The inevitable consequence was the exclusion of people in affiliated industries that are part of the historical consciousness of the region.

Postal surveys have a number of disadvantages. Firstly, they usually have lower response rates than other data collection methods. This may lead to problems with data quality and therefore reliability of results (Fowler 2002). Secondly, surveys were addressed to the organisation’s secretary, president or manager. It was generally assumed that the most knowledgeable person would be enlisted to respond to the survey, but this cannot be verified. The anonymity of data, while assuring privacy, meant that the source of the information, knowledge, perceptions or level of expertise of the informer could not be ascertained. Confidentiality also meant that was impossible to encourage participation with reminder letters, which is a common practice with postal surveys (Chiu & Brennan 1990).

When conducting a survey it is valuable to know something about those who had the opportunity to respond, but did not. When a person decides to participate in a survey, or alternatively does not return a questionnaire, self-selection has occurred. However, all surveys have this problem to some extent (Kehoe & Pitkow 1996). The decision not to participate may reflect some systematic judgment by a segment of the population being studied, causing them to be excluded from the results. Consequently, the ability of the gathered data to generalise to the wider community is reduced.

Exploratory research is commonly used to map new territories of investigation (Veal 1997). As investigations of printing heritage from the central goldfields are very new, the data presented here must be viewed with some caution and should be taken as an indicative nucleus on which to build, rather than a definitive and representative assessment. The same study taken at a different point in time and over a larger segment could well produce different results. Nevertheless, the findings provide significant insights into the ways historic printing ephemera is managed and valued by the community and heritage professionals.

# Historic Printing Equipment from the Central Victorian Goldfields: Implications for Cultural Heritage Management

## 6. RESULTS

Results from the surveys are presented under a number of different headings, which reflect the main aims of the study. As the surveys yielded different results, they are considered separately.

### 6.1 Postal survey

Response rate to the postal survey was high. Sixty-two (49.6%) responded: fifty-seven on the questionnaire and five by personal email to the author. This is at the upper end of expectations for postal surveys without reminders. Nachmias & Nachmias (1981) found that between 20 and 40 percent is common, while Chiu & Brennan (1990) suggest a more realistic target is between 10 and 50 percent.

Of the 62 surveys returned and analysed, almost half (29) were returned in the first week. The number reduced to twelve in the second week, diminishing gradually to two by week six. Two responses received in May 2003, six months after the survey date, are not included in Figure 3 but are included with other results because of their significance.

