



AUSTRALASIAN SOCIETY FOR HISTORICAL ARCHAEOLOGY

STRATEGIC PLAN 2019-2024

Introduction to the 2019-2024 Strategic Plan

This 2019-2024 Strategic Plan is presented in the form of meeting minutes collected on Saturday 9 February – Sunday 10 February 2019 during the 2018-2019 Australasian Society for Historical Archaeology (ASHA) Committee’s Strategic Planning Day. The 2018-2019 Strategic Planning Day was the first such event held by the Society. Its primary goal was focused on realizing set tasks within a proposed timeframe of 2-3 years, and not designing general guiding policies. The timeframe was extended to 5 years to coincide with ASHA’s Presidential tenure of 5 years.

The Society’s Objectives

The Australasian Society for Historical Archaeology’s objectives, as recorded in our Constitution (revised in 2022), are to:

- To contribute to the study of the impact of Asian and European settlement in Australasia through predominantly archaeological methods, to promote the publication of such studies and to encourage the growth of all such activities, research and education programs which will help achieve these objects
- To promote and advocate for the conservation, recording, survey and study of historical sites and artefacts
- To promote knowledge of, and compliance with, international conventions and national, state and local laws that protect and manage heritage
- To promote discussion and understanding of the subject by means of training courses, conferences and the circulation of information and reference materials
- To promote presentation of such activities at public lectures, discussions, exhibitions and similar events
- To publish the journal Australasian Historical Archaeology
- To provide assistance and advice to local historical and heritage societies and museums in the conservation, interpretation and display of sites and material objects relating to Australasian history
- To co-operate with persons, societies, public and private institutions and other bodies working in related fields throughout Australasia
- To enter into association with persons, societies, government agencies and public and private institutions in all parts of the world with objects similar to that of the Society
- To raise funds to promote the objects of the Society

Strategic Plan 2019-2024: Key Objectives and Goals

The key objectives and goals of the Society’s 2019-2024 Strategic Plan are to:

- Update the Society’s Constitution
- Increase membership numbers and maintain an active and engaged membership base
- Re-establish a relationship with NZ
- Enact measures to ensure ASHA continues to be seen as a knowledge base in the discipline
- Ensure ASHA remain open and approachable
- Make advocacy a priority
- Influence policies developed around archaeology
- Facilitate professional development
- Develop/prioritise policy for artefact curation/best practice

Overview of Strategic Goals for 2019-2024¹

Strategic Goal	Actions/Resolutions	Timeframe/Who	Goal Met Yes/No
ASHA's vision, mission and strategic priorities over the next 2-3 years	<p>Update the constitution with a mission statement and vision, rather than objectives.</p> <p>Mission statement brainstorming:</p> <ul style="list-style-type: none"> - Love for historical archaeology - Places, things, the past - Build community of like-minded people - Share, collaborate, passionate, vacation - Neutral space to bridge dividing groups of industry (disparate groups of researchers, historians, archaeologists, CHM, heritage) - Understand the past/looking at the past for the future? - Part of a bigger picture – no need to divide historians etc. - Should include landscapes <p>Vision brainstorming:</p> <ul style="list-style-type: none"> - Increase membership numbers and maintain an active and engaged membership base - Re-establish relationship with NZ - Enact measures to ensure ASHA continues to be seen as a knowledge base - Ensure ASHA remain open and approachable - Make advocacy a priority - Influence policies developed around archaeology - Facilitate professional development - Develop/prioritise policy for artefact curation/best practice <p>Priorities brainstorming:</p> <ul style="list-style-type: none"> - Increase membership numbers for students and professionals, particularly from poorly represented institutions and regions including South Australia, Flinders University, the Pacific, University of Tasmania and New Zealand - Work towards developing new ASHA website 	<p>Timeframe: Circulate draft mission/vision/priorities for the March 2020 Committee meeting.</p> <p>Who: Mission/Vision Subcommittee:</p> <ul style="list-style-type: none"> - Vice Presidents, Events Coordinator, Blog Editor, Website Manager, Secretary 	Yes
Blog	<p>Prepare blog posts for the 2019 conference, AHA journal and AHA reading group</p> <p>Develop new blog ideas</p>	<p>Timeframe: Ongoing</p> <p>Who: Blog editor, Vice President and Events Coordinator</p>	Ongoing

¹ These strategic goals were developed between Saturday 9 February – Sunday 10 February, 2019 during the 2018-2019 ASHA Committee's Strategic Planning Day held at the GML Canberra Office 2A Mugga Way, Canberra.

