Home Economics Institute of Australia Inc.

A 10-year his/herstory 1993–2003
# Contents

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

A 10-year his/herstory 1993–2003


ISSN 1322 - 9974

© Home Economics Institute of Australia Inc., 2005
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.
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

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

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

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 legitimation 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.

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 legitimation’ 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.

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.

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 his/herstory, the objects have not been revised.

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 legitimation’ 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.
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 Whyns), 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).
Constitution

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Clause</th>
<th>Changes</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>21 April 1996</td>
<td>6.10 Fellowships</td>
<td>Removal of requirement that a Fellowship nominee should be a member of HEIA for 5 years</td>
<td>5-year membership was considered unnecessary.</td>
</tr>
<tr>
<td>21 April 1996</td>
<td>13.3.1 Quorum</td>
<td>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</td>
<td>It was difficult to establish a quorum with such a high percentage of members required to be present.</td>
</tr>
<tr>
<td>9 November 1996</td>
<td>6.2 Member qualifications</td>
<td>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’.</td>
<td>To bring qualifications in line with the new national Australian Qualifications Framework.</td>
</tr>
<tr>
<td>9 November 1996</td>
<td>6.3 Associate qualifications</td>
<td>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’.</td>
<td>As above.</td>
</tr>
<tr>
<td>9 November 1996</td>
<td>6.11 and 6.11.1 (new clauses)</td>
<td>Introduction of school membership</td>
<td>In response to strong demand, especially from the Queensland Division.</td>
</tr>
<tr>
<td>12 April 2003</td>
<td>6.4 Student voting rights</td>
<td>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.</td>
<td>As above.</td>
</tr>
<tr>
<td>12 April 2003</td>
<td>6.11 and 6.11.1 (amended and changed to 6.5 and 6.5.1)</td>
<td>Amended to reflect that school/college group members could include TAFE campuses.</td>
<td>In response to strong demand, especially from the New South Wales Division.</td>
</tr>
<tr>
<td>12 April 2003</td>
<td>6.6 Overseas members (newly inserted)</td>
<td>Recognition of overseas members</td>
<td>To formally document how overseas members are linked to a Division.</td>
</tr>
<tr>
<td>12 April 2003</td>
<td>6.8 Admission to membership</td>
<td>Broadened to include student and school membership, and approval by HEIA Executive or Nominee</td>
<td>Broadened to include student and school memberships so that a nominee of the Executive can approve membership (not the full Executive).</td>
</tr>
<tr>
<td>12 April 2003</td>
<td>6.9 Approval of membership request</td>
<td>Approval of membership to be by the Executive or a nominee of the Executive</td>
<td>Streamline procedures of approval and notifying applicant.</td>
</tr>
<tr>
<td>12 April 2003</td>
<td>7.2 Membership joining dates</td>
<td>Amended to reflect that the date of financial membership could be January–December in one year or July–June the following year.</td>
<td>In response to demand and to the fact that some members were disadvantaged by joining late in the year.</td>
</tr>
</tbody>
</table>
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
**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.

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
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.

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.

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
### Annual General and Special General Meetings (AGMs and SGMs)

