Hubcaps to Creative Hubs: Open Source Dataset
Linux Australia Grant 2017

1. Project name:

Hubcaps to Creative Hubs: Open Source Dataset

2. Aim of the project, including any key stages or milestones of the project

Hubcaps to Creative Hubs (Hc2CH) is a research project that investigates the transformation of Geelong's former industrial spaces into burgeoning creative hubs. Using video interviews and creative methods to produce three short-form video documentaries it will map the stories and relationships of the people reinterpreting three defunct industrial places in the region in order to better understand the role of maker culture, communities and heritage in forging a new identity for the City of Greater Geelong.

Funding to make the films was secured through a successful crowdfunding campaign on Pozible in 2016 supported by 14 businesses and community organisations, 56 individual contributions and over 100 people in attendance at the campaign support event. However, there is an opportunity to leave a great legacy for the community, who made this project possible by **creating an open source dataset**. The proposal is to collate the video interviews, metadata about archival photographs, artefacts and film footage from collecting institutions, specifically the National Wool Museum as well as other textual research materials including news articles and academic bibliography into an open dataset. City of Greater Geelong has already agreed to host this on their website and this will enable community groups, schools, government and business access to the full complement of findings from the research and encourage further research, educational materials and other creative outcomes about Geelong's creative transformation.

The subject sites are:
• The Old Paper Mill, Fyansford: This industrial complex was mainly constructed during the late 1870s and comprises the original mill buildings, manager's house, worker's cottages, a stone water race with impeller, tower and stone weir. The site has both State architectural and historical significance. These buildings are now home to a collection of creative businesses including an art gallery, mosaics studio, and antique door gallery and café.

• The Federal Woollen Mills, North Geelong: The Mills was completed in 1915 for the Commonwealth Department of Defence and were used to turn raw wool into the cloth for army uniforms. The Mills is architecturally significant for the quality of its factory design and its integrity and the original fabric remains largely intact. The site is now being redeveloped and converted into warehouse-style office spaces, open arcades and a tree-lined promenade.

• Rutland Street, Newtown: In what has become known as the bohemian end of Pakington Street, a group of old industrial warehouses and factories have been converted into boutique businesses and artist's studios that offer a range of creative services and an extensive calendar of exhibitions, classes and workshops.

3. How the success of the project will be measured

The value of the open source dataset for business, community and research will be measured in four ways:
  i.   The number of times the dataset is accessed will indicate its value as a subject of interest for business, community and research.
  ii. The number, quality and production context of educational resources, commercial applications and creative outcomes will indicate the value of the dataset as a rich source of information.
  iii. Any future contributions to the dataset about other sites or resources will indicate the value of the dataset as a living repository of local significance.
  iv. Any future research projects arising from the dataset will mark the value of making the findings from Hubcaps to Creative Hubs publicly available.

Reporting will take place annually for three years.

4. Estimated cost breakdown of the project, including any materials, projects or online services that are required to deliver the project. The cost breakdown should include estimates of labour costs and/or professional services

The budget for the project is outlined below:

	ITEM	DETAILS	COST
1	Academic	2 Days Academic Level A.8 + OnCosts	$1885.00
2	Open Source Assistant	40hrs HEW4 + OnCosts	$3226.00
3	Dataset Hosting	City of Greater Geelong: Hosting Free – Admin Set up	$ 400.00
4	Copyright Clearance	Copyright costs for specific images/artefact/footage (approx)	$ 300.00
		TOTAL	$5811.00

5. The project team, their credentials and professional capabilities, especially their history of open source, open data, open hardware or open culture contributions

The project is a collaboration between the following researchers, community groups, museums and industry professionals.

- Dr Cristina Garduño Freeman, Postdoctoral Research Fellow in the Australian Centre for Architectural History, Urban and Cultural Heritage at the University of Melbourne and has expertise in heritage, social media and architecture.
- Dr Fiona Gray is an adjunct Associate Professor at Deakin University with expertise in place making and was recently appointed Manager Central Geelong and Waterfront at City of Greater Geelong.
- Jen Cromarty is the President & Founder of Creative Geelong Inc and is the Director of public relations consultancy TandemVox Pty Ltd
- Nicholas Searle is a factual post-producer, director and program developer who has recently worked on Australia's biggest factual formats, including Grand Designs Australia, River Cottage Australia, and reality television series The Recruit.
- Dr Georgia Melville is the Senior Curator of the National Wool Museum, Geelong, and has extensive experience in digital archives, heritage, social value and intangible heritage.

