About the Dictionary

Dictionary, encyclopaedia, atlas, guide book, gazetteer, Sydney now and Sydney then, past to present, from prehistory to today, from convict settlement to global metropolis.

Sydney is an exciting city with a rich and colourful history. This project represents its story electronically, online, and through a variety of other mediums. The Dictionary is a forum for education, entertainment and public discussion.

Urban history is about density, complexity and connection and the original decision that the Dictionary would be 'born digital' opened up a whole range of exciting possibilities for creating context through rich interconnection of resources and concepts.

The core of the Dictionary is an electronic repository of text and multimedia materials relating to Sydney’s story – its history, its urban myths, its characters, political players, writers and dreamers, intellectuals, sports people, criminals, anyone and anything that contributed to the evolution and definition of ‘Sydney’.

The coverage of Sydney includes its natural forms, such as its botany and geology, and its built forms, those present and those lost through demolition or the passage of time, its catastrophic natural and human disasters, as well as the triumphs and achievements that have contributed over time to an understanding of the place.

In the library on the NSS Sobraon, 1893, from State Records New South Wales (4481_a026_000978)

Report from the Chair
Dr Lisa Murray

It has been a very busy year for the Dictionary of Sydney Trust in 2010–11, as we have sought to consolidate the position of the Dictionary of Sydney as an emerging cultural organisation.

The City of Sydney was the Dictionary’s major government partner, providing $275,000 in sponsorship for 2010–11. This money was invested in the operations of the Dictionary, to bring the organisation onto a solid business footing. I wish to outline some of our key achievements for this year.

Attention was given to broadening the range of skills around the Board to reflect the Dictionary’s transition from research to operational mode. In 2010–11, the Board of Trustees enlisted five new Trustees;

- Andy Bateman, CEO of the Leading Edge
- Michael Perkins, Lawyer with Southern Cross Lawyers
- Dr Paul Brock, AM, Director of Learning and Development Research in the Office of the Director-General, NSW Department of Education and Training.
- Dr Alex Byrne, Former Head Librarian, UTS, now State Librarian, State Library of NSW.
- Lisa Asquith, Project Manager, NSW Government Services.

Three Trustees were elected to the Board on 23 February 2011, and two on 20 April 2011.

The Dictionary farewelled three Trustees who had been with the project from its inception:

- Elizabeth Ellis, Emeritus Curator, Mitchell Library
- Alan Ventress, Director of State Records
- Ross Coleman, Librarian Fisher Library

I thank them heartily for their contributions to this magnificent venture. I know that...
although they step back from the Board, their interest and support for the Dictionary continues and I look forward to their ongoing input and partnership.

The City of Sydney’s sponsorship also allowed us to recruit new business-focussed staff. The Dictionary welcomed Victoria Keighery as our part-time executive officer, with Brendan Day and Krissie Scudds as part-time fundraising and marketing officers, respectively. Other changes to staff are outlined in the Executive Officer’s report.

Following a planning review workshop in January 2011 with the Board and staff of the Dictionary, a new five-year Business Plan was developed, and included strategies and actions for Sponsorship and Fundraising and Marketing and Promotion. Raising the public profile of the Dictionary is critical for ongoing audience development and community participation, and also for encouraging financial support.

In line with the Dictionary’s marketing and promotions strategies, the Dictionary of Sydney Trust launched itself into the area of social media. Our new blog “Looking Up” has allowed the Trust to communicate more regularly with our readers and followers, beyond the quarterly e-newsletter. The weekly blog entries highlight recent material received, content relevant to current events or interests, and exciting discoveries and links made by the project. The Dictionary’s Facebook page and Twitter allow for more immediate interaction with our followers and will help to raise the profile of the Dictionary.

Visitor numbers to the website are steadily growing. They are a positive indication of the Dictionary of Sydney’s value and wide public interest: during the year to 30 June 2011, the website had received 149,438 unique visitors from 172 countries (that’s 413,410 page views!).

A partnership with the History Council of NSW saw the two organisations collaborate on the Visions of the Future event at Customs House in November 2010. This event celebrated the Dictionary’s 1st birthday since go-live and presented artistic responses by the performance group StageJuice to content in the Dictionary. The Dictionary’s promo video was released to the world at this event. If you haven’t seen it, take a look on YouTube and share it with your friends.

Our partnership with the Sydney Mechanics’ School of Arts has continued, with public historian Mark Dunn as the SMSA writer-in-residence. The Dictionary has supplied a number of authors and referrals for the SMSA’s Sydney Talkabout Tuesday lunchtime talks. This has been a fruitful partnership, giving a physical presence to our authors and the Dictionary’s content.

Development of technical aspects of the Dictionary for the future has been made possible through the second Australian Research Council grant, led by Sydney University. Work this year has focussed on the ‘living exhibitions’ component, to ensure the many aspects.

The challenge ahead is to secure ongoing operational funding from a range of sources to ensure the sustainability of the organisation and its products. The Dictionary of Sydney Trust is actively pursuing federal, state and local government funding, as well as philanthropic trusts and sponsorships. But every dollar helps, and with the Dictionary’s Everyday Hero fundraising page it is easy to make a donation.

Many people already donate their time to the Dictionary through volunteering, as researchers, writers, speakers or administrative assistants. The Dictionary of Sydney would not exist without your support. On behalf of the Trust, and all the users and followers of the Dictionary, I say a big heart-felt thank you! In the chase for much needed funds, we mustn’t lose sight of the Dictionary’s vision as a grand public and community history project.

Support for the Dictionary amongst cultural institutions, the history community and the wider Sydney community is a testament to the Dictionary’s relevance and value. I look forward to working with the Trust and the community to continue to enrich the content and experience of the Dictionary and embed Sydney’s history in the home, in the classroom and in our city.
Establishment of the Trust

In 2004 the City of Sydney provided seeding money to investigate the establishment of an Encyclopaedia of Sydney. On 16 May 2004, the City Historian convened a forum of experts from a wide range of cultural, educational and historical organisations in Sydney.

In July 2005 the City of Sydney Council resolved to establish a not-for-profit trust to manage the Dictionary Project.

Ministerial consent for the establishment of the Dictionary of Sydney Trust, under Section 358 of the Local Government Act was granted in July 2006. Under the definitions set out in the Trust deed the Dictionary of Sydney would encompass the whole of the metropolitan area, and determined that it was appropriate for the City to support this venture. The deed was signed on 21 August 2006.

In December 2006 the trust succeeded in its application to the Federal Department of Communications, Information Technology and the Arts for entry on the Register of Cultural Organisations (ROCO). The Trust received Deductible Gift Recipient (DGR) endorsement on 9 February 2007.

Management and Administration

The 2010–11 year has been a time of vital change for the Dictionary. It is in the second stage of its evolution, moving on from an entrepreneurial stage, and is designing its activities to fit within a well defined operational plan.

A significant increase in financial support from the City of Sydney, our Major Government Partner, has increased the expectations of what the Dictionary can achieve in its next stage. As a result, we have assessed clearly what the priorities for the organisation are and the feasibility of meeting the needs of those investing in us alongside the purpose that we serve. Extensive consultation and planning has therefore guided our activities during the year to ensure that we are realising our priorities and making good use of our resources.

With the welcome support from the City of Sydney our capacity has increased by some 2 FTEs (Full Time Equivalent positions) and we have been able to assume more developed operations as an independent organisation. We have taken over managing our own accounts and payroll, our own staff, marketing and promotion, sponsorship and fundraising activities. We have formalised our governance, policies and procedures and turned our gaze outwards to engage a broader public audience.

This stage of growth at the Dictionary is often considered the most risky for an emerging organisation so the Dictionary is taking well ordered steps into its future by defining a clear pathway to achieving its goals and also a sustainable future. We have been most fortunate to welcome our Major Government Sponsor, the City of Sydney, our new staff and Board members and our new and increasing audiences for the Dictionary to join us in this memorable journey.
Report from the Editorial Coordinator – Emma Grahame

Content and Editorial

Commissioning

Commissioning has continued at a slower pace during 2010–11 as we have concentrated on publishing the material gathered before the project went live. By the end of June 2011, the backlog was largely cleared, where final approval had been gathered from authors.

The Editorial committee met mostly by email, and approved almost all requests to contribute, as well as recommendations by the Editorial Coordinator. As expected, the increased readership and profile of the Dictionary during 2010–11 led to more offers to contribute, and procedures for dealing with unsolicited material continue to evolve.

It is clear that active commissioning and solicitation of content will resume during 2011–12, under the guidance of the Editorial Committee.

Editing

During 2010–11 the Dictionary of Sydney's text content increased by nearly 40 per cent, with 130 new articles being edited and published, adding 239,823 words for a total of 845,376. Uploads in November, March and June went smoothly from a content point of view, exciting new interest in the Dictionary through newsletter publicity, the new blog, and our new social media initiatives on Facebook and Twitter.

The range of topics covered was wide and eclectic, with some areas becoming particularly strong, such as performing arts, roads and transport, children's lives and institutions, and specific geographic areas, such as the North Shore. The essentially random nature of any particular upload's content ensures that there is something in each upload for any reader to be interested in, and highlights the breadth and richness of the city's stories.

