

AVENUES OF HONOUR 1915-2015 PROJECT

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Background

The Avenues of Honour 1915-2015 project is a national initiative to honour with a tree the memory of every individual who has made the supreme sacrifice on behalf of all Australians, by documenting, preserving and reinstating the original, and establishing new Avenues of Honour, during the Centenary of World War I in the period April 25th 2015 through to November 11th 2018. The Project was launched at the 5th National TREENET Symposium in 2004. (1)

The arboreal Avenue of Honour has been an enduring and highly popular form of public commemoration of military service in Australia. More than any other nation, Australians have chosen to recognise service and sacrifice through community plantings of memorial Avenues of Honour. The earliest recorded Avenues of Honour were created in response to Australia's participation in the Boer War, but the majority were established during and after World War I and, to a lesser extent, World War II.

At the time Sarah Cockerell listed 185 avenues as surviving in some form (2) but after a nationwide survey in 2006 she recorded 567 known Avenues of Honour across Australia, most of which remained in some form, although some were depleted or in poor condition. Across all of the existing Avenues there are estimated to be more than 100 000 living trees. These Avenues and the trees that comprise them are typically on public land and, most often, are managed by Local Councils, although Avenues may also have dedicated local management committees.

Known Avenues of Honour by State, as of 2006

State	Number identified
ACT	2
NSW	67
QLD	52
SA	38
TAS	69
VIC	312
WA	27
TOTAL	567

Purpose

The purpose of the Avenues of Honour 2015 project is to ensure that Avenues continue to play an important role in community commemoration of military service and sacrifice. A particular goal for the Anzac Centenary is to ensure that each of those Australians who made the supreme sacrifice in serving their country are recognised with a thriving living memorial that is known, recognised and discoverable by their descendants, relatives and by local communities as well as by any other interested parties.

Project Scope

The TREENET Avenues of Honour project provides national leadership and co-ordination of community-based initiatives to restore, reinstate and establish memorial Avenues of Honour to coincide with the Anzac Centenary and the 100th anniversary of the major events of World War I over the period 1914-1918.

The project will undertake research and documentation of existing Avenues, creating a comprehensive and accessible online record of all Avenues using the latest social and mobile web technologies and providing advice and support to local communities to restore, reinstate or establish Avenues of Honour as part of their commemorations of the Anzac Centenary and the 100th Anniversary of the events of World War I.

The project is using contemporary web-based technologies to create an enduring and comprehensive national online record of existing, planned and lost Avenues as a precursor to the engagement of local communities in their preservation, restoration and establishment anytime in the future.

Over 5 years, the project will complete the task of documenting all avenues, trees and persons commemorated, provide assistance and training to local communities to research document and promote their avenues and provide technical advice and support in the restoration of existing avenues and the establishment of new ones.

There are three main areas of project activity (see the project plan at Section 7 for details)

1. Research and documentation

Developing and managing an integrated national online reference service for Australia's Avenues of Honour covering their history, significance, current condition and future management and sustainability.

2. Community engagement

Inspiring local communities to recognise the value of their existing living memorials and to undertake restoration and planting initiatives as a national community-based commemoration for the Centenary of Anzac and the 100th anniversary of events during World War I.

3. Supporting community activities

Providing standard operating procedures for undertaking Avenue projects at the community level as well as technical assessment and advice in specialist areas relating to trees, historical data, information sharing and commemorative protocol.

Outcomes

The project aims to deliver outcomes in the short term during the course of the project and in the long term by building sustainable online information resources and local communities of interest to support Avenues of Honour into the future. In particular, the project will achieve:

