

save our century!

The Lost Story

Where is my story?
Locked in which room -
On which page
Of which book
Will I find how it looked
Before time interfered
And my life hurried on?

Who will remember?
How will they know
Where to go
To reveal
What the years have concealed
If no author
Has made me their subject?

Down from the attics,
Up from the cellars,
In boxes and trunks
Come the pages -
The stages of progress -
The yellowing pieces of news.
Will we lose them, these chronicles?

Open the diaries.
Confessions
Come tumbling,
Humbling even the great.
On a slip writ in ink
Will we find "Old Lang signs"?
What mysteries history keeps.



Who saves them -
These records of time?
Who's inclined
To consign
Such remarkable moments
To vaults and to archives?
Or will they be lost?

What were once
Our great moments -
The stories of you
And of me -
Of our friends and of family -
Will somebody save them?
They ought to be saved.

I yearn for the sights and the stories,
My guides, as I journey
To times that I wish to recall -
To restore all the memories.

And in memory -
Oh, how in memory -
I look to take meaning.

© Jackson B. Sutcliffe, November 1998

Photographs from the
Battye Library Pictorial collection:
from top to bottom -
67736P (1926),
27817P (Wanslea, 1944)
29429P (Northampton, 1947),
1222P (Murray Street 1960s),
and from the Kinder-Scott
Collection (Battye Library)
Mandurah, 1980s (P8032, no.29)

A Message from the Minister for the Arts

The Save Our Century Fund is an exciting initiative to promote and secure community and corporate support for the collection, preservation and presentation of Western Australia's 20th century documentary heritage.

Our State Library collections are extensive and the Fund provides an imaginative way of generating additional finance required to safeguard these precious holdings.

It is pleasing to note that the Fund is more than a call for donations. It is an attempt to promote Western Australia's 20th century achievements whilst ensuring that these unique stories are made available to future generations.



The scope of the Fund encompasses a number of specific projects designed not only to preserve the wealth of heritage material contained within the Library's collections, but also to use advances in technology to disseminate our stories throughout WA and the world.

The task of preserving our heritage is an important responsibility, and it is marvellous that our very identity as Western Australians in the 20th century can be captured and preserved for the benefit of those who follow us. The use of digitisation, the creation of multimedia CD-ROMs, and the establishment of on-line web experiences present exciting new methods for improving access to materials held in our collections.

With the new millennium upon us, it is timely that we take this opportunity to raise awareness of the need to preserve our heritage and celebrate our achievements.

The Save Our Century Fund is a brilliant concept and I commend everyone associated with the work to date for their commitment and enthusiasm.

I am confident that the Save Our Century Fund will be an irresistible opportunity for Western Australians to invest in telling their own story.

Hon. Peter Foss QC MLC
Attorney General; Minister for Justice; the Arts



The Mission Statement
To provide and promote equitable access to information resources and services which support the intellectual, economic, cultural, social and recreational needs of the people of Western Australia.

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<http://www.liswa.wa.gov.au>

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MINISTRY FOR
CULTURE & THE ARTS



ISSN NO. 1328-7176



Meet the President

Ronald James Sheen's background is as vast as Western Australia itself.

Born in Wagin in 1927, he was educated at Wagin Convent and St Ildephonsus College New Norcia before going on to study chemistry at Perth Technical College in 1945. He commenced working as a laboratory assistant at FA Faulding in East Perth and graduated as an analyst for drugs and raw minerals, as well as researching Western Australian plants as sources of useful chemicals.

Ron started up his own drug manufacturing business, St Just Laboratories, in 1950. The company was the first to carry a range of prepared sterile intravenous solutions for local hospitals, and included specialist products such as morphine, pethadine, ergometrine and others required by the pharmaceutical industry. Ron sold his interest in the company in 1959.

In 1960, in association with Lang Hancock and Bell Brothers' Northern Mineral Syndicate, Ron commenced exploration in the Pilbara for manganese ore and organised procedures for assaying and sampling ores from overseas

shipments at Port Hedland. From this, Sheen Laboratories was created and became the largest privately owned analytical and research laboratories in the southern hemisphere.