Strategic Goal	Actions/Resolutions	Timeframe/Who	Goal Met Yes/No
Committee roles and delegation	<p>Committee to prepare a document containing detailed descriptions of the role and responsibilities associated with each Committee member position</p> <p>Non-confidential ASHA archives to be made available for Committee members to access for reference purposes</p> <p>Archived ASHA documents currently stored at La Trobe University to be digitised</p> <p>ASHA's policies and guidelines around ASHA sub-committees to be updated</p>	<p>Timeframe: 2020-2021</p> <p>Who: President, Public Officer, Education and Resources Coordinator, Committee members and Secretary</p>	Yes
Membership and outreach	<p>The ASHA Committee resolved to consider the following changes to encourage membership and facilitate the Society's outreach to existing members:</p> <ul style="list-style-type: none"> - Committee to prepare a list of priority members - Secretary to send letters to lapsed members to encourage renewal - Committee to make changes to ASHA's corporate memberships by offering alternative forms of membership, for example, corporate sponsorship - ASHA memberships to include discounts to events, monographs and journals - ASHA memberships to include opportunities to attend networking events - Committee to consider discounts for early renewals (in the month of June) - Membership subcommittee to be formed to implement proposed changes to memberships with Treasurer taking advisory role 	<p>Timeframe: Discounts to be resolved for April 2020</p> <p>Corporate memberships for AGM 2020</p> <p>Who: Membership Subcommittee</p> <ul style="list-style-type: none"> - Committee members - Vice President - Blog Editor - Treasurer 	Ongoing
ASHA publications and social media	<p>List of ASHA publications currently stored at La Trobe to be prepared by Publications Officer</p> <p>Committee to consider possibility of two AHA issues to be published a year, at least reflective papers for the 50th anniversary.</p> <p>Committee to consider preparing publications for the general public. Small, easy to read books as well as monographs</p> <p>Alternatives to the Society's current publishing process to be considered.</p> <p>New monographs editor to be engaged in coordination with Martin Gibbs.</p>	<p>Timeframe: 2020-ongoing</p> <p>Who: Committee members, Publications Officer, AHA Editors, Monographs Editor and Vice President</p>	Under consideration

Strategic Goal	Actions/Resolutions	Timeframe/Who	Goal Met Yes/No
Collaboration with Industry/ Organisations	<p>ASHA to consider prompting organisations about the Society and what it offers. Corporate Partners could be asked for a (vague) obligation to paper submissions.</p> <p>Committee to investigate conservation management of sites/Cultural Heritage Management sphere and collaboration with Sydney Living Museums, National Trust properties?</p> <p>Like ICOMOS, ASHA to consider forming historic archaeology, cultural landscapes and industrial archaeology sub-committees. Public Officer, President and Committee members to contact ICOMOS and the National Trust and look for additional events + suitable committees for ASHA engagement.</p> <p>Potential for alliance with other societies for a future event, such as a National cultural heritage forum where Presidents can connect and collaborate. Additional events include the ICOMOS GA2023.</p> <p>New promotional material and single sided flyers to be printed for events.</p>	<p>Timeframe: 2020-ongoing</p> <p>Who: Collaboration Sub-committee: - Public Officer - Conference Coordinator - Treasurer</p> <p>Public Officer and President to approach ICOMOS about ASHA engagement in sub-committees and involvement in the GA 2020.</p>	Yes
ASHA Calendar of Events 2019-2021	<p>ASHA Insurances – free events are fine, however ASHA’s insurance policy needs alteration for new events.</p> <p>Sydney Archaeology Workshop – archaeology in the classroom to be hosted and organised by Committee members in August 2020.</p> <p>Price structure – Committee to investigate venue costs and consider pay for presenters. Rough pricing structure and guidelines for workshops to be prepared. Look into specialised events for specific topics.</p> <p>Regional Representative Events - \$500 annual budget each financial year for regional reps to hold events should be more clearly defined.</p> <p>Committee meetings - 1st Thursday of every month</p> <p>Events to be planned at commencement of each year</p>	<p>Timeframe: 2019-2021</p> <p>Who: Treasurer, Vice President, Education Resources Coordinator, Committee members, Events Co-ordinator</p>	Ongoing
Website	<p>New website to be developed in 2020 with emphasis on avoiding mistakes made in 2014. Website to include:</p> <ul style="list-style-type: none"> - Events calendar - Blog (behind paywall) - Information about the Society <p>Website sub-committee to be formed.</p>	<p>Timeframe: 2020-2022</p> <p>Who: Website Sub-committee: - Web Manager - Vice President - Events Coordinator - Education Resources Coordinator - Treasurer (advisory) - Secretary (advisory)</p>	Yes

