

Home Economics Institute of Australia Inc.

A 10-year
his/herstory
1993–2003



Special edition of the Journal of the Home Economics Institute of Australia Inc., December 2005





1993



1995



1999



1999



1997



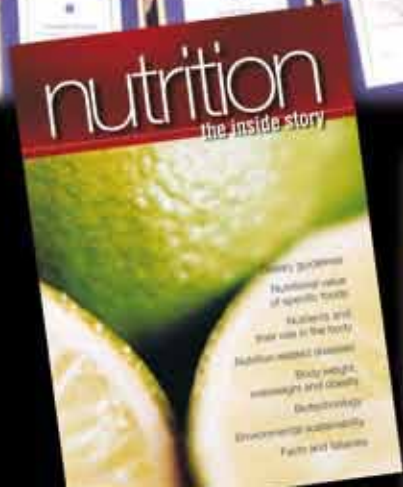
2001



2001



2003



2003



2003



Contents

Foreword	2	Awards	24
Founding of the Institute	3	Services	26
Governance	4	Advocacy	26
Missions and objects	4	Conferences	28
Constitution	6	Consultancies and grants	30
Towards the first Annual General Meeting	6	Educational competitions	32
The corporate look	8	International affairs	33
Managing HEIA—the structures	10	Merchandising	34
Managing HEIA—the people	16	Professional development	35
Managing HEIA—the processes	19	Projects	36
Money matters	20	Publications	39
Membership	22	Research	40

A 10-year **his/herstory** **1993–2003**

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ISSN 1322 - 9974

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Foreword

Home economics is an interdisciplinary field of study, having as its focus the wellbeing of people in everyday living in households and families. As the peak professional body for home economists in Australia, the Home Economics Institute of Australia (HEIA) represents the interests of home economists working in education, industry, community health, consumer affairs, and family and household management.

The Institute acts as a cohesive and strong national body, able to speak and act on behalf of the profession and in support of the wellbeing of families and households. This his/herstory documents how HEIA has worked to this end during the first ten years since its formation. It documents both continuities and changes that occurred from 1993–2003.

To document the history of the national activities as well as those of the eight Divisions is beyond the scope of this document. This his/herstory focuses mainly on national activities. It is hoped that at least some of the Divisions will consider documenting their histories.

We thank all members for collectively upholding the mission of our profession over the ten years, and acknowledge that your commitment to HEIA is the strength on which we have built a strong Institute. It is hoped that this his/herstory will provide a record that enables present and future home economics professionals to understand the challenges and opportunities that presented themselves in this period of time, and how one generation of home economists dealt with them.



☑ Visual display of HEIA's first 10 years



☑ Toasting at the 10-Year Celebration Dinner



Founding of the Institute

Prior to the founding of the Institute, home economists in Australia had professional organisations in their own states and territories for many years. However, these associations did not have a national focus until 1965, when the Home Economics Association of Australia (HEAA) was formed.

Membership of the national HEAA was separate from, and additional to, membership of the state and territory associations. While remaining staunch members of a state or territory association, many members did not see the importance of belonging to a national body. This was a reflection of Australian structures at the time, when many of the issues relevant to home economists pertained to a state or territory, rather than needing a national perspective.

With the passage of time, many areas of importance to all home economists emerged as national issues. In the late 1980s and early 1990s, broad national concerns such as restructuring education, gender equity, environmental sustainability, downsizing in business and industry, and the national training reform agenda, challenged the home economics profession. People outside the profession

were forming national policy on issues concerning home economists.

It became clear that these were issues affecting the broad community of home economists. State and territory associations had a number of small voices; a united body would have a stronger, national voice. The value of having a strong, national voice to present a unified view on various issues became obvious. It was imperative to move from state responses to the solidarity of a national response. A national focus and a more effective network of communication and action were required to place the domain of the household and the family firmly on the political agenda.

Following a two-year period of planning and consultation, delegates representing all state and territory associations met on 13 November 1993 at the historic 'Salamanca Meeting' in Hobart, Tasmania. They voted unanimously to establish the Home Economics Institute of Australia. The inaugural Annual General Meeting of the HEIA took place on 12 March 1994 in Canberra, Australian Capital Territory. Very appropriately, this meeting took place in the International Year of the Family.

The formation of a new body meant that all members joined the national Institute and automatically became members of the Division in the state or territory in which they resided, with the Divisions becoming a vital link between local concerns and the national voice.

The decision to form the Home Economics Institute of Australia marked the beginning of an important phase for the home economics profession in Australia.

The prospect of leading the process of restructuring of the HEAA to a new nationally-based organisation was both daunting and exciting, and I would be less than honest if I did not say that there have been times when I wished the buck hadn't always seemed to stop with me.

Rosemary Cramp, March 1994 at the inaugural AGM



Founding President Rosemary Cramp (L) with the first elected President, Jan Reynolds

✓ Rosemary Cramp at the November 1993 Salamanca meeting



✓ Some members of the 1993-1994 Executive at the first AGM, Canberra 1994



✓ The first elected President, Jan Reynolds, celebrating after the inaugural AGM, Canberra, March 1994



Governance

Missions and objects

Missions

The profession

The mission of the profession was developed at a Strategic Planning Meeting 23–24 August 1992 to restructure the Home Economics Association of Australia (HEAA) (into what became the Home Economics Institute of Australia) and was reported in the first HEIA newsletter:

The mission of the home economics profession of Australia is to educate, inform, and to act as an advocate to government, industry and the community for families and households, so that individuals can make informed choices in order to enhance their everyday living (HEIANews, 1(1), 1993, p.1)

In November 1993 at a General Meeting of HEAA, the draft Constitution for HEIA was adopted with the following statement:

In this Constitution, unless the contrary intention appears: 'Home Economics' means the field of study or endeavour focussing on educating, informing and acting as an advocate for families, households and consumers so that individuals can make informed choices in order to enhance their everyday living.

Donna Pendergast, Secretary at the time the HEIA Mission was adopted in 1997, recalls: *It was a difficult decision, and not all on Council supported the mission statement—there was debate about the 'political legitimisation' component, with both strong supporters and strong resisters. The resisters saw the step as positioning home economics as marginalised, seeking to be empowered and legitimised (valued) by complying with the status quo of patriarchal society.*

The Institute

The first mission statement of the Institute was developed at the Institute's first Strategic Planning meeting in December 1994, and circulated in 1996 as part of the 1996–1998 Management Plan. It stated (p.1) that the mission of the Institute was *'to be recognised as providing excellent leadership, products and services to meet the needs of home economics professionals'*.

In 1996, the HEIA Council worked through a process to refine the mission of the Institute, resulting in the following draft mission statement being placed in *HEIANews* with a call for feedback: *'to enhance the professionalism and political legitimisation of Australian home economists'* (*HEIANews* 3(4), p.3). Only one response was received, and after consideration of this response, the mission statement was adopted at the April 1997 Council meeting. This mission statement has been used on strategic plans and other official HEIA documents ever since.

Objects

As recorded in the first Constitution, and not changed over the first 10 years, the Institute was established to:

- provide a national focus for home economics and home economists
- promote public recognition of the role of home economics
- set professional standards for the practice of home economics and promote the professional standing of home economists
- encourage and assist home economists with continuing education and professional development
- encourage, initiate and coordinate research into areas related to home economics
- cooperate and affiliate with bodies at a state, national and international level, concerned with the education and advocacy for families and households in their everyday living.

Although the Constitution has been revised many times over the first 10 years of its history, the objects have not been revised.

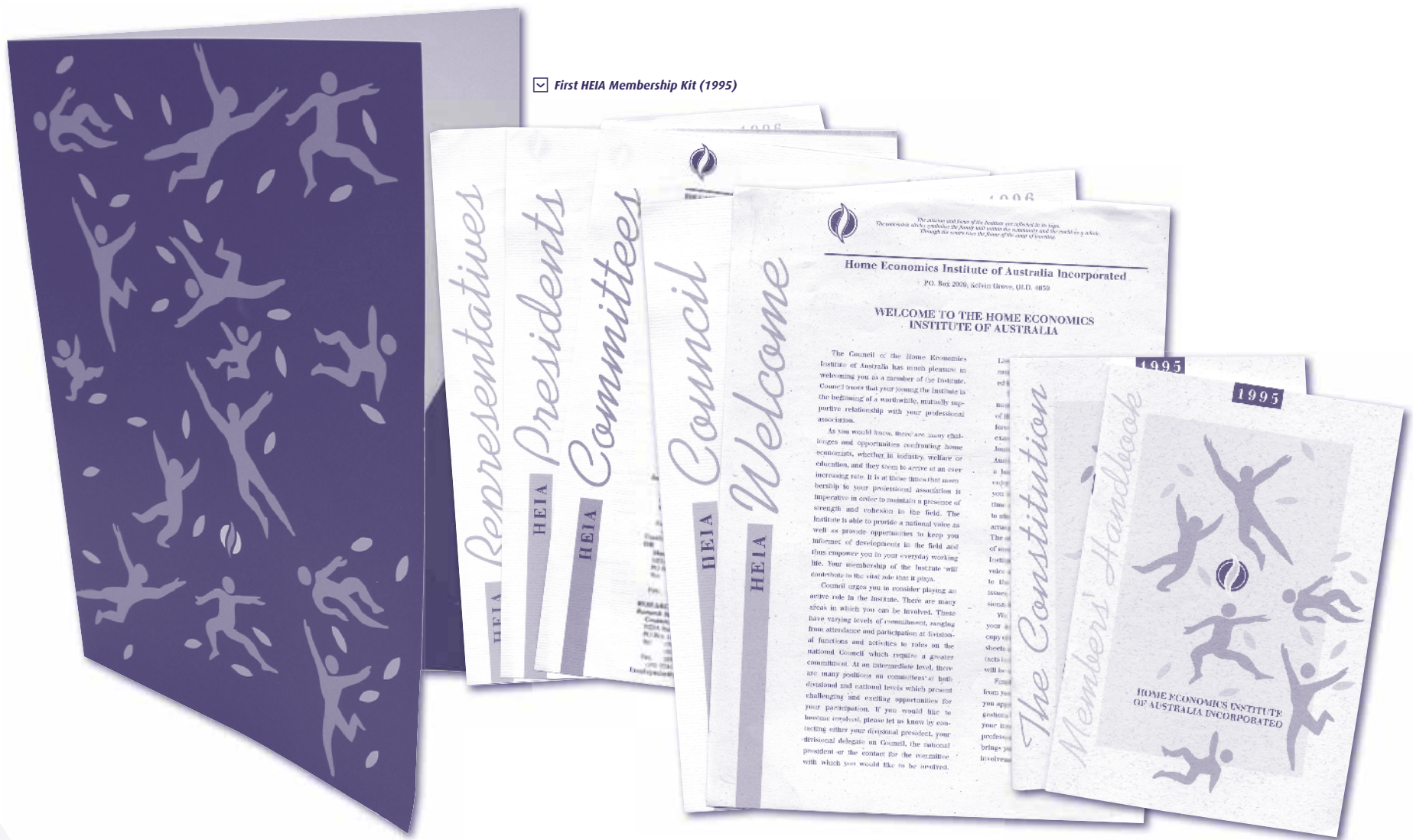
☒ The Presidents, 1993–2003

☒ Rosemary Cramp 1993–1994



☒ Janet Reynolds 1994–1996





✓ First HEIA Membership Kit (1995)

✓ Heather Crawford 1996–1998



✓ Marilyn Yates 1998–2000



✓ Donna Pendergast 2000–2002



✓ Gillian Ginn 2002–2004



Constitution

The following documents the development of the HEIA Constitution:

15-16 May 1993

The Home Economics Association of Australia Inc. (HEAA Inc.) held a face-to-face Council meeting at the Salamanca Inn, Hobart, Tasmania. All states and territories were represented: ACT (Betty Smith); NSW (Leigh Whymys); NT (Kerry Aitken); Queensland (Margo Miller); SA (Jane Dewing); Tasmania (Gill Ginn); Victoria (Alison Vincent, Margaret Watters); and WA (Marilyn Yates, Esme Justins); plus the HEAA Inc Executive: Rosemary Cramp (President), Annette Emmett (Secretary), Eunice Flakelar (Assistant Secretary), Judith Sweet (Treasurer), Ruth Mainsbridge (Vice President), and Public Relations Officers Pat Coy and Zelma Hearps.