Experience in this crucial first full year of operation has inspired some changes to editing standards and protocols as the Dictionary deals with the range of writers, registers and audiences the project inspires. The breadth of subject matter which editorial and research staff have to manage remains a challenge. Further development of our editorial processes and standards is a crucial task for 2011–12.

Research for publication

Each entity mentioned in articles is further researched, created and linked by Dictionary editorial staff. In 2010–11 a major task was to fill in the descriptions for entities which had been created in the first build of the Dictionary, researching descriptions, factoids and links for each one of them. This task has been a huge one and it is not finished yet.

In addition to the creation, research and linking of all 1750 new entities in the 130 new articles uploaded this year, Dictionary staff have also written descriptions for 1543 entities created in November 2009, greatly increasing the utility of the Dictionary's links and rollovers. The total word count of description text is now close to 800,000 words.

At the same time, editorial staff have researched and created over 7,200 new factoids, which both fill out the entities they are attached to, and connect them together, within the Dictionary's historical model.

Management and planning for future phases

A full year of operations have revealed that some of the responsibilities and processes in place in the editorial area need refining, documentation and clarification, and work has commenced on this task.
Commissioning for phases 4 and 5, consisting of work to be published in 2011–12, has continued and much of this content is now in the editing phases.

Changes to our underlying platform, Heurist, hosted at the University of Sydney Arts eResearch, may necessitate a change to the quarterly upload schedule, moving towards a more gradual build-as-you-go process, and this will also impact working methods and task management when it happens during 2011–12.

Integration of new content from partner institutions, prepared for the Living Exhibitions part of the ARC 2 grant project will also take place during the next year, and will pose some considerable challenges to our business-as-usual framework.

Multimedia

A total of 904 new multimedia items were added to the project during 2010–11, with a lot of remedial work also taking place, to improve image quality and placement. Each of these items also had a context-specific caption written and edited for it, bringing the total number of captions to 1360, with a total word count of over 42,000 words. Multimedia staff have negotiated successfully with institutions and individuals to provide content to the Dictionary on a voluntary basis, as well as undertaking the curatorial and technical aspects of multimedia inclusion.

Sydney Journal

The Dictionary's academic journal appeared once during 2010–11, in January 2011. Another issue is in preparation. The journal has continued to draw a substantial readership, although it is now overshadowed by the audience for the Dictionary proper.

Looking Up blog

Editorial staff have undertaken a completely new task during 2010–11, that of researching and writing a regular blog, showcasing the work of the Dictionary project, its partners and its peers in the Australian online history world. The blog started in March 2011, and by 30 June, staff had published 28 posts, attracting over 2220 views. The front page of the Dictionary site was modified to show a link to the current blog post in May 2011. As the Dictionary's publicity effort grows during 2011–12, this task will become more crucial to the Dictionary's promotion strategy, providing readers with a conversational and accessible way into the Dictionary's growing range of content.

Technical Work

2010-11 was a year of consolidation in which four regenerations of the Dictionary were carried out and a number of fixes and enhancements were implemented on both the website and the underlying ‘Heurist’ publishing and aggregation platform. These improved the end-user experience of the main website and enhanced the editorial and publication workflow.

The current regeneration process involves reproducing the entire Dictionary each time and this proved to be resource intensive on both computing equipment and staff at Arts eResearch. In 2011-12, the Dictionary will be transferred to a new version of Heurist which will enable more incremental publishing.

The first successful expression of the Dictionary in semantic web format (RDF/OWL) was achieved in March/April of 2011. It is anticipated that the triple-store holding the data will be made available as a Sparql-endpoint for general access and...
querying before the end of 2011. This will enable other researchers to explore the Dictionary’s content in the graph-like way that the semantic web facilitates and potentially create new windows onto the content underpinned by the semantic-web data.

Second ARC grant
At the end of 2009, the project was successful in gaining a second research grant from the Australian Research Council (ARC) including $245,000 cash. The grant is lead by the same departments at the University of Sydney as participated in the first ARC grant - Arts eResearch (formerly the Archaeological Computing Lab), the History department and Fisher library. The Dictionary of Sydney Trust was itself a linkage partner this time along with new partners the Powerhouse Museum and the Historic Houses Trust with State Records again contributing.

The project is primarily exploring the use of the underlying architecture of the Dictionary to create and host ‘living exhibitions’, where the stories and resources used in a museum exhibition, rather than being packed-away when it is over, ‘live-on’ digitally in the Dictionary.

The main concept employed for this purpose is the ‘trail’. Exhibitions usually comprise one or more trails through the curated material and the intention is to replicate this experience by overlaying the Dictionary’s existing structures with trails which link together resources and themes in new and interesting ways. This of course also fits very well with the idea of physical walking trails through the urban space which are another way of interacting with the Dictionary’s content (much of it already geo-referenced and therefore ready for inclusion in these sorts of products).

Coach to Windsor c1870 from the Mitchell Library, State Library of NSW (a3660001/SV/62)

To experiment with these concepts, a test platform has been setup on the Arts eResearch Heurist system and material from the Historic Houses Trust ‘SinCity’ exhibition supplied and deployed. It is hoped that this will lead to a final information architecture by the end of 2011 when attention will turn to presentation of the information in end-user applications.

Main website
The main website remained the key Dictionary product in 2010–11 along with the Sydney Journal. The site suffered virtually no downtime during the year and was not the subject of any complaints with regard to performance – this was as hoped and vindicated the approach taken of publishing a site of flat html pages rather than dynamically querying the repository.

Homepage redesign
Beginning in June 2011, the Dictionary commenced the redesign and repurposing of the main website homepage (dictionaryofsydney.org). One of the key requirements was that the homepage become more of a “project HQ” and better reflect the diversity and size of the project as a whole rather than just be a window into the Dictionary. The role of “project HQ” had for some time been filled by the Trust website (trust.dictionaryofsydney.org) but there had been negligible traffic to that site since the main site went live in Nov 2009.

The Trust site (with more details of the board, funding, sub-projects, supporters, news etc.) will be revamped at the same time. It was decided to combine the Dictionary’s blog – Looking Up – with the revamped Trust site and host both on Wordpress. This removed the Trust from the City of Sydney’s Lantern CMS which is nearing the end of its operational life.

LiteSite
In the early part of 2011, work commenced on a “mobile-friendly” version of the website – referred to as the LiteSite - which would work more satisfactorily on devices like iPhones, iPads and Smartphones. This is achieved by detecting the device on which the Dictionary is being viewed and applying alternative styles-sheets that rearrange some of the main components into a more vertical orientation. The LiteSite is expected to be released in late 2011.

As part of the second ARC project, a spatial querying capacity will be added to the
LiteSite, displaying items from the Dictionary from within, e.g., a 200m radius around where the user is standing. This will make the Dictionary truly location-based as well as mobile.

Maps

The Dictionary’s main technical partner, Arts eResearch at the University of Sydney, expanded and consolidated their repository of historical maps in 2010-11. Geo-referencing processes were streamlined so that several hundred new maps could be analysed, spatially encoded and added to the store. In 2011-12, more of these maps will be added to the Dictionary and integrated into the information architecture.

Sponsorship and Fundraising Officer

The Dictionary appointed Brendan Day as the Sponsorship and Fundraising Officer in November 2010. He has an impressive track record in arts and cultural sponsorship and fundraising. The role covers the whole range of income support from sponsorship to state, federal and local government funding, philanthropy to grass-roots fundraising and is based on establishing a set of feasible targets and goals to sustain the Dictionary’s activities.

The Sponsorship and Fundraising Officer has established a strategic and sustainability plan for fundraising and sponsorship for the Dictionary over the next five years, building on our existing sponsorship from the City of Sydney and the Sydney Mechanics’ School of Arts. A clear understanding of the benefits that the Dictionary can offer to a sponsor has already helped identify realistic levels of sponsorship and to develop a multi-layered approach to sponsorship and fundraising.

Core targets identified in the Business Plan for the Dictionary have been based on solid knowledge of what is feasible and possible in the sector. While the targets remain ambitious, they are more clearly attached to a range of program strategies that will be pursued. The targets have also broadened the base of support that is possible such as in-kind support, partnerships on particular projects and the re-packaging of some of the Dictionary’s programs and services to better attract sponsorship and funding.

Attractive sponsorship properties have been identified to attract corporate sponsors such as Print on Demand, Smart Phone application and Living Exhibitions. These properties will need significant further evaluation and development to secure corporate sponsorships.

Notable in the strategy is an acknowledgement that sponsorship and fundraising not only require significant skilled preparatory effort, but also need continued management and maintenance of key sponsors and funding bodies.

It has been confirmed that the Dictionary of Sydney Trust will require the ongoing commitment of the City of Sydney as a Major Government Partner for the five-year plan to ensure sustainability and allow the gradual and realistic broadening sponsorship growth. A commitment level of $250,000 has been approved for Year 2011–12, and a further minimum commitment level of $200,000 per annum through to year 2014–15. Contributing to approximately 64% of the total revenue in the year 2011–12 and further to 40% of the total operating costs in consecutive years, this sponsorship entitles the City of Sydney to Major Government Partner status and will be in line with other not-for-
profit organisations and their major
government partner funding relationships.