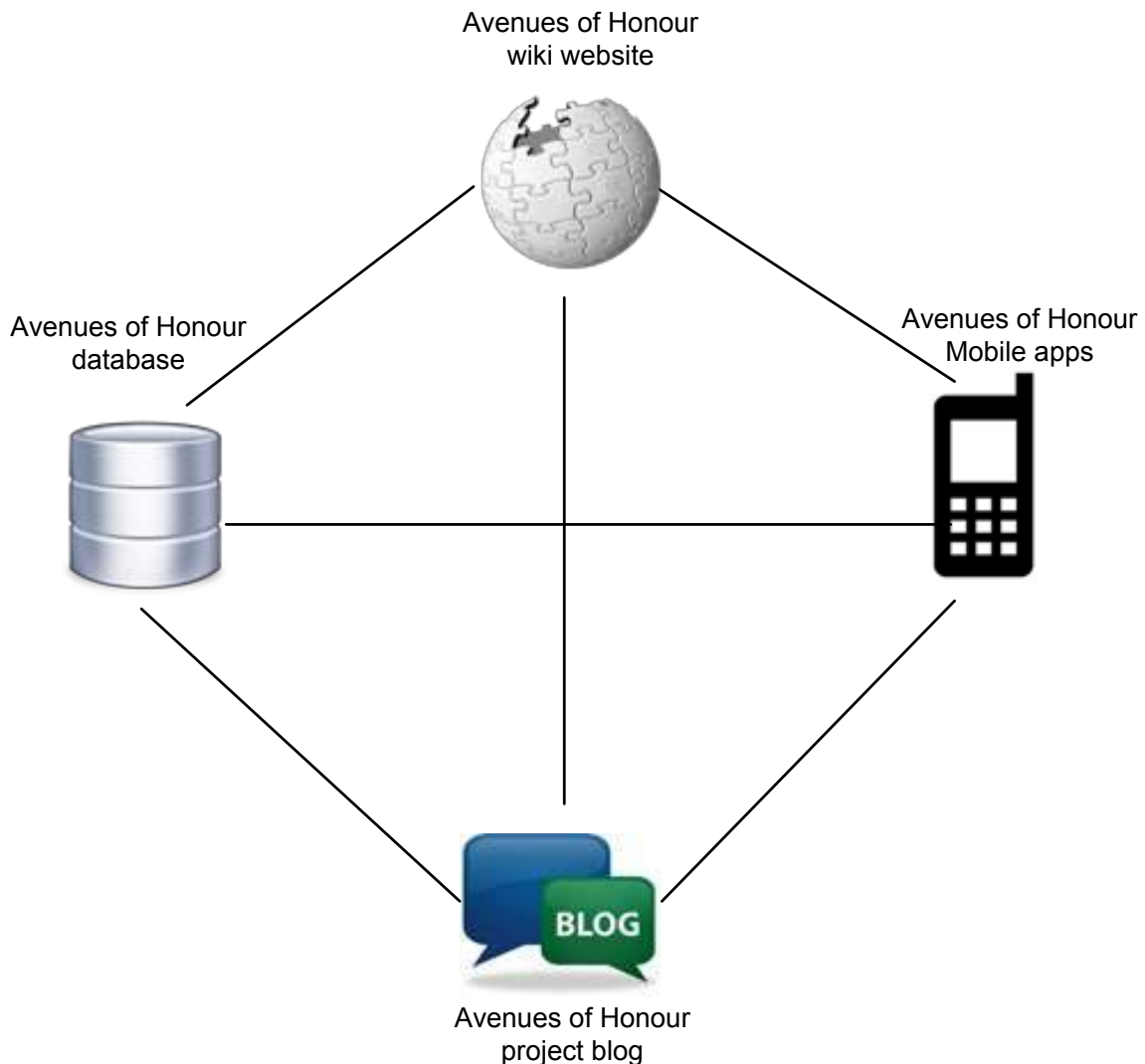
- Increased public awareness and appreciation of Avenues of Honour as a record and monument to military service and sacrifice.
- An integrated national web-based information resource about Avenues of Honours and the people and service they commemorate.
- Sustainable local communities of interest around each Avenue
- Improvement in the long term health and sustainability of Australia's Avenues of Honour.
- New investment in commemorative plantings.
- Enhanced community engagement through commemoration activities associated with the Avenues during the Anzac Centenary and the 100th Anniversary of the events of World War I.
- Increased accessibility of local history records about the experience of Australia's service men and women.
- Improving management practices for public arboreal projects.
- Education, public awareness and community access.

Technical development

The project requires the development of technologically-based products and infrastructure to capture, store and publish information about Avenues of Honour and to make it accessible to communities, families, researchers and students. This infrastructure is at the heart of the project as it brings together for the first time all information about Australia's Avenues of Honour and the people and service that they commemorate. The project will commission and manage the development of an integrated technical infrastructure that will support community participation in the creation and sharing of information about the avenues and in creating and sharing the memories of communities and families about those who served.

In 2013, the technical infrastructure to support the project was scoped and development was undertaken on data requirements by Sociable Technology. The first component, the Avenues of Honour project blog, was launched in June.

There are four main components for the technical infrastructure



The Avenues of Honour wiki website will, on completion, create a national community-sourced encyclopedia of information about the Avenues and the people and service they commemorate. The use of wiki technology enables people across Australia to add information and memories about the Avenues and the people associated with them. The website will become an indispensable permanent online reference to the history and health of every Avenue.