The main business of the meeting was to present papers on issues of the structure and operation of the new Institute and to approve the draft Constitution. The draft Constitution was posted to all financial members for discussion and comment, as a result of which, it was amended.

13 November 1993

A General Meeting of HEAA Inc. was held on 13 November 1993, again at the Salamanca Inn. All states and territories unanimously voted to adopt the amended draft Constitution of the Institute. These amendments (which came into force as soon as they were passed by the meeting) included:

- The name of the Home Economics Association of Australia Inc. be changed to the Home Economics Institute of Australia Inc. All classes of members of HEAA Inc. automatically became members of HEIA Inc. (including Honorary Life Members and Fellows).
- The branches of HEAA Inc. became Divisions of HEIA Inc.
- The National office bearers of HEAA Inc. became the office bearers of HEIA Inc., to hold these positions until the first Annual General Meeting (AGM) of HEIA Inc.

The outcomes of the meeting were reported in the first *HEIANews* in 1993.

Towards the first Annual General Meeting

A notice in *HEIANews* advised of the Special General Meeting to be held at Rosny College, Hobart, at 4pm, 28 February 1994 to elect a President-Elect in readiness for the AGM. In the same *HEIANews*, was a notice of meeting for the first AGM to be held at Brassey Lodge, Canberra on 12 March 1994.

28 February 1994

The Founding Executive received the proxy votes for the Special General Meeting at Rosny College and elected the first HEIA President-Elect, Janet Reynolds.

8 March 1994

The Institute was incorporated in Melbourne under the Victorian Associations Incorporation Act of 1981.

12 March 1994

The first Annual General Meeting of HEIA was held at Brassey Lodge, Canberra, ACT, when the newly structured Council took office. All states and territories were represented on the Council (see page 10).

☑ The Secretaries, 1994-2003

☑ Donna Pendergast 1994-1996



☑ Louise Godwin 1996-1998



☑ Carol Elias 1998-2001



☑ Carol Kotz 2001-2003



Constitution

In response to the changing needs of the Institute, the following amendments have been made to the Constitution:

21 April 1996	Clause 6.10 Fellowships Changes Removal of requirement that a Fellowship nominee should be a member of HEIA for 5 years Reason 5-year membership was considered unnecessary.	12 April 2003	Clause 6.4 Student voting rights Changes Amended such that student members have no voting rights at nationally convened general or Council meetings, but voting rights at Divisional meetings are determined by the Division. Reason As above.
21 April 1996	Clause 13.3.1 Quorum Changes That the requirement for a quorum at a General Meeting be changed from 30% members to the Council of the Institute and an additional 2% members Reason It was difficult to establish a quorum with such a high percentage of members required to be present.	12 April 2003	Clause 6.11 and 6.11.1 (amended and changed to 6.5 and 6.5.1) Changes Amended to reflect that school/college group members could include TAFE campuses. Reason In response to strong demand, especially from the New South Wales Division.
9 November 1996	Clause 6.2 Member qualifications Changes Change in requirement of qualifications required for membership from a 'National Certificate or higher in home economics or related area' to 'those who have successfully completed a course of study at a minimum of Certificate Level IV (according to the Australian Qualifications Framework), or equivalent in home economics or a related area'. Reason To bring qualifications in line with the new national Australian Qualifications Framework.	12 April 2003	Clause 6.6 Overseas members (newly inserted) Changes Recognition of overseas members Reason To formally document how overseas members are linked to a Division.
9 November 1996	Clause 6.3 Associate qualifications Changes Change in requirement of qualifications required for associate membership from 'those who have successfully completed a course of study in home economics or a related area at a level of less than National Certificate....' to 'those who have successfully completed a course of study in home economics or related area at a level less than Certificate Level IV'. Reason As above	12 April 2003	Clause 6.8 Admission to membership Changes Broadened to include student and school membership, and approval by HEIA Executive or Nominee Reason Broadened to include student and school memberships so that a nominee of the Executive can approve membership (not the full Executive).
9 November 1996	Clause 6.11 and 6.11.1 (new clauses) Changes Introduction of school membership Reason In response to strong demand, especially from the Queensland Division.	12 April 2003	Clause 6.9 Approval of membership request Changes Approval of membership to be by the Executive or a nominee of the Executive Reason Streamline procedures of approval and notifying applicant.
12 April 2003	Clause 6.3 Associates' voting rights Changes Amended such that Associates have no voting rights at nationally convened general or Council meetings, but voting rights at Divisional meetings are determined by the Division. Reason To acknowledge diversity and autonomy of Divisions.	12 April 2003	Clause 7.2 Membership joining dates Changes Amended to reflect that the date of financial membership could be January–December in one year or July–June the following year. Reason In response to demand and to the fact that some members were disadvantaged by joining late in the year.
		6 November 2004	Clause 9. Disputes and Mediation Changes Insertion of Clause 9 Disputes and Mediation Reason Recommended by Consumer Affairs, Victoria.

The corporate look

Logo

The HEIA logo is an adaptation of the HEAA logo. The mission and focus of the profession are reflected in HEIA's logo. The concentric circles symbolise the family unit within the community and the world as a whole. Through the centre runs the flame of the lamp of learning. The HEAA logo was more symbolic, with a straight line for the flame of the lamp of learning. This was changed by Lyndall Dexter of Lyndall Dexter Concepts, when designing the new membership kit, early in 1995.

Colours

HEIA started its history with the colour of the HEAA—that is, blue. So the first *HEIANews* in late 1993 was printed with blue ink. At the October 1994 HEIA Council meeting, Council delegates discussed the merits of having a new identity and examined various colour schemes. Jan Reynolds (then President) recalls: *'We were not all singing to the same tune re these colours. Eventually Donna [Pendergast, Secretary] and I consulted a designer at QUT who suggested the colours purple and ochre. When we met with the designer for the new membership kit, the designer thought they would be excellent for our purposes, so we kept them'.*



Image—Dancing people

In 1995, Lyndall Dexter Concepts was appointed to develop a 'new look' for the membership kit, and for HEIA generally. A key element of the new look was the 'dancing people' that represented 'wellbeing of individuals and families'. These 'dancing people' were adopted for the membership kit, the journal and other relevant publications, and were used consistently for the first ten years.

Address

The first address was:

PO Box 625, Rosny Park, Tasmania 7018.

As a consequence of the first elected President and Secretary of the Institute residing in Queensland, the address was changed to:

PO Box 2029, Kelvin Grove Qld 4059.

A permanent postal address was established in Canberra in 1996:

PO Box 779, Jamison Centre
Macquarie ACT 2614

Web address

The initial web address (1999) was www.pa.ash.org.au/heia, but this was changed in 2000 to www.heia.com.au

☒ The Treasurers and Executive Members, 1994–2003

☒ Betty Smith, Treasurer 1994–1996,
Executive Member 1997–2000



☒ Jan Reynolds,
Treasurer 1996–2003



☒ Jane Dewing,
Executive Member 1994–1997



☒ Elizabeth Donnelly,
Executive Member 2000–2003



Telephone

In the early days, the telephone and facsimile contact numbers were typically those of one of the Executive members. In 1998, Council established a 1800 telephone/facsimile number for the Institute: 1800 446 841.

Email address

The HEIA email address was not established in the first ten years of its history—this happened shortly after, in 2005.

Lectern banner

In 1999, Fellow Margo Miller presented HEIA with a hand-made, embroidered lectern banner incorporating the corporate colours and the HEIA logo.

Applying the corporate look

HEIA moved quickly to establish its new identity and within twelve months of its formation, the Council had applied the new look to a range of stationery, developed a membership kit that incorporated the new look, and applied the look to the journal and newsletter. The stationery was changed with the introduction in 2000 of GST by the Australian Taxation Office, necessitating HEIA and its divisions to quote their Australian Business Numbers.



✓ Margo Miller with the lectern banner



However, no-one could have anticipated the beauty of the final product. Margo combined her artistic talents with craftsmanship to produce a beautiful yet practical podium banner. An integration of artistry, craftsmanship and practicality. A symbol of commitment and caring.

HEIANews, Vol 6(3), 1999, p.1 lead story:
HEIA's podium banner

Managing HEIA—The structures

Registrations

1994 Incorporation

HEIA Inc. was incorporated on 8th March 1994 under the 1981 Victorian Associations Incorporation Act. Suzanne Russell, who had led the development of the Constitution, lodged the application on behalf of HEIA.

2000 Australian Taxation Office

In accordance with the introduction of the Goods and Service Tax (GST) in 2000, HEIA applied for an Australian Business Number and became GST-registered.

The new taxation system has put a whole new meaning on the concept of voluntary work for professional associations. ... The collection of taxes for the government will place an extra workload on members serving the Institute.

HEIANews, Vol 7 (2), 2000, p.1

Council

The composition and role of Council were documented in the first HEIA Constitution:

The affairs of the Institute shall be managed by a Council. The Council shall determine policy and control the business of the Institute. (Constitution, clauses 14.1; 14.1.1)

The structure of the managing Council has not changed over ten years. Council is made up of ten members: a delegate from each of the eight Divisions (there is a division in every state and territory), the immediate Past-President (or President-Elect), and the current President. Each President serves as President-Elect for one year, President for two years and finally Past-President for one year. Each Council delegate, appointed by Divisions, has one vote at Council meetings. The President-Elect and Past-President do not have a vote. The President has only a casting vote. From the eight divisional representatives, Council elects a Secretary, a Treasurer, and an Executive member who, with the President and immediate Past-President (or President-Elect) form the Executive of Council. The President, while a member of one of the Divisions, does not represent any one Division, as is the case for the Past-President and the President-Elect.

Meetings

Council meetings

From 1994–1999, Council met four times per annum, twice by teleconference and twice face-to-face, as decided at the first Council meeting in March 1994. From 2000 onwards, Council met three times per annum, twice face-to-face and once by teleconference. As decided at the first Council meeting in 1994, Council business has been consistently dealt with by an Agenda and set of 'Action' and 'Information' papers, with 'Action' papers proposing recommendations for endorsement. The minutes plus the set of prepared papers form the record of the meeting.

With the exception of three meetings, all face-to-face meetings were held in Sydney—this was based on the cost-effectiveness of Council members travelling from all over Australia. All Sydney meetings 1994–2003 were held at Barker Lodge, Kingsford, except the April 2003 meeting, which was at the Travelodge. The exceptions to Sydney-based meetings were:

- Canberra, March 1994 for the inaugural meeting
- Melbourne, December 1995 to coincide with the HEIA(V)/VHETTA conference
- Melbourne, April 1997 to coincide with the national conference.

☑ President, Secretary and Treasurer - Council meeting, April 2002



☑ Council meeting, November 2002



☑ Council meeting, November 2003



Annual General and Special General Meetings (AGMs and SGMs)

The dates and locations of the AGMs and SGMs are shown in the table below.