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Nature</th>
<th>Location</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 1994</td>
<td>SGM</td>
<td>Rosny College, Hobart, Tasmania</td>
<td>To elect the President-Elect</td>
</tr>
<tr>
<td>March 1994</td>
<td>AGM</td>
<td>Brassey Lodge, Canberra, ACT</td>
<td>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.</td>
</tr>
<tr>
<td>January 1995</td>
<td>AGM</td>
<td>Esplanade Hotel, Fremantle, WA (to coincide with the national conference)</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>SGM</td>
<td>Esplanade Hotel, Fremantle, WA (to coincide with the national conference)</td>
<td>To discuss ‘priorities, issues and concerns’ for the Institute. At this stage the Constitution demanded 30% members for a quorum. Meeting was postponed until April 1995.</td>
</tr>
<tr>
<td>April 1995</td>
<td>AGM</td>
<td>Barker Lodge, Sydney</td>
<td>Reconvened meeting from January 1995. Attended by 23 members, 0 proxies</td>
</tr>
<tr>
<td>April 1995</td>
<td>SGM</td>
<td>Barker Lodge, Sydney</td>
<td>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.</td>
</tr>
<tr>
<td>April 1996</td>
<td>AGM</td>
<td>Barker Lodge, Sydney</td>
<td>Attended by 13 members and 40 proxies</td>
</tr>
<tr>
<td></td>
<td>SGM</td>
<td>Barker Lodge, Sydney</td>
<td>Changes to the Constitution: Removal of requirement of 5 years membership to be nominated as a Fellow. Changes to quorum requirements for AGM and SGMs.</td>
</tr>
<tr>
<td>April 1997</td>
<td>AGM</td>
<td>Novotel Bayside Hotel, St Kilda, Melbourne</td>
<td>Coincided with national conference in Melbourne. Attended by 52 members, 0 proxies</td>
</tr>
<tr>
<td>May 1998</td>
<td>AGM</td>
<td>Barker Lodge, Sydney</td>
<td>Attended by 11 members, proxies not recorded</td>
</tr>
<tr>
<td>May 1999</td>
<td>AGM</td>
<td>Barker Lodge, Sydney</td>
<td>Attended by 10 members, 42 proxies</td>
</tr>
<tr>
<td>May 2000</td>
<td>AGM</td>
<td>Barker Lodge, Sydney</td>
<td>Attended by 22 members, 22 proxies</td>
</tr>
<tr>
<td>April 2001</td>
<td>AGM</td>
<td>Barker Lodge, Sydney</td>
<td>Attended by 15 members, 18 proxies</td>
</tr>
<tr>
<td>April 2002</td>
<td>AGM</td>
<td>Barker Lodge, Sydney</td>
<td>Attended by 19 members, 31 proxies</td>
</tr>
<tr>
<td>April 2003</td>
<td>AGM</td>
<td>Travelodge, Sydney</td>
<td>Attended by 14 members, 29 proxies</td>
</tr>
<tr>
<td>April 2003</td>
<td>SGM</td>
<td>Travelodge, Sydney</td>
<td>Changes to Constitution relating to voting rights, overseas members, dates of subscriptions and approval process.</td>
</tr>
</tbody>
</table>

### Council members at the 1997 AGM

![Council members at the 1997 AGM](image)

### AGM, April 2003

![AGM, April 2003](image)
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.

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.
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).

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

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

Council delegates

<table>
<thead>
<tr>
<th>ACT</th>
<th>NSW</th>
<th>NT</th>
<th>Qld</th>
<th>SA</th>
<th>Tas</th>
<th>Vic</th>
<th>WA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>Betty Smith</td>
<td>Louise Godwin</td>
<td>Jill Smith</td>
<td>Donna Pendergast</td>
<td>Jane Dewing</td>
<td>Gill Ginn</td>
<td>Carolyn Paulin</td>
</tr>
<tr>
<td>1997</td>
<td>Betty Smith</td>
<td>Louise Godwin</td>
<td>Kerry Aitken</td>
<td>Janet Reynolds</td>
<td>Margaret Drake</td>
<td>Gill Ginn</td>
<td>Glenda Davies</td>
</tr>
<tr>
<td>1998</td>
<td>Betty Smith</td>
<td>Louise Godwin</td>
<td>Kerry Aitken</td>
<td>Janet Reynolds</td>
<td>Margaret Drake</td>
<td>Gill Ginn</td>
<td>Glenda Davies</td>
</tr>
<tr>
<td>1999</td>
<td>Betty Smith</td>
<td>Louise Godwin</td>
<td>Kerry Aitken</td>
<td>Janet Reynolds</td>
<td>Carol Smith</td>
<td>Gill Ginn</td>
<td>Jane Norton</td>
</tr>
<tr>
<td>2000</td>
<td>Carol Kotz</td>
<td>Louise Godwin</td>
<td>Kerry Aitken</td>
<td>Janet Reynolds</td>
<td>Carol Smith</td>
<td>Libby Donnelly</td>
<td>Wendy Hunter</td>
</tr>
<tr>
<td>2001</td>
<td>Carol Kotz</td>
<td>Gail Clarkson</td>
<td>Miriam McDonald</td>
<td>Janet Reynolds</td>
<td>Carol Smith</td>
<td>Libby Donnelly</td>
<td>Karen Hucks</td>
</tr>
<tr>
<td>2002</td>
<td>Carol Kotz</td>
<td>Gail Clarkson</td>
<td>Miriam McDonald</td>
<td>Janet Reynolds</td>
<td>Carol Smith</td>
<td>Libby Donnelly</td>
<td>Leanne Compton</td>
</tr>
<tr>
<td>2003</td>
<td>Carol Kotz</td>
<td>Gail Clarkson</td>
<td>Miriam McDonald</td>
<td>Janet Reynolds</td>
<td>Christina Tassell</td>
<td>Libby Donnelly</td>
<td>Leanne Compton</td>
</tr>
</tbody>
</table>