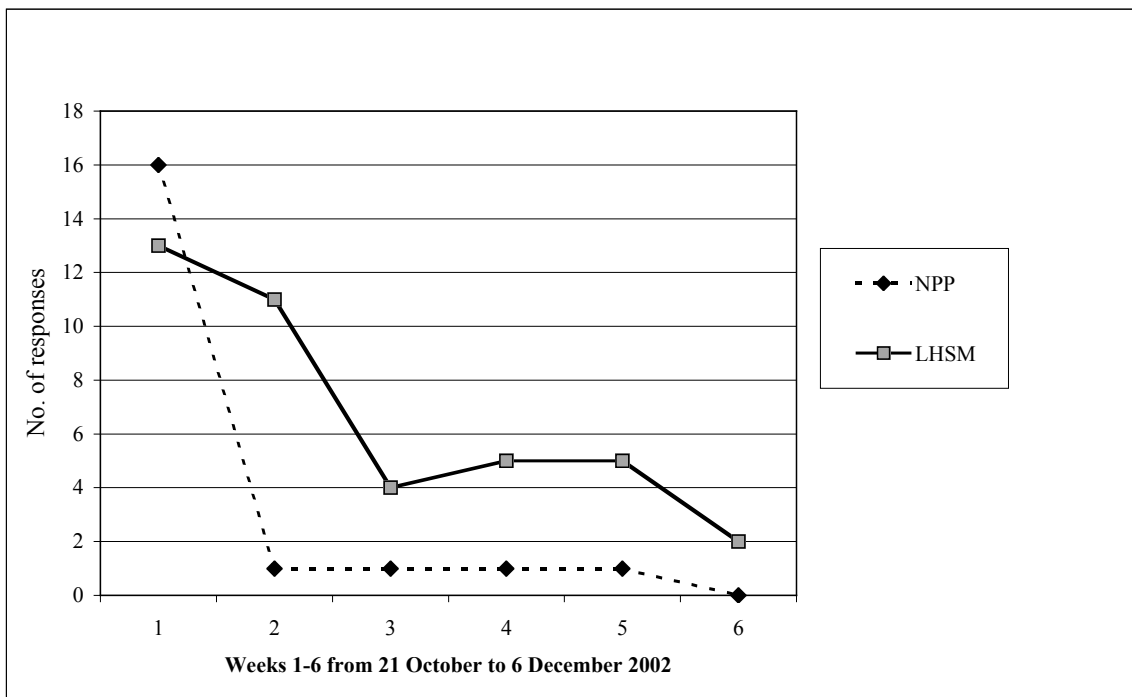


Figure 3 Postal survey return rates by target group.

Almost two thirds of LHSMs compared to one third of NPPs responded (Table 1).

Table 1 Response rate by target group

Target Group	N: 125 (127-2)	Respondents	Non Respondents	Response %
NPP	59	20	39	33.8
LHSM	66	42	24	63.6

Information was not confined to any particular location. Although unsolicited, 39 respondents identified themselves on the returned questionnaire. More than one third (36%) of these were based in regional centres, closely correlating with the distribution of surveys. A further examination of all return envelopes revealed 34 discernable postage marks. Exactly half

## Historic Printing Equipment from the Central Victorian Goldfields: Implications for Cultural Heritage Management

---

were posted in regional centres, but this result may be misleading, as the address and movements of the person returning the survey is unknown.

### Extent of local knowledge

Table 1 shows that the percentage of responses from LHSMs almost doubled those returned from NPPs, however few members of either target group demonstrated knowledge of the topic. This was demonstrated in two areas.

Firstly, forty-three (69.3%) of the sixty-two questionnaires returned were completed, albeit to varying degrees (Table 2). Overall, three (4.8%) without further information expressed interest in obtaining results from the research, possibly suggesting they were taking part out of curiosity. Nineteen (8 NPP and 11 LHSM) returned ‘clean’ questionnaires, indicating a moral obligation to return. As only a small fraction of the cohort (12) acknowledged having historic printing material in their possession, they are considered separately.

Table 2 Summary of completed questionnaire responses by target group.

Responses	N:31 (43-12)	Target Group
<b>No further information</b>		
As service providers use modern technology	8	NPP
Ability to collect limited by a lack of display/ storage space and other resources	12	LHSM
<b>Some further information</b>		
Knew of newspapers that had been sold but unaware/uncertain of the fate of equipment	7	LHSM
Information regarded as valuable commodity, payment requested	2	LHSM
Suggested other sources for information	2	LHSM

Secondly, fifty-three (85.5%) of all respondents were unable to provide information external to their own organisation. Of all the surveys returned, only 5 respondents acknowledged knowing of commercial printers, 3 knew of private printers, one knew of both commercial and private printers in Australia and internationally.

### Level of trade and fate of historic printing material

Eight NPP and four LHSM informants acknowledged custodianship of historic printing material, one reported the continued use of pre-1920s machinery (Appendix 3). While two NPPs reported they had ‘too much to specify’, respondents collectively identified twenty-two historic presses, two guillotines and an assortment of type and furniture. Where the dates of manufacture were known, they ranged from 1854 to c1900. Descriptions also varied in details of the model, manufacturer and place of manufacture. Equally, the extent and range of type, furniture and other ephemera was broadly described. Therefore, some interpretation is required.

According to research supervisor, Dr. Ross Harvey, although variously described the seven *Chandler & Price* presses that surfaced in the survey, are almost certainly one and the same. On the other hand, six Albion presses are almost definitely the same; all were manufactured in

## Historic Printing Equipment from the Central Victorian Goldfields: Implications for Cultural Heritage Management

---

England between 1854 and 1870. Conversely, some presses resisted formal attempts at classification altogether. For example for those with less certain histories such as the ‘old proof press’ could possibly be the same as a Payne & Sons Proof Press but could refer to something much more basic. There were others, which seem to fit equally well in two categories, for instance an ‘incomplete platen press’ and the ‘Pearl platen’. However, it is important to note that trying to separate one group of presses from another, no matter how one draws the line, is bound to yield some debatable results (Briar Press 2003).

