

1 11-06 Employee small to medium sized heritage consultancy company.  
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3 Q1. I guess it's cultural heritage management and the company is [Company X].  
4  
5 Q2. Private  
6  
7 Q3. Between one and five  
8  
9 Q4. I guess specifically archaeology maybe is probably 60 to 70% of what we do.  
10 [SC explains question further]. Yes. We've just got someone that does  
11 interpretation and that's not really counted as archaeology  
12  
13 Q5. I guess small.  
14  
15 Q6. [State X]  
16  
17 Q7. Mostly in [state X]. Actually I was going to say to you too as I do the cultural  
18 heritage management stuff and I also do academic writing, I suppose. Is that  
19 counted as communicating archaeology? [SC – Could be – yes. Yes of course. SC  
20 comments on the survey and how many respondents do different things and  
21 have multiple roles and jobs etc]. I can stick with one if you like. [SC – Well speak  
22 with one and at the end we can write some notes on as I think that's an  
23 important point that's arising].  
24  
25 Q8. [Outside Australia]. Only as far as the research goes. [Do you want to tell me  
26 briefly about the research and I'll just make a note on the side].  
27  
28 At the moment it's just really a publication – a book coming out about [an  
29 academic research theme]. [SC – Okay – good.]. It will be published in the UK so I  
30 guess that's around the world. [SC – Absolutely – well I hope so! (laughs) – an  
31 international publication]. Depends if anyone reads it – we'll see about that.  
32  
33 Q9. I guess it would be heritage management.  
34  
35 Q10. The same [in a smaller organisation] I do everything I even make the coffee  
36 (laughs). [SC Coffee making – haven't put that down (laughs) or “admin” –  
37 somebody wrote admin]  
38  
39 Q11. Frequently  
40  
41 Q12.  
42 Well I suppose we have someone that does the marketing for the company but I  
43 don't know - that's more just a business thing not just about archaeology. [SC Um  
44 – I think the two are very much related in everything that we do these days].  
45 Unfortunately. [SC – So you employ a marketing..?]. Yes we have someone who  
46 does some marketing. [SC explains she is interested in the role of marketing and  
47 media professionals in mediating communication between archaeologists  
48 employed inside organisations and others outside including the public and how

49 that impacts on the 'message' and the role of branding etc and it's not straight  
50 forward]. I can imagine.

51

52 Q13. No.

53

54 Q14. Not much really. [SC – Do you have any?]. No, no. I mean I've done a couple  
55 of tutorials and that's it – so..

56

57 Q15. No. We've got somebody else who works with us as the interpretation  
58 person who does tour guide training and stuff like that and he's done work with  
59 Aboriginal groups to help them but I don't know. That's probably a little bit off  
60 what you're saying as well.

61

62 Q16-18. I was thinking about these and the only time was a dig I was doing with  
63 X about five years ago [on a large project in a big city] and some journalists came  
64 and did the story for the local paper and they completely got everything wrong  
65 (laughs). I can't even remember the details so...that's the only time. [Were you  
66 directly involved? Did you get photographed?]. I was asked to make a comment  
67 but I can't even remember what it was it was so long ago. I just remember  
68 looking at the thing the next day and going "How did they get that?" (laughs)

69

70 Q19 & 20

71 I guess as far as communicating archaeology being our job in that we give advice  
72 about archaeology to developers we seek them out as clients and they seek us  
73 out equally, I guess. But also we.. I personally have some connections with some  
74 Aboriginal groups and whereas I suppose the company inputs about what we're  
75 doing with archaeology and they let us know there's a cultural exchange in a  
76 way. So the [state Indigenous organisation] we have some dealings with them  
77 communicating archaeology. [SC – That's fine. With most people it's both but it  
78 depends on the organisation].

79

80 21. Yeah I suppose as far as cultural heritage management goes. So we have to  
81 communicate it in order that they can get their tick in the box and get their  
82 permit. Very cynical view (laughs).

83

84 22 (content in general terms?). I guess just so you're looking at assessments of  
85 potential and things like that. Quite basic numbers and data is what we're  
86 interested in. So for them I guess as you know it's very scientific and that's the  
87 side of archaeology they want to hear about. [SC – Is this the clients?]. Yeah. I  
88 think they see archaeology as a collecting the rocks and describing the rocks kind  
89 of a thing. So that's the level that they understand and that you report at. [SC Are  
90 you talking about building clients (developers) – when you say the client or does  
91 this also apply to Aboriginal stakeholders? I know it's a bit complicated. Yes I  
92 suppose I'm meaning developers, but it is interesting with Aboriginal groups as  
93 well. I think they see archaeology in the same way as we do or as the developers  
94 do. I think there's a spectrum as the see archaeology as a cultural pursuit not as a  
95 scientific pursuit necessarily, especially the Aboriginal groups that have more  
96 connection with traditional culture and land probably don't care how many  
97 rocks there are. They only care if there are artefacts.