Ron Sheen was founder of Environmental Resources Australia (ERA) in mid-1970, an environmental research and planning company which was involved in the preparation of environmental impact statements for industrial mining and urban land developments, the development of hazardous waste control and storage systems, and was at the forefront of pollution monitoring for government and the private sector prior to the formalisation of environmental legislation in the early to mid-1970s.

Ron has been Executive Chairman for a number of exploration companies, including Amber Gold NL, Zenith Exploration, Pivot Resources NL, Kalgoorlie Resources NL, and Australian United Gold NL. In 1987, Ron drilled his first oil well in South Australia ("Katnook No.1") and found both gas and oil. However, the stock market crash of 1987 prevented the raising of public funds, and the equity in the field was sold off. In the 1990s, Ron has been working on the commercial development of silicate pesticides and fungicides. He took out world patents for these products after four years of scientific field trials. These silicate products are for use in the control of snails, slugs and aphids in domestic and broad area agricultural and horticultural applications.

Over the years, Ron has been a constant promoter of the State Library and its services, having been a regular client for 50 years, and one of the first members of the public to be allowed into the staff-only Stack areas. In the 1950s, a new service of the State Library coincided with Ron becoming a well known analytical chemist. This new technical library was patronised not only by Ron but by the many new clients he introduced to this service. In 1986, Ron Sheen was appointed as inaugural President of the Westralian Library Foundation and became a member of the Library Board of Western Australia.

In 1997, the Library Board commissioned artist Robert Hitchcock to produce a bronze bust of Ron Sheen, in acknowledgement of his contribution and services to the Library Board and the Foundation over the years. The bust is on permanent display in the Centre for the Book on the ground floor of the Alexander Library Building.

Ron continues his support as President of the WA State Library Custodians and as President of the Western Australian Library Society. Ron is also well known as an inventor and a keen supporter and trainer of young people at the North Cottesloe Surf Club.

custodians
WA state library

A line from Lynn

This special edition of *knowit* outlines our fund raising campaign and introduces you to our WA State Library Custodians and our newest supporters.



LISWA staff have been working very hard and imaginatively behind the scenes on the concepts and strategies for the Fund and how we will promote it. I would like to take this opportunity to thank a few people and organisations in particular.

Firstly, to the President of the Custodians, Mr Ron Sheen, thank you for your enthusiasm and advice on how all of this might be achieved. A warm welcome and thanks to Channel 9 (Perth) and The West Australian newspaper for their three-year commitment. To Denis Thompson and Paul Murray (The West Australian) and to Paul Bowen (Channel 9), we look forward to working with you. Already your support and advice has been invaluable and we are pleased to call you our founding partners.

Thanks, too, to Airlink, Goundrey Fine Wine, the Sheraton Perth Hotel and Scott Four Colour for agreeing to be major sponsors. Your support will enable us to make the programme a truly State-wide experience, ensuring we give all Western Australians the opportunity to enjoy the project and assist us in many ways.

To my staff, I say thank you to everyone involved. This is a very exciting project but it has needed a great deal of effort, often much of it unseen or unexpected. The senior staff of LISWA are fully supportive of this initiative and staff in many areas have really pulled out the stops to work as a great team to get us to this stage.

Can I take this opportunity to thank our clients, staff, partners and colleagues for your support throughout 1998. This has been a year of many changes and challenges. In January 1999, I will have been State Librarian for ten years - each year has been one of achievement and excitement. I am grateful for the privilege of the position and look forward to what might be the best year yet!

Best wishes for the festive season and a fulfilling new year for everyone.

Chief Executive and State Librarian

save our century fund celebrating Western Australia's 20th century stories

We thank our founding partners
and sponsors

The West Australian



**THE LIBRARY AND INFORMATION SERVICE
OF WESTERN AUSTRALIA**
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Perth Cultural Centre, Perth WA 6000

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OPENING HOURS - ALB

| | | | |
|-----------|---------|---|--------|
| Monday | 9.00am | - | 9.45pm |
| Tuesday | 9.00am | - | 9.45pm |
| Wednesday | 9.00am | - | 9.45pm |
| Thursday | 9.00am | - | 9.45pm |
| Friday | 9.00am | - | 5.30pm |
| Saturday | 10.00am | - | 5.30pm |
| Sunday | 10.00am | - | 5.30pm |

Save Our Century!