To establish the movement of historic printing material in the past, respondents were asked to identify the provenance of their equipment and if they had ever sold or donated any equipment. While some collections were supplemented with purchased material, all LHSMs reported donation as their primary source. NPPs reported mixed modes of acquisition, ranging from inheritance (one retained presses that had been in the family since 1885) to assets acquired with their businesses. Two owners of inherited materials had either unspecified or anecdotal evidence relating to original ownership. Overall, three respondents acquired printing material from newspaper publishers, two from the central goldfields region. Three claimed with certainty that their presses and type had not been used to print newspapers, five were less certain. Two NPPs affirmed the sale or donation of items in the past, but had no knowledge of their present location.

A review of the level of documentation suggested that in 91.6% of cases there was no chain of custody record, even by LHSMs. Only one LHSM cited documents of accession, however, as their records were incomplete they were uncertain if their material was used in newspaper production.

### 6.2 Telephone survey

Three interstate museums and four Victoria ‘folk’ museums were informally surveyed by telephone. Generally, the observations of informants were consistent and are summarised as follows:

- All museums have collections of nineteenth and twentieth century plant and equipment either on display or in storage.
- Resource limitations have resulted in incomplete or non-existent collection inventories. Most equipment is undocumented, rather knowledge is passed by word of mouth.
- While there was no certainty, it is unlikely that any of their equipment was used in the central Victorian goldfields.
  - ➔ Museums in New South Wales and South Australia reported most equipment was gathered or donated from metropolitan and rural newspapers and printers within their own state.
  - ➔ In Victoria, most equipment originated from local newspapers and printers, with some from the government printer’s office in Melbourne.

The only printing material positively identified from the central Victorian goldfields is located at the Swan Hill Pioneer Settlement. Museum staff reported that plant, equipment and the original building of the *Newstead Echo* was purchased around 1968 and relocated at the museum. The *Echo* ran from 1896 until the last issue, titled the *Newstead and Maldon Echo* appeared on 13 February 1968 (*Echo* 1968). Staff also reported they are about to embark on a

## Historic Printing Equipment from the Central Victorian Goldfields: Implications for Cultural Heritage Management

---

deaccession program that will include printing presses surplus to their needs or outside of their collection policy.

### 7. DISCUSSION

Results of the survey provide significant insights into the ways historic printing ephemera is managed and valued by the community and heritage professionals. The results confirm anecdotal evidence that very little is known about historic printing materials from the central Victorian goldfields. Although the six-week timeframe appears adequate, an overwhelming majority of recipients (102 or 81.6%) demonstrated little or no knowledge of the topic.

Results suggest that there was no inherent bias between informants based in the more populated regional centres and smaller outlying towns, ideally we would like to know why more than half of postal survey recipients, and two of the six 'folk' museums did not respond, but this was not possible. On one hand, it could be argued that the overall high response rate may have achieved the underlying aim of raising community awareness of historic printing items. However, as less than 5% expressed a desire to be informed of outcomes, this represented a lower commitment to advancing awareness than desired. In addition, more than 85% of all postal survey respondents were unable to identify others with historic printing equipment, demonstrating that target groups do not work together as effectively as they might to maximize the limited resources available.

Non-response and low commitment may lead to a weakening of the target audience's power to influence heritage conservation planning and management provision. As planners and purchasers begin to look for sources of information and high-quality opportunities to strengthen and enhance their knowledge, NPPs and LHSMs may find that their voice is being heard less. This has important implications for the extension of local knowledge, collective management and philanthropic relationships between collecting agencies and local stakeholders.

The identification of movable cultural property enables an inventory and evaluation of heritage attributes. An expectation, albeit possibly naïve, was that we would uncover a larger proportion of extant artefacts from the almost 200 newspapers printed in the region before 1901. This was not the case. The assembled inventory in Appendix 3, suggests that even though NPPs retain and use historic equipment, there are few artefacts in existence. Although it is possible that additional material from the catchment remains to be identified, the data suggests there has been leakage on a grand scale resulting in large quantities of what Tunbridge & Ashworth (1996, p. 51) refer to as 'misplaced heritage'.