Date	Nature	Location	Notes
February 1994	SGM	Rosny College, Hobart, Tasmania	To elect the President-Elect
March 1994	AGM	Brassey Lodge, Canberra, ACT	Attended by 16 members, 15 observers (who appear to be members) and 27 'guests', some of whom appear to be members. Although this would not have been a quorum, the meeting went ahead.
January 1995	AGM	Esplanade Hotel, Fremantle, WA (to coincide with the national conference)	No quorum, despite 75 attendees and 52 proxies—at this stage the Constitution demanded 30% members for a quorum. Meeting was postponed until April 1995.
	SGM	Esplanade Hotel, Fremantle, WA (to coincide with the national conference)	To discuss 'priorities, issues and concerns' for the Institute. Attended by 72 members, with 52 proxies.
April 1995	AGM	Barker Lodge, Sydney	Reconvened meeting from January 1995. Attended by 23 members, 0 proxies
April 1995	SGM	Barker Lodge, Sydney	Main item of business was the number of members required for a quorum at AGM and SGMs, resulting in a task force being established to make recommendations. Other items included IFHE issues, timing of AGMs, advertising, national competency standards, and media coverage.
April 1996	AGM	Barker Lodge, Sydney	Attended by 13 members and 40 proxies
	SGM	Barker Lodge, Sydney	Changes to the Constitution: Removal of requirement of 5 years membership to be nominated as a Fellow Change to quorum requirements for AGM and SGMs
November 1996	SGM	Barker Lodge, Sydney	Receive Auditor's Report not presented at AGM in April; Changes to Constitution regarding qualifications to come in line with Australian Qualifications Framework, and to introduce School Membership.
April 1997	AGM	Novotel Bayside Hotel, St Kilda, Melbourne	Coincided with national conference in Melbourne. Attended by 52 members, 0 proxies
May 1998	AGM	Barker Lodge, Sydney	Attended by 11 members, proxies not recorded
May 1999	AGM	Barker Lodge, Sydney	Attended by 10 members, 42 proxies
May 2000	AGM	Barker Lodge, Sydney	Attended by 22 members, 22 proxies
April 2001	AGM	Barker Lodge, Sydney	Attended by 15 members, 18 proxies
April 2002	AGM	Barker Lodge, Sydney	Attended by 19 members, 31 proxies
April 2003	AGM	Travelodge, Sydney	Attended by 14 members, 29 proxies
April 2003	SGM	Travelodge, Sydney	Changes to Constitution relating to voting rights, overseas members, dates of subscriptions and approval process.

☑ Council members at the 1997 AGM



☑ AGM, April 2003



Managing HEIA—The structures (cont.)

Committees

The minutes of the first Council meeting of HEIA Inc., held 12–13 March 1994, record that the committee structure outlined in the *Discussion Paper on Committee Structures for HEIA* presented by HEIA(WA) be adopted in principle, meaning that a number of Standing and Sub-Committees would be formed to manage the operations of HEIA. At that meeting it was decided to establish the following Standing Committees:

- Policy and resolutions
- Public relations and promotions (at the August 1994 Council meeting it was decided to devolve public relations to the Divisions)
- Finance
- Membership
- Publications
- Special Interest Groups
- Professional development
- Conferences and seminars (this immediately became part of the Professional Development Standing Committee)
- Research

Over a period of time, as the Institute confronted new times and new issues, other standing committees were formed:

- 1994 Education
- 1996 International affairs
- 1997 Consumer affairs
- 1998 Telecommunications
- 1999 Merchandising
- 2000 Public health
- 2000 Archiving

Whilst some Committees went from strength to strength, some ceased to operate—for example, Special Interest Groups. Others ceased to be operational on a day-to-day basis—for example, Consumer affairs, Research. The first Special Interest Group, the Social Health Group, was established early in 1995 in South Australia. By 1996, numbers in the group were severely depleted due to other priorities of the group members, and in 2000 it was decided that the work of the committee would fall under the banner of the newly formed Public Health Standing Committee so the Special Interest Groups Standing Committee ceased to operate.

The Consumer Affairs Standing Committee was established in August 1997, following a meeting of interested members at the 1997 national HEIA conference in Melbourne. It was found that by 2000 the work would largely be covered by the newly formed Public Health Standing Committee. Hence the Consumer Affairs Standing Committee ceased operation in 2000.

Affiliations and memberships

HEIA is a member of:

- National Education Forum
- Technology Education Federation of Australia



Telecommunications

The following documents the development of HEIA's telecommunications structure, and in particular, the development of the website.

May 1998

- Action paper to set up HEIA website proposed by Marilyn Yates (prepared by Alison Vincent), seeking endorsement from Council, a budget, and looking for members for the Telecommunications Reference Group.

November 1998

- Information paper proposed by Marilyn Yates (prepared by Alison Vincent and Lee Borkman) to look at website address, maintenance, structure and purpose of website.
- Purposes of the website:
 - For HEIA organisation
 - Promote membership, attract members
 - Market products and services
 - Facilitate communication
 - Make key information available
 - Share samples of work
 - Publish state and national periodic reports
 - Facilitate planning, communication and promotion around state, national and international meetings
 - Increase involvement of members in HEIA activities.

1998

- Telecommunications Standing Committee formed.

1999

- Management plan written to develop and evaluate an HEIA website, and write policy and procedures.

November 1999

- Contract drawn up for Peter Rugendyke pfruges@southwest.com.au to develop HEIA site for \$450, facilitated by Anne Howard TEFA Project Officer. The website was originally www.pa.ash.org.au/heia.

February 2000

- E-group set up by Anne Howard, HEIA Internet Project Facilitator, for HEIA members to use. On February 28, the website www.pa.ash.org.au/heia was put up for view by Peter Rugendyke.

March 2000

- Discussion in e-group and other emails about the content, design and management of the website. Shaun Nyqvist was appointed webmaster.
- Website launched.

August 2000

- Domain name changed to heia.com.au, with the account through Webtrader.

July 2001

- Policies and procedures for Telecommunications Standing Committee endorsed.

November 2001

- Queensland divisional website attached to heia.com.au, with NSW and SA to follow in 2002.

2002

- Completion of the web-based brochure *Home economics-The world of work*.

2003

- Further Divisional websites attached to www.heia.com.au—Tasmania, Western Australia and Victoria.
- Website included:
 - About HEIA—details of membership benefits, categories of membership
 - News
 - Contacts—Council members, state office bearers, standing committee details, links to divisional websites
 - HEIA Shop—publicising merchandise for sale including books, kits, videos, aprons, promotional material
 - Publications—including journals, reports and submissions, curriculum publications
 - Becoming a home economist
 - Awards—HEIA fellowships, HEIA leadership awards and King and O'Malley Scholarships
 - Student Links—a range of websites related to student research.



Managing HEIA—The structures (cont.)

The Divisions

The first edition of the Members' Handbook (1995, p.17) records:

In accordance with the founding Constitution, there is a Division of the Home Economics Institute of Australia in every state and territory of Australia. The members of a Division are those members of the Institute who normally reside in that state or territory. Each Division, through its Committee of Management, manages its own affairs to reflect the objects of the Institute. However, each Division also plays a strong role at the national level through council representation and participation on national standing committees. Although there is variation among Divisions, some activities in which the Divisions are involved include: production of newsletters with local state or territory news and events; seminars; state conferences; workshops; and other professional development projects. Each Division reflects the views of its members and responds to various reports and legislation that affect home economics, and also prepares submissions for funding professional development and community projects.

From 1994–2003, each Division received \$30 capitation fees per individual (and \$200 per school membership once it was introduced).

From 1994–2003, there was a growing sense of the Divisions 'being' HEIA. Whilst they continued to operate individually, they increasingly collaborated by, for example, sharing ideas for professional development, membership drives etc. At the April 2003 Council meeting, Debra Parnell (then president of HEIA(V)), through the HEIA(V) delegate, suggested that Council support meetings of the Divisional Presidents at the national conference, and offered to organise the first of these meetings.

As noted in the Foreword of this document, it is not the intention of this document to record the history of the individual Divisions. Suffice it to say that some Divisions have gone from strength to strength (Queensland, South Australia, Western Australia) whilst others have struggled to maintain a viable membership. Two Divisions (Tasmania and New South Wales) called for support from the national Council in 1996 and 2003 respectively when they reached crisis point and were unable to form Committees of Management.



☒ Divisional Presidents (L-R) Cheryl Conroy (Qld), Louise Duvernet (NSW) and Miriam McDonald (NT), November 2003

☒ Divisional Presidents (L-R) Louise Duvernet (NSW), Debra Parnell (Vic), Julie Taylor (SA), Rita Cawley (Tas), Gill Ginn (National President) and Carol Elias (WA) at the national conference January 2003



☒ HEIA (NSW) Divisional Presidents





⏏ HEIA(Tas) distinguished "older persons" who were recognised at the 1999 national conference, Brisbane



⏏ President HEIA(Q) Cheryl Conroy (R) presenting an Excellence in Teaching Award to Helen Keith, 2002



⏏ Marilyn Yates presenting at an HEIA(WA) workshop



⏏ HEIA(NT) members celebrating the end of a successful year



⏏ HEIA(Q) members trying on the hats at the 2002 "Veritable feast of fashion" breakfast



⏏ Members of HEIA(NSW) and NSW guests at the launch of Nutrition - The inside story, 2003



⏏ HEIA(V) members at the national conference, Melbourne, 1997



⏏ Presidents at the launch of Food Choices the IT Way, 2001. (L-R) Heather Crawford (NSW), Cheryl Conroy (Qld), Donna Pendergast (National President), Miriam McDonald (NT), Julie Taylor (SA)

Managing HEIA—The people

The newly appointed Council members who attended the inaugural AGM in Canberra in 1994 were Donna Pendergast (Qld), Betty Smith (ACT), Louise Godwin (NSW), Carolyn Paulin (Vic), Jane Dewing (SA), Marilyn Yates (WA), Kerry Aitkin (NT) and Gill Ginn (Tas) as appointed by the Divisions of HEIA Inc. All Founding Council Members attended, as did President-Elect, Janet Reynolds. President-Elect Janet Reynolds took the chair during the meeting as the President, and the Founding President Rosemary Cramp became the first Past-President.

Council office bearers

Date	President	Secretary	Treasurer	Executive member
11/93 - 3/94	Rosemary Cramp, Founding President	Annette Emmet	Judith Sweet	Margo Miller
1994	Janet Reynolds, Inaugural President	Donna Pendergast	Betty Smith	Jane Dewing
1995	Janet Reynolds	Donna Pendergast	Betty Smith	Jane Dewing
1996	Heather Crawford	Louise Godwin	Betty Smith	Jane Dewing
1997	Heather Crawford	Louise Godwin	Janet Reynolds	Betty Smith
1998	Marilyn Yates	Carol Elias	Janet Reynolds	Betty Smith
1999	Marilyn Yates	Carol Elias	Janet Reynolds	Betty Smith
2000	Donna Pendergast	Carol Elias	Janet Reynolds	Libby Donnelly
2001	Donna Pendergast	Carol Kotz	Janet Reynolds	Libby Donnelly
2002	Gillian Ginn	Carol Kotz	Janet Reynolds	Libby Donnelly
2003	Gillian Ginn	Carol Kotz	Janet Reynolds	Libby Donnelly

Council delegates

	ACT	NSW	NT	Qld	SA	Tas	Vic	WA
1994	Betty Smith	Louise Godwin	Jane Channon	Donna Pendergast	Jane Dewing	Gill Ginn	Carolyn Paulin	Marilyn Yates
1995	Betty Smith	Louise Godwin	Jane Channon	Donna Pendergast	Jane Dewing	Gill Ginn	Carolyn Paulin	Marilyn Yates
1996	Betty Smith	Louise Godwin	Jill Smith	Donna Pendergast	Jane Dewing	Gill Ginn	Carolyn Paulin	Marilyn Yates
1997	Betty Smith	Louise Godwin	Kerry Aitken	Janet Reynolds	Margaret Drake	Gill Ginn	Glenda Davies	Carol Elias
1998	Betty Smith	Louise Godwin	Kerry Aitken	Janet Reynolds	Margaret Drake	Gill Ginn	Glenda Davies	Carol Elias
1999	Betty Smith	Louise Godwin	Kerry Aitken	Janet Reynolds	Carol Smith	Gill Ginn	Jane Norton	Carol Elias
2000	Carol Kotz	Louise Godwin	Kerry Aitken	Janet Reynolds	Carol Smith	Libby Donnelly	Wendy Hunter	Carol Elias
2001	Carol Kotz	Gail Clarkson	Miriam McDonald	Janet Reynolds	Carol Smith	Libby Donnelly	Karen Hucks	Marilyn Yates
2002	Carol Kotz	Gail Clarkson	Miriam McDonald	Janet Reynolds	Carol Smith	Libby Donnelly	Leanne Compton	Marilyn Yates
2003	Carol Kotz	Gail Clarkson	Miriam McDonald	Janet Reynolds	Christina Tassell	Libby Donnelly	Leanne Compton	Marilyn Yates