The 20th century has encompassed a significant period of change and development for Western Australia, and seen the State undergo a number of major social, economic, political and technological shifts which have had a dramatic impact upon the fabric of our society. Moreover, the last hundred years have witnessed a number of remarkable events in the course of world history, all of which have had a substantial impact on the development of the State, and upon the way in which we view ourselves.

The State Library houses extensive collections of heritage material relating to WA's development over the last hundred years. This material records the way in which Western Australians have developed and grown as a result of the challenges of this century. These collections comprise a variety of formats including books, personal recollections, manuscripts, public records, films, photographs, audio tapes, maps and ephemera. A number of these items are rare and a great many are in a very fragile condition, requiring specialist preservation care. Unfortunately, the volume of material held is such that without outside financial support the State Library may not be able to fund the preservation of these important heritage materials fully. Consequently, a great many of our 20th century stories could be lost.

It is for this reason that the Save Our Century Fund has been established, to provide LISWA with a fundraising mechanism capable of gathering the finance necessary to ensure the preservation of Western Australia's unique 20th century stories.

Preserving the history of our community is an important and worthwhile cause as it is only through understanding our past that future generations will be able to plan for the future. Thus, the Save Our Century Fund is essentially an investment in our future and in the well being of future generations, as they will be the inevitable beneficiaries of the project.

The Save Our Century Fund has an initial three-year life, 1999-2001, with a financial target of \$5 million. Donations are being sought both as part of a broad based public appeal (conducted in conjunction with the Fund's founding partners and sponsors, The West Australian Newspaper, Channel Nine (Perth), Airlink, the Sheraton Perth Hotel, Goundrey Fine Wine, and Scott Four Colour), and through the attainment of corporate



Battye Library Pictorial Collection, 27817P - Wanslea, 1944

sponsorship for specific projects. The funds raised through the campaign will be used to finance a number of projects designed to collect, organise, preserve and present a range of 20th century material in a manner that will enhance the accessibility of these collections and promote the wealth of historical material contained within the State Library's collections.

The Save Our Century Fund is an initiative of the WA State Library Custodians - a group of caring Western Australians committed to assisting the Library achieve its collection and preservation objectives. The Custodians provide the State Library with an invaluable network of influential friends, who seek to promote the interests of the Library through the attainment of community and business involvement and support. The Custodians play an important role in the implementation of the Save Our Century Fund, as they are responsible for introducing prospective corporate sponsors to the project and making the initial contact with those organisations on behalf of the State Library.

Through the generous support of our Custodians, founding partners, sponsors and the general public, we hope to raise the necessary funds to ensure that our State's documentary heritage is preserved in ways that ensure it will remain accessible to future generations of Western Australians.



Handle with care -

Film, the dreams of life...

LISWA seeks to collect and preserve a selection of past and current films, videos and television productions as well as privately shot footage showing life in Western Australia. We also collect educational material, such as documentaries, docudramas, drama, animation and experimental and instructional films for adults and children.

This fascinating collection, which holds more than 7000 films and videos of unique historical and contemporary value, dates from 1907 to the present day.



*Fred Murphy, one of WA's first film makers, and crew - 1920s
(State Film Archives)*

Showing all aspects of Western Australian life, these holdings include Government Film Unit productions, the Westralian News newsreels series and various notable private collections of film, as well as material documenting the development of Western Australia, particularly the mining boom. Locally presented television footage is also represented with the inclusion of news and television productions.

The great importance of this collection is that it visually documents the development, history and lifestyle of Western Australia and its people.

And, as there is no doubt that the films and videos of today will become part of the heritage and historic collections of tomorrow, it is imperative that we continue to acquire WA material as it is produced as well as collect historic holdings from a variety of other sources.

The challenges for LISWA in this area are many. While the film and video collection clearly complements other aspects of the collection and provides a sound basis for research into Western Australian culture, lifestyle and history, the technological process of preserving and maintaining such material is both costly and labour-intensive.

it's our heritage

Personal Records

Private Archives is an outstanding collection of original non-government materials which reflect the full range of human endeavour in the communities of Western Australia.

These holdings contain the records of private individuals, families, churches, trade unions, community organisations, companies and businesses.