At least three possible reasons for this dearth of historic printing material were evident. Over the passage of time, artefacts have been moved according to their use and perceived value to individuals and the community. For custodians, items are a reminder of past events and activity. For current users, inherited items handed down through three or four generations may form an integral part of family culture, and invoke a sense of obligation to ancestors and descendants. For others, items may be valued as symbols of identity and aspiration (Davison & McConville 1991; Marquis-Kyle & Walker 1992; Meynell 1986). Alternatively, for those that showed little interest in the topic, items may be utterly meaningless.

Second, the traffic in presses, type and furniture is perhaps symptomatic of changes in technology. Results indicated a shift towards the increased use of modern technology in delivery of printing services. Such a shift raises concerns about the fate of large printing presses, which are difficult to move and store and are therefore possibly perceived to be more valuable when broken up and sold as scrap metal rather than for their historic, aesthetic or cultural significance.

## Historic Printing Equipment from the Central Victorian Goldfields: Implications for Cultural Heritage Management

---

Third, there has been little systematic documenting, purchasing or collecting of equipment. In the future, determining the relative values and significance of historic printing material will raise a number of questions about the authenticity of items. The general consensus from both surveys was that limited resources have resulted in poor levels of documentation. The type and extent of documentation varied dramatically across respondent groups and indicated that the provenance and thus the authenticity of equipment were often uncertain or unknown. Of the three collections, reputedly originating from central goldfields newspapers, two were not supported by documented evidence. Dann, Worthing & Bond (1999) suggest there is an expectation that the non-heritage focused enterprises are less likely than custodial organisations to have an explicit expression of conservation principles. Nevertheless, the finding that few NPPs retain original documentation was troubling. Worrying too was the notion that two NPPs reported having 'too many items to specify'. In an age of databases, spreadsheets and high insurance premiums, it leaves one wondering about the absence of accurate and detailed documentation, stock and asset inventories.

More disturbing was the discovery that few historic and heritage organisations maintained supporting documentation. Even from the time equipment was placed in their care. Given the business culture within which most of the organisations are operating and more significantly, the statutory obligations imposed upon them, the lack of systematic documentation is of concern. For museums embarking on (de)accession programs this will have repercussions on collection policy and management. In fact, the overall finding was that knowledge of provenance and past use remains the intellectual property of current owners or managers. Without documentation the extreme scenario is loss of knowledge when businesses are sold, the owner dies or custodianship is passed to the next generation of managers. This has obvious implications for establishing authenticity and the cultural and historic significance of items. Pearson & Sullivan (1995) suggest that without documented evidence, the cultural perceptions of the community may be isolated from those of heritage professionals. We may conceive the items of production are significant but we will have very little hard evidence to support this belief (Blake 1989).

The care and management of movable artefacts is important for making them available for public access, research and exhibition. However, carelessly considered treatments, unsuitable storage or display methods can destroy or compromise artefacts. The surveys highlighted that a lack of management rules or protocols for storage and use was an issue. LHSMs reported limited space to display and store items; collections concentrate on historic record storage rather than material heritage. Reports of missing pieces and incomplete presses also demonstrate that collections may lack standards of security and care. According to Simpson (2003), this is not altogether surprising. Concomitant with a lack of financial resources is the pressure of storing and maintaining often large and cumbersome equipment.

Results showed that less than half of the items reported in the postal survey were earmarked for protection. Historic artefacts, held outside museums, can be further endangered. According to Heritage Council Victoria (2002), it is commonly believed that historic artefacts, which have survived to the present, are durable and will last indefinitely. In fact, many have only survived through a combination of good luck and quality manufacture. The data implies that more effort is required to pursue all possible funding sources to assist in the collection, storage and use of printing items.

The issues identified add weight to the argument that, further research and community consultation is required to locate, identify and protect diminishing and finite resources. The management, or lack thereof, of colonial press heritage impacts not only the descendants of proprietors, editors, printers and their families, but also on the public memory of the industry.

## **8. CONCLUSION**

Survey results clearly raise concerns about the future and vulnerability of historic artefacts of newspaper production in the central Victorian goldfields. Despite the number of responsibilities imposed on those managing movable cultural heritage, there has been little published research regarding historic printing material or the approaches that should be taken toward its management. This report suggests that the identification of cultural significance, embodied in the fabric of historic printing material, and consideration of its vulnerability should be prerequisites for determining future management. Without inventories and explicit statements of conservation principles it can be argued that there is a danger that the fundamental ideas of significance could be overlooked (Dann, Worthing & Bond 1999).