Divisional presidents 1994–2003

<table>
<thead>
<tr>
<th>ACT</th>
<th>NSW</th>
<th>NT</th>
<th>Qld</th>
<th>SA</th>
<th>Tas</th>
<th>Vic</th>
<th>WA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994</td>
<td>Betty Smith</td>
<td>Louise Godwin</td>
<td>Jane Channon</td>
<td>Donna Pendergast</td>
<td>Jane Dewing</td>
<td>Gill Ginn</td>
<td>Carolyn Paulin</td>
</tr>
<tr>
<td>1995</td>
<td>Betty Smith</td>
<td>Louise Godwin</td>
<td>Jane Channon</td>
<td>Donna Pendergast</td>
<td>Jane Dewing</td>
<td>Gill Ginn</td>
<td>Carolyn Paulin</td>
</tr>
<tr>
<td>1996</td>
<td>Betty Smith</td>
<td>Louise Godwin</td>
<td>Jill Smith</td>
<td>Donna Pendergast</td>
<td>Jane Dewing</td>
<td>Gill Ginn</td>
<td>Carolyn Paulin</td>
</tr>
<tr>
<td>1997</td>
<td>Carol Kotz</td>
<td>Sherry Hill</td>
<td>Kerry Aitken</td>
<td>Kathryn Holzheimer</td>
<td>Margaret Drake</td>
<td>Bernadette Alexander</td>
<td>Robyn MacGill</td>
</tr>
<tr>
<td>1998</td>
<td>Carol Kotz</td>
<td>Sherry Hill</td>
<td>Kerry Aitken</td>
<td>Kathryn Holzheimer</td>
<td>Margaret Drake</td>
<td>Bernadette Alexander</td>
<td>Robyn MacGill</td>
</tr>
<tr>
<td>1999</td>
<td>Pamela Rex</td>
<td>Sherry Hill</td>
<td>Kerry Aitken</td>
<td>Sue Garrett</td>
<td>Christina Tassell</td>
<td>Rita Cawley</td>
<td>Robyn MacGill</td>
</tr>
<tr>
<td>2000</td>
<td>Pamela Rex</td>
<td>Lyn Peacock</td>
<td>Kerry Aitken</td>
<td>Cheryl Conroy</td>
<td>Christina Tassell</td>
<td>Melinda Williams</td>
<td>Jane Norton</td>
</tr>
<tr>
<td>2001</td>
<td>Jennifer Pardy</td>
<td>Heather Crawford</td>
<td>Miriam McDonald</td>
<td>Cheryl Conroy</td>
<td>Christina Tassell</td>
<td>Melinda Williams</td>
<td>Debra Parnell</td>
</tr>
<tr>
<td>2002</td>
<td>Jennifer Pardy</td>
<td>Heather Crawford</td>
<td>Miriam McDonald</td>
<td>Cheryl Conroy</td>
<td>Christine Tassell</td>
<td>Rita Cawley</td>
<td>Debra Parnell</td>
</tr>
<tr>
<td>2003</td>
<td>Jennifer Pardy</td>
<td>Louise Duvernet</td>
<td>Miriam McDonald</td>
<td>Cheryl Conroy</td>
<td>Julie Taylor</td>
<td>Rita Cawley</td>
<td>Debra Parnell</td>
</tr>
</tbody>
</table>
Secretaries 1994–2003 (L-R) Carol Kotz, HEIA(ACT), Carol Elias, HEIA(WA), Louise Godwin, HEIA(NSW), Donna Pendergast, HEIA(Q)