Mobile applications will assist in the capture of information about Avenues, plaques and trees in the research phase and provide information from the wiki website for mobile devices such as phones, tablets and GPS devices.

The project blog launched in April 2013 will document and promote the project over 5 years to keep participants informed and engaged. The blog integrates with social media platforms and e-newsletters to promote the Avenues project and document its progress and successes.

Avenues of Honour project blog site, launched June 2013 at www.avenuesofhonour.org



The Avenues of Honour database will maintain a full data record of each Avenue for the purpose of supporting effective planning and future management of Australia’s Avenues.

There are many fields of information that should be captured if possible for each tree or Avenue. At the 2007 TREENET Symposium Ben Kenyon (3) presented a draft standard for the Avenues of Honour database which has been a key document in the design of the currently proposed database.

In planning for the technical infrastructure to support the online presence of the Avenues of Honour project, the data standard has been updated and extended.

Data standard for Avenues of Honour Project, December 2012

This data standard identifies the data fields to be used in the master database and wiki website. Relationships between the fields are built into the data model.

The standard is divided into 6 parts, covering:

1. Avenues
2. Trees
3. Plaques
4. Persons Commemorated
5. Species
6. Contacts

1. AVENUES

Field ID

Field

Identification fields

101	Avenue ID Number
102	Avenue Type
103	Avenue Name
104	Street Address
105	Locality name
106	State/Territory

107	Postcode
108	Geo-coordinates
109	Location details
110	Local Government Area (LGA)
111	State/Territory electorate
112	Federal electorate

Description fields

113	Date of planting
114	Planted by
115	Designed by
116	Original total number of trees
117	Existing number of trees
118	Proposed number of trees
119	Avenue length
120	Description
121	Original features
122	Notes
123	Species
124	Signage
125	Plaques

Significance fields

126	Conflict/s commemorated
127	Original purpose
128	Recognition
129	History
130	References

Management fields

131	Managing authority
132	Managing authority contact person
133	Associated groups
134	Condition assessment
135	Major changes over time
136	Known Hazards
137	Donors
138	Local management issues

Audio visual fields

139	Photographs
140	Audio
141	Video

2. TREES

Identification fields

201	Tree ID number
202	Avenue Name
203	Geo-coordinates
204	Plaque

Description fields

205	Genus
206	Species
207	Sub species
208	Date planted
209	Person/People Commemorated

Condition fields

210	Age
211	Height
212	Diameter at Breast Height (DBH)
213	Health
214	Structure
215	Useful life expectancy
216	Likely works
217	Assessed by
218	Assessed on

Audio visual fields

219	Photographs
220	Audio
221	Video

3. PLAQUES

Identification fields

301	Plaque ID number
302	Tree ID
303	Avenue name
304	Plaque location
305	Plaque orientation
306	Plaque geo-coordinates
307	Plaque material
308	Plaque condition
309	Plaque Manufacturer

Audio visual fields

310	Photographs
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4. PERSON/PEOPLE COMMEMORATED

Field ID	Field
Identification fields	
	Individual/Group
401	Surname
402	Also known as
403	First name
404	Other names
405	Service ID
406	Rank
407	Date of birth
408	Place of birth
409	Date of decease
410	Place of decease
Service history	
411	Date of enlisting
412	Place of enlisting
413	Service
414	Unit name
415	Conflict
416	Deployments
417	Died on active service
418	Date of decease
419	NAA Enlistment Record
420	NAA Service Record
421	AWM Roll of Honour
422	Date of embarkation
423	Place of embarkation
424	Name of Embarkation ship
425	
Contact information	
426	Next of kin (enlistment record)
427	Known kin relative
428	Historical information contact
Audio visual fields	
429	Photographs
430	Audio
431	Video

5. SPECIES

Field ID	Field
<i>Identification fields</i>	
501	Species
502	Common name
503	Height
504	Longevity
<i>Audio visual fields</i>	
505	Photographs

6. CONTACTS

Field ID	Field
601	Avenue ID
602	Tree ID
603	Service ID
604	Type of contact
605	Title
606	Contact person surname
607	Contact person first name
608	Organisation
609	Postal address
609	Phone
610	Email
611	Web address

Participation and promotion

The Avenues of Honour project is based on widespread public participation which requires engagement with a broad range of project stakeholders.

The following stakeholder map outlines the key stakeholder groups in the project. A stakeholder engagement strategy will be developed as part of the project's Marketing and Communication Plan.