There is a wide variety of materials in a range of formats. These include architectural plans, baptismal, marriage and burial records, correspondence, diaries, maps and microforms, manuscripts, newspaper cuttings, pastoral station accounts and unpublished reports.

This popular and well-known collection has many applications.

As well as preserving the private and personal documentary heritage of Western Australians, it provides a point of reference for many people to trace their family histories. The collection is used by historians, academics and social researchers on a regular basis.

In order to continue to preserve the documentary heritage of Western Australia, the Private Archives Collection relies on the contributions of individuals and groups within the community.



Illuminated manuscript presented to Michael Corbett, November 1920 (Private Archives, 1761A)



Illuminated letterheads (from Private Archives collection)

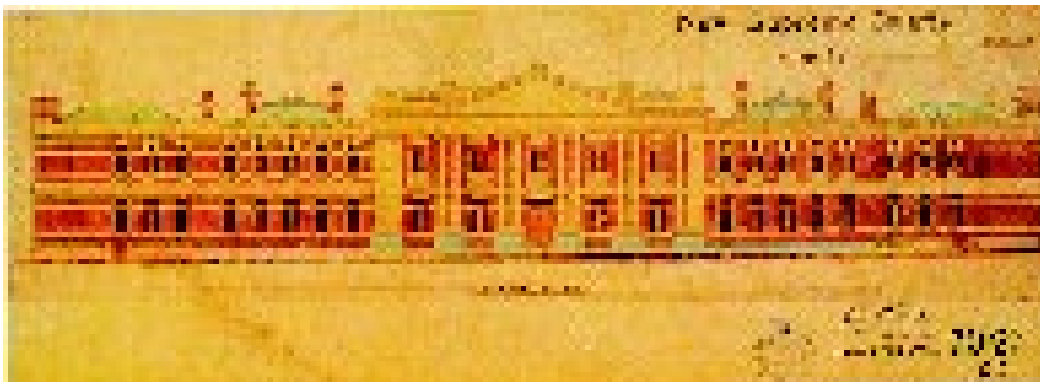
Handle with care -

Creating the Public Realm

The dynamism of public architecture in Western Australia from 1890 to today is expressed throughout a wealth of precious archival material in our care.

LISWA maintains and preserves a major collection of drawings of the Public Works Department and the Building Management Authority as well as similar material from a number of private architects.

In many cities of the world, history is reflected in the design of its public buildings. This being the case, it is important that LISWA continues to build the State's architectural archive collection so that the social mores and economic conditions of the times can be seen today in decisions that were made yesterday.



New Supreme Courts, Perth - north front elevation, print with watercolour, 1901 (PWD WA 7897)

The collection contains rare historic holdings of plans of magnificent buildings that echo the energy and confidence of the gold rush era, as well as the 'one classroom' weatherboard schools of post-war WA that speak to us about the struggles and challenges of those times.

The history of public works reflects the history of Western Australia. From the earliest days of the Swan River Colony in 1829, public buildings were being created, the most notable of the early structures perhaps being the Roundhouse in Fremantle and the Perth Courthouse.

The task of collecting and preserving selected architectural drawings and records is a means of preserving the depth and breadth of WA's architectural history. Additionally, these records contribute to a broad image of the community. The continued acquisition and preservation of architectural 'treasures' is of great concern to LISWA as we strive to preserve a visual understanding of the past to act as a guide for the future.

it's our heritage

The Art of Maps and Charts

Maps have been used as an illustrative and written form of communication since writing first developed, and examples made on clay tablets since the times of ancient Assyria (c.2300 BC) still survive in parts of the world today.

With the development of printing, maps became the means of imparting much new knowledge about the world. Many are highly decorative, with illustrations of societies, landscapes, wildlife, ships and monsters of land, sea and air.



LANDSAT image of Perth, 1975, reproduced by kind permission of CSIRO

Gradually, exploration of the world resulted in maps assisting navigation. As new lands were settled and developed, maps showed the routes of explorers, new settlements, land ownership, roads and railways. New technology brought the need for maps for aerial navigation, underwater maps, maps of moons and planets, and star charts covering space further than the human eye can see.

In the 1990s satellite imagery has grown out of early aerial photography. Computerised digital mapping is commonly used in producing a new generation of maps.