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

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

Council and observers after the November 2003 Council meeting

Council members at the national conference, Melbourne, 1997

(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)

Leanne Compton, HEIA (Vic)
### Managing HEIA—The people (cont.)

#### Public Officer
1993–2003 Suzanne Russell, HEIA(V)

#### Committee convenors

<table>
<thead>
<tr>
<th>Department</th>
<th>Convenors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Archiving</td>
<td>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.</td>
</tr>
<tr>
<td>Consumer affairs</td>
<td>Rosemary Cramp (1997–99)</td>
</tr>
</tbody>
</table>

#### Sub-committee and Task Group convenors


#### Representation

**National Education Forum**

<table>
<thead>
<tr>
<th>Date</th>
<th>HEIA Representative</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994–95</td>
<td>Alison Vincent</td>
</tr>
<tr>
<td>1995–2000</td>
<td>Lyn Peacock</td>
</tr>
<tr>
<td>2001–2004</td>
<td>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).</td>
</tr>
</tbody>
</table>

**Technology Education Federation of Australia**

<table>
<thead>
<tr>
<th>Date</th>
<th>HEIA Representative</th>
</tr>
</thead>
<tbody>
<tr>
<td>1993–94</td>
<td>Rosemary Cramp</td>
</tr>
<tr>
<td>1994–95</td>
<td>Julia Edwards</td>
</tr>
<tr>
<td>1995–97</td>
<td>Rosemary King</td>
</tr>
<tr>
<td>1998–99</td>
<td>Joanne Jayne</td>
</tr>
<tr>
<td>2000–2003</td>
<td>Marilyn Yates</td>
</tr>
</tbody>
</table>

---

Image captions:

- 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, polices 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.
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
- Beverley Dixon Memorial Fund: $4,680.61
- Isabel Home 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.

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.

Net assets and turnover over the ten-year period:

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

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*.

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.’
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 form 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’.

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:

<table>
<thead>
<tr>
<th>Date</th>
<th>Amount spent</th>
<th>Project/initiative</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>$325</td>
<td>Support for the IFHE Pacific newsletter</td>
</tr>
<tr>
<td></td>
<td>$239.24</td>
<td>G. Clarkson attendance at IFHE meeting</td>
</tr>
<tr>
<td>2001</td>
<td>$214.85</td>
<td>Postage of Food Safety posters Sri Lanka (posters donated by Queensland Health)</td>
</tr>
<tr>
<td></td>
<td>$355.15</td>
<td>IFHE fees for 2002</td>
</tr>
<tr>
<td>2003</td>
<td>$490</td>
<td>IFHE Fees for 2003</td>
</tr>
</tbody>
</table>
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
### Membership 1994–2003 according to membership type

