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GROUP OF EXPERTS ON
GEOGRAPHICAL NAMES

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Activities relating to the Working Group on Publicity and Funding

A Paper to Outline the Process and Benefits of Marketing the *What's in a Name - Australia's Geographical Names* E-Learning Package Directly to State Curriculum Authorities [*]

[*] **Prepared by Lorraine Bayliss (Australia).**

**The marketing of *What's in a Name - Australia's Geographical Names*
E-Learning package to Australia's curriculum resource centres**

http://www.icsm.gov.au/icsm/cgna/lesson/index.html

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SUMMARY

This paper explains the process and benefits of marketing the *What's in a Name?
Australia's Geographical Names* E-learning package directly to each of Australia's state
curriculum authorities.

CGNA   Committee for Geographical Names of Australasia
ICSM   Intergovernmental Committee on Surveying and Mapping

A paper to outline the process and benefits of marketing the
What's in a Name - Australia's Geographical Names
E-Learning package directly to state curriculum authorities.

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This paper builds on the Committee for Geographical Names in Australasia's *What's in a Name - Australia's Geographical Names E-Learning package* which was presented at the Ninth United Nations Conference on the Standardization of Geographical Names 2007, (E/CONF.98/12 (A, C, E, F, R, S) and Add.1).

The paper aims to explain the methods used to promote the web-based resource to each of Australia's state curriculum agencies and ultimately all schools across Australia. It is hoped that this paper may be of benefit to other naming authorities, who may be considering embarking on a similar exercise in their home countries.

Background

What's in a Name provides resources and ideas that teachers can implement with minimal out-of-school time, research and learning. CGNA's experience has shown that providing a good product to schools does not necessarily mean that it will be used and that the message it is meant to convey will be heard.

CGNA realised if the resource is to be used in Australian schools it needed to be aligned with state curriculum frameworks and endorsed by state education departments. To this end, a promotional package was sent to all state heads of education introducing them to the E-Learning Package and requesting that it be aligned with their curriculum framework.

The next important step was to personally meet with state curriculum areas to discuss the resource's alignment with their curriculum framework and ways of promoting it to the schools in their state. Face to face meetings provided a greater opportunity to create valuable working relationships and more positive outcomes in each state.

Administration

A business case for promoting this initiative was prepared for, and accepted by, the CGNA's parent body: the Intergovernmental Committee on Surveying and Mapping (ISCM). The business case outlined the background and issues surrounding *What's in a Name*, including costs, and the deliverables that could be expected from the funding

The ISCM subsequently approved funding for one person to travel to each of Australia's state capitals to meet with curriculum experts on what was soon to become known as 'The Whistle Stop Tour of Australia'. It encompassed Sydney NSW, Brisbane Qld, Darwin NT, Perth WA, Adelaide SA, Melbourne Vic and Hobart Tas and was completed in 10 days.

The meetings

All the meetings, while covering the same content material (*What's in a Name*), were quite different. There were a number of reasons for this: in some cases the resource material had not been reviewed by the curriculum area before the meeting and in others it had not only been reviewed but arrangements had already been made to include it in their curricula and advertise it in their newsletters to their teaching staff.
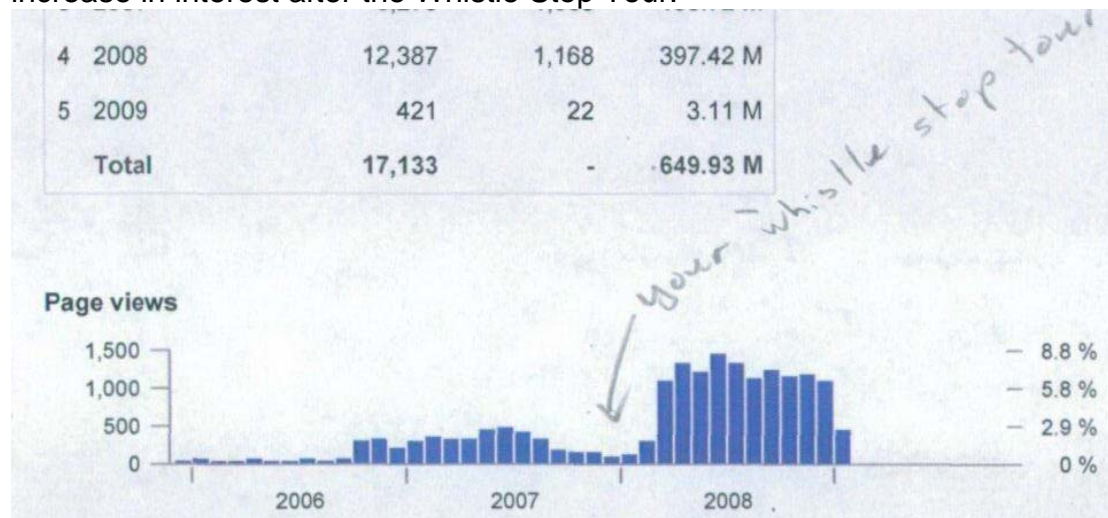
Outcomes

Outcomes of the meetings included:

- The resource will be linked to curriculum outcomes so that teachers can see where this resource can help them achieve ELA (essential learning achievement) outcomes with their students.