What should not be overlooked is the
extraordinary success the Dictionary has
had in establishing and maintaining value-
in-kind partnerships for content and
multimedia records, the Dictionary’s main
assets. This is conservatively valued at
more than $670,000.

A grassroots fundraising campaign The
Dictionary of Sydney Annual Appeal was
delivered in June 2011 which delivered
$2000 from individual donations. A steady
flow of grass roots fundraising income is
being delivered through the Everyday
Hero website with total income sitting at
$5884 to date.

A vast amount of work has been done to
secure further funding for 2011–12 with
over 12 submissions/proposals submitted
during 2010–11.

Meetings have been held with a number of
Government consultancy organisations
such as Australian Business Arts
Foundation and Arts Support Australia
which have provided a number of
recommendations for the Dictionary.

A range of strategies have been built into
the Sponsorship and Fundraising Plan that
reflect the nature of advice provided by
Arts Support Australia. Proposals have
been submitted to a number of funding
agencies, government departments and
private philanthropic trusts for support for
various projects or for aspects of the new
products being built as part of the
Dictionary’s program.

Value-in-kind content partnerships
The Dictionary of Sydney Trust has
negotiated a number of value-in-kind
partnerships for the provision of material.
The Dictionary has had to pay for very
little of its content, which is a remarkable
achievement. The majority of content to
the Dictionary of Sydney Trust is provided
gratis on the basis of goodwill and
partnership agreements. These in-kind
contributions underlie the information
assets of the Dictionary of Sydney.

The majority of authors provide content for
free; they are not paid for their
contributions. The goodwill of our
volunteer authors is an asset to be valued
and maintained. The articles contributed
by volunteer authors that are published on
the Dictionary of Sydney’s main website
number over 450. At a basic rate of
remuneration the value of this work is over
$500,000. As commissioning of volunteer
authors is ongoing, the value-in-kind
contribution of authors to the Dictionary
will increase as the Dictionary continues to
expand.

The majority of multimedia content is
covered by Memoranda of Understanding,
whereby permission fees are waived and
hi-res digitised material is provided as a
value-in-kind partnership. Other
agreements allow for waiving the
permission fee for re-use (e.g. artists and
photographers’ work held in institutional or
private collections). In other words, the
majority of multimedia records sourced by
the Dictionary are provided for free. Major
partnerships developed by the Dictionary
of Sydney Trust include:

- Powerhouse Museum
- State Library of NSW
- State Records NSW
- National Archives of Australia
- Sydney Heritage Fleet
- City of Sydney Archives
- Historic Houses Trust NSW
- Airview (commercial aerial
  photography)
- Louise Hawson / 52 suburbs (artist)
- Danny Huynh (artist)
- Jeff Carter (artist)
- William Yang (artist)
- Flickr contributors (various
  photographers)

These multimedia content partnerships
reflect the goodwill of many cultural
institutions, artists and commercial
operators towards the Dictionary. The
goodwill of our multimedia content
providers is an asset to be valued and
maintained. The Dictionary of Sydney
Trust has currently sourced over 1700
multimedia records. It is conservatively
estimated that this is worth $170,000.
Communications Officer – Krissie Scudds

In recognition of the need to expand the Dictionary’s reach, and to identify and increase new audiences, Krissie Scudds was appointed as the Marketing & Promotions Officer in November 2011. Krissie has many years of experience working in the arts in Communications and has a well versed understanding and strategic focus on expanding audience bases through the various communications tools that use the internet. Krissie has quickly plugged the Dictionary into the social media world and instigated a new Blog moving the Dictionary on to a whole new era of connection to our existing and potential friends, users of the Dictionary and supporters of our work.

Social media;

The Dictionary of Sydney announced its new social media presence in February, with the City of Sydney picking up on the action and producing a media release to publicise this direction. A Facebook page was established, along with a Twitter presence, but the mainstay of the social media expansion of the Dictionary was the creation of a blog, which effectively curates and highlights Dictionary content and parallel events and re-frames them for a wider audience.

The Dictionary’s blog, Looking Up (http://dictionaryofsydney.wordpress.com), shares the ‘stories behind the stories’, and provides an editorial space that offers readers a range of entry points into Dictionary content. Blog headlines, excerpts and leading images are then automatically networked across to the Dictionary’s Facebook page (https://www.facebook.com/dictionaryofsydney), providing our extended community notification of the new blog entry. The headlines are then posted in a 140 character snippet on Twitter (www.twitter.com/dictionaryofsyd), where our followers are free to re-tweet and comment on the Dictionary’s activity.

Since Looking Up went live in March the Dictionary’s Editorial Coordinator, Emma Grahame, and Multimedia Researcher, and Linda Brainwood have produced 27 blog posts, up to 30 June 2011.

Trust website

The Dictionary staff recognised the need to upgrade the information on the Trust website and tie it more closely to the Dictionary’s website, the blog site and, when launched, the mobile site. After canvassing a range of website developers, a contract was issued to The Nest to design a new front page for the Dictionary that makes the best of all the sites used by the Dictionary and provides a cohesive look and feel for the on-line presence. In the process duplication has been removed from the front pages and emphasis has been placed on engaging audiences and users of the website beyond the browsing function.

Staff working groups, including personnel from Arts eResearch, have met over some months to provide information for the process of redesigning the sites and to view progress as it occurs. Driven by the Project Consultant, Stewart Wallace, the new sites will be launched by the end of 2011.

Newsletter

Four newsletters were published during the year in September, December, March and June highlighting new content uploaded for each of the quarterly content upgrades. Newsletter topics covered aspects of the information on the Dictionary site and also included broader notifications from the history and heritage sector, promotions and announcements of programs and projects, opportunities and news.

In the second quarter of the year a Stakeholder Survey was conducted with Newsletter subscribers to determine any changes that were required to the content, format and frequency of the newsletter. Overwhelmingly subscribers to the
newsletter are happy with the current arrangements and there are no plans to change them.

**Media**

The Dictionary of Sydney was the subject of two media releases issued by the City of Sydney in 2011.

- **16 May 2011** – covering the Dictionary’s social media debut:

- **29 June 2011** – heralding the Dictionary’s ongoing funding from the City:

The Dictionary also released its own media statement in June 2011 detailing the latest quarterly content upload and following up the City’s press release regarding the Dictionary of Sydney’s funding approval. These releases generated media interest leading to a series of articles and mentions across online and print media.

- **ThATCamp – Humanities & Technology Camp 2.03.2011**

- **Inside History Magazine Blog 19.03.2011**

- **SMSA e-news April 2011**

- **Street Corner – Sydney City 16.05.2011**

- **Street Corner – Western Sydney 16.05.2011**

- **Northside news 16.05.2011**

- **Hunter Valley Genealogy Forum 16.05.2011 and 29.05.2011**

- **NSW Bar Association 9.06.2011**

- **Living in Sydney 2011**

Articles have also appeared in hard copy format in:

- **The Genealogist (March 2011)**

Several approaches have been made to ABC Radio, however they have not yet generated radio coverage. We will continue to pitch stories to ABC 702 Sydney.

**March: Nine Blog Posts**

- Out of the past and onto your screen
- Bouncing around the Dictionary
- More than one angle on Hyde Park Barracks
- Growing and changing
- The new Dictionary of Sydney goes live
- A mandate of mayors
- The circus is in town!
- Getting technical
- Building communities

**April: Eight Blog Posts**

- I feel the earth move, under my feet
- More than the sum of the parts
- Uncovering treasure
- Red letter days
- Old stagers
- Contributor news
- Hopping about…
- Back to school

**May: Five Blog Posts**

- ‘A woman of rare talents and lofty character’
- Sick Sydney
- City of villages
- City of villages II
- City of villages III

**June: Five Blog Posts**

- City of villages IV
- Tick, tick, tick
- The wearing of the green
- Drumroll…
- Dancing the City of Sydney Polka
Going on ahead

To date, the Dictionary of Sydney has 246 Followers on Twitter, and 213 Fans (‘likes’) on Facebook. Once the new version of the site, and the mobile version both go live we expect these figures to increase significantly as people will be able to socially connect with the Dictionary from a clearly placed button on the homepage.

We are seeing increased levels of interaction with our Facebook page, with visitors commenting, frequently engaging via the ‘like’ button, and impression levels averaging well above 500 per post.

Our tweets have been re-tweeted and the Dictionary mentioned widely, including by Sydney Festival (@Sydney_Festival, 18,708 followers), Sydney Uni Press (@sydneyunipress, 2,728 followers), Arcade Publications (@arcadegazette1,593 followers), MCA Sydney (@mcasydney, 10,600 followers), Clover Moore (@clovermoore, 4,349 followers), Australian Memory (@ausmemory, 112 followers), Sydney SMSA (@SydneySMSA, 427 followers), Sydney Your Say (@sydneyyoursay, 575 followers), Australia Council (@auscouncilarts, 4,069 followers), Inside History (@InsideHistory, 1,179 followers), UTS Newsroom (@utsnewsroom, 561 followers), Twitter Suggests (@twittersuggests, 106,714 followers), Irish Wattle (@irishwattle, 562 followers), MW (@MW1414, 295 followers), Sydney Uni Library (@unisylibrary, 118 followers), State Library NSW (@statelibrarynsw, 983 followers), Sydney Places (@sydneyplaces, 1,287 followers) amongst others; and a range of individuals within the history community on Twitter including Mylee Joseph (@myleejoseph, 1,334 followers), genius (@genius, 600 followers), Asa Letorneau (@asaletorneau, 173 followers), Vesna Cosic (@vesnaC, 527 followers), Anne Peoples (@anne6fy, 113 followers), Sally Pewhairangi (@sallyheroes, 378 followers), Becs (@becs, 728 followers), Neal Jennings (@nealjennings, 1,285 followers), Jenn Martin (@wateryone, 315 followers), ozfinn (@ozfinn, 352 followers), Sara Irvine (@sarahairvine, 402 followers), Mick Lee (@yero69, 862 followers), Jeffery K. Guin (@jkguin, 4,199 followers), Shauna Hicks (@hicksshauna, 1,530 followers).