Divisional presidents 1994–2003

	ACT	NSW	NT	Qld	SA	Tas	Vic	WA
1994	Betty Smith	Louise Godwin	Jane Channon	Donna Pendergast	Jane Dewing	Gill Ginn	Carolyn Paulin	Carol Prosser
1995	Betty Smith	Louise Godwin	Jane Channon	Donna Pendergast	Jane Dewing	Gill Ginn	Carolyn Paulin	Carol Prosser
1996	Betty Smith	Louise Godwin	Jill Smith	Kathryn Holzheimer	Margaret Drake	Bernadette Alexander	Robyn MacGill	Iris Granger
1997	Carol Kotz	Sherry Hill	Kerry Aitken	Kathryn Holzheimer	Margaret Drake	Bernadette Alexander	Robyn MacGill	Iris Granger
1998	Carol Kotz	Sherry Hill	Kerry Aitken	Sue Garrett	Christina Tassell	Rita Cawley	Robyn MacGill	Iris Granger
1999	Pamela Rex	Sherry Hill	Kerry Aitken	Sue Garrett	Christina Tassell	Rita Cawley	Jane Norton	Lyn Diver
2000	Pamela Rex	Lyn Peacock	Kerry Aitken	Cheryl Conroy	Christina Tassell	Melinda Williams	Jane Norton	Lyn Diver
2001	Jennifer Pardy	Heather Crawford	Miriam McDonald	Cheryl Conroy	Christina Tassell	Melinda Williams	Debra Parnell	Lyn Diver
2002	Jennifer Pardy	Heather Crawford	Miriam McDonald	Cheryl Conroy	Julie Taylor	Rita Cawley	Debra Parnell	Carol Elias
2003	Jennifer Pardy	Louise Duvernet	Miriam McDonald	Cheryl Conroy	Julie Taylor	Rita Cawley	Debra Parnell	Carol Elias



1994 Council members meet again at the national conference, Adelaide, 2003 (L-R) Gill Ginn, Carolyn Paulin, Jane Dewing, Jan Reynolds



Council and observers after the November 2003 Council meeting



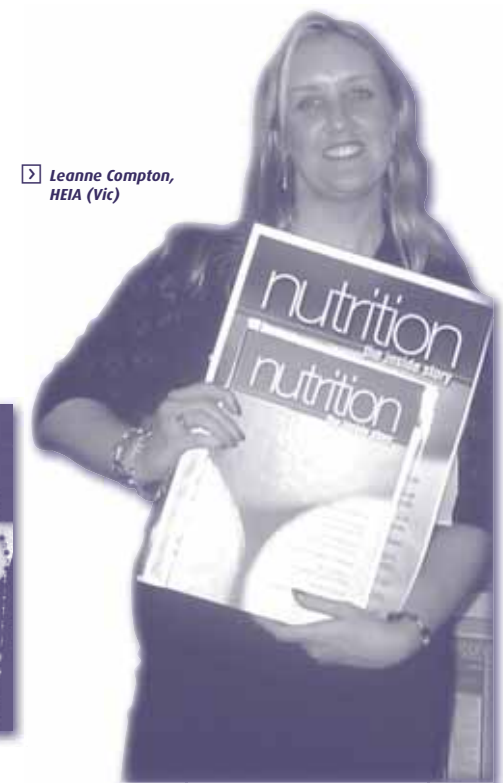
Council members at the national conference, Melbourne, 1997



Secretaries 1994-2003 (L-R) Carol Kotz, HEIA(ACT), Carol Elias, HEIA(WA), Louise Godwin, HEIA(NSW), Donna Pendergast, HEIA(Q)



HEIA first four Presidents with HEAA Presidents, at the national conference, Brisbane, 1999



Leanne Compton, HEIA (Vic)



(L-R) Libby Donnelly, Debra Parnell, Carol Elias and Christina Tassell at the 2003 national conference, Adelaide



(L-R) Betty Smith, HEIA(ACT) and Louise Godwin, HEIA(NSW)

Managing HEIA—The people (cont.)

Public Officer

1993–2003 Suzanne Russell, HEIA(V)

Committee convenors

Archiving	There has not been a formal convenor of the Archiving Standing Committee, but rather, Council members have attended to archiving matters at various times, including Janet Reynolds, Gill Ginn, Carol Elias and Carol Kotz.
Consumer affairs	Rosemary Cramp (1997–99)
Education	Janet Reynolds (1994–98, 2000–2003), Lyn Peacock (1999)
Finance	Betty Smith (1994–96), Judy Ryles (1997–99), Jenny McComb (2000–2003)
International affairs	Heather Crawford (1996–98), Pamela Rex (Interim Committee 1999–2000), Irene Munro (2000–2003)
Membership	Betty Smith (1994–95), Kristina Basile (1996–97), Carol Elias (1998), Kerry Aitken (1998), Carol Smith (1999–2002), Leanne Compton (2003)
Merchandising	Carol Elias (1999–2003)
Professional development	Marilyn Yates (1994–2003)
Publications	Janet Reynolds (1994–2003)
Public health	Jane Dewing (2000–2002)
Research	Donna Pendergast (1998–2000)
Special Interest Groups	Jane Dewing (1995), Louise Godwin (1995), Margaret Drake (1996–2000)
Telecommunications	Marilyn Yates (Acting 1998), Christina Tassell (1999–2000), Miriam McDonald (2001–2003)

Sub-committee and Task Group convenors

Conferences - Susan Nulsen (1995), Mary Allinson (1997), Janet Reynolds (1999), Pam Taylor/Carol Kotz (2001), Christina Tassell (2003)
Health education - Jenny McComb (1995–97), Janet Reynolds (1998–99), Miriam McDonald (2000)
Journal - Janet Reynolds (1993–2003), Donna Pendergast (1993–2003)
Newsletter - Rosemary Cramp (1993–96), Gillian Ginn (1997–99), Elizabeth Donnelly (2000–2003)
Technology education - Marilyn Yates (1995–2003)

Representation

National Education Forum

Date	HEIA Representative
1994–95	Alison Vincent
1995–2000	Lyn Peacock
2001–2004	Whoever was able to attend in the location where the meeting was being held. The following attended: Jan Reynolds (Brisbane); Leanne Compton (Melbourne), Carol Kotz (Canberra).

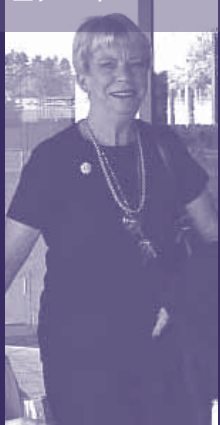
Technology Education Federation of Australia

Date	HEIA Representative
1993–94	Rosemary Cramp
1994–95	Julia Edwards
1995–97	Rosemary King
1998–99	Joanne Jayne
2000–2003	Marilyn Yates

☑ Suzanne Russell



☑ Judith Ryles



☑ Journal Editors, (L-R) Jan Reynolds and Donna Pendergast



☑ (L-R) Christina Tassell, Lyn Peacock and Leanne Compton



☑ Newsletter Editors, (L-R) Gill Ginn and Libby Donnelly.



Managing HEIA—The processes

Strategic planning

The first Council of HEIA engaged a consultant from the Australian Institute of Management to help develop a Strategic Plan for the first three years of its operation. In preparation for the meeting, a survey was conducted of Council members and 15% of the membership to identify, for example, expectations, purposes and key issues facing HEIA. An analysis of the results showed that approximately 50% of respondents saw 'Advocacy' as both the purpose of HEIA and a key issue. At the 2-day strategic planning meeting, held 10–11 December 1994, Council engaged in a series of rigorous processes to consider a future desired position and how to get there. This was followed by four focus group meetings conducted at the HEIA national conference in Perth 1995, in order to gain further insights into members' views about products and services offered by HEIA. This information was used as the basis for a random survey (July 1995) of 50% members and 271 randomly selected non-members based in schools on an evaluation of products and services offered by HEIA. These combined data were used in 1995 to shape and refine a draft plan, which was released in 1996 for the three-year planning cycle 1996–1998.

Council has developed strategic plans for each three-year planning cycle. These plans have retained a consistent format that addresses the key result areas of: membership, communications, products and services, organisational structure, infrastructure, marketing and advocacy. The plans identified targets and strategies to achieve the targets, and were published in *HEIANews*. The President reported on the achievements and examined to what extent HEIA met its targets in the Annual Reports.

Policies and procedures

At the March 1994 Council meeting, it was decided to establish a Standing Committee for Policy and Resolutions, which later became Policy and Procedures. In 1995 Council developed a standard format for documenting policies and in 1999 the policies and procedures were collated into a Policies and Procedures Manual. A major review of the *Policy and Procedures Manual* was completed in 2000. This was added to and refined over the years. By 2003, the Manual was 342 pages long and contained documentation of governance issues (Constitution, Members' Handbook, Incorporations Act etc), roles of Council office bearers, policies and procedures related

to committees, and information about awards and sponsorship policies. All policies were documented on a CD.

Archiving

The Archiving Standing Committee was established in 2000 in response to a concern that all relevant documents and other materials be collected and appropriately stored in the National Library of Australia (NLA). Rosemary Jones (HEIA (ACT) member) acted as a consultant in the early phases of this work. The first task was to lodge all outstanding documents related to the Home Economics Association of Australia—this was completed in 2001. The 1994 HEIA materials were lodged with NLA in 2001.

Reporting

Reporting to members on HEIA's activities has been via:

- Newsletters (see page 39)
- Annual Reports
- Website (see page 13)
- Mailouts to members.

The majority of respondents suggested that funding for the Institute should be obtained from sources other than membership fees (68%). Three-quarters of these suggested that the funding might be obtained by corporate sponsorship.
Harper, C. (1994). Analysis of Strategic Planning Survey, p.16.

✓ Strategic planning in 1998



Money matters

HEIA started its history in January 1994 with assets of \$64,190.75, in the main the inheritance left by HEAA:

Bank account	\$3,304.92
Investment account	\$4,904.12
Conference fund	\$15,341.00
Beverly Dixon Memorial Fund	\$4,680.61
Isabel Horne Project Fund	\$35,960.10
Total	\$64,190.75

In an endeavour to give the Institute a flying start and ‘claim a special place in the history of the home economics profession in Australia’ (HEIANews, Vol 1(2), 1994, p.2) members were invited to be a Foundation Member of the Institute. To become a Foundation Member, Gold required a one-off payment of \$1000, Silver \$500, and Bronze \$250. In the early days, HEIA Inc was to rely on membership fees, and to return \$30 per member in Capitation to the Division where the member’s postal address was recorded.

In the 1995 Annual Report the (then) President Janet Reynolds wrote:

‘... HEIA was not successful in its bid for funding from the Commonwealth Government to set up a secretariat. Unfortunately this means that too many people are working inordinately long unpaid hours at both Divisional and national levels for the Institute’.

In the President’s Report of the 2000 Annual Report, the (then) President Donna Pendergast wrote

‘Without the work of the large number of volunteers HEIA could not perform its important role of serving the home economics professional community in Australia’.

Across the period 1994–2004, there have been various continuities and changes with respect to money matters. The continuities include:

- Membership fees and capitation to Divisions have remained constant, apart from adjustments due to the introduction of GST.
- HEIA has continued to rely on voluntary labour.

Changes and developments have included:

- 1995** Decision to operate only one account—that is, no separate accounts for the journal, conferences etc.
- 2000** Decision that HEIA be GST registered. HEIA purchased a new software program CashFlow Manager to support GST registration. Treasurer, finance manager and many representatives from the Divisions attended GST seminars, and the Treasurer provided in-service for Council on GST.

Across time

There has been, over time, increased revenue from merchandising operations, as well as repeated grants and consultancies that have brought revenue to the Institute to develop products and services for members.