<table>
<thead>
<tr>
<th>Year ending</th>
<th>Associate</th>
<th>Full</th>
<th>NIPE</th>
<th>School contact</th>
<th>School non-contact</th>
<th>Student with journal</th>
<th>Student no Journal</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994</td>
<td>0</td>
<td>482</td>
<td>97</td>
<td>0</td>
<td>0</td>
<td>71</td>
<td></td>
<td>650</td>
</tr>
<tr>
<td>1995</td>
<td>515</td>
<td>90</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>88</td>
<td></td>
<td>689</td>
</tr>
<tr>
<td>1996</td>
<td>640</td>
<td>113</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>121</td>
<td></td>
<td>874</td>
</tr>
<tr>
<td>1997</td>
<td>3</td>
<td>627</td>
<td>97</td>
<td>12</td>
<td>?</td>
<td>87</td>
<td></td>
<td>826</td>
</tr>
<tr>
<td>1998</td>
<td>4</td>
<td>596</td>
<td>106</td>
<td>40</td>
<td>?</td>
<td>79</td>
<td>13</td>
<td>838</td>
</tr>
<tr>
<td>1999</td>
<td>0</td>
<td>582</td>
<td>99</td>
<td>73</td>
<td>?</td>
<td>56</td>
<td>12</td>
<td>822</td>
</tr>
<tr>
<td>2000</td>
<td>5</td>
<td>517</td>
<td>96</td>
<td>83</td>
<td>223</td>
<td>50</td>
<td>12</td>
<td>986</td>
</tr>
<tr>
<td>2001</td>
<td>5</td>
<td>463</td>
<td>88</td>
<td>86</td>
<td>252</td>
<td>46</td>
<td>7</td>
<td>947</td>
</tr>
<tr>
<td>2002</td>
<td>6</td>
<td>468</td>
<td>96</td>
<td>107</td>
<td>309</td>
<td>60</td>
<td>11</td>
<td>1057</td>
</tr>
<tr>
<td>2003</td>
<td>7</td>
<td>510</td>
<td>82</td>
<td>115</td>
<td>368</td>
<td>47</td>
<td>13</td>
<td>1142</td>
</tr>
</tbody>
</table>

*NIPE = Not In Paid Employment

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

### Membership 1994–2003 according to Divisions

<table>
<thead>
<tr>
<th>Year ending</th>
<th>ACT</th>
<th>NSW</th>
<th>NT</th>
<th>Qld</th>
<th>SA</th>
<th>Tas</th>
<th>Vic</th>
<th>WA</th>
<th>0/S</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994</td>
<td>32</td>
<td>131</td>
<td>19</td>
<td>87</td>
<td>38</td>
<td>55</td>
<td>115</td>
<td>166</td>
<td>7</td>
<td>650</td>
</tr>
<tr>
<td>1995</td>
<td>50</td>
<td>102</td>
<td>21</td>
<td>196</td>
<td>54</td>
<td>42</td>
<td>121</td>
<td>121</td>
<td>2</td>
<td>689</td>
</tr>
<tr>
<td>1996</td>
<td>33</td>
<td>135</td>
<td>20</td>
<td>260</td>
<td>63</td>
<td>46</td>
<td>149</td>
<td>168</td>
<td>-</td>
<td>874</td>
</tr>
<tr>
<td>1997</td>
<td>30</td>
<td>118</td>
<td>24</td>
<td>257</td>
<td>63</td>
<td>37</td>
<td>132</td>
<td>165</td>
<td>-</td>
<td>826</td>
</tr>
<tr>
<td>1998</td>
<td>25</td>
<td>114</td>
<td>19</td>
<td>266</td>
<td>60</td>
<td>41</td>
<td>152</td>
<td>161</td>
<td>-</td>
<td>838</td>
</tr>
<tr>
<td>1999</td>
<td>24</td>
<td>103</td>
<td>16</td>
<td>269</td>
<td>61</td>
<td>40</td>
<td>140</td>
<td>169</td>
<td>-</td>
<td>822</td>
</tr>
<tr>
<td>2000</td>
<td>34</td>
<td>118</td>
<td>16</td>
<td>411</td>
<td>64</td>
<td>34</td>
<td>124</td>
<td>188</td>
<td>-</td>
<td>986</td>
</tr>
<tr>
<td>2001</td>
<td>34</td>
<td>97</td>
<td>12</td>
<td>414</td>
<td>73</td>
<td>36</td>
<td>97</td>
<td>184</td>
<td>-</td>
<td>947</td>
</tr>
<tr>
<td>2002</td>
<td>29</td>
<td>100</td>
<td>10</td>
<td>473</td>
<td>99</td>
<td>37</td>
<td>98</td>
<td>212</td>
<td>-</td>
<td>1057</td>
</tr>
<tr>
<td>2003</td>
<td>36</td>
<td>111</td>
<td>17</td>
<td>502</td>
<td>123</td>
<td>41</td>
<td>94</td>
<td>218</td>
<td>-</td>
<td>1142</td>
</tr>
</tbody>
</table>

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

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

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
- Representation by Donna Pendergast and Suzanne Russell on the State and Territory Advisory Group Federal Government Stronger Families initiative
- 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
- 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
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.