There has been no strong sense of community engagement to actively preserve a cultural heritage that is in danger of disappearing. While it is acknowledged that it is dangerous to extrapolate the findings of surveys to the wider community, the results indicate that with passing time, tracking presses and other materials from the central Victorian goldfields will be an enormous, if not impossible task. With changes in technology and collecting policies, many items of historic printing material will continue to be peripatetic. There is a demonstrated need to identify and document the extant movable heritage associated with newspaper production. This information can then be used to guide decision making, by ensuring that future planning and management of this equipment is sympathetic to existing values.

Consequently, an investigation of the cultural artefacts of production appears timely. To ensure that the history of newspaper printing is preserved, heritage managers need to gather and display obsolete equipment and printing memorabilia before such valuable items are lost to us forever (Printing and Kindred Industries Union 1988). Just as we consciously manage the heritage of other nineteenth century enterprises that reflect community prosperity or individual success, so too should we actively manage the art, craft and trade heritage of nineteenth century newspaper production.

The surveys established an agenda for further research and it is hoped that this study will lead others to undertake research of a more detailed nature. As more researchers enter this field, new ideas and collaborations will continue to raise the consciousness of heritage organisations and the wider community to the movable cultural heritage of the colonial press, not only in the central Victorian goldfields, but throughout Australia.

## Historic Printing Equipment from the Central Victorian Goldfields: Implications for Cultural Heritage Management

---

### REFERENCES

- Arens, M 2002, 'A museum of printing in a museum of art', *History: Magazine of the Royal Australian Historical Society and Affiliated Societies*, vol. 72, inside cover.
- Australian Museums and Galleries Online 2003, *Collections*, viewed 14 October 2002 <<http://www.amol.org.au>>.
- Ballarat Heritage Services (comp) 1998, *A Researchers' guide to the central goldfields of Victoria*, Ballarat Heritage Services, Ballarat, Vic.
- Blake, A 1989, 'Conservation planning in small towns of the central goldfields of Victoria', *Historic Environment*, vol. VII, no.1, pp.35-37.
- Briar Press 2003, *Resources for letterpress printers and enthusiasts*, viewed 7 April 2003 <<http://www.briarpress.org/briarpress/index.shtml>>.
- Brown, L 1985, *Victorian News and Newspapers*, Clarendon Press, Oxford, UK, p.3.
- Central Highlands Historical Association 1993, 'Locations of Historical Societies and Museums', *Central Highlands Historical Association Journal*, vol. 1, pp. 31-32.
- Central Highlands Historical Association (CHHA) 2002, *CHHA Links*, viewed 14 October 2002 <<http://www.ballaratgenealogy.org.au/chha/info.htm>>.
- Charles Sturt University 2000, *Application for approval for use of human participants or materials in research*, Ethics in Human Research Committee, Bathurst, NSW.
- Chiu, I & Brennan, M 1990, 'The effectiveness of some techniques for improving mail survey response rates: A meta-analysis', *Marketing Bulletin*, vol. 1, pp. 13-18.
- Clarke, EA 1995, Two goldfield newspapers: The origins and founding of the *Maryborough & Dunolly Advertiser* and *Mount Ararat Advertiser* 1855-1861. School of Librarianship, MA thesis, Monash University, Vic.
- Dann, N, Worthing, D & Bond, S 1999, 'Conservation maintenance management: Establishing a research agenda', *Structural Survey* vol. 17, no.3, viewed 20 May 2003, <[http://www.maintainourheritage.co.uk/articles/structures\\_nd.htm](http://www.maintainourheritage.co.uk/articles/structures_nd.htm)>.
- Davison, G & McConville, C (eds) 1991, *A heritage handbook*, Allen & Unwin, Sydney, NSW.
- Dingle, T 1984, *The Victorians: Settling*, Fairfax, Syme & Weldon Associates, McMahon's Point, NSW.
- Echo* 1968, 'Last issue of Echo', 13 February, p. 1, col. 6.
- Environment Australia 2002, *The protection of Australia's movable cultural heritage: Overview*, viewed 21 August 2002 <<http://www.ea.gov.au/heritage/awh/movable/>>.
- Fowler, F J 2002, *Survey research methods*, 3rd edn., Sage Publications, California, USA.