Janet Reynolds (Treasurer 1997–2003) recalls:

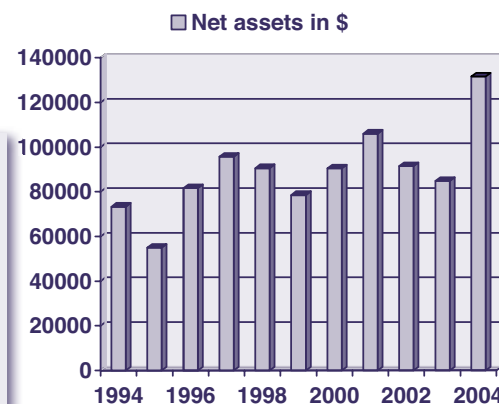
At first we were all very parochial—those managing HEIA projects and services such as the journal or the conference, wanted to set up their own bank accounts and operate independently of the main account. By 2000, we had slowly got out of that habit and operated all financial matters through a central account.

By 2003, considerable increases in membership (it had almost doubled since 1994) had made the delivery of some products and services more cost effective, but it still remained that HEIA continued to operate within its budget with the support of a large contingent of voluntary labour from its members. With what seems to be ever-increasing demands on people in the paid workforce, it is questionable as to how long HEIA can expect some of the more demanding roles to be performed in a voluntary capacity, and we must assess the financial implications of this if we decide to pay for some of the tasks to be carried out.

Net assets and turnover over the ten-year period:

Year ending	Net assets	Cashflows	
		Receipts	Payments
1993	\$64,191		
1994	\$73,334		
1995	\$54,990		
1996	\$81,574		
1997	\$95,626		
1998	\$90,541		
1999	\$78,521	165,546	214,613
2000	\$90,510	282,140	214,613
2001	\$106,008	295,038	341,109
2002	\$91,462	209,725	172,766
2003	\$84,858	198,513	251,524

It is worth noting that in the year immediately following the 1994–2003 historic period, the net assets jumped to \$131,593—mainly as a result of sales of the HEIA text *Nutrition—The inside story*.



Isabel Horne Fund

The Isabel Horne Fund was inherited by HEIA from HEAA.

- 1973** The fund started as the HEAA National Project Fund from special fund-raising activities in the states and territories.
- 1984** The Fund was renamed as the Isabel Horne National Project Fund in honour of Isabel Horne. Horne was the first President of the national body for home economics, the Home Economics Association of Australia, and was President of the International Federation for Home Economics. The terms of reference stated that the Fund should involve promotion of further education in home economics either for postgraduate studies scholarships or for bringing persons eminent in the field of home economics to Australia for lecture tours. These were the same terms of reference as for the original National Project Fund.
- 1993** When HEIA was formed, the management of the Isabel Horne Fund passed to HEIA. Initially, a Task Group under the umbrella of the Professional Development Standing Committee managed the Fund.
- 1995** In 1995, HEIA developed policy indicating that members of HEIA could apply for financial support for projects that further the goals of the Institute. It was decided that only the interest less 10% would be spent on projects, and the remainder invested. Expressions of Interest for funding grants were called in *HEIANews*, Vol 3 (1), 1996.
- 1996** Heather Crawford, then President, announced in *HEIANews* (Vol 3 (4), p.7) that Gay McDonnell (NSW) had been successful in her application for support in 1996 of her project 'Nutrition education strategies for contemplators of low-fat diets'.
- 1997** It was announced in *HEIANews* (Vol 4 (1), p.9) that the 1997 allocation from the Fund would be used to support the national conference, and that '*for at least the next five years, money from the Isabel Horne Fund should be directed to initiating or consolidating activities directly related to establishing HEIA as a nationally significant and respected national professional association*'. The article went on to say that in alternate years, funds would be directed towards supporting the national conference.
- 2002** At the April 2002 Council meeting of HEIA, it was decided that the Isabel Horne National Project Fund be renamed the Isabel Horne Fund, and the terms of reference should be broadened in order to meet the contemporary needs of the Institute. Hence the purpose of the Fund was changed to 'provide financial support to projects that further the goals of the Institute, but are beyond the financial scope afforded by membership subscriptions'.

When HEIA took over the Isabel Horne Fund from HEAA, there was \$35,960.10 (at the end of 1993), and at the end of 2003 \$41,546.02. The following projects were funded 1994–2003 from the Fund:

Year	Amount spent	Project/initiative
1996	\$1,000	Gay McDonnell to develop <i>Nutrition education strategies for contemplators of low fat diets</i>
1997	\$2,231.37	1997 national conference
1999	\$3,345.00	1999 national conference
2000	\$2,228.00	Policy and Procedures Manual
2001	\$ 649.27	Policy and Procedures Manual
2002	\$2,122.41	Attracting Students project

Beverly Dixon Fund

The Beverly Dixon Fund was inherited by HEIA from HEAA. At that time (end 1993), there was \$4,680.61 in the Fund, and at the end of 2003 there was \$5,715.56.

- 1987** The Home Economics Association of Australia established the Beverly Dixon Fund in 1987 as a memorial to Beverly Dixon, a vice president for the Pacific Region of the International Federation for Home Economics. The purpose of the Fund was to generate revenue to support attendance of Australian delegate(s) at international meetings.
- 1993** When HEIA was formed, the management of the Beverly Dixon Fund passed to HEIA.
- 2002** It became apparent that the small fund, typically, would not generate sufficient income to support attendance at international meetings, and at the April 2002 HEIA Council meeting it was decided that the Fund would be used to provide financial support to projects that further the goals of the Institute with respect to promoting positive relationships between HEIA, Australian home economists, and overseas counterparts and their work.

The following were funded 1994–2003 from the Beverly Dixon Fund:

Date	Amount spent	Project/initiative
2000	\$325	Support for the IFHE Pacific newsletter
	\$239.24	G. Clarkson attendance at IFHE meeting
2001	\$214.85	Postage of Food Safety posters Sri Lanka (posters donated by Queensland Health)
	\$355.15	IFHE fees for 2002
2003	\$490	IFHE Fees for 2003

Membership

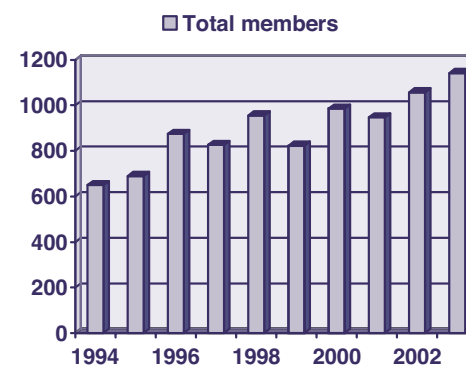
Over the first 10 years of HEIA's history, there have been five major changes related to membership:

- New categories of membership, with school memberships being established in 1996 and introduced in 1997, and this broadened to include TAFE campuses in 2003.
- Decision in 1997 to appoint a paid membership secretariat. Nutrition Australia was awarded the tender to manage the HEIA membership secretariat 1998–99. In 2002, Lyn Peacock was awarded the contract and has maintained the service ever since. It should be noted that membership fees have not increased since the inception of the Institute.
- Tremendous growth in membership. At the end of 2003, there were 1142 members compared to 650 at the end of 1994, the first year of operation for HEIA. The main area of growth has been in school membership, with 483 school members at the end of 2003. Concomitantly, there has been a reduction in full membership since 1996. However, this did not come quickly or easily. In the 1995 Annual Report, (then) President Janet Reynolds wrote: *'But the year was not without its disappointments. It was disappointing that the membership did not grow as quickly as we*

had hoped. A 30% increase on the 1994 membership figure had been set, but an increase of only 7% was achieved.'

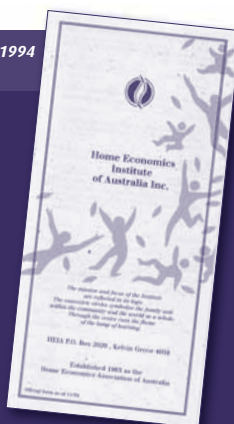
- Following a trial in 1999, in 2000 the introduction of membership year being January–December, or July–June of the following year (previously it had only been January–December)
- Inconsistency in growth across the Divisions:
 - Membership in some Divisions has remained relatively stable over time—for example, ACT, NSW.
 - In others it has increased steadily—for example, Queensland, South Australia and Western Australia.
 - In others, there has been a decline in membership—for example, Tasmania and Victoria.

The graph below illustrates the membership growth over ten years since HEIA was founded.



Four Divisions (ACT, Qld, SA and WA) recorded their highest ever memberships in 2003. HEIA(Q) was the first Division to reach 500 members. I wonder who will be next? You can do it, Victoria!
Leanne Compton, Convenor, Membership Standing Committee, 2003

1994



2001



2003



Membership 1994–2003 according to membership type

Year ending	Membership type							Total
	Associate	Full	NIPE*	School contact	School non-contact	Student with journal	Student no Journal	
1994	0	482	97	0	0	71		650
1995		515	86	0	0	88		689
1996		640	113	0	0	121		874
1997	3	627	97	12	? **	87		826
1998	4	596	106	40	? **	79	13	838
1999	0	582	99	73	? **	56	12	822
2000	5	517	96	83	223	50	12	986
2001	5	463	88	86	252	46	7	947
2002	6	468	96	107	309	60	11	1057
2003	7	510	82	115	368	47	13	1142

*NIPE = Not In Paid Employment

** School non-contact numbers were not kept at this time

Membership 1994–2003 according to Divisions

	ACT	NSW	NT	Qld	SA	Tas	Vic	WA	O/S*	Total
1994	32	131	19	87	38	55	115	166	7	650
1995	30	102	21	196	54	42	121	121	2	689
1996	33	135	20	260	63	46	149	168	-	874
1997	30	118	24	257	63	37	132	165	-	826
1998	25	114	19	266	60	41	152	161	-	838
1999	24	103	16	269	61	40	140	169	-	822
2000	34	118	16	411	61	34	124	188	-	986
2001	34	97	12	414	73	36	97	184	-	947
2002	29	100	10	473	99	37	98	212	-	1057
2003	36	111	17	502	123	41	94	218	-	1142

* After 1995, overseas members were included in the divisions to which they were attached.

➤ Lyn Peacock



Awards

Fellowships

HEIA began its history with the Constitution stating that Fellowships may be awarded to members of five years standing who have made an outstanding contribution to the Institute and to the home economics profession. The requirement of membership of five years standing was removed at a Special General Meeting 21 April 1996.

HEAA Fellows who became Fellows of HEIA:

Audrey Lawrie, HEIA(Q)
Edith Cox, HEIA(NSW)
Esme Justins, HEIA(WA)

Fellowships conferred by HEIA:

1995 Margo Miller, HEIA(Q)
Rosemary Cramp, HEIA(Tas)
1997 Janet Reynolds, HEIA(Q)
Ruby Riach, HEIA(NSW)
2001 Judy Ryles, HEIA(V)
Suzanne Russell, HEIA(V)
Marilyn Yates, HEIA(WA)



1997 Fellows Ruby Riach and Janet Reynolds with Judy Ryles at her Fellowship presentation, January 2001



(Then) President Janet Reynolds with Margo Miller at her Fellowship presentation, January 1995



Sharing a joke at the 2001 Fellowship awards



Members of HEIA (Qld) celebrating Janet Reynolds' fellowship

New Fellows Margo Miller and Rosemary Cramp, January 1995 (L-R) Esme Justins, Margo Miller, Rosemary Cramp and Audrey Lawrie



New Fellows, April 1997 (L-R) Ruby Riach and Janet Reynolds



New Fellows January 2001 (L-R): Suzanne Russell, Judy Ryles and Marilyn Yates



Leadership Awards

In 2001, the national HEIA called for nominations from the Divisions for those who had made a significant leadership contribution at a Divisional level. The following awards were made at the national conference, Canberra, 2001:

- ACT Carol Kotz, Annette O'Brien, Jennifer Pardy, Pamela Rex, Pamela Taylor, Betty Smith, Dawn Smith
- NSW Louise Godwin, Sherry Hill
- Qld Cheryl Conroy, Sue Garrett, Joanne Jayne, Janet Reynolds
- SA Heather Morton, Julie Taylor
- Tas Elizabeth Colman, Elizabeth Donnelly, Christine Suitor
- Vic Wendy Hunter, Sally Kaptein, Anne Sibbell, Carol Warren
- WA Lyn Diver, Jane Duthie, Carol Elias, Helen Maitland, Jenny McMahon, Louise Morrison, Anita Phillips, Marilyn Yates

Following the 2001 Leadership Awards, it was decided that national Leadership Awards would recognise members for significant leadership, at a national level, to the Home Economics Institute of Australia Inc., or to the field of home economics. Divisional leadership would be recognised by the divisions. Leadership—that is, promoting initiated direction—was to be demonstrated in relation to one significant project, process or event, or across a number of projects, processes or events. Leadership in this sense was not to be confused with effective service or management.