LISWA holds an extensive collection of both historical and modern maps. These cover a range of national and international maps, atlases, street directories and aerial photographs.

As well as being of interest to the general public, the collection is a useful reference for historians, genealogists, academics, scientists, geologists, land surveyors, educators and students.

Handle with care -

Chants, Hymns and Harmony

Without written music notation, we would be unable to enjoy the music of the Gregorian monks or the magnificent achievements of Mozart and Beethoven.

Music can be passed aurally from one generation to the next, but this can never be accurate as a piece will change every time it is played. Notation enables the music to be performed as the composer intended it.

In LISWA's extensive music collection you will find more than 37,000 catalogued scores and 105,000 indexed songs. A range of opera, jazz, folk, rock and classical music is available for loan to foster music making in the community.

To complement this service, a piano room is available for Western Australian musicians to try out music from the printed collections.

Music cassettes can be borrowed, and our collection of over 2000 titles includes music by leading classical and contemporary composers, as well as jazz, blues and music from many regions of the world.

In order to collect and preserve Western Australia's music heritage, LISWA endeavours to collect a copy of the recorded works of all Western Australian musicians - from symphonic works to first-time recordings of new rock bands.



Sheet music and compact discs available from the Music and Performing Arts Library

it's our heritage

Pictorial Splendours

The Pictorial Collection at LISWA began before 1945 with the acquisition of some photographs and a number of individual works of art. The collection now embraces a range of material including photographs, albums, art works and postcards.

With the aim of attempting to cover all aspects of Western Australia's history, the pictorial holdings show the development of the State through photographs of our land, cities, towns and farms as well as people from all walks of life.



*'Still' from an early Fred Murphy comedy, "Twins in Trouble", 1921 -1923
(State Film Archives)*

Aspects of WA life can be seen in photographs of people at social gatherings, such as picnics, dances and sporting events, and people at work, those in business and those employed by the rural and mining industries.

Most subjects are well represented up to 1930. And, while the collection post-1930 and particularly post-1950 is relatively uneven, collection problems should be addressed through the passage of time as the family and corporate albums of the 1940s-1960s find their way to the library.

There are, however, some interesting challenges for LISWA in regard to this collection. The wide acceptance of colour photography for domestic and commercial use during the 1960s through to today poses a range of preservation and technological problems. And, due to the changes in many State Government departments during the last decade, an enormous amount of government photography was deposited with LISWA for assessment and processing. This raw material now represents a backlog of over five years' work.

In striving to maintain the integrity of the State Collection so that it shows the depth and breadth of Western Australian life through decades of pictures, we hope to gain the support of our community, the corporate sector and private individuals.

save our century!

In promoting our State's heritage, we have sought to present the history of Western Australia as a series of stories centred around a number of themes. These stories are unique to Western Australia, recording the development of the State, highlighting our achievements, and reflecting the characteristics, attitudes and values that distinguish us as being West Australians throughout the 20th century.



Subiaco Railway Station, c.1926 (1244P)

The Story of Architecture and Building

So much of our community's history is recorded in its buildings. Their design, construction methods and other technical features are recorded not only in the buildings themselves but in photographs, film and drawings of buildings that may no longer be standing.

The Story of the Arts and Literature

A community's values are often defined in its works of art. Library collections of literary manuscripts and film are invaluable sources of artistic expression and require extensive care. The value of such collections is often at great risk because of the fragility of the materials. Many Australian books go out of print quickly and therefore require careful conservation.



Unidentified woman, 1926 (67736P)

The Story of Banking, Finance and Law

The story of banking, finance and law echoes the economic and social progression of Western Australia during the 20th century. Banking is a field where major changes have occurred at a fast rate. Although we hold significant material, there is a need to complete the collections. Thus we invite the banking industry, not only to support our preservation and access objectives through the donation of funds, but also to donate a range of treasured archival materials.

The Story of Business

Taking care of business. Who were those people that shaped business events in Western Australia during the 20th century and how did they do it? This question will be asked many times in the next century. An investment in saving Western Australia's 20th century business story, as documented in records, personal papers, photographs, film and annual reports, is an investment in Western Australia.