## Historic Printing Equipment from the Central Victorian Goldfields: Implications for Cultural Heritage Management

---

- Granger, F (comp.) 2001, *Printing museums throughout the world*, viewed 14 October 2002  
<<http://teched.vt.edu/gcc/PDFs/PrintingMuseumsWorld2.pdf>>.
- Heritage Council Victoria 2002, *Heritage collections: Heritage technotes*, viewed 20 June 2002  
<[http://www.heritage.vic.gov.au/Technotes/tech\\_21.html](http://www.heritage.vic.gov.au/Technotes/tech_21.html)>.
- Herrin, SJ 2000, *Occasional Publication No. 7: The development of printing in nineteenth-century Ballarat*, Bibliographical Society of Australia and New Zealand: Aristoc Offset, Glen Waverley, Vic.
- Hughes, S 2003, The movable heritage of the nineteenth century newspaper industry, with special reference to the central Victorian goldfields region: A literature review (unpub). Submitted for SC1402, Advanced Topics 2, BAppSci (Hons), Charles Sturt University, Albury.
- Inklings* 1987, 'Historical printing machinery in Australia', *Inklings: Newsletter of the Victorian Printing Historical Society*, November, no.3, unpaginated.
- Johnston, C 1992, *What is social value? A discussion paper*, Australian Heritage Commission, Canberra, ACT.
- Kehoe, CM & Pitkow, JE 1996, 'Surveying the Territory: GVU's Five WWW User Surveys', *The World Wide Web Journal*, vol. 1, no.3, p. 77-84.
- Kirkpatrick, R 2001, 'Printing museums (1): Melbourne', *Newsletter: Australian Newspaper History Group* vol. 13, item no. 13.37, viewed 2 July 2001, <e-mail: [r.kirkpatrick@mailbox.uq.edu.au](mailto:r.kirkpatrick@mailbox.uq.edu.au)>.
- Kirkpatrick, R 2003, 'Preserving the letterpress devices of a bygone era', *Bulletin: Pacific Area Newspaper Publishers Association*, May, pp.33-35.
- Kwasitsu, L 1989, *Printing and the book and newspaper press in Bendigo*. PhD thesis, Graduate School of Librarianship, Monash University, Melbourne, Vic.
- Marquis-Kyle, P & Walker, M 1992, *The Illustrated Burra Charter. Making good decisions about the care of important places*, Australia ICOMOS, Sydney, NSW.
- Meynell, HA 1986, *The nature of aesthetic value*, MacMillan, London, UK.
- Nachmias, D & Nachmias, C 1981, *Research methods in the social sciences*, St. Martins Press, New York, USA.
- Pearson, M & Sullivan, S 1995, *Looking after heritage places: The basics of heritage planning for managers, landowners and administrators*, Melbourne University Press, Melbourne, Vic.
- Penrith Museum of Printing 2003, *Equipment*, viewed 24 April 2003  
<<http://www.printingmuseum.org.au/Equipment.htm>>.
- Printing and Kindred Industries Union 1988, 'State Printing Collection - preserving our heritage', *Inklings: Newsletter of the Victorian Printing Historical Society*, vol. Jun, no.6, unpaginated.

## Historic Printing Equipment from the Central Victorian Goldfields: Implications for Cultural Heritage Management

---

- Simpson, M 2003, 'Myths of repatriation', *Museum National*, vol. 11, no.3, pp.10-12.
- Telstra Corporation Limited 2002, *Yellow Pages Online*, viewed 14 October 2002  
<<http://www.yellowpages.com.au>>.
- Thompson, SO 1979, 'Editorial', *Printing History: The Journal of the American Printing History Association*, vol. 1, no.1, p. 3.
- Tunbridge, JE & Ashworth, GJ 1996, 'Dissonance and the uses of heritage', in *Dissonant heritage: The management of the past as a resource in conflict*, Wiley, Chichester, pp.34-69.
- Veal, A 1997, 'Introduction. What, why, who?', in *Research methods for leisure and tourism: A practical guide*, 2nd edn., Pitman, London, UK, pp.2-10.
- Wegner, J 2001, 'Printing museums (2): Pinnaroo', *Newsletter: Australian Newspaper History Group* vol. 13, item no.13.38, viewed 2 July 2001, <e-mail: [r.kirkpatrick@mailbox.uq.edu.au](mailto:r.kirkpatrick@mailbox.uq.edu.au)>.
- Williams, JA 1984, The Victorian printing industry and the diffusion of new technology, 1885-1905. BA Honours thesis, University of Melbourne, Vic.