In 2003, Janet Reynolds HEIA(Q) was the first to be awarded a national Leadership Award.

Service Awards

- 1999 Margo Miller HEIA(Q), Betty Smith HEIA(ACT)
- 2001 Rosemary Cramp HEIA(Tas), Gill Ginn HEIA(Tas), Judy Ryles HEIA(V)



☑ Margo Miller receiving her Service Award



☑ Jan Reynolds with her Leadership Award



☑ Presentation of Leadership Awards, Canberra 2001

Services

Advocacy

The HEIA Education Standing Committee has responded to many educational reviews, papers, submissions, surveys and other requests over the 10 years 1993–2003 and has been recognised for its contribution and valued opinion. Similarly the Consumer Affairs Standing Committee made many submissions.

It's hard to know how effective our advocacy has been. HEIA, and home economics generally, seems to have had the support of state and commonwealth health departments, with funding for many projects coming from the health sector. But I think it is fair to say that home economics has survived despite, not because of, the state and commonwealth education departments. They have been hard work for little return. But it is hard to predict what might have happened if we had not kept on knocking on doors, making submissions etc.

Janet Reynolds

Convenor, Education Standing Committee

Submissions and representations

- 1993/4 • Advocacy to the Commonwealth for home economics in the compulsory years of schooling, resulting in the Home Economics in Secondary Schools project, a \$110,000 project managed by the Curriculum Corporation
- 1994/5 • Representation on the Steering Committee of the Home Economics in Secondary Schools project, resulting in the publication *Home Economics in Secondary Schools*.
- 1997 • Response to the Australia and New Zealand Food Authority (ANZFA) on its draft briefing papers *Health and Medical Claims and Food Regulation Review*
- Representation on the Food Safety Campaign Group
- Council members Janet Reynolds and Marilyn Yates met with members of the Commonwealth's Quality Schooling branch of the Department of Employment, Education, Training and Youth Affairs to advocate for home economics education
- 1998 • Response to the Commonwealth's Ministerial Council on Education, Employment, Training and Youth Affairs (MCEETYA) discussion paper: *Australia's Common and Agreed National Goals for schooling in the 21st century*
- 1998–2001 • Mailout of promotional materials to 2600 schools across Australia, containing information related to, for example, membership benefits, publications, projects being undertaken, as well as Divisional professional development opportunities
- 2000 • A response to ANZFA in support of the Application A399 Review of Standard A1 (19)
- Response to ANZFA in respect to Proposal 153
- Review of Health and Related Claims
- Response to Australian Food Science Bureau on Improving Public Health Understanding Guidelines
- Response to the National Health and Medical Research Council on the Dietary Guidelines Review Survey
- Release of HEIA's report *Home economics teacher supply and demand to 2003 – projections, implications and issues*
- 2001 • Response to the paper *Teacher standards, quality and professionalism: outcomes from a national professional summit* developed by the Australian College of Education
- Participation in ANZFA Health Claims meeting
- 2001 • Representation by Donna Pendergast and Suzanne Russell on the State and Territory Advisory Group Federal Government Stronger Families initiative
- 2001 • Participation in the national Peoplescape exhibition displayed on the lawns of Parliament House in Canberra with our nomination of Judith Ryles Fellow of HEIA as our featured representative
- 2002 • Response to the Commonwealth Department of Education, Science and Training Discussion Paper: *Strategies to attract and retain teachers of science, technology and mathematics*
- 2002 • Response to the Commonwealth Department of Education, Science and Training's *Review of teaching and teacher education—Discussion paper: Young people, schools and innovation: towards an action plan for the school sector*

☑ (L-R) Carolyn Paulin and Judy Ryles "Peoplescaping"



☑ Advertisement in the Commonwealth's Job Guide

**Interested in people?
Creative? Practical?
Enterprising?
Interested in health
and wellbeing?**

Then home economics/technology teaching may be for you. Contemporary home economics/technology teachers are needed to help students understand and shape modern-day solutions to a range of challenges in their personal, family, community and work roles. These teachers bring

together facets from design and innovation, fashion, food, health and wellbeing, nutrition, textiles, the built environment, people and communities, social futures – it's teaching about real life. Graduates with home economics/technology teaching qualifications typically find placements very quickly.

Contact: Home Economics Institute of Australia Inc., PO Box 779, Jamison Centre, Macquarie ACT 2614. Tel/Fax: 1800 448 841. Website: www.heia.com.au



Campaigns

Teacher Supply and Demand

The research

A comprehensive research project *Home economics teacher supply and demand to 2003—projections, implications and issues* was undertaken to determine the projected supply and demand of home economics teachers to the year 2003, to identify implications for stakeholders, and make recommendations with respect to teacher supply. The report of the research was released in 2000. The evidence provided in the report strongly suggested that unless steps were taken to redress the situation, by the year 2003 there would be:

- an overall decrease in the supply of home economics teachers
- a continued stable demand, and a likely increased demand for home economics teachers, particularly to teach senior hospitality and related courses
- a decrease in the quality of the pool of home economics teachers with respect to current trends and demands in the profession.



1 Pendergast, D., Reynolds, J. and Crane, J. (2000). *Home economics teacher supply and demand to 2003—projections, implications and issues*. Brisbane: HEIA

The campaign

Phase 1 The 2001 Implementation Strategy

HEIA Council and the Divisions developed a 2001 Implementation Strategy, with the Implementation Team made up of: Jenny Pardy (ACT), Heather Crawford (NSW), Helen Keith (Qld), Julie Taylor (SA), Donna Frankcombe (Tas), Debra Parnell (Vic), Carol Elias and Louise Morrison (WA), and managed by Janet Reynolds and Donna Pendergast (Council). The Implementation Strategy involved actions at 2 levels:

National/Council level

This involved developing an overall plan, developing support materials for the Divisional Task Groups, identifying and promoting pathways for home economics teaching, identifying and documenting essential learnings for tertiary teacher preparation courses, working with other national organisations (for example, unions, federal government departments, non-government health organisations) and advocating to federal politicians. An important part of the action at a national/Council level was to develop details and support materials for specific strategies that could be used in each Division.

Divisional level

This involved setting up Divisional Teachers Supply and Demand (TSD) Task Groups and these task groups meeting with employing authorities and tertiary institutions, promoting home economics teaching to high school students, working with state/territory organisations—for example, education unions, education departments, health departments—to promote teaching, advocating to state/territory politicians, and mounting media campaigns.

Phase 2 Attracting Students Strategy

This phase involved researching how to market home economics to adolescents and then developing a set of posters and postcards to attract students to study home economics and to take up teaching as a career. 8,000 posters and 40,000 postcards were printed and distributed in 2002/2003.



The results

As noted in the 2000 Annual Report, the research found that:

- There was a growing shortage of home economics trained teachers to meet a continuous demand.
- The major reason for the growing shortage was a lack of appropriate tertiary teacher preparation courses, with a reduction in recent years.
- Teacher preparation courses had not addressed the broad range of home economics-related subjects that home economics teachers are expected to teach.

At the time of writing this historical report, the results of changes in numbers of students engaged in tertiary teacher preparation courses had not been collated, but anecdotal evidence was that there had been increases in student numbers and/or courses available in Australian Capital Territory, Queensland, South Australia, Tasmania and Western Australia.

It (the Teacher Supply and Demand Project) was a lot of hard work. But it gave us the research data on which to base our priorities and make decisions re which projects to fund. This was important in the overall climate of concern regarding the supply and demand of teachers generally, in Australia. There was very little specific data available about home economics teachers, but growing anecdotal evidence that we were in trouble. We hit this project strongly, allocating resources to enact the project full force. This strategy possibly saved home economics from complete demise. We seem to only now be seeing the rewards, with many universities re-introducing home economics teacher preparation courses.

Donna Pendergast, Co-manager of the Teacher Supply and Demand Project

Conferences

National biennial conferences have been held since 1995. Some of the changes and developments that have taken place include:

- 1996 Development of a sponsorship policy
- 1999 Engaging a Professional Conference Organiser (PCO) to support the Conference Task Group. The first attempt to do this was in the organisation of the 1999 conference but the PCO was 'sacked' after a few weeks. PCO's were engaged in 2003 and 2005.
- 1999 Acknowledging the traditional owners of the land, commencing in 1999 and continuing through 2001 and 2003.
- 2003 Moving to two planning groups—one for the conference in general and one for the program—this was introduced in 2003 when a small Division (Tasmania) offered to host the conference in 2005 if it was given support in planning the program.

The standing ovation brought tears to my eyes. We oldies were appreciated for our past activities in the society. These occasions are a transfusion to a retired home economist. It was wonderful to be an honoured guest.

HEIANews, 6(1), 1999, p.2—a response from one of the invited older home economists who attended the celebrations of the International Year of the Older Person, as part of the 1999 national conference.

1995	Location: Esplanade Hotel, Fremantle, WA Attendees: Approximately 150 Title/theme: Policy Keynote speaker: Sue McGregor (Canada) Something special: Very successful financially
1997	Location: Novotel Bayside Hotel, St Kilda, Victoria Attendees: 112 Title/theme: Challenge, direction, action! Something special: Low attendance due to holding it during the Victorian school term
1998	Location: Brisbane Hilton, Queensland Attendees: 251 Title/theme: At the Cutting Edge: Food and Nutrition Education for Australian schools Keynote speaker: Bruce Wilson (Curriculum Corporation, Melbourne) Something special: Convened as part of the National Nutrition Education in Schools project.
1999	Location: Brisbane Hilton, Queensland Attendees: 239 Title/theme: Meeting the Future: Home economics at work Keynote speakers: Peter Ellyard (Australia), Richard Eckersley (Australia) Something special: International Year of the Older Person was celebrated by inviting HEIA 'older persons' to the conference. First acknowledgment of the traditional owners of the land.
2001	Location: Rydges, Canberra ACT Attendees: 141 Title/theme: Home economics: A new century, a new challenge Keynote speakers: Marie Brennan, Sally Browne, Donna Pendergast, Fran Baum, Andrew Fuller, Jocelynn Scutt (all from Australia) Something special: Canberra celebrated the Centenary of Federation and home economists pondered the challenges of a new Century.
2003	Location: Education Centre, Adelaide SA Attendees: 131 Title/theme: Home economics: Reflect and revitalise Keynote speakers: Dale Spender, Gaye Bermingham, John Coveney, Barbara Santich, Louise Bywaters (all from Australia) Something special: Although the 2003 conference did not attract huge numbers from interstate, it was seen as a most successful conference for teachers from South Australia. Of those from interstate who did attend, the very successful social activities were highly commended.





⏏ Workshoping, Canberra 2003



⏏ Delegates on a pre-conference tour, 1999



⏏ Delegates, Canberra 2001



⏏ 1995 Conference Task Group

⏏ (Then) President, Jan Reynolds opening the first HEIA National Conference, Perth 1995



⏏ Fashion parade at conference dinner, Canberra, 2001



⏏ Workshoping, Perth 1995



⏏ Drawing the raffle, Adelaide, 2003



⏏ The aboriginal welcome for 1999, Brisbane



⏏ 1999 Conference Task Group



⏏ HEIA distinguished "older persons" being recognised at the 1999 conference, Brisbane



⏏ 1997 Conference Task Group



⏏ 2003 Conference Task Group

Consultancies and grants

HEIA has had significant partnerships with businesses and with State and Federal Governments, enabling it to develop quality resources for members, particularly for those in the schools sector. The grant in 2004 from the Commonwealth Department of Education, Employment and Training to the Curriculum Corporation for \$110,000 for the Home Economics in Secondary Schools Project, was a result of HEIA's first campaign to secure significant funding for projects. The projects that have resulted from the partnerships and resulting grants are described in the section 'Projects' on pages 36–38.