Stakeholder map

Individual or Group	Nature of Stakeholding	Issues of interest and concern
TREENET, Adelaide	Project Manager Expert Arborist advice	Preservation of existing Avenues Establishment of new Avenues Raising awareness of urban arboriculture
Local Councils, 562 local government bodies and State and National peak bodies	Management of Avenues Community development Local commemoration of Anzac Centenary	Maintenance of Avenues Community participation Cost benefit of establishing/maintaining avenues
RSL and other service organisations, 1300 RSL local sub-branches, state branches, national peak bodies, approximately 180 000 members	Preservation of existing memorials Recognition of service and sacrifice Community education and participation	Appropriate recognition and commemoration in memorials and events
Arborist and landscape professionals	Preserving and promoting urban arboriculture	Maintaining existing avenues Establishing future sustainability
Commonwealth, State and Territory Governments	Effective commemoration of Anzac Centenary Funding and leadership of commemoration activities	Participation in commemoration activities Cost effectiveness Recognition of government activity/services
Australian War Memorial	Leading organisation for commemoration of Australian military service	Effective commemoration of Anzac Centenary
Local communities	Recognition of local contribution Preservation of existing memorials	Appropriate commemoration activities and memorials
Relatives and descendants of persons commemorated	Living connection to those who served and died. Public remembrance and respect.	Appropriate commemoration activities and memorials Opportunities to participate.
National Trust and other Heritage bodies, including government agencies	Protection and preservation of natural and cultural heritage	Recording and listing Avenues for heritage protection
Local, state and national organisations and peak bodies	Promotion of heritage and community engagement	Increasing awareness of Avenues as local heritage

Individual or Group	Nature of Stakeholding	Issues of interest and concern
Community historical societies 1000 local history organisations with 100 000 members; State and national organisations and peak bodies	Documenting local history including the history of military service Promoting local heritage sites and community interest in history	Connecting Avenues to local history records Ensuring that local history is preserved and accessible Public events to promote interest in local history
School educators, Curriculum experts, subject associations and peak bodies.	Educating students about history and the environment	Accessible information to support teaching and learning Opportunities for student activities and participation.

Participants

The project aims to engage people across Australia as participants in researching, documenting, restoring, creating and celebrating Avenues of Honour in their communities.

Research

The research stage of the project will consolidate information about existing Avenues into a single national database and make it available to people via the wiki website and mobile applications. The project will work in partnership with the Federation of Australian Historical Societies and the Australian Council of National Trusts to engage local history and heritage organisations in the project as on the ground researchers and contributors to the project.

Community engagement

Community engagement activities will happen in collaboration with Local Councils, RSL organisations, Local Historical Societies and National Trust organisations and in conjunction with schools and other community organisations. The project will establish community partnerships around each Avenue and support them with training and information to enable them to record and promote the history and significance of local Avenues.

Marketing and Communication

The project will develop a national marketing and communication strategy to promote the goals and successes of the project through print broadcast media and online through the project blog, social media platforms and e-newsletter. The communication strategy will ensure that local community groups are in touch with each other to promote shared interest and learning across Australia.

Sponsorship and fundraising

The project depends on significant funding being raised through sponsorship and fundraising activities. A sponsorship strategy will be developed to identify suitable sponsors to approach for support. A presentation to potential major sponsors and supporters will be developed for sponsor approaches to be undertaken in the first half of 2013.

The project will also be nominating for funding under Australian Government Anzac Centenary activities.

Education and public programs

The project will develop education resource materials in line with the new Australian Curriculum to support teachers in promoting learning and participation in the Avenues of Honour project within primary and secondary schools. Communities that partner with the program will be able to participate in workshop sessions on promoting participation in the Avenues program.

Conclusion

Through the use of new communications technology, the Avenues of Honour project is now positioned to enter a new phase of public promotion and community engagement. The establishment of the project blog site in 2013, presenting the current data held by TREENET about known Avenues has significantly raised the profile of the project and brought forth new information and a groundswell of public interest and support.

The finalisation of the data standard to inform the future development of a wiki based website and supporting mobile applications means we are also ready to enter the next stage of documentation and promotion of existing Avenues. This will build momentum for restoration and replanting activity and for the creation of new Avenues to coincide with the 100th Anniversary of World War I and the Gallipoli landings.

References

Lawry, D. 2004. Proceedings of the 5th National Street Tree Symposium, TREENET AVENUES OF HONOUR 2015 PROJECT

Cockerell, S. 2004. Proceedings of the 5th National Street Tree Symposium, TREENET AVENUES OF HONOUR SURVEY

Kenyon, B. 2006. Proceedings of the 7th National Street Tree Symposium, DEVELOPMENT OF A STANDARD FOR AVENUES OF HONOUR DATABASE