Together they will document the inspiration, stories and places of the people driving the reinvented maker culture of Geelong.

6. Person responsible for project

Dr Cristina Garduño Freeman will be leading the film and open source dataset projects, with a view to developing the a participatory project to elicit creative contributions exhibit in collaboration with the National Wool Museum.

7. A statement including a willingness to provide regular project updates on the project

The project team of Hubcaps to Creative Hubs would be delighted to provide in person or written reports on the project to the Linux community. Regular updates during the crowdfunding campaign were communicated via a newsletter to our community of supporters. We have an established mailing list, personal social media accounts and can gain access to institutional and university media support. Since commencing this project in late 2016 we have had interest from local and national media outlets online and radio.

Ms Jennifer Cromarty
Creative Geelong
Via Email at jennifer@tandemvox.com.au

12 April 2017

Doc No: D17-62958
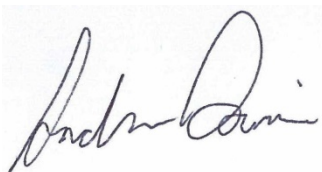Our Ref: DIT120417
Your Ref:

Dear Jennifer

Re: Support for Linux Grant application

The City of Greater Geelong's Digital, Information & Technology department would be please to support the Creative Geelong grant process to Linux Australia.

This support would be in kind via the City hosting the new Creative Geelong open data set on the Geelong open data portal via data.gov.au, and to be the custodian of the open data set ongoing. In addition there would be a small professional services fee of $400, levied to Creative Geelong as part of the grant cost makeup.

Please contact me with any questions.

Yours sincerely

ANDREW DOWNIE
MANAGER

DIGITAL, INFORMATION & TECHNOLOGY
17 GHERINGHAP ST, GEELONG
TELEPHONE 03 52725272
adownie@geelongcity.vic.gov.au

Copy To: Duncan Esler, Arts & Culture

Grants Council and Community
Linux Australia

4 May 2017

To whom it may concern:

Re: *Hubcaps to Creative Hubs: Open Source Dataset*

I write to relay the National Wool Museum's support for the *Hubcaps to Creative Hubs: Open Source Dataset* project.

The project seeks to make cultural material relating to relating to the development of three industrial mills in the Geelong region publicly accessible. The three sites are the Old Paper Mill in Fyansford, the Federal Woollen Mills in North Geelong, and Returned Soldiers and Sailors Mills in Rutland Street, Newton. The cultural material includes items such as photographs, historic objects, film footage, articles and archives, as well as direct access to short films themselves. The open source dataset is conceived as a 'directory' or 'reference list' that collates information about where this cultural material is held.

The National Wool Museum will directly contribute to the project in two ways:

- As there is both referenced material and primary material created through the process of making the film, the National Wool Museum offers to act in an advisory capacity for the project in locating the most appropriate place for the primary dataset to sit and advising on accessibility. This advice will be based on knowledge of existing digital platforms for public access to cultural material (for example, Victorian Collections and Culture Victoria).
- The National Wool Museum has supported the project to date through the provision of access to relevant items held in its collection. Selected items will then be made publicly available through the proposed open source dataset. Creative Common's Licensing would provide suitable coverage for items held in the National Wool Museum's collection (unless any particular item's rights are held elsewhere, which is not expected to the be case).

The National Wool Museum is also open to exploring future project possibilities, such as an online or gallery-based exhibition of project material or other programs for public engagement.

Please do not hesitate to contact me if further information is required on pfisher@geelongcity.vic.gov.au or 03 52724954.

Yours sincerely,

PADRAIC FISHER
DIRECTOR NATIONAL WOOL MUSEUM

Copy to: Duncan Esler, Co-ordinator Arts & Culture Development; Kaz Paton, Manager Arts & Culture, City of Greater Geelong

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