Advertising

The Dictionary of Sydney took out an online advertisement on the NSW History Council website for History Week 2011, and has a media partnership with Inside History magazine which involves a significant discount on a regular advertising spot in every issue, complemented by Dictionary of Sydney content. There is more detail about this partnership in the following section.

Media Partnership

A partnership with Inside History magazine was formalised in April 2011.

This partnership covers a 12 month period and involves Inside History running a story from the Dictionary of Sydney in each issue, and Dictionary of Sydney advertisements running in each of the next six issues (over 12 months) at a 55% discount. The Dictionary of Sydney stories are acknowledged as such, and the Dictionary’s url is published at the end of each piece.
The DoS logo appears on the Inside History website and blog. Inside History is also interested in working more broadly with the Dictionary on projects over the partnership period and has also offered subscription giveaways for DoS promotions. In addition, both partners cross-promote one another’s events and activities further across our respective websites, the Inside History magazine, our blogs and social media streams.

Conferences and presentations

Between July 2011 and June 2012 the Dictionary of Sydney Chair, staff and volunteers gave presentations on the Dictionary in a variety of contexts;

- In July 2010, Stewart Wallace the Project Consultant gave a presentation to the Friends of the Historic Houses Trust at The Mint.
- In July 2010, Emma presented at the Australian Historical Association conference in Perth.
- In August, Stewart Wallace gave a presentation at THATCamp at the Faculty of Humanities & Technology, University of Canberra.
- In September, Stewart Wallace and Emma Grahame gave a presentation to SA History Project staff in Sydney.
- In September Mark Dunn, the Sydney Mechanics School of Arts Writer in Residence at the Dictionary gave a talk on Joseph Fowles to a full house.
- In September, Emma gave a talk about the Dictionary to the Strathfield Historical Society.

- Again in September, Stewart Wallace and Emma Grahame (accompanied by Ian Johnson and Ross Coleman from the Board) presented at the Australian Dictionary of Biography’s Life of Information Symposium in Canberra.
- In November, Dr Lisa Murray gave a presentation on the Dictionary of Sydney at the joint History Council of NSW and Dictionary of Sydney event in Customs House, History of the Future, to an audience of sector representatives, supporters and enthusiasts. At the same event, Lisa launched a new promotional trailer for the Dictionary which has since been uploaded to Youtube.
- In December 2010 Emma Grahame, Andrew Wilson and Steven Hayes from Arts eResearch (formerly Australian Computing Laboratory) presented at the Virtual Cities/Digital Histories international online symposium.
- In March 2011, Emma gave a talk about the Dictionary to the Bankstown Historical Society.
- In May, Lisa gave a presentation at the Australian Library and Information Association, Sydney branch meeting, focussing on ‘Working Together’.
- Trudy Holdsworth, our valued volunteer, gave presentations on the Dictionary of Sydney to the Friends of the First Government House Inc, the Sight Impaired Group (Lilly Skurnik) at Rose Bay and the Cape Banks Family History Group in Maroubra.
Staffing and roles

<table>
<thead>
<tr>
<th>Person</th>
<th>Position on the Dictionary team</th>
<th>FTE*: Employer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stewart Wallace</td>
<td>Project consultant</td>
<td>0.2 DoS</td>
</tr>
<tr>
<td>Emma Grahame</td>
<td>Editorial coordinator</td>
<td>1.0 Univ of Sydney</td>
</tr>
<tr>
<td>Steven Hayes</td>
<td>Technical coordinator</td>
<td>0.4 Arts eResearch</td>
</tr>
<tr>
<td>Andrew Wilson</td>
<td>Spatial information specialist</td>
<td>0.2 Arts eResearch</td>
</tr>
<tr>
<td>Felicity Watson</td>
<td>Editorial and curatorial assistant</td>
<td>0.2 DoS from Jan 2011</td>
</tr>
<tr>
<td>Jenny McInerney</td>
<td>Editorial and curatorial assistant</td>
<td>0.4 DoS from Jan 2011</td>
</tr>
<tr>
<td>Paul Howard</td>
<td>Multimedia researcher</td>
<td>0.2 DoS</td>
</tr>
<tr>
<td>Linda Brainwood</td>
<td>Multimedia researcher</td>
<td>0.6 DoS</td>
</tr>
<tr>
<td>Victoria Keighery</td>
<td>Executive Officer</td>
<td>0.8 DoS from Aug 2010</td>
</tr>
<tr>
<td>James Wu</td>
<td>Finance Officer</td>
<td>0.1 DoS from Sept 2010</td>
</tr>
<tr>
<td>Brendan Day</td>
<td>Fundraising and sponsorship officer</td>
<td>0.4 DoS from Nov 2010</td>
</tr>
<tr>
<td>Krissie Scudds</td>
<td>Marketing and promotions officer</td>
<td>0.2 DoS from Nov 2010</td>
</tr>
</tbody>
</table>

* full-time equivalent

Dick Gooding (right) outside the Lincoln Coffee Lounge & Café, Rowe Street 1948-51, by Brian Bird, from the Mitchell Library, State Library of NSW, (a1629001 / ON180,1

Accounts and auditor’s report

In 2011 Jack Ford, of Jack Ford Chartered Accountants, was appointed by the Board of Trustees to undertake the 2010–11 Audit.

The accounts presented are those for the Dictionary of Sydney Trust and do not cover separate funding arrangements such as those under the ARC Grant for 2010.

The auditor’s report for 2011 immediately follows the accounts. Please go to Page 21.
APPENDIX I – PARTNERS AND SUPPORTERS

ARC Partners
- City of Sydney
- University of Sydney
- State Library of New South Wales
- State Records Authority of New South Wales
- The University of Technology, Sydney (UTS)

Financial partners
- City of Sydney
- Sydney Mechanics’ School of Arts
- Hurstville Council
- Strathfield Council

Content partners
- Airview Group
- Art Gallery of New South Wales
- Powerhouse Museum
- NSW Heritage Office
- Godden Mackay Logan
- National Trust
- National Library of Australia
- National Archives of Australia
- National Gallery of Australia
- City of Sydney Archives
- State Library of Victoria
- Sydney Harbour Foreshore Authority
- National Film and Sound Archive
- National Portrait Gallery
- State Library of Tasmania
- Warren Fahey
- The Rennie Ellis Photographic Archive
- Peter Solness
- Danny Huynh
- William Yang
- Biron Valier
- Deer family collection

Advice and expertise
- Historic Houses Trust
- Creative Commons Australia
- MacquarieNet
- Dictionary of Australian Artists Online (DAAO)
- National ICT Australia
- Wikimedia Australia
- Encyclopedia of New Zealand – Te Ara
- University of Melbourne – eScholarship Research Centre

Suppliers
- id (informed decisions)
- Webindexing
- StudioEmotion
- Wrensoft
- Sputnik Agency
- Liquid Communications
APPENDIX II: BOARD OF THE DICTIONARY OF SYDNEY TRUST 2011

THE BOARD OF THE DICTIONARY OF SYDNEY TRUST 2011

Dr Lisa Murray BA (Hons) PhD (Syd) Chair, Dictionary of Sydney
Lisa Murray is Chair of the Board of the Dictionary of Sydney and was appointed City Historian at the Council of the City of Sydney in 2010. She has 15 years’ experience as professional historian and is an award-winning author. Her many public history publications include 'Musical Chairs: The Quest for a City Recital Hall' and 'The Capitol Theatre Restoration'.

Professor Paul Ashton BA (Hons) DipEd (Macq) PhD (Macq) MPHA
Paul Ashton is Professor of Public History at the University of Technology, Sydney. He has worked in the fields of heritage, urban, oral and community history and undertaken commissioned histories. Paul is Co-Director of the Australian Centre for Public History and co-editor of the journal Public History Review. He is a past President of the Professional Historians Association of NSW.

Lisa Asquith (appointed June 2011)
Lisa Asquith is a project manager focused on information and communications technology within government. Using her considerable commercial experience to drive the government sector to become more dynamic and customer focused, she has delivered the projects that underpin the strategy for a single service organisation. Previously she managed the NSW Government's Digital Television Trial and was CEO of a company that developed into the world's first broadband youth portal funded by Macquarie Bank. She has also worked with global entertainment companies to create digital content for their biggest artists.

Andrew Bateman (appointed February 2011)
Andy Bateman is the current Global CEO of the Leading Edge, a leading international market research company residing in Sydney. He was previously CEO of brand consultancy Interbrand in the US and has also served as worldwide account director at McCann WorldGroup and worldwide account director for Publicis in New York and London. Clients he has worked with include Intel, Microsoft, Thomson Reuters, UBS, Dell, Xerox, Barclays and Mars.