Rockingham, 1960s (816B/2/306)

The Story of Mining and Development

Western Australia's 20th century mining stories reflect an era of brave and relentless exploration. From small mines in the goldfields owned and operated by families to companies of mammoth proportions created by our State's entrepreneurial legends, the stories of 20th century mining as told through government records, photographs, films and private archives should never be forgotten. To complete this collection there is an urgent need to collect more material.



Farming, Northcliffe c.1925 (29936P)

The Story of the Land

Just as the great pastoralist stories of the 19th century seem legendary, our 20th century stories depicting life on the land will become, over time, common folklore. Our stories of the land found in books, journals, personal papers, photographs, film and oral recollections describe the shifting focus of WA's great land stories. From the wool and beef pastoral industry to agriculture, forestry, viticulture and eco-tourism, these stories tell much about the human condition - courage, persistence and determination.

The Story of Science and Technology

Scientific endeavour in Western Australia has been a major economic influence throughout the 20th century. Advancement in the science of agriculture, farming, aquaculture, marine biology, fisheries, medicine and mining have provided the momentum to position Western Australia as a world leader in these fields. By preserving precious documents such as papers, journals, photographs and films, our 20th century scientific advancements will live on to influence and guide future generations.



The Story of our People

Our people stories are magnificent. These speak about the struggles of Western Australia's proud indigenous population as they fought to find firm footings in lands that were once theirs alone; about migrants who came in search of new beginnings; about ordinary people who battled adversity to go on and lead extraordinary lives.

Swan Brewery, c1900 (6168P)

The Story of the Sea

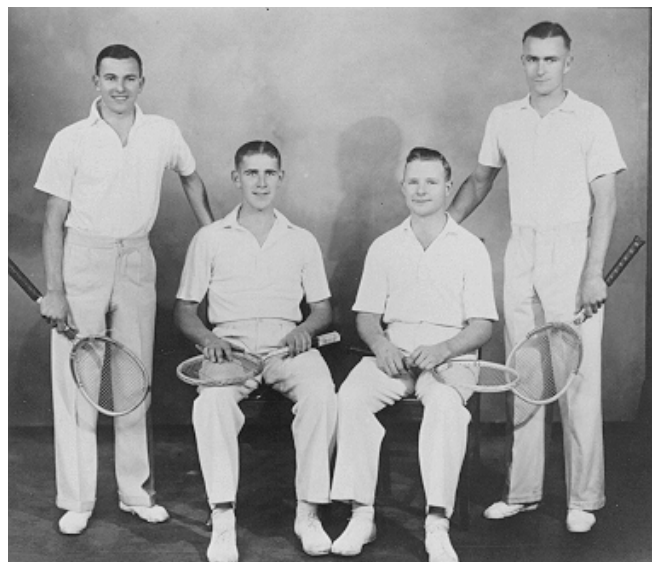
Our stories of the 20th century are dominated by sea stories that are as adventurous and romantic as they are prosperous and successful. The great Indian Ocean has been a catalyst for a myriad of Western Australian industries and lifestyles, with many early influences linking to WA's 20th century migrants. Pearlising, fishing, exploration, marine biology, science and tourism are but some of our stories about the sea.



Swanbourne Surf Club, 1939 (28114P)

The Story of Sport

Western Australia has produced some magnificent sporting heroes throughout the 20th century: Dennis Lillee, Graham "Polly" Farmer, Margaret Court, Barry Cable, Darren Hill, Graham Moss, Rick Charlesworth, Shirley Delahunty, Chum Taylor and Bob Marshall. Our sporting heroes of today will no doubt become the legends of tomorrow.



Subiaco Tennis Club, "C" Grade team, 1938 (69503P)

All photographs on pages twelve and thirteen are reproduced from the Battye Library Pictorial Collection

The Founding of SOCs Founding Partners: The Story of *The West*

The first issue of what we know today as *The West Australian* was published on the 5th January 1833, by proprietor/editor Charles Macfaull under the title, the *Perth Gazette and Western Australian Journal*. This was not Macfaull's first attempt to produce a viable newspaper, having tried on at least two separate occasions during 1831 with the publication of the short lived manuscript newsheet *The Western Australian Chronicle and Perth Gazette* and, still later, with *The Fremantle Observer, Perth Gazette and Western Australian Journal* - both in conjunction with his partner Mr W. K. Shenton.