- Teachers will be given a number of ways to access the resource (it will be linked to a number of different websites).

- The resource will be provided to all schools including Government and Catholic and other private schools.

- The resource will be promoted in education newsletters which go out to all schools (both private and public); a one page flyer has been created for this purpose. A postcard has also been created for dissemination by jurisdictions as opportunities arise.

- Geography & History Teachers' Associations were heartened by the provision of such rich data and they have organised to distribute references to the CGNA resource on their Internet sites and newsletters.

- The meetings provided an opportunity to demonstrate:

- o how the links to the gazetteers and place name information will be invaluable when studying local histories and Aboriginal contributions to places and when producing maps of an area.

- o the information provided on places is invaluable for teachers using GIS to develop accurate georeferenced maps.

Results

The statistics from the *What's in a Name* website attest to the success of the tour. The graph below shows the number of pages viewed since the resource was uploaded to the Internet. The first rise in viewing occurred after an email was sent out to all schools notifying them of the resource. The second, and more significant rise, reflects the increase in interest after the Whistle Stop Tour:

4	2008	12,387	1,168	397.42 M
5	2009	421	22	3.11 M
	Total	17,133	-	649.93 M

your whistle stop tour

Page views

1,500 — — 8.8 %
1,000 — — 5.8 %
500 — — 2.9 %
0 — 0 %

2006   2007   2008

Conclusion

Promoting the resource in this way was very successful. Mailing a hard copy of the resource and following up with a personal meeting proved to be a good combination.

The fact that the CGNA (ICSM) was willing to fund a member to travel around Australia to promote the resource highlighted the importance it placed on the resource and its promotion to schools. This made the areas being visited more receptive.

Each meeting differed depending on how well the resource had been reviewed beforehand but at the end of each meeting a commitment was established between the education departments and CGNA that the resource would be aligned with state curricula and promoted to school teachers in Australia.

Introducing the CGNA's *What's in a Name?* online classroom resource
designed for busy teachers
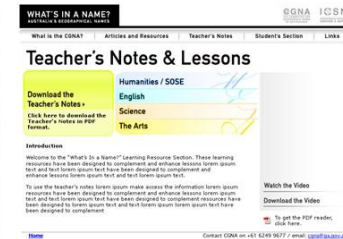
Online classroom resources in Humanities / SOSE, English, Science and the Arts

The Committee for Geographical Names in Australasia (CGNA) has created an on-line school resource package to help teachers explain the significance of place names in our daily lives.

How many times have you been intrigued by a place name and wondered how on earth it got to be called that. Places like Struck Oil, Anakie, Wonglepong or Seventeen Seventy. Every place name in Australia has its special meaning and story. Some have historical origins, while others have evocative cultural or social meanings. Together they colour and define the communities in which we live.

This package is based on *What's in a Name?* an entertaining 15-minute movie narrated by Australia's popular Aboriginal actor, Ernie Dingo. Ernie takes you on a journey around Australia bringing place names alive. He raises questions about where they come from, what they stand for and how you can be involved in naming them.

Your class could go as far as the year four students at Mount Crosby School, near Ipswich. They researched their town's local history and formally proposed a name for the gully behind their school.

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**Introducing the *What's in a Name?*
online classroom resource designed for
busy teachers**

ONLINE CLASSROOM RESOURCE FOR
SOSE, SCIENCE, ENGLISH AND ART

www.icsm.gov.au/cgna

What's in a Name? is an innovative
internet-based educational resource
which promotes the importance of
geographical place names and their
history.

Entertaining video and
colour-coded classroom notes and exercises
are available and ready to use for grades 2-8

What's in a Name? is an innovative
internet-based educational resource which
promotes the importance of geographical
place names and their history.

The activities and lessons are designed for
primary school students and promote the
significance of place names in the
community through lessons in
SOSE, Science, English and Arts.

The What's in a Name video and
associated teacher notes are freely
available and can be downloaded direct from
the website. Should higher-quality video be
required, a CD-Rom can be sent to you.

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For further details visit the website at www.icsm.gov.au/cgna
or contact the ISCM/CGNA Secretariat on (02) 6249 9677