Councillor Phillip Black BSc (UNSW) DipEd
Phillip Black is a Surry Hills businessman in the tourism industry. He is a councillor of the Council of the City of Sydney. Chair of the Sydney Town Hall Curatorial Committee, the Harold Park Trams Working Party, Deputy Chair the Sydney Town Hall Advisory Group, and Deputy Lord Mayor 2009-2010. He represents the Lord Mayor on the Anzac Memorial Trust, the Australia Day Regatta Committee, the Sydney Community Foundation and the Sydney Festival Board. He was former Curator at the Geological and Mining Museum and secondary school teacher. He is founding member and past President of the South Sydney Heritage Society, and former Trustee on Centennial Park and Moore Park Trust.
## Dr Paul Brock, AM
BA Hons (Syd) PhD (UNE) Dip Ed (UNE) FACE FACEL  
(appointed February 2011)

Dr Paul Brock is Director of Learning and Development Research in the NSW Department of Education and Communities and Adjunct Professor in the Faculty of Education and Social Work, University of Sydney. He is a Vice Patron of the Motor Neurone Disease Association, NSW.

Throughout his long career in Education he has researched and published extensively, particularly in the field of English in Education, but also in areas of educational policy and history. He has produced more than 130 publications – books, monographs, book chapters, journal articles - and delivered nearly 200 academic and professional papers to international and Australian conferences.

Among other awards, in 2006 Dr Brock was made a General Member into the Order of Australia “for service to public education, particularly as an adviser and author in the areas of strategic policy development, to maintaining high standards of teaching and professionalism, and to people with Motor Neurone Disease”.

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## Dr Alex Byrne
BE (Syd) GDipLib GDipAdvLib MA (Canberra) PhD (Syd)  
(appointed June 2011)

Dr Alex Byrne is a professional librarian, researcher and writer with deep interest in the roles of memory institutions, the complexity of issues relating to Indigenous peoples and transmission of knowledge, and emerging modes of scholarly discourse.

He is the State Librarian and Chief Executive of the State Library of New South Wales. Personal interests include the sense of place especially as it relates to Sydney, theatre, history and literature, and printmaking.

---

## Dr Shirley Fitzgerald
BA (Hons) Dip T (Adelaide) PhD (Maq) MPHA  

Dr Shirley Fitzgerald is a public historian and an Adjunct Professor in the Faculty of Humanities and Social Sciences at the University of Technology Sydney. She is the former City Historian and past Chair of the Dictionary of Sydney, has chaired the Board of State Records, NSW, and is a past president of the History Council of NSW and of the Professional Historians Association (NSW chapter).

She has taught at the University of New England, and the University of Sydney, and published widely on Sydney’s history. Major works include *Sydney, 1842-1992* and *Red Tape, Gold Scissors: the story of Sydney’s Chinese*. She holds a Centenary Medal for services to heritage, is an honorary fellow of the RAHS and a life member of the History Council of NSW.

---

## Professor Stephen Garton
BA (Syd) PhD (UNSW)

Professor Stephen Garton is the Provost and Deputy Vice-Chancellor of the University of Sydney. He was Challis Professor of History and Executive Dean of the Faculty of Arts from 2001-2009. He is a Fellow of the Australian Academy of the Humanities, the Academy of the Social Sciences in Australia and the Royal Australian Historical Society.

He has been a chief investigator on three ARC Discovery grants and eight ARC Linkage grants over the last decade. He has authored books, numerous articles and chapters in the history of incarceration, crime, insanity, psychiatry, poverty, eugenics, shell shock, returned soldiers and sexuality.
Dr Ian Johnson  BA Hons.(Cambridge) DES (Bordeaux) PhD (ANU)
Dr Ian Johnson is a Senior Research Fellow in Archaeology and Director of the Archaeological Computing Laboratory at the University of Sydney. He has worked as Aboriginal Sites Registrar at the NSW National Parks and Wildlife Service and for the Arkansas Archaeological Survey.
His work focuses on the use of Geographic Information Systems in archaeology and on the delivery of historical information through time-based interactive web maps, map animations and online databases. He is on the Executive of the Electronic Cultural Atlas Initiative and the International Advisory Board of Internet Archaeology.

Professor Grace Karskens  BA MA PhD (Syd)
Grace Karskens is an Associate Professor in the School of History and Philosophy at the University of New South Wales, where she teaches Australian history and public history. A recipient of two ARC Research Fellowships (1995-2000) and a Discovery Grant (2003-2007), her research focuses on social, cultural, urban and environmental history and urban archaeology.
Grace’s books include Inside the Rocks: The Archaeology of a Neighbourhood, the prize-winning The Rocks: Life in Early Sydney, and most recently The Colony: a History of Early Sydney, which won the 2010 Prime Minister’s Literary Award for Non-Fiction. Grace is a Trustee of the New South Wales Historic Houses Trust.

Tony McAvoy  LLB (QUT)
Tony is an Aboriginal person who has interest in indigenous land rights and social justice. He is Barrister of the Supreme Court practicing in land rights and native title law, industrial law and criminal law.
He has been vice president of Ngalaya Aboriginal Lawyers Association, a member of the NSW History Council Management Committee, Chairperson of Koori Radio, Manager of the Heritage and Natural Resources Branch of the NSW Department of Aboriginal Affairs and has served on other boards and trusts.

Mr Michael (John) Perkins  Dip. Law SAB (Supreme Court of NSW)
TEP (Society of Trust & Estate practitioners (appointed February 2011)
Principal, Andreyev Doman Lawyers, Sydney (www.adlaw.com.au)
Lecturer, Faculty of Law, University of Technology Sydney
Commercial and estates lawyer with particular experience in intangible wealth management, digital asset control and trading. Author of text "Estate Planning: a practical guide for estate and financial service professionals" (LexisNexis 3rd edition 2011). Formerly, Director of Access Co-operative Multi Media Centre, the principal legal researcher for the Commonwealth funded Propagate Project. Open Digital Rights language (see odrl.net) and IPR Holdings Pty Limited.

Dr Mark Valentine St Leon  BEc (Syd), GCertTQM (CSU), MB (ECU), MAHons (Macq), PhD (Syd), CA . (Appointed August 2011).
Freelance university lecturer & tutor
Sydney-born, Mark joined the Board in 2011. He is the author of the Dictionary’s online entry for ‘Circus’. After graduating in economics and qualifying as a Chartered Accountant, Mark spent two years (1978-80) in Switzerland with accounting firm Price Waterhouse. Recognising the need for Australia to express its identity on the world stage, he spent 11 years (1983-94) with the Australia Council raising financial and funding standards throughout the arts industry. Out of hours, he served as a founding director of the Swiss-Australian Chamber of Commerce & Industry (1986-92). In 2007, he was awarded a PhD by the University of Sydney for his thesis on the history of circus in Australia. This was adapted for general readership and recently published as Circus: The Australian Story (Melbourne Books).
### APPENDIX III: STAFF AND CONSULTANTS FOR THE DICTIONARY OF SYDNEY

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Victoria Keighery</td>
<td>Executive Officer</td>
</tr>
<tr>
<td>Vic joined the project in August 2010 after a long career in the arts and cultural sector and not-for-profit management. Vic holds a Masters in Arts Management from UTS and has lectured in Arts Management subjects at UTS, College of Fine Arts, UNSW and NAISDA. She was previously the CEO of Community Cultural Development NSW and Regional Arts NSW and Cultural Policy Officer for the City of Sydney. Awarded Centenary of Federation Medal 2003.</td>
<td></td>
</tr>
<tr>
<td>Stewart Wallace</td>
<td>Project Consultant</td>
</tr>
<tr>
<td>Stewart is engaged by the Dictionary to work with the University of Sydney and other partners on the project's second Australian Research Council Linkage grant. He was Project Manager from May 2006 to September 2010 and has since continued as a consultant to the Dictionary. For the previous 10 years, Stewart worked at the City of Sydney in a variety of IT-related roles, most recently IT Development Manager.</td>
<td></td>
</tr>
<tr>
<td>Dr Emma Grahame</td>
<td>Editorial Coordinator</td>
</tr>
<tr>
<td>Emma is employed by the University of Sydney under the ARC Linkage project and joined the Dictionary in May 2007. She holds a PhD from the University of Technology, Sydney, and wrote her thesis on the history of Quiltmaking in Australia. She was senior researcher and an editor of <em>Australian Feminism: A companion</em> (OUP 1998), and was co-researcher on the 2006 online project <em>Putting Skirts on the Sacred Benches</em> - 700+ women who have been candidates for the NSW parliament. <a href="http://www.womenaustralia.info/exhib/pssb/home.html">http://www.womenaustralia.info/exhib/pssb/home.html</a>! She worked as an online editor and technical writer for various large financial organisations 1998-2007, and ran a freelance editing business.</td>
<td></td>
</tr>
<tr>
<td>Linda Brainwood</td>
<td>Multimedia Researcher</td>
</tr>
<tr>
<td>Linda has applied her multimedia research skills to a wide variety of projects for book publishers and designers, museums, libraries and film-makers. She has also worked for News Ltd, the late David Moore, and the State Library of NSW. She holds a BA in English Language &amp; Literature (Hons 1) from the University of Sydney and a Graduate Diploma in Information Management (Librarianship) from the University of NSW.</td>
<td></td>
</tr>
<tr>
<td>Paul Howard</td>
<td>Multimedia Researcher</td>
</tr>
<tr>
<td>Paul was the Senior Curator at Casula Powerhouse, Sydney and a Curator at Tate Modern, London. Prior to that he was the Centre Manager for the Centre for Cultural Studies, Goldsmiths College, University of London. He holds an MA (Museum Interpretation and Education) from the Institute of Education, University of London, a PGCE (Art and Media) from the University of London and a BA Hons Fine Art from Camberwell College of Arts, London, University of the Arts. Paul is also a practising artist and exhibits his multimedia installations worldwide.</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Position</td>
</tr>
<tr>
<td>------------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>Jenny McInerney</td>
<td>Editorial Assistant</td>
</tr>
<tr>
<td>Brendan Day</td>
<td>Sponsorship &amp; Fundraising Officer</td>
</tr>
<tr>
<td>Krissie Scudds</td>
<td>Marketing and Communications Officer</td>
</tr>
<tr>
<td>Felicity Watson</td>
<td>Editorial Assistant</td>
</tr>
<tr>
<td>James Wu</td>
<td>Finance Officer</td>
</tr>
<tr>
<td>Garry Wotherspoon</td>
<td>Volunteer Writer/Editor</td>
</tr>
</tbody>
</table>
Trudy Holdsworth – Volunteer Researcher
Trudy is a retired legal secretary whose hobby is history. She was the inaugural president of the City of Sydney Historical Association Inc and is the former Secretary/Vice Chairman of the Friends of the First Government House Site Inc. The research skills she gained whilst working as a legal secretary assist in the research she is currently involved in with the Dictionary of Sydney. Trudy also has an interest in public speaking and has given talks to various organisations about the Dictionary of Sydney.