98 Q23 – see written sheet for ticks yes/no  
99  
100 Q24. Developers and Aboriginal groups.  
101  
102 Q25-7 (SC explains the rationale behind these questions)  
103 25. I suppose when you're dealing with developers when you're a member of a  
104 sub-consultant team on a project like and environmental assessment.  
105 26. I guess with other archaeologists on a project or maybe when you're talking  
106 to the [state government heritage agency] about sorting out a situation  
107 27. I suppose that would be the situation with some Aboriginal groups who see  
108 our kind of understanding of culture, an archaeological understanding of culture,  
109 as not relevant. So probably we're seen as – I suppose that means that it wouldn't  
110 be fully acknowledged that our archaeological understanding is important.  
111  
112 28. Um. I suppose... um I guess that in consulting you are really effected by the  
113 constraints of consulting. So my own communication about archaeology is within  
114 that context only. So that in that context it's effective but I don't think it's really  
115 representative of archaeology the consulting context. So I think that archaeology  
116 is seen as a very narrow thing in consulting. So you are really looking at hard  
117 data and looking at quite simplified representations of archaeology. So it's hard  
118 to communicate the depth of archaeology in this industry because you're not  
119 looking at theoretical or narrative or you're not telling stories about the past,  
120 you're saying 'This is a map and this is the line where it's high potential and  
121 that's all you need to know.'  
122  
123 29. I don't know. That's a really hard one that as I'm not sure what the  
124 effectiveness of communication would be.  
125  
126 30. & 31.  
127 I guess GIS is one thing. So use that for the mapping. Just normal other stuff like  
128 normal computer programmes for producing reports..[SC – You mean like Word  
129 processing and spreadsheets and things?]. Yes. I'm not sure what else actually as  
130 far as communicating archaeology. [SC- That's okay – so it's mainly GIS and  
131 mapping and producing a report?]. Yes I guess so and I suppose the web and  
132 stuff as well. We've got a website.  
133  
134 32. The company's got a blog but I think it's pretty quiet (laughs). There was a  
135 Facebook page but if it still exists. So – yeah. [SC – No that's okay.]. I think it  
136 might have got taken down as we didn't have any 'Friends' and it was  
137 embarrassing (laughs). [SC Oh no... laughs. That's funny – yes someone else not  
138 in this survey who works for a big organisation was telling me "They want us to  
139 write a blog and I don't really know what a blog is anyway and I just want to get  
140 on with my job." That was because the management had decided it was a 'good  
141 idea' ...]  
142  
143 33. I guess they're just easier just to write volume and quality and I suppose the  
144 internet is really good in research, especially now there's many more reports  
145 online.  
146

147 34. I suppose the flip side is – sometimes I think I’m getting old – but sometimes I  
148 think there’s just too much information now or too much... I suppose the more  
149 that you can potentially produce with these systems, with the digital technology,  
150 the higher the standards become. So it’s almost like you’re forced into a situation  
151 where there’s information for information’s sake. So the reports are just getting  
152 longer and longer which is good in one sense but it’s a matter of separating  
153 what’s relevant data from just data for the sake of it.  
154

155 [SC - Can I just ask you on that one – is that because the reporting requirement  
156 from the agency is requiring you to put more in or is it that it just becomes a  
157 normal practice that people put more stuff in because they can put it in?]  
158 I think it’s both. I think definitely the new [state government policy for heritage  
159 consultancy practice and recording information] is very prescriptive and it’s a  
160 quite lengthy process that you have to go through to write a report which is good  
161 in some ways ‘cos there’s quality assurance but it’s also – I think we’ve lost sight  
162 of maybe getting to the core of it and what’s relevant for the conservation and  
163 interpretation of the archaeology. And I don’t know if that’s anything to do with  
164 digital technology or if it’s just the way society is going but..[SC – I don’t know. I  
165 think it’s combined..]. Yes – possibly yes. So I think it’s just the information age  
166 where it just gets to the point where there is just so much information you can’t  
167 see the forest for the trees – or the other way round. You miss the actual point by  
168 being bedazzled by these amazing GIS maps and.. I don’t mean to sound cynical  
169 but [hesitates and laughs]. [SC No please I want to hear. Please do. This is what  
170 this is about.] Yeah, yes but it’s great being able to go online and access the  
171 information and reports and all that kind of information sharing. That’s really  
172 positive. But I suppose it’s just the other side where there’s – you just keep  
173 adding to that huge database without weeding out what’s relevant or not  
174 relevant.  
175

176 35. Oh probably Average I’d say.  
177

178 36. Not really. I suppose if something bad happens we get the computer person  
179 to come and have a look. [Sc Do you hire somebody to come in?]. Yes. [SC So  
180 you’d have to hire a private company to fix the computer?]. Yes if it was really  
181 bad.  
182

183 37. [Prompts about 11-06’s research]. I guess the communication is different in  
184 that it’s to a completely different audience for completely different reasons so.  
185 It’s almost.. it’s funny ‘cos you know consulting archaeology is meant to be  
186 archaeology but I think they are quite different things heritage management and  
187 archaeology in some ways. So I guess the research is the archaeological and my  
188 work is cultural heritage management.