**APPENDIX 1: SURVEY - COVER LETTER AND QUESTIONNAIRES**

Dear Sir or Madam:

My name is Sue Hughes and I am a student at Charles Sturt University (Albury campus), currently undertaking an Honours research project that examines the cultural heritage of the nineteenth-century newspaper industry in the central Victorian goldfields from 1851 to 1901. As part of my research, I am gathering information about the remaining items of newspaper production. Items include printing presses, type and other equipment that was used during this period. As very little is currently known about the printing equipment from this widespread and diverse industry in the goldfields, the purpose of the research is to increasing our knowledge of the contribution of the colonial press to Victoria's heritage.

I have attached a brief survey of 11 questions. The data obtained will be used to extend our current knowledge on the origins, use and fate of these items. It is anticipated that the survey will take no more than ten minutes to complete. Participation in the survey is entirely voluntary and return of the questionnaire is reasonably taken as an indication of your consent for any information provided to be used in the research. All information will be treated as strictly private and confidential and will not be shared with any other person or individually identified in any publication resulting from the research.

Charles Sturt University's Ethics in Human Research Committee has approved this project. Please retain this information sheet and if you have any complaints or reservations about the ethical conduct of this project, you may contact the Committee through the Executive Officer, Ethics in Human Research Committee, The Secretariat, Charles Sturt University, Bathurst, NSW 2795. Phone: (02) 6338 4628. Fax: (02) 6338 4194. Any issues you raise will be treated in confidence and investigated fully and you will be informed of the outcome.

Thank you for taking the time to complete the survey and returning it to me in the stamped self-addressed envelope. If you have any questions regarding my research or the survey please do not hesitate to contact me at the above address.

Yours sincerely,

Sue Hughes (Student Identification Number: 94035743)

## How much Historic Printing Equipment is left in Central Victoria?

### A Questionnaire to Newspapers, Printers and Publishers

The return of the questionnaire is reasonably taken as an indication of voluntary consent to participate in this survey. **All information will be treated as strictly private and confidential.** Please check a box on the right and attach further pages, if necessary, to extend your answer to any item.

1 Do or did you have any printing equipment that pre-dates 1920?

a) I do have printing equipment that pre-dates 1920?

b) I did have printing equipment that pre-dated 1920, but no longer have it

c) I never had printing equipment that pre-dated 1920

2 If you do or did have printing equipment that pre-dates 1920, please specify:

---

---

---

---

---

---

3 a) Was your equipment

a) inherited from a family member?

b) acquired with the business?

c) purchased later?

d) other. Specify: \_\_\_\_\_

4 If purchased later, do you know the name of the owner or company that originally owned the equipment?  **Yes**  **No**

If so please specify (**all answers will be kept confidential**)

---

---

---

		<b>Yes</b>	<b>No</b>
5	Do you know the place and/or year of manufacture? If so please specify	<input type="checkbox"/>	<input type="checkbox"/>
<hr/>			
<hr/>			
<hr/>			
<hr/>			
<hr/>			
<hr/>			

		<b>Yes</b>	<b>No</b>
6	Do you have / or know of any documentation relating to this type of equipment? If so please specify documentation type (not details of purchase or sale). For example: photographs or illustrations, bills of sale, certificates, examples of printed material etc.	<input type="checkbox"/>	<input type="checkbox"/>
<hr/>			
<hr/>			
<hr/>			
<hr/>			

		<b>Yes</b>	<b>No</b>
7	Has the equipment ever been used to produce newspapers? If known please list newspaper title(s) and dates	<input type="checkbox"/>	<input type="checkbox"/>
<hr/>			
<hr/>			
<hr/>			
<hr/>			
<hr/>			

		<b>Yes</b>	<b>No</b>
8	Have you ever sold any of your old equipment?	<input type="checkbox"/>	<input type="checkbox"/>



## **How much Historic Printing Equipment is left in Central Victoria?**

### **A Questionnaire to Local History Museums and Historical Societies**

The return of the questionnaire is reasonably taken as an indication of voluntary consent to participate in this survey. **All information will be treated as strictly private and confidential.** Please check a box on the right and attach further pages, if necessary, to extend your answer to any item.