TECHNICAL STAFF at Arts eResearch (formerly Archaeological Computing Laboratory) University of Sydney – our ARC Partners

Steven Hayes – Technical Coordinator
Steven is Project and Business Development Manager at the Archaeological Computing Laboratory at the University of Sydney. The Lab is the base for technical research on the project. Steven has a background in the practical design and development of websites and other projects focused on, in his own words, ‘furthering environmental and social sustainability’.

Andrew Wilson – Spatial Consultant
Andrew is an expert on historical maps and other spatial resources and is coordinating the Dictionary's spatial content. Andrew is Project & GIS (Geographical Information System) Data Coordinator at the Archaeological Computing Laboratory.

Volunteers
Our largest group of volunteers is, of course, our authors, with over 200 writing for the Dictionary and over 130 of those represented on the website to date.

Many others have volunteered to work for the Dictionary in other capacities, such as clerical and editorial work, usually for one day or part-day each week.

A small core group of volunteers worked steadily with the team in 2010–11 to assist with the preparation of content, public outreach, research for marketing and publicity campaigns and other tasks.

We thank Garry Wotherspoon, Gara Baldwin and Trudy Holdsworth for their generosity of spirit and their dedication to the work of the Dictionary.

We also thank all the Board members for the generous gift of their time, and the anonymous academic peer reviewers who help us maintain the quality of the work published in Sydney Journal.
APPENDIX IV: ANNUAL ACCOUNTS, AUDITOR’S REPORT AND STATEMENT
THE DICTIONARY OF SYDNEY TRUST

STATEMENT OF COMPREHENSIVE INCOME
for the year ended 30 June 2011

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notes</td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

The Public Fund:

<table>
<thead>
<tr>
<th>INCOME</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations received</td>
<td>2</td>
<td>1,672</td>
</tr>
<tr>
<td>Grants received</td>
<td>2</td>
<td>10,000</td>
</tr>
<tr>
<td>Interest received</td>
<td>2</td>
<td>1,870</td>
</tr>
<tr>
<td>Total income</td>
<td>13,441</td>
<td>55,804</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSE</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Audit fees</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Administrative costs</td>
<td>27</td>
<td>-</td>
</tr>
<tr>
<td>Insurance</td>
<td>-</td>
<td>2,418</td>
</tr>
<tr>
<td>Finance costs</td>
<td>-</td>
<td>25</td>
</tr>
<tr>
<td>Total expenses</td>
<td>27</td>
<td>2,446</td>
</tr>
</tbody>
</table>

Comprehensive surplus/(deficit) from ordinary activities - The Public Fund | 13,415 | 58,036 |

The Trust Fund:

<table>
<thead>
<tr>
<th>INCOME</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consultants fees received</td>
<td>2</td>
<td>275,000</td>
</tr>
<tr>
<td>Total income</td>
<td>275,000</td>
<td>40,000</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSE</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Audit fees</td>
<td>-</td>
<td>1,060</td>
</tr>
<tr>
<td>Administrative and website operational costs</td>
<td>14,150</td>
<td>587</td>
</tr>
<tr>
<td>Accrued employee entitlements</td>
<td>-</td>
<td>6,968</td>
</tr>
<tr>
<td>ARC 2 contribution</td>
<td>-</td>
<td>10,000</td>
</tr>
<tr>
<td>Consultants Fees</td>
<td>-</td>
<td>54,218</td>
</tr>
<tr>
<td>Depreciation and amortisation</td>
<td>3</td>
<td>13,255</td>
</tr>
<tr>
<td>Finance costs</td>
<td>-</td>
<td>(34)</td>
</tr>
<tr>
<td>Insurance</td>
<td>-</td>
<td>3,158</td>
</tr>
<tr>
<td>Superannuation</td>
<td>-</td>
<td>12,071</td>
</tr>
<tr>
<td>Wages</td>
<td>-</td>
<td>182,282</td>
</tr>
<tr>
<td>Other Administrative Expenses</td>
<td>-</td>
<td>9,234</td>
</tr>
<tr>
<td>Total expenses</td>
<td>306,086</td>
<td>17,221</td>
</tr>
</tbody>
</table>

Comprehensive Surplus/(deficit) from ordinary activities - The Trust Fund | (31,086) | 32,654 |

Total comprehensive surplus/(deficit) from ordinary activities | (17,621) | 90,690 |

The above statement should be read in conjunction with the accompanying notes.
### THE DICTIONARY OF SYDNEY TRUST

#### STATEMENT OF FINANCIAL POSITION

as at 30 June 2011

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents - The Public Fund</td>
<td>4</td>
<td>66,073</td>
</tr>
<tr>
<td>Cash and cash equivalents - The Trust Fund</td>
<td>4</td>
<td>7,195</td>
</tr>
<tr>
<td>Receivables</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loans Receivable</td>
<td>5</td>
<td>10,921</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td></td>
<td>84,189</td>
</tr>
<tr>
<td>Non-current assets</td>
<td>6</td>
<td>103,905</td>
</tr>
<tr>
<td>Intangible asset</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total non-current assets</td>
<td></td>
<td>103,905</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>188,094</td>
<td>174,016</td>
</tr>
<tr>
<td><strong>LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payables</td>
<td>7</td>
<td>15,159</td>
</tr>
<tr>
<td>Provisions</td>
<td>8</td>
<td>6,368</td>
</tr>
<tr>
<td>Loans Payable</td>
<td>9</td>
<td>10,921</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td></td>
<td>32,449</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>32,449</td>
<td>700</td>
</tr>
<tr>
<td><strong>NET ASSETS</strong></td>
<td>155,645</td>
<td>173,316</td>
</tr>
<tr>
<td><strong>EQUITY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retained earnings - The Public Fund</td>
<td></td>
<td>55,152</td>
</tr>
<tr>
<td>Retained earnings - The Trust Fund</td>
<td></td>
<td>100,493</td>
</tr>
<tr>
<td><strong>TOTAL EQUITY</strong></td>
<td>155,645</td>
<td>173,316</td>
</tr>
</tbody>
</table>

The above statement should be read in conjunction with the accompanying notes.