The paper suffered a severe blow in December 1846 with the death of Charles Macfaull and for a time continued publication under the proprietorship of his widow Mrs Elizabeth Macfaull, until December 1847 when the paper was sold to Mr Arthur Shenton. This was to represent a time of considerable change for the paper, with the purchase of a new printing plant and a new title, *The Perth Gazette and Independent Journal of Politics and News*. Under the proprietorship and editorship of Mr Shenton, the paper's circulation steadily increased and its financial security was such that, in September 1864, the *Gazette* was able to absorb its competitor the *West Australian Times*, and subsequently changed its title to *The Perth Gazette and WA Times*.

Following the death of Mr Shenton in 1871 the future of the *Gazette* was placed in limbo, with Mrs Mercy Shenton acting as proprietor. Eventually the paper was purchased by a syndicate of leading Colonists in July 1874, who changed the title to *The Western Australian Times*. By this stage the State's population had grown to a level where it was now viable to publish the paper bi-weekly, rather than weekly, while the editorship was assumed by William Henry Hullock and later Sir Thomas Cockburn Campbell.

The paper remained under the control of the syndicate until October 1879 when it was purchased by Mr Charles Harper, who gave the paper its present and most enduring title *The West Australian* in November 1879. Sir Thomas Cockburn Campbell was retained as editor and under an agreement with Mr Harper became nominal half owner of the newspaper. Although Mr Cockburn Campbell succeeded in improving the circulation and financial position of the paper during his time as editor, ill health eventually forced his retirement in 1887 and he was replaced as editor by Mr (later to become Sir

John Winthrop Hackett, who had become a partner and business manager in 1883.

As with previous editors Mr Hackett's editorials reflected his liberal progressiveness, and *The West Australian* continued to play a leading role in the call for responsible Government. While this position reflected the views of the community at large, it brought the paper into conflict with the establishment and resulted in a number of actions for libel being taken against the paper. Nevertheless, the paper continued to prosper and as of 1st January 1885 publication was boosted from tri-weekly to daily.



Sir John Winthrop Hackett
(Battye Library 5824P)

In December 1885 Harper and Hackett launched a companion newspaper for *The West Australian*, *The Western Mail*, with the intention of providing a weekly newspaper that focussed more on the interests of the rural community. It was also around this time that ownership of the two newspapers was consolidated through the creation of a limited liability company, trading under the title West Australian Newspapers Co. Ltd., with Harper and Hackett as joint directors up until the time of Mr Harper's death in 1912, at which point Hackett, now Sir Winthrop, became sole Governing Director of the company.

Sir Winthrop remained in control of the company up until the time of his death in 1916. The eventual realisation of his estate in 1926 resulted in the formation of West Australian Newspapers Limited as a public company, with Mr Alfred Langer (later Sir Alfred) assuming the position of Governing Director.

Throughout this century *The West Australian* has continued to grow and expand its operations, and despite changes of ownership and editorial control, the paper has remained true to the original principles and the spirit set forth by its founding fathers, retaining an essentially West Australian perspective and overall character. This spirit has been reflected in *The West Australian's* generous support of a number of Western Australian charities, arts and cultural events over the years, and has assisted the paper to consistently secure the highest levels of readership, and maintain its position as the State's principal newspaper.

The Save Our Century Fund is pleased to welcome *The West Australian* as a founding partner.

The Founding of SOCs Founding Partners: The Story of *Channel 9 Perth*

The original application for Perth's second television licence was granted in 1964 after a fierce tender process which saw Swan Television Ltd., under Managing Director Mr L.J. Kiernan, win out over the competition and secure the right to establish the new television network, Channel Nine. Unlike other television stations of its time, which were controlled by multi-media owning conglomerates, Channel Nine's parent company was a locally held independent entity, established for the specific purpose of obtaining a license to run Perth's second commercial television station.

The establishment of the fledgling station involved massive investment including the purchase of nearly \$750,000 worth of the latest television equipment, and the construction of a television studio in Tuart Hill and a transmitter tower in Walliston.

Channel Nine first went to air on Saturday 12 June 1965 at 5.30 pm, transmitting approximately 43 hours per week on average during its first year of operation. Transmission was originally in black and white, with colour transmission being introduced in March 1975.