✓ World of Vegies launch 2000



✓ (L-R) Parliamentary Secretary of Health, Lesley Clarke receives her copy of Food Safety Matters from Jan Reynolds, 2001



✓ President Donna Pendergast with Geoffrey Grantham (Xyris Software P/L) at the launch of Food Choices the IT Way



Year	Amount	Client/Grantor	Project	About the project
1995–1997	\$40,000	Curriculum Corporation	Family Studies Stage 3 (two of the three contracts were awarded to HEIA)	The development of 2 books related to the family for students in Years 7–10.
1995	\$40,000	Commonwealth Department Health and Human Services	National Nutrition Education in Schools Project	It involved: - Train the Trainer programs for all states and territories - Monograph - Development of a guide for resource developers.
1995	\$1,800	Commonwealth Department Health and Human Services	Special edition of the HEIA journal related to the National Nutrition Education in Schools Project	The Commonwealth commissioned 600 copies of the Special Edition, to be distributed to health professionals across Australia with the monograph (see above).
1996–1997	\$4,000	Technology Education Federation of Australia	Mapping Technology Education across Australia	The project was to map and evaluate the status of technology education curriculum design and delivery in Australia.
1997–2000	\$100,000	Commonwealth Department Health and Human Services	National Nutrition Education in Schools Project, Phase 2	It involved: - A meeting of state and territory coordinators - New workshops for teachers - Follow-on workshops in all states and territories - Workshops for tertiary educators and for community health educators - Nutrition education newsletter: <i>Putting it into action</i> - Nutrition education conference in Brisbane
1998	\$4,000	Queensland Fruit and Vegetable Growers	Exploration of resources (vegetables)	A research project to identify quality curriculum resources to promote the consumption of vegetables.
1999–2001	\$101,600	Queensland Fruit and Vegetable Growers (QFVG)	<i>World of Vegies</i> curriculum support materials: <i>Wonderful World of Vegies</i> for secondary schools, and <i>Colourful World of Vegies</i> for primary schools	The resources were made available free of charge to Queensland schools, courtesy QFVG and available for purchase by other states and territories.
1999–2001	\$10,000	Queensland Health	Fashion for the Sun	Project to develop and distribute curriculum resources related to <i>Fashion for the Sun</i> .
2000–2001	\$120,870	Commonwealth Department of Health and Aged Care	Children and Vegetables—Bringing them together	The project involved adaptation of the <i>Colourful World of Vegies</i> materials and distributing them to all primary schools across Australia.
2001–2003	\$7,380	Commonwealth Department Health and Aged Care	Food Safety Matters	The project evaluated the original <i>Food Safety Matters</i> kit (developed by Queensland Health) for its appropriateness for national distribution, and assisted with the development of the Teacher's Manual for the resource.
2001	\$9,300	Xyris Software P/L	<i>Food Choices the IT way</i>	This project was to develop curriculum resources related to using information technology for dietary analysis. The resource was launched November 2001.

Educational competitions

HEIA has managed three national competitions, all of them related to secondary education:

Competition	Sponsor
1997 Sun Protective Clothing Competition	Tropical Public Health Unit of Queensland and the state and territory cancer societies
1998 Wow ways with beef, lamb and vegetables	Meat and Livestock Australia; Woolworths
1998 Sun-Smart Clothing	Queensland Health

Competition winners

Competition	1st prize	2nd prize	3rd place
1997 Sun Protective Clothing Competition	St Aidan's Anglican Girls School, Qld	Trinity Christian School, ACT	Gilroy College, NSW St Aidan's Anglican Girls' School, Qld
1998 Wow ways with beef, lamb and vegetables	Terrigal High School, NSW	Redeemer Lutheran College, Qld	Telopea Park High School, ACT Ogilvie High School, Tasmania
1998 Sun-Smart Clothing	Trinity Christian School, ACT	St Francis Xavier High School, ACT	St Mary Star of the Sea College, NSW Trinity Christian School, ACT

In addition to the national winners, prizes were awarded in the Divisions.



➤ 1997 Sun Protective Clothing competition winners



International affairs

The International Affairs Standing Committee was established in 1996. The early work of the committee was concerned with reports and updates of international affairs being published in the national and Divisional newsletters, and supporting the Pacific Region Vice-President of IFHE. In 1999, the future of the Committee was questioned and an interim committee was established, the purpose of which was to review the role of the Committee and make recommendations about the future of the Committee. The review, chaired by Carolyn Paulin, came to a close in 2001, with the review recommending that the Standing Committee be retained, and that it take on a range of activities to establish international links.

Following the decision to retain the International Affairs Standing Committee, the Committee developed a 2002 project to send home economics books to schools in the Pacific Region. Unfortunately, no responses were received from the schools that were contacted and no books were sent. Similarly the 2003 project to establish links with home economics teachers and students in the Pacific Region did not progress.

In 2002, the International Affairs Standing Committee prepared, through its Task Group, a successful bid on behalf of HEIA for the 2012 World Congress for IFHE to be held in Sydney Australia.

World Home Economics Day

HEIA has continued to recognise World Home Economics Day on 21 March of each year, with promotions and celebrations being organised through the Divisions.

International Federation of Home Economics (IFHE)

HEIA is an organisational member of the international peak body for home economics, IFHE. It also collects IFHE fees from HEIA members and forwards them to the international agency. IFHE is the only worldwide organisation concerned with home economics and consumer studies. It was founded in 1908 to serve as a platform for international exchange within the field of home economics. IFHE is an International Non Governmental Organisation (INGO), having consultative status with the United Nations and with the Council of Europe.

Aims of the IFHE

1. Global networking among professionals
2. Promoting the recognition of home economics
3. Creating awareness for the importance of home economics competencies for everyday life
4. Developing education in home economics
5. Improving the quality of everyday life for individuals, families and households worldwide

IFHE offers global networking opportunities, international information and publications, congresses and workshops, a World Congress every four years, biannual council meetings, various events at international, national and regional levels, representation of home economics interests at the international level and a platform for worldwide research reporting

About 1500 individuals and 150 organisations in more than 50 countries all over the world are unified through the IFHE. Australia, and hence HEIA, is located in the Pacific region, one of five regions. From time to time, members of HEIA have served as the Vice President and the Executive Member for the Pacific Region.

✓ Overseas visitors at the HEIA National Conference 2003



✓ Food Safety Matters posters arrive in Sri Lanka

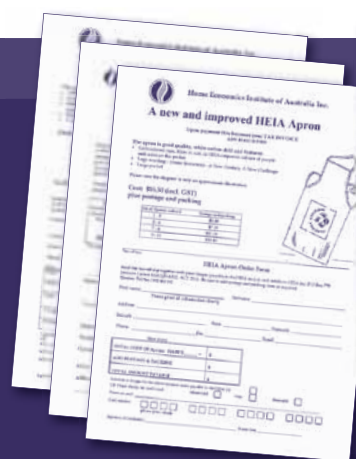


Merchandising

The merchandising arm of HEIA began in a very modest way as an incidental part of HEIA's operations in 1994, and then slowly evolved so that by the end of 2003 it had an annual income of approximately \$33,000.

- 1995 • *An annotated bibliography of technology resources* was published by HEIA and made available to members.
- The Publications Standing Committee embarked on a venture to access commercial publications for members at reduced prices.
- 1996 • HEIA was involved with the development of the Curriculum Corporation's book *Home Economics in Secondary Schools*, which documented the place of home economics in the new outcomes-based key learning area structures of curriculum. Wanting to promote this book, HEIA developed a partnership with the Curriculum Corporation to market the book, and at the same time earn some revenue.

- 1996 • The Curriculum Corporation had a range of other books of interest to home economics teachers, so HEIA furthered the partnership to market other books.
- At this stage, the marketing was done under the auspices of the Publications and Education Standing Committees, as all books were aimed at home economics education. Over 1,300 resources were distributed, approximately 400 being *Home Economics in Secondary Schools*.
- 1997 • The Victorian Conference Task Group decided to print T-shirts to sell at the 1997 national conference in Melbourne. When the conference was over, the T-Shirts continued to be marketed, with two other designs being introduced in 1999 and 2000.
- 1998 • HEIA aprons made available for sale.
- 1998 • By 1998 it was decided that merchandising needed a dedicated team to look after operations and the operation was shifted to WA. In November 1998 it was decided to form a Merchandising Standing Committee.
- 1999 • New T-Shirt design was marketed.
- 2000 • New T-shirt design was introduced in readiness for the 2001 national conference.
- 2000 • Queensland Health made copies of *Food Safety Matters* available to HEIA for merchandising.
- Sales started to escalate when Queensland Health and the Commonwealth agreed that HEIA could sell the *Food Safety Matters* kits remaining after they had distributed the kit to all secondary schools and all HEIA members across Australia.
- A number of teams 'evolved' to distribute the various goods. Although coordinated by Robin Shepherd in WA, three separate teams in Queensland managed the distribution of aprons, *Food Safety Matters* and *Nutrition—The inside story*.
- 2003 • By the end of 2003, the annual income was approximately \$33,000 and the expenditure approximately \$8000. The huge escalation in sales came with the publication of *Nutrition—The inside story*, with the high sales demanding that the profits be reinvested into another print run.



*The growth of merchandising is reflected in the change to professionally produced flyers. HEIA has always offered a range of resources to members. However we really came of age with the spectacular rise in merchandising revenue attributed to the release of *Nutrition—The inside story* in November 2003. The change to professionally produced flyers reflects this growth.*

Carol Elias, Convenor, Merchandising Standing Committee



Members of HEIA (Vic) in the new T-Shirt at the 1997 Conference



Professional development

Whilst the major responsibility for professional development workshops and seminars is located in the Divisions, HEIA Inc. coordinates some professional development initiatives nationally. Across the ten years, this has ebbed and flowed, with the most significant being:

- 1995 Train the Trainer workshops conducted in every capital city for the National Nutrition Education in Schools project.
- 1996 Train the Trainer workshop related to *Appropriate Technology* resource held in Sydney for representatives from all Divisions.
- 1997 *Appropriate Technology* workshops across Australia.

Food and Nutrition in Action workshops across Australia.

2000 Social inquiry workshop developed nationally and implemented in some Divisions.

2001 *Myths and misinformation have no place in today's kitchen*—Steve Manfredi presented in New South Wales, Queensland and Victoria, attracting over 300 participants, courtesy of a joint venture between the Australian Pork Corporation and HEIA

2001–2003

Food Choices the IT Way workshop developed in 2001 for implementation in the Divisions, with workshops subsequently offered in Australian Capital Territory, New South Wales, Northern Territory, Queensland, South Australia, Tasmania, Victoria and Western Australia.

Steve Manfredi, Sydney-based chef and owner of the renowned restaurant 'bel mondo' entertained and educated more than three hundred guests—180 in Brisbane, 70 in Melbourne and 60 in Sydney.

HEIANews, 8(2), 2001, p.1



✓ *Food Choices the IT Way* workshop



Projects

1995–2000 National Nutrition Education in Schools Project

In 1995, HEIA was successful in its application to the Commonwealth to support the National Nutrition Education in Schools Project (NNES) by delivering five projects:

- A professional development program to be conducted in all states and territories along the lines of a Train-the-Trainer program
- The development and distribution of a monograph *Toward a framework for food and nutrition education in Australian schools*
- The development and distribution of *A resource developers' guide to good practice in food and nutrition education*
- A nutrition education newsletter *Putting it into Action*
- A national conference *At the cutting edge: nutrition education for Australian schools*.

HEIA always manages to hit the spot with major projects. Curriculum resources from these projects have become invaluable teaching materials that take pressure off teachers—fantastic posters, user-friendly worksheets and units which are relevant and challenging for students. I am thankful to have them and proud to promote them.