Page 2
THE DICTIONARY OF SYDNEY TRUST

STATEMENT OF CASH FLOWS
for the year ended 30 June 2011

<table>
<thead>
<tr>
<th>Notes</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

**CASH FLOWS FROM OPERATING ACTIVITIES**

<table>
<thead>
<tr>
<th>Cash received</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>285,000</td>
<td>40,000</td>
</tr>
<tr>
<td>Donations</td>
<td>2,456</td>
<td>58,804</td>
</tr>
<tr>
<td>Interest</td>
<td>1,985</td>
<td>1,603</td>
</tr>
<tr>
<td>Consultancy fees</td>
<td></td>
<td>9,875</td>
</tr>
<tr>
<td><strong>Total cash received</strong></td>
<td>289,441</td>
<td>110,282</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cash paid</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Suppliers</td>
<td>(272,815)</td>
<td>(4,409)</td>
</tr>
<tr>
<td><strong>Total cash paid</strong></td>
<td>(272,815)</td>
<td>(4,409)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net cash from operating activities</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>16,526</td>
<td>105,873</td>
</tr>
</tbody>
</table>

**CASH FLOWS FROM INVESTING ACTIVITIES**

<table>
<thead>
<tr>
<th>Cash paid</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase and development of intangible asset</td>
<td>-</td>
<td>(82,591)</td>
</tr>
<tr>
<td><strong>Total cash paid</strong></td>
<td>-</td>
<td>(82,591)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net cash used by investing activities</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>-</td>
<td>(82,591)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net increase/(decrease) in cash held</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>16,526</td>
<td>23,282</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cash at the beginning of the reporting period</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>56,742</td>
<td>33,460</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cash at the end of the reporting period</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>73,268</td>
<td>56,742</td>
</tr>
</tbody>
</table>

The above statement should be read in conjunction with the accompanying notes.
### Statement of Changes in Equity
for the year ended 30 June 2011

<table>
<thead>
<tr>
<th></th>
<th>Retained earnings</th>
<th>Total equity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2011</td>
<td>2010</td>
</tr>
<tr>
<td>Balance at the beginning of the reporting period</td>
<td>173,316</td>
<td>82,626</td>
</tr>
<tr>
<td>Total comprehensive surplus/(deficit) for the year</td>
<td>(17,671)</td>
<td>90,690</td>
</tr>
<tr>
<td>Balance at the end of the reporting period</td>
<td>155,645</td>
<td>173,316</td>
</tr>
</tbody>
</table>

The above statement should be read in conjunction with the accompanying notes.
Note 1 - SIGNIFICANT ACCOUNTING POLICIES

The principal accounting policies adopted in the preparation of the financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

(a) Corporate Information

The Dictionary of Sydney Trust is domiciled in Australia and is incorporated in accordance with a Trust Deed signed and dated 21 August 2006.

The nature of the operations and principal activity of the Trust is the establishment, operation and maintenance of a permanent digital repository of the history of Sydney and which is a forum for public discussion and controversy an aide to teaching and learning, and a source of information and entertainment.

(b) Basis of Preparation

These special purpose financial reports have been prepared in accordance with Australian Accounting Standards and other authoritative pronouncements of the Australian Accounting Standards Board and Urgent Issues Group Interpretations. The financial statements have been prepared under the historical cost convention and the accrual basis of accounting.

The financial statements are presented in Australian dollars.

The preparation of the financial statements requires the use of certain critical accounting estimates. It also requires management to estimates its judgement in the process of applying the Trust’s accounting policies.

(c) Revenue recognition

Revenue is recognised when the Trust is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Donations

Donations are recognised when received.

Grants and contributions

Grants and contributions are recognised when received.

Interest income

Interest income is recognised as it accrues, taking into account the effective yield on the financial asset.

(d) Expenditure

All expenditure is accounted for on an accrual basis and is classified under headings that aggregate all costs related to the category.

(e) Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and in hand and short-term deposits with a maturity of three months or less.

(f) Property, plant and equipment and Intangibles

Asset recognition

Property, plant and equipment is stated at cost less accumulated depreciation. Cost includes expenditure that is directly attributable to the acquisition of the items. Assets with an economic life which is determined to be longer than one year are only capitalised where the cost of acquisition exceeds the materiality threshold of $500.
Intangible assets comprise internally developed software and websites which are stated at cost. Development costs in respect of the internally developed software and websites is accumulated in a capital works-in-progress account until it is commissioned at which date it is transferred to an asset account.

**Depreciation and amortisation**

Depreciable property, plant and equipment and intangibles are written off to their estimated residual values over their estimated useful lives using the straight-line method of depreciation.

The assets’ residual values and estimated useful lives are reviewed, and adjusted if appropriate, at each balance sheet date.

Capital works-in-progress accounts are not subject to depreciation until the capital assets are commissioned.

Depreciation and amortisation rates applying to each class of depreciable asset are based on the following useful lives:

- **Software**: 5 years

**Impairment**

Assets, including capital works-in-progress, are reviewed for impairment whenever events or circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset’s carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset’s fair value less costs to sell and value in use.

(g) **Payables**

Creditors and other current liabilities are amounts due to external parties for the purchase of goods and services provided to the Trust prior to the end of the financial year and are recognised as liabilities when the goods and services are received. Creditors are normally paid 30 days after initial recognition. Interest is not payable on these amounts.

(h) **Goods and services tax (GST)**

In accordance with the provisions of the *New Tax System (Goods and Services Tax) Act 1999*, the Trust is required to account for GST under the "accredes" method, and submits returns to the Australian Taxation Office.

Revenues, expenses and assets are recognised net of the amount of GST included, except where:

1. The amount of GST incurred, as a purchaser, that is not recoverable from the Australian Taxation Office is recognised as part of the cost of acquisition of an asset or as part of an item of expense;

2. Receivables and payables are stated with the amount of GST included.

The GST component of cash flows arising from investing and financing activities which is recoverable from, or payable to, the Australian Taxation Office is classified as operating cash flows.

(i) **Allocation between current and non-current**

In the determination of whether an asset or liability is current or non-current, consideration is given to the time when each asset or liability is expected to be settled. The asset or liability is classified as current if it is expected to be settled within the next 12 months, being the Trust’s operational cycle. In the case of liabilities where the Trust does not have the unconditional right to defer settlement beyond 12 months, the liability is classified as current even if not expected to be settled within the next 12 months.

(j) **Authorisation for issue**

The financial statements were authorised for issue by the Board of the Trust on 11 October 2011.
### Note 2 - INCOME

<table>
<thead>
<tr>
<th>Grants received</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council of the City of Sydney</td>
<td>275,000</td>
<td>40,000</td>
</tr>
<tr>
<td>Sydney Mechanics School of Art</td>
<td>10,000</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total grants received</strong></td>
<td><strong>285,000</strong></td>
<td><strong>40,000</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Donations received</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney Mechanics School of Art</td>
<td>-25,000</td>
</tr>
<tr>
<td>Sydney Harbour Foreshore Authority</td>
<td>-25,000</td>
</tr>
<tr>
<td>Hurstville City Council</td>
<td>-3,000</td>
</tr>
<tr>
<td>Strathfield Municipal Council</td>
<td>-3,000</td>
</tr>
<tr>
<td>Other</td>
<td>1,572</td>
</tr>
<tr>
<td><strong>Total donations received</strong></td>
<td><strong>1,572</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Interest income</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest earned on bank accounts</td>
<td>1,870</td>
<td>1,678</td>
</tr>
<tr>
<td><strong>Total interest received</strong></td>
<td><strong>1,870</strong></td>
<td><strong>1,678</strong></td>
</tr>
</tbody>
</table>

### Note 3 - DEPRECIATION AND AMORTISATION

<table>
<thead>
<tr>
<th>Software</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total depreciation and amortisation</strong></td>
<td><strong>13,255</strong></td>
<td><strong>15,391</strong></td>
</tr>
</tbody>
</table>

Depreciation charges have been incurred since the website was commissioned in November 2009.

### Note 4 - CASH AND CASH EQUIVALENTS

<table>
<thead>
<tr>
<th>Cash at bank - The Public Fund</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash at bank - The Trust Fund</td>
<td>7,195</td>
<td>16,055</td>
</tr>
<tr>
<td><strong>Total cash and cash equivalents</strong></td>
<td><strong>73,268</strong></td>
<td><strong>56,742</strong></td>
</tr>
</tbody>
</table>

### Note 5 - LOANS RECEIVABLE

<table>
<thead>
<tr>
<th>Inter-fund loan receivable</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Inter-fund loan - Funds from The Trust Fund to The Public Fund</td>
<td>10,921</td>
</tr>
<tr>
<td><strong>Total loans receivable</strong></td>
<td><strong>10,921</strong></td>
</tr>
</tbody>
</table>

The balance of the Inter-fund loan - Funds from The Trust Fund to The Public Fund relates solely to the net position at the end of the year due to the transfer of funds between the two funds at various times during the year. For the purpose of calculating this net position only, the two funds have been treated as if they are two separate legal entities.