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.

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

---


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.
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. PCOs were engaged in 2003 and 2005.
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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Attendees</th>
<th>Title/theme</th>
<th>Keynote speakers</th>
<th>Something special</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>Esplanade Hotel, Fremantle, WA</td>
<td>Approximately 150</td>
<td>Policy</td>
<td>Sue McGregor (Canada)</td>
<td>Very successful financially</td>
</tr>
<tr>
<td>1997</td>
<td>Novotel Bayside Hotel, St Kilda, Victoria</td>
<td>112</td>
<td>Challenge, direction, action!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1998</td>
<td>Brisbane Hilton, Queensland</td>
<td>251</td>
<td>At the Cutting Edge: Food and Nutrition Education for Australian schools</td>
<td>Bruce Wilson (Curriculum Corporation, Melbourne)</td>
<td>Convened as part of the National Nutrition Education in Schools project.</td>
</tr>
<tr>
<td>1999</td>
<td>Brisbane Hilton, Queensland</td>
<td>239</td>
<td>Meeting the Future: Home economics at work</td>
<td>Peter Ellyard (Australia), Richard Eckersley (Australia)</td>
<td>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.</td>
</tr>
<tr>
<td>2001</td>
<td>Rydges, Canberra ACT</td>
<td>141</td>
<td>Home economics: A new century, a new challenge</td>
<td>Marie Brennan, Sally Browne, Donna Pendergast, Fran Baum, Andrew Fuller, Jocelynne Scutt (all from Australia)</td>
<td>Canberra celebrated the Centenary of Federation and home economists pondered the challenges of a new Century.</td>
</tr>
<tr>
<td>2003</td>
<td>Education Centre, Adelaide SA</td>
<td>131</td>
<td>Home economics: Reflect and revivificate</td>
<td>Dale Spender, Gaye Bermingham, John Coveney, Barbara Santich, Louise Bywaters (all from Australia)</td>
<td>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.</td>
</tr>
</tbody>
</table>
1997 Conference Task Group
Delegates, Canberra 2001

Delegates on a pre-conference tour, 1999

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

HEIA distinguished “older persons” being recognised at the 1999 conference, Brisbane

Fashion parade at conference dinner, Canberra, 2001

Workshopping, Perth 1995

Drawing the raffle, Adelaide, 2003

The aboriginal welcome for 1999, Brisbane

Workshopping, Canberra 2003

1995 Conference Task Group

Delegates, Canberra 2001

2003 Conference Task Group

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

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

<table>
<thead>
<tr>
<th>Competition</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997 Sun Protective Clothing</td>
<td>Tropical Public Health Unit of Queensland and the state and territory cancer societies</td>
</tr>
<tr>
<td>1998 Wow ways with beef,</td>
<td>Meat and Livestock Australia; Woolworths</td>
</tr>
<tr>
<td>lamb and vegetables</td>
<td></td>
</tr>
<tr>
<td>1998 Sun-Smart Clothing</td>
<td>Queensland Health</td>
</tr>
</tbody>
</table>

### Competition winners

<table>
<thead>
<tr>
<th>Competition</th>
<th>1st prize</th>
<th>2nd prize</th>
<th>3rd place</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997 Sun Protective Clothing</td>
<td>St Aidan’s Anglican Girls School, Qld</td>
<td>Trinity Christian School, ACT</td>
<td>Gilroy College, NSW</td>
</tr>
<tr>
<td>1998 Wow ways with beef,</td>
<td>Terrigal High School, NSW</td>
<td>Redeemer Lutheran College, Qld</td>
<td>Telopea Park High School, ACT</td>
</tr>
<tr>
<td>lamb and vegetables</td>
<td></td>
<td></td>
<td>Oglivie High School, Tasmania</td>
</tr>
<tr>
<td>1998 Sun-Smart Clothing</td>
<td>Trinity Christian School, ACT</td>
<td>St Francis Xavier High School, ACT</td>
<td>St Mary Star of the Sea College, NSW</td>
</tr>
</tbody>
</table>

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

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.
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.