Strategic Goal	Actions/Resolutions	Timeframe/Who	Goal Met Yes/No
Conference	<p>Future conference locations:</p> <ul style="list-style-type: none"> - Brisbane - Port Macquarie – venue could be West Port Club, Royal Australian Historical Society was there last year - 2020 – Australia 26th November – Melbourne, La Trobe, Deakin and Heritage Victoria/ - 2021 – New Zealand - collaborate with Australasian Institute for Maritime Archaeology (AIMA) - 2022 – WA - 2023 - Broken Hill: mining history, tours and water. <p>Committee to consider approaching other groups such as Australian Association of Consulting Archaeologists Inc. (AACAI) to share conferences with.</p> <p>President and Secretary to consider last year’s successes and failures and possibly add milestones to the guideline, with Public Officer’s input.</p>	<p>Timeframe: 2020 and ongoing</p> <p>Who: Conference Sub-committee: - Blog Editor - President - Web Manager - Education Resources Coordinator - Secretary (advisory)</p>	Yes. Sequence impacted by Covid pandemic
State of the Current Constitution	<p>Constitution – ASHA to revise Constitution with objectives to refresh its policies, emphasise advocacy rather than advice and reduce the list of agencies.</p> <p>Subcommittee to be formed to work on this revision, including reformatting with ASHA rebranding and a general refresh. This is to be raised at the 2019 AGM and put forward for approval at the 2020 conference.</p>	<p>Timeframe: 2020-2022</p> <p>Who: Constitution Sub-committee: - Vice President - Secretary - Blog Editor - Social Media Officer</p>	Yes
Pathways database of Archaeology Collections	<p>The Committee agree that the Society is missing a digital repository, yet it has taken action to preserve archaeological records.</p> <p>Committee to approach regulators.</p> <p>Consideration given to funding Grey Literature and collection managers.</p>	<p>Timeframe: 2020</p> <p>Who: Committee</p>	Ongoing
Australian Archaeological Association Inc (AAA) Archaeology Passport	<p>The AAA Archaeology passport is a way for emerging professionals to record their skills and expertise.</p> <p>Community groups and Indigenous skills are separate.</p> <p>Committee believe that the level of Excavation Director requires something different to a passport.</p> <p>Public Officer to approach and review the more recent information</p>	<p>Timeframe: 2020-2024</p> <p>Who: Public Officer to approach, review and email/call passport organisers</p>	Ongoing
General admin	<p>Blog write-up from this event</p> <p>Enhance blog posting as replacement for the newsletter</p>	<p>Timeframe: Early 2020</p> <p>Who: Blog editor and Committee members</p>	Ongoing

Strengths and Weaknesses / Opportunities and Threats Analysis

<p>Strengths</p> <ul style="list-style-type: none"> - Committee - Approachable, friendly reputation, collegiality - Passion and enthusiasm - Great journal - History of good sharing - Financially comfortable/strong - Regionally dispersed – we have a broad church - Workshops - Forward thinking - technology 	<p>Weaknesses</p> <ul style="list-style-type: none"> - History of singular leadership - Collective historical baggage - Disconnect from historical societies and other community organisations - Regionally dispersed, technology/procedure to engage with multi-location committee - Generally time poor - Difficulties attracting new members - Excessive admin systems and processes - Academic decline? - Divide between consulting and academic - Technology/Paywall re: articles - Committee low in academic representation - Executive positions are difficult and finding replacement office bearers can be challenging - Limitations in understanding what members want from the Society
<p>Opportunities</p> <ul style="list-style-type: none"> - New website - Membership - General public connections - Connections with universities - Community and cultural events - Advocacy within our membership/industry - Increasing visibility of journal - Anniversary - Creating connections with academics - Engagement with corporate memberships - ASHA library/publications - Grants 	<p>Threats</p> <ul style="list-style-type: none"> - Website - Membership system - Visibility of the journal - Financials - Decline of historical archaeology in universities - Journal not able to be produced - Cultural apathy/disdain for knowledge - Changing attitudes towards archaeology in a post-colonial world