Please see Note 9 for the reverse side of this loan.
### Note 6 - INTANGIBLE ASSET

<table>
<thead>
<tr>
<th>Software</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>At cost</td>
<td>132,551</td>
<td>132,551</td>
</tr>
<tr>
<td>Capital works in progress - at cost</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accumulated depreciation</td>
<td>(28,646)</td>
<td>(15,391)</td>
</tr>
<tr>
<td><strong>Total intangible assets</strong></td>
<td><strong>102,905</strong></td>
<td><strong>117,160</strong></td>
</tr>
</tbody>
</table>

#### Reconciliation of the opening and closing balances of intangible assets

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost</strong></td>
<td>132,551</td>
<td>49,960</td>
</tr>
<tr>
<td><strong>Accumulated depreciation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(15,391)</td>
<td></td>
</tr>
<tr>
<td><strong>Opening net book value</strong></td>
<td><strong>117,160</strong></td>
<td><strong>49,960</strong></td>
</tr>
</tbody>
</table>

- **Movements during the year:**
  - **Additions:** - 82,591
  - **Depreciation and amortisation:** (13,255) (15,391)

- **Balances at the close of the year:**
  - **Cost:** 132,551 132,551
  - **Accumulated depreciation:** (28,646) (15,391)

- **Closing net book value:** 103,905 117,160

### Note 7 - PAYABLES

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade creditors</td>
<td>- 700</td>
</tr>
<tr>
<td>Other creditors</td>
<td>- 885</td>
</tr>
<tr>
<td>Tax and GST creditors</td>
<td>- 13,127</td>
</tr>
<tr>
<td>Accruals Expenses</td>
<td>- 1,148</td>
</tr>
<tr>
<td><strong>Total supplier payables</strong></td>
<td><strong>15,159</strong></td>
</tr>
</tbody>
</table>

### Note 8 - PROVISIONS

- **Provision for Employee Entitlements:** 6,368
- **Total supplier payables:** 6,368

### Note 9 - LOANS PAYABLE

- **Inter-fund loan payable**
  - **Inter-fund loan - Funds from The Trust Fund to The Public Fund:** 10,921
  - **Total loans payable:** 10,921

As per Note 5 the balance of the Inter-fund loan - Funds from The Trust Fund to The Public Fund relates solely to the net position at the end of the year due to the transfer of funds between the two funds. Please refer to Note 6 for further information.
Note 10 - CASH FLOW RECONCILIATION

(a) Reconciliation of cash per balance sheet to statement of cash flows

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash at year end per Cash Flow Statement</td>
<td>73,268</td>
<td>56,742</td>
</tr>
<tr>
<td>Balance Sheet items comprising above cash:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>73,268</td>
<td>56,742</td>
</tr>
</tbody>
</table>

(b) Reconciliation of operating surplus to net cash from operating activities

<table>
<thead>
<tr>
<th>Description</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surplus/(deficit) from ordinary activities</td>
<td>(17,671)</td>
<td>90,690</td>
</tr>
<tr>
<td>Depreciation and amortisation</td>
<td>13,255</td>
<td>15,391</td>
</tr>
<tr>
<td>(Decrease) / Increase in payables</td>
<td>14,459</td>
<td>(133)</td>
</tr>
<tr>
<td>(Increase) / Decrease in receivables</td>
<td>114</td>
<td>(75)</td>
</tr>
<tr>
<td>(Decrease) / Increase in provisions</td>
<td>6,366</td>
<td>1,973</td>
</tr>
<tr>
<td>Net cash from operating activities</td>
<td>16,526</td>
<td>105,873</td>
</tr>
</tbody>
</table>

Note 11 - RELATED PARTY DISCLOSURES

Board of Trustees

Board members during the year were:

Paul Ashbye
Andrew Slaven (Appointed 23/02/2011)
Phillip Black
Dr Paul Brock (Appointed 23/02/2011)
Ross Coleman
Elizabeth Ellis (Resigned 8/12/2010)
Stephen Garton
Ian Johnson
Dr Grace Karstens
Tony McAvoy
Lisa Murray (Appointed 8/9/2009)
Michael Perkins (Appointed 23/02/2011)
Alan Ventress

All the above Board members were appointed in accordance with the Trust Deed on 21 August 2006 and have served continuously since that date unless otherwise specified.

Other transactions with Board members or Board member-related entities

No Board member has, since the end of the previous financial year, received or become entitled to receive any benefits by virtue of being a Board member.
Note 12 - RELATED PARTY DISCLOSURES (continued)

Other transactions with Board members or Board member-related entities (continued)

The following is a list of transactions with Board members or Board member-related entities that occurred as a result of Board members acting in another business capacity. All such transactions were conducted in accordance with standard procedures and on terms and conditions applicable. It all arms length transactions with third parties.

<table>
<thead>
<tr>
<th>Board member</th>
<th>Member-related entity</th>
<th>Nature of transaction</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phillip Black</td>
<td>Council of the City of Sydney</td>
<td>Grant given to the Dictionary of Sydney Trust</td>
<td>275,000</td>
<td>40,000</td>
</tr>
<tr>
<td>Shirley Fitzgerald</td>
<td></td>
<td>Consultancy fee received</td>
<td>-</td>
<td>9,875</td>
</tr>
</tbody>
</table>

Board member-related entities occasionally provide facilities and staff services to the Trust at no cost for administrative purposes.

Note 13 - FINANCIAL RISK MANAGEMENT

Risk management

The Trust's activities expose it to minimal risk as all funds are retained and invested from an account with a major Australian bank. The Trust has minimal or no exposure to interest rate risk, price risk, credit risk and liquidity risk.

The Trust does not engage in transactions expressed in foreign currencies and is therefore not subject to foreign currency risk.

Cash and cash equivalents

The Trust manages its liquidity and credit risk by retaining funds in a cheque account with a major bank. Consequently, there is no impact on the Trust from movements in interest rates and market price movements of investment securities.

Receivables and borrowings

The receivables represent interest receivable on cash balances. The Trust did not have any borrowings for any of the financial years presented.

Payables

The Trust's payables are subject to liquidity risk. This risk is managed by limiting expenditure commitments to no more than available cash reserves.

Page 10
Note 14 - EVENTS OCCurring AFTER REPORTING DATE

There are no significant events that have occurred since balance date that warrant disclosure in these financial statements.

Note 15 - MOVEMENTS IN THE PUBLIC AND TRUST FUNDS DURING THE REPORTING PERIOD

<table>
<thead>
<tr>
<th>The Public Fund:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance at the beginning of the reporting period 40,737</td>
</tr>
<tr>
<td>Receipts:</td>
</tr>
<tr>
<td>Donations received 2,467</td>
</tr>
<tr>
<td>Grants received 10,000</td>
</tr>
<tr>
<td>Interest received 1,985</td>
</tr>
<tr>
<td>Payments:</td>
</tr>
<tr>
<td>Intangible assets - development costs -</td>
</tr>
<tr>
<td>Suppliers payments (27)</td>
</tr>
<tr>
<td>Finance charges -</td>
</tr>
<tr>
<td>Transfers:</td>
</tr>
<tr>
<td>Transfers (to) / from the Trust Fund to maintain operational funding 16,921</td>
</tr>
<tr>
<td>Balance at the close of the reporting period 66,073</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The Trust Fund:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance at the beginning of the reporting period 16,046</td>
</tr>
<tr>
<td>Receipts:</td>
</tr>
<tr>
<td>Grants received 275,000</td>
</tr>
<tr>
<td>Consultancy fees received -</td>
</tr>
<tr>
<td>Payments:</td>
</tr>
<tr>
<td>Intangible assets - development costs -</td>
</tr>
<tr>
<td>Suppliers payments (272,889)</td>
</tr>
<tr>
<td>Finance charges -</td>
</tr>
<tr>
<td>Transfers:</td>
</tr>
<tr>
<td>Transfers (to) / from the Public Fund to maintain operational funding (16,921)</td>
</tr>
<tr>
<td>Balance at the close of the reporting period 7,185</td>
</tr>
</tbody>
</table>

Note 12 - COMMITMENTS

The grants/donations received from the Sydney Mechanics School of Art are required to be expended on the development of speltified Dictionary content. At the balance date, the following balance of the donations remains committed to this content development.

<table>
<thead>
<tr>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000</td>
<td>16,600</td>
</tr>
</tbody>
</table>

Page 11
DICTORY OF SYDNEY TRUST

TRUSTEES' DECLARATION

The trustees declare that the trust is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

The trustees declare that:

1. The financial statements and notes, as set out on pages 1 to 11, present fairly the trust's financial position as at 30 June 2011 and its performance for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements;

2. In the trustees' opinion, there are reasonable grounds to believe that the trust will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Trustees.

Dated: 11 October 2011

[Signature]

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DICTIONARY OF SYDNEY TRUST

INDEPENDENT AUDIT REPORT TO THE TRUSTEES OF DICTIONARY OF SYDNEY TRUST


We have audited the accompanying financial report, as set out on pages 1 to 12, being a special purpose financial report of Dictionary of Sydney Trust, which comprises the statement of financial position as at 30 June 2011, statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the trustees' declaration.

Trustees' Responsibility for the Financial Report

The trustees of the trust are responsible for the preparation of the financial report and have determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the Trust Deed and is appropriate to meet the needs of the members. The trustees' responsibility also includes such internal control as the trustees determine are necessary to enable the preparation of a financial report that is free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We have conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethics requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal controls relevant to the entity's preparation of the financial report that gives a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the trustees, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.
DICTIONARY OF SYDNEY TRUST

INDEPENDENT AUDIT REPORT TO THE MEMBERS OF DICTIONARY OF SYDNEY TRUST
(CONTINUED)

Independence

In conducting our audit, we have complied with the independence requirements of the Corporations Act 2001. We confirm that the independence declaration required by the Corporations Act 2001, which has been given to the trustees of Dictionary of Sydney Trust, would be in the same terms if given to the trustees as at the time of the auditor’s report.

Opinion

In our opinion the financial report of Dictionary of Sydney Trust is in accordance with the Trust Deed, including:

(a) giving a true and fair view of the trust’s financial position as at 30 June 2011 and of its performance for the year ended on that date; and

(b) complying with Australian Accounting Standards to the extent described in Note 1.

Basis of Accounting

Without modifying our opinion, we draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the trustees’ financial reporting responsibilities under the Trust Deed. As a result, the financial report may not be suitable for another purpose.

Jack Ford

11 October 2011

Sydney

Liability limited by a scheme approved under Professional Standards Legislation