Julie Taylor, President HEIA(SA)

1998–2000 World of Vegies

This project, commissioned by Queensland Fruit and Vegetable Growers (QFVG), involved the development of school-based resources to promote the consumption of vegetables. Based on the principles advocated in the National Nutrition Education in Schools project, the resources comprised *The Wonderful World of Vegies* for secondary students and *The Colourful World of Vegies* for upper primary and lower secondary students. The resources were launched in 2000 at the Powerhouse, Brisbane. They were made available free-of-charge to Queensland schools, courtesy of QFVG, and available for purchase by schools in other states and territories.



1999–2000 Home economics: A social inquiry approach

Production of a teacher workshop on socially critical practice in home economics commenced in 1999. Margaret Henry presented the draft workshop to Council in May 1999, after which the draft was trialled with teachers in Queensland at the HEIA(Q) state conference. A copy of the final kit, including a facilitator booklet, participant booklet, OHTs and video was distributed in 2000 to all Divisions with a view to each Division running professional development related to the approach advocated.

1997–2003 Nutrition—The inside story

In late 1997, HEIA Council decided to fund the development of a school-based nutrition text. There were delays due to funding issues and sourcing original writers. Funding was obtained from an unexpectedly high income in 2003 from copyright claims. The resource, *Nutrition—The inside story*, was finally completed and launched in November 2003. The book was an overwhelming success and went on to sell over 3000 copies in its first year. This book was the first to be developed by the Institute using the Institute's funds.



2000–2001 Child Nutrition Project: Children and vegetables – bringing them together

Children and vegetables—bringing them together was a project funded by the Commonwealth Department of Health and Ageing as part of its National Child Nutrition Program. Six thousand one hundred (6100) copies of a nutrition education curriculum resource were distributed to primary schools across Australia – except Queensland, where schools received their resources in 2000, courtesy of the Queensland Fruit and Vegetable Growers. The resource materials included the reproduction of some of the materials from *The Colourful World of Vegies*, and the development of some new materials that showed the links to curriculum documents in each of the states and territories. *Children and vegetables—bringing them together*, with its emphasis on encouraging an appropriate intake of vegetables, supported nutrition education focused on action-oriented health promotion, as opposed to simply knowledge about nutrition. The focus on vegetables supported a priority of SIGNAL (Strategic Inter-Governmental Nutrition Alliance) to promote the consumption of vegetables and fruit.



2001 Food Choices the IT Way

Another incredibly exciting project was the development of the resource *Food Choices the IT Way* for Xyris Software, launched in Sydney on 24th November, 2001. This resource was designed to encourage students to use information technology to make healthy food choices. It comprised a CD, which includes *FoodWorks* (a nutritional analysis computer program), a Teacher's Manual, and ten copies of the Student Workbook. The resource filled a great need to encourage information technology in the home economics classroom, as well as supporting good practice in nutrition education that promotes health-promoting behaviour.



As a practising home economics teacher with a passion for IT and a desire to assist students make wise food choices, this is one of the most exciting resources I have seen. I believe this will prove to be a 'must have' resource for all schools and other organisations undertaking nutrition education.

Miriam McDonald (2001), then President HEIA(NT) reviewing *Food Choices the IT Way* in Journal of HEIA, 8(3), p.52.

1999–2002 Fashion for the Sun

Another great health-promoting project was *Fashion for the Sun*. The project commenced in 2000, but in order to produce the resource to the standard to which HEIA aspired, extra funding was sought. This extra funding was provided by Queensland Health, the original granting body. With the new funding, the Committee produced a fabulous curriculum resource to assist students to demonstrate outcomes from two learning areas—Health and Physical Education and Technology. Apart from leading the pedagogical way in working across learning areas, this resource was designed to empower students to be more health-promoting with respect to skin cancer—living up to our mission to promote wellbeing. Several cancer councils across Australia applauded HEIA for its innovative work. The Australian Capital Territory, Northern Territory, Queensland, South Australian and Western Australian Divisions all funded copies of the resource for their members. Funding from Queensland Health was used to pay for development costs and for resources for all Queensland schools. The resource was distributed early in 2002.



Projects cont.

2001–2003 Food Safety Matters

2001 ended with HEIA working with Queensland Health and the Commonwealth Department of Health and Ageing on the *Food Safety Matters* project. The project built on a Queensland project that had developed the original *Food Safety Matters* resource for Queensland schools. The Institute worked in partnership with the Commonwealth Department of Health and Ageing and Queensland Health to guide the project, which reviewed the original resource and then revised it in light of the findings in readiness for national distribution. Although most of the project work was completed by project officers at Queensland Health, the Institute was contracted to review the original version of the resource and to work on the teacher's manual of the revised resource. The Institute had representatives from most Divisions on the Technical Advisory Group that reviewed the resource in progress. The resource was completed in November 2002, with the revised version comprising a teacher's manual, 26 student workbooks, 7 posters and a video, all packaged in a sturdy plastic container. The resource was launched early 2003 and distributed to secondary schools across Australia and to all members of HEIA.



2001–2003 Attracting Students

This project, an extension of the Teacher Supply and Demand project was launched late 2001 to attract high school students to study home economics at school and to take up home economics teaching. 8000 posters were printed in three designs late in 2002, and in 2003 40,000 postcards were produced as part of the strategy.

Project profit/loss

In 2001, HEIA decided to organise the budget into Maintenance and Projects. The following table shows the profit/loss from projects in each year since that decision was made. We came into this system with \$11,989 profit for projects from 2000.

Projects undertaken since 2001

Year	Project	Income	Expenditure	Profit***/loss
2001	SunSmart	10,100	10,680	-580
	Child nutrition	119,637	111,464	8,173
	Food Choices the IT way	9,300	6,685	2,615
	Food Safety Matters	1,400	868	532
	Teacher Supply and Demand	0	1,754	-1,754
	Minor education projects	0	269	-269
	TOTAL	140,437	131,720	\$8,717
2002	Fashion for the Sun	3,120	1,334	1,786
	Food Safety Matters	7,380	5,793	1,587
	Food Choices the IT Way	5,702	4,368	1,334
	Attracting Students	8,000	14,015	-6,015
	About HEIA	0	1,245	-1,245
	Understanding home economics	0	1,375	-1,375
	Nutrition text	0	1,020	-1,020
	TOTAL	24,202	29,150	-4,948
2003	Food Safety Matters	6,357	599	5,758
	Copyright	39,544	0	39,544
	Attracting Students	2,545	569	1,976
	About HEIA/World of Work	496	1,091	-595
	Nutrition text	14,260	75,086	-60,826
	Calendars	0	1,290	-1,290
	Schools mailout	0	1,060	-1,060
	Making it Work	0	5,405	-5,405
	TOTAL	63,202	85,100	-21,888*

*** Profit includes funds that remained in the HEIA account when those involved in project management did not take payment for their services even though the granting body had provided for this.

*This loss was reversed in 2004 with sales of the nutrition text book.

Publications

Journal

Management

In 1993, Janet Reynolds HEIA(Q) and Donna Pendergast HEIA(Q) were appointed co-editors in readiness for 1994, and a Journal sub-committee was formed. After 10 years, in 2003 Donna concluded her role as journal editor.

Frequency

Four issues of the journal were published each year 1994–2000, and three issues per annum 2001–2003.

The look

The cover of the first journal in 1994, the International Year of the Family (IYF), used recycled paper, included the logo of the IYF, and used the colours of the IYF—red and green. At this time, HEIA had not developed its corporate image. By 1995, HEIA had its corporate colours and its corporate image, with the tag line ‘the wellbeing of individuals and families in the near environment’. The purple and ochre and the dancing people were used as the journal colours for the next 10 years. Each journal cover was designed to last two years, with the second year in the cycle reversing the purple and ochre colours. From 1995–1999, the cover used low-intensity colours, and from 2000–2003 full intensity colours.



Special editions

1995 Devoted to the National Nutrition Education in Schools Project—600 copies were purchased by the Commonwealth Department of Health and Human Services.

1999, 2001

Devoted to papers from the HEIA national conferences.

1999 Devoted to HEIA's *Home Economics Curriculum Framework: A curriculum framework for home economics in the junior secondary school*.

2000 Devoted to the report *Home economics teacher supply and demand to 2003—projections, implications and issues*

2001 Journal Extra introduced.

2003 Devoted to papers related to the revised Australian Dietary Guidelines.

Supplements

1998 *SunSmart* supplement in Issue 2.

2000 *World of Vegies* supplement in Issue 2.



Newsletter

Editors

1993–1996 Rosemary Cramp, HEIA(Tas)

1997–1999 Gill Ginn, HEIA(Tas)

2000–2003 Libby Donnelly, HEIA(Tas)

Frequency

The newsletter was published four times per annum 1994–2000 and three issues per annum 2001–2003.

The look

In 1994 the newsletter, produced in Canberra, was printed in blue ink on recycled paper, reflecting the colours previously used by HEAA. In 1995 the newsletter was printed in HEIA's corporate colours, and the publishing base moved to Hobart, Tasmania. In 1996 there was a trial of using a non-recycled, glossier paper but after the trial, the recycled paper was used again.



Other publications

1995–2003

- Annual Reports
- Conference Call for Papers, Registration brochures, programs and conference proceedings
- Stationery
- Membership forms
- Organisational and promotional materials for various competitions

1995

- Membership kit

1996

- With funding from the Commonwealth Department of Health and Human Services, a monograph *Towards a framework for food and nutrition education in Australian schools* was published and distributed to over 600 key health educators across Australia.

- *Understanding Home Economics Education*

1997

- *A resource developers' guide to good practice in food and nutrition education*, funded by the Commonwealth Department of Health and Human Services
- *Home economics and the Technology learning area*
- *Home economics and the Health and Physical Education learning area*

1999

- *A curriculum framework for home economics in the junior secondary school*

- *Policy and Procedures Manual*

2000

- *Colourful World of Vegies*

- *Wonderful World of Vegies*

- *Social inquiry: An approach to learning and teaching in home economics*

- *Home economics teacher supply and demand to 2003—projections, implications and issues*

2001

- *Children and Vegetables—Bringing them together*

- *Fashion for the Sun*

- *Food Choices the IT Way*

2002

- 8000 Attracting Students posters, attracting students to study home economics, and to teach home economics

- *Home economics education—Making it work*

- Corporate brochure *About HEIA*

- Web-based brochure *Home economics – The world of work*

2003

- *Nutrition—The inside story*

- 40,000 postcards to attract students to both study and teach home economics

- New membership form designed to complement the *About HEIA* brochure

Research

1998

- Research commissioned by Queensland Fruit and Vegetable Growers into the school-based curriculum resources available to promote the consumption of vegetables.

1998

- HEIA embarked on a major research project into the supply and demand of home economics teachers, with the project report *Home economics teacher supply and demand to 2003—projections, implications and issues* released in 2000.

2001

- Commissioned by Queensland Health and the Commonwealth Department of Health and Ageing, HEIA conducted research into the satisfaction of Queensland teachers with the resource *Food Safety Matters*. The research was commissioned as part of the review of the resource before revising it and distributing it to schools and HEIA members across Australia.



1996



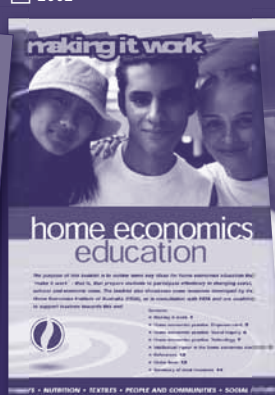
2000



2001



2002



2003





1994



2001

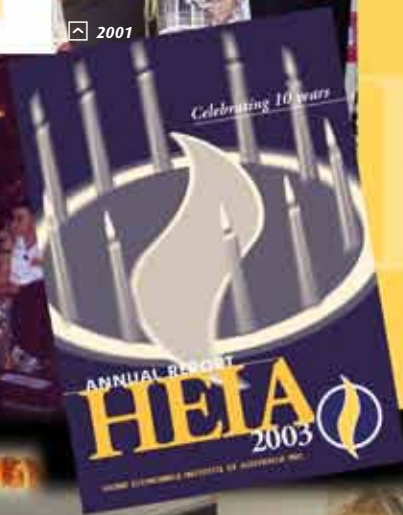


1997

1999



2001



2002



2003



2003



2003



2003



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