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.
- 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.
- 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
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
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.

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.

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)

*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.

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.

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.
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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Project</th>
<th>Income</th>
<th>Expenditure</th>
<th>Profit/loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>SunSmart</td>
<td>10,100</td>
<td>10,680</td>
<td>-580</td>
</tr>
<tr>
<td></td>
<td>Child nutrition</td>
<td>119,637</td>
<td>111,464</td>
<td>8,173</td>
</tr>
<tr>
<td></td>
<td>Food Choices the IT way</td>
<td>9,300</td>
<td>6,685</td>
<td>2,615</td>
</tr>
<tr>
<td></td>
<td>Food Safety Matters</td>
<td>1,400</td>
<td>868</td>
<td>532</td>
</tr>
<tr>
<td></td>
<td>Teacher Supply and Demand</td>
<td>0</td>
<td>1,754</td>
<td>-1,754</td>
</tr>
<tr>
<td></td>
<td>Minor education projects</td>
<td>0</td>
<td>269</td>
<td>-269</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>140,437</td>
<td>131,720</td>
<td>$8,717</td>
</tr>
<tr>
<td>2002</td>
<td>Fashion for the Sun</td>
<td>3,120</td>
<td>1,334</td>
<td>1,786</td>
</tr>
<tr>
<td></td>
<td>Food Safety Matters</td>
<td>7,380</td>
<td>5,793</td>
<td>1,587</td>
</tr>
<tr>
<td></td>
<td>Food Choices the IT Way</td>
<td>5,702</td>
<td>4,368</td>
<td>1,334</td>
</tr>
<tr>
<td></td>
<td>Attracting Students</td>
<td>8,000</td>
<td>14,015</td>
<td>-6,015</td>
</tr>
<tr>
<td></td>
<td>About HEIA</td>
<td>0</td>
<td>1,245</td>
<td>-1,245</td>
</tr>
<tr>
<td></td>
<td>Understanding home economics</td>
<td>0</td>
<td>1,375</td>
<td>-1,375</td>
</tr>
<tr>
<td></td>
<td>Nutrition text</td>
<td>0</td>
<td>1,020</td>
<td>-1,020</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>24,202</td>
<td>29,150</td>
<td>-4,948</td>
</tr>
<tr>
<td>2003</td>
<td>Food Safety Matters</td>
<td>6,357</td>
<td>599</td>
<td>5,758</td>
</tr>
<tr>
<td></td>
<td>Copyright</td>
<td>39,544</td>
<td>0</td>
<td>39,554</td>
</tr>
<tr>
<td></td>
<td>Attracting Students</td>
<td>2,545</td>
<td>569</td>
<td>1,976</td>
</tr>
<tr>
<td></td>
<td>About HEIA/World of Work</td>
<td>496</td>
<td>1,091</td>
<td>-595</td>
</tr>
<tr>
<td></td>
<td>Nutrition text</td>
<td>14,260</td>
<td>75,086</td>
<td>-60,826</td>
</tr>
<tr>
<td></td>
<td>Calendars</td>
<td>0</td>
<td>1,290</td>
<td>-1,290</td>
</tr>
<tr>
<td></td>
<td>Schools mailout</td>
<td>0</td>
<td>1,060</td>
<td>-1,060</td>
</tr>
<tr>
<td></td>
<td>Making it Work</td>
<td>0</td>
<td>5,405</td>
<td>-5,405</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>63,202</td>
<td>85,100</td>
<td>-21,888*</td>
</tr>
</tbody>
</table>

*** 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.
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.
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
- Membership kit
- An annotated bibliography of technology resources
- 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
- 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.
- 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.