It was the intention of the company's directors that Channel Nine would provide the Perth public with an alternative television station, that would concentrate on family viewing, encourage high standards of news reporting, and include a significant proportion of West Australian and Australian program content. This approach to programming, coupled with the station's emphasis on coverage of Australian sporting events, soon proved to be a successful combination with Channel Nine securing a significant market share and consistently achieving excellent ratings results.

In keeping with the station's charter to serve the community, Channel Nine invested significant amounts in the production of Western Australian programs, with a large number of local history and wildlife documentaries being produced during the 70's and early 80's. The station also established a strong tradition of providing free air time for the benefit of worthy charities, as is most vividly demonstrated through the highly

successful annual Appealathon, which has raised millions of dollars worth of donations for a number of charity organisations since first introduced in 1975.

By 1977 Channel Nine had expanded operations to the point where it was necessary to begin the construction of a new studio complex. The need for larger facilities was primarily due to the increased number of broadcasting hours, twice those originally planned for. The broadcasting hours of the station continued to increase gradually until 16 April 1984, at which point Channel Nine became the first station in Perth to introduce 24 hour continuous broadcasting.

Technological developments within the telecommunications field were to play an important role in the development of Channel Nine during the late 70's and early 80's. The first significant development came in June 1978 when Channel Nine introduced Perth's first TELETEXT service, which allowed viewers with suitably equipped television receivers to access screens of information such as weather reports, airline schedules, and shopping guides, in addition to their normal television channels. This was closely followed by the emergence of affordable communications satellite services,

particularly the launch of the Australian Domestic Communications Satellite system in 1985, which greatly enhanced the ability of Channel Nine to reach its audience and provide high quality television services, especially with regard to the provision of live coverage of news, current affairs, and sport.

Over the years Channel Nine has consistently maintained its position as one of Perth's top rating television stations, despite a marked increase in competition resulting from the emergence of two new stations, and the introduction of cable television. Today Channel Nine is considered to be one of Perth's premier television stations and will likely continue to fulfil the role of leader and innovator in both technical and programming fields, within Perth's television industry for years to come.



*Jerry Blaskell and Gerry Gee,
Channel Niners Club, 1960s*

Save Our Century Fund Launched at LISWA

A bedtime request for the 20th century

There's a glooming light on a dying man - and there's a story there
There's a moment's pause when the breathing stops
There's a son who cries at the life gone by
and there's a story there.

There's a well-dressed man in a boardroom chair - and there's a story there
There's a bank that shook when he came to call
There's a world he made out of wheat and sheep
There's a wife he took and who could not stay - and there's a story there.

There's a lease he ran on an ancient ground - and there's a story there
There's a freedom felt on a Pilbara plain
There's a city life that he had to leave
There's a harbour bar where he went to drink
There's a line for work that he could not break - and there's a story there.

There's a childhood life that he had to leave - and there's a story there
There's a silent whale on the boards at Cheynes
There's a man in boots on the boards at Cheynes
There's a wife at home making sago cream - and there's a story there.

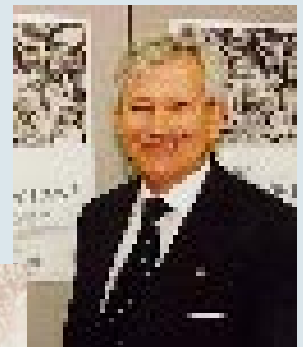
There's a child at night who pretends to eat - and there's a story there
There's a child alone up a tingle tree
There's a dream he has which he cannot say
There's a day he feels when his life will change - and there's a story there

Are they written in books
Or recorded on tape - these stories?
Are there films,
Documentaries?
What will the centuries after us make of
our moments?
The lives you and I are so busy to make -
What will become of our stories?

Please - tell me a story before it's too late.



At the launch of Save Our Century, 2 December 1998
L-R: Grant Pitman (Airlink), Arts Minister Peter Foss,
Brian de Garis (Library Board Chairman) and
Denis Thompson (The West Australian)



Peter Holland
(Channel 9)



Andrew Neal
(Scott Four Colour)



Trevor McDonald
(Sheraton Perth Hotel)



Ron Sheen (President: WA State
Library Custodians) and Lynn Allen
(State Librarian, LISWA)

Photo courtesy of the West Australian
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