1 Do or did you have any printing equipment that pre-dates 1920?

a) I do have printing equipment that pre-dates 1920?

b) I did have printing equipment that pre-dated 1920, but no longer have it

c) I never had printing equipment that pre-dated 1920

2 If you do or did have printing equipment that pre-dates 1920, please specify:

---

---

---

---

---

---

3 a) Was your equipment

a) donated?

b) acquired with the business?

c) purchased later?

d) other? Specify: \_\_\_\_\_

4 Do you know the name of the owner or company that originally owned the equipment?  **Yes**  **No**

If so please specify (**all answers will be kept confidential**)

---

---

---

		Yes	No
5	Do you know the place and/or approximate year of manufacture? If so please specify	<input type="checkbox"/>	<input type="checkbox"/>
<hr/>			
<hr/>			
<hr/>			
<hr/>			
<hr/>			
<hr/>			

		Yes	No
6	Do you have / or know of any documentation relating to this type of equipment?	<input type="checkbox"/>	<input type="checkbox"/>
If so please specify documentation type. For example: photographs or illustrations, bills of sale, certificates, examples of printed material etc.			
<hr/>			
<hr/>			
<hr/>			

		Yes	No
7	Has the equipment ever been used to produce newspapers?	<input type="checkbox"/>	<input type="checkbox"/>
If known please list newspaper title(s) and dates			
<hr/>			
<hr/>			
<hr/>			
<hr/>			
<hr/>			

		Yes	No
8	Have you ever sold or donated any of your equipment?	<input type="checkbox"/>	<input type="checkbox"/>





**APPENDIX 2: HISTORIC PRINTING MATERIAL IDENTIFIED IN A SURVEY OF THE CENTRAL VICTORIAN GOLDFIELDS (OCT – DEC 2002)**

Target Group	Description of printing material	Provenance	Used in newspaper production	Documentation
NPP	Chandler & Price, 1885	Inherited (in family since 1885)	No	No
	Hopkinson & Cope, 1857	Inherited (family)	No	No
NPP	Foot powered Heidelberg Platen	Inherited (family)	Unsure	Anecdotal
NPP	"Too much to specify"	Inherited/acquired	Yes (unspecified)	Yes (unspecified)
NPP	"Too much to specify"	Acquired with the business	Goldfields newspaper	No
NPP	Chandler & Price Platen Press	Acquired with the business	Goldfields newspaper	No
	Columbian Eagle Press, Edinburgh, 1858			
	H. Ingle Wharfdale Press, London			
	Payne & Sons Proof Press, Otley			
	Kelly guillotine			
NPP	Chandler & Price Platen Press, Cleveland, Ohio	Acquired with the business	No	No
	Wooden and metal handset type	Purchased	Rural newspaper	No
	Old proof press	Purchased from commercial printer	Unsure	Photos & illustrations
LHSM	Albion Press, Hopkinson & Cope, England 1857	Donated from local printer	Unsure	Accession sheets
	Quantity of wood and foundry type	Donated from local printer	Unsure	Accession sheets
	Chandler & Price Platen Press, Cleveland, Ohio, c1870s			
	H. S. Cropper & Co Platen Press, Nottingham England, c1872			
	Incomplete Platen press (unable to determine maker), c 1870s			
Hand operated paper guillotine (age unknown)				
LHSM	Iron base frame & wood/ iron plate, Fremont, New York (in two pieces)	Donor unknown	Unsure	No
LHSM	Albion Press, Finsbury, London, c1854	Donated from newspaper	Goldfields newspaper	Old newspapers dating from 1899
	Chandler & Price Platen Press, Cleveland, Ohio, c1890-1900			
	Chandler & Price Platen Press, Cleveland, Ohio, c1890-1900			
	Pearl Platen, c1900			
	Type cases/ galleys/ setting sticks/ furniture			
LHSM	Albion Press, Hopkinson & Cope, England, 1857	Donated/purchased later	Unsure	Books and resource notes
	Albion Press, London, 1868			
	Albion Press, London, 1870			
	Chandler & Price Platen Press, Cleveland, Ohio, c1890			

Target group key: NPP = Newspapers, Printers and Publishers, LHSM = Local Historical Societies and Museums