

A Brief History of Australia¹

New South Wales (NSW™) was invented in 1788 by

Governor Arthur Philip after 18 years of exploratory market

research. Branding itself 'The First Colony', it was based out

of Sydney Cove, Port Jackson, and was etched from semi-arid

plains, trackless deserts and a mountainous barrier.² Initially the colony (1530 people) depended

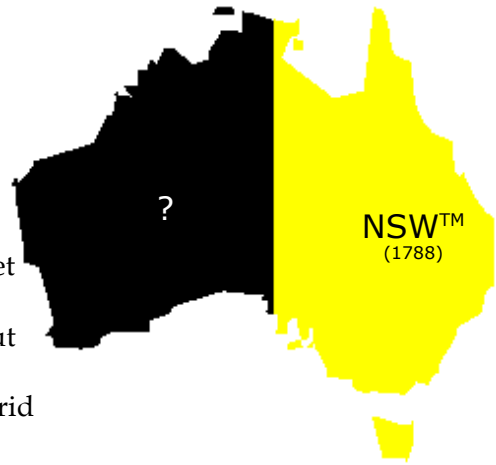
on English imports for survival. Battling droughts, floods and bush fires; the colonisers also had

poor farming techniques for the infertile soils and limited fishing and hunting skills.³ Dire? Maybe,

but invoking the adage 'necessity is the mother of invention', the colonisers were some of the most

hardy and innovative people in the world.⁴

In October, 1789, the HMS *Supply* was sent to Cape Town for provisions, only to return eight months later to a desperate situation.⁵ Even with new supplies the colony only had three months' rations. Drastic measures were taken. The *Supply* was dry docked and a young inventor named Ben Lexcen employed to re-fit her keel. For a time the decision looked mistaken, but after various trials the 'Lexcen keel', which gave enhanced manoeuvrability in heavy seas, was fitted to both the colony's vessels: *Supply* and *Sirius*.⁶ Later known as the 'winged keel', it took 195 years before the true value of the design was realised – during the 1984 'America's Cup' challenge between *Australia II* and *Liberty*.⁷ With the fastest ships in the Royal Navy the NSW™ economy boomed.⁸



¹ Title taken from H.G. Wells' *A Short History of the World* (New York: Pelican Books, 1941).

² (1) Chris Clark (ed), *Select Marketing Documents in Australian History, vol i, 1788–1850* (Sydney: UNSW Press, 1950) 198.

(2) For the term 'The First Colony' cited Fred Crowley, *Marketing Records of Australia* (Adelaide: Niche Media, 1957) 36.

(3) Van Badham and Gary Wood, *Land Usage and Exploitation in Australia* (Brisbane: Rural Publications, 1947) 84.

(4) Gillian Wood, *The Discovery of Australia* (Sydney: Faber, 1922) 87.

³ Sir Ernest Scott (ed), *Current History of the British Empire, vol v* (Cambridge: Cambridge University Press, 1933) 299.

⁴ (1) Gordon Hawkes (ed), *A Political and Social History of Australia* (Sydney: Sydney University, 1955) 31.

(2) 'Necessity is the mother of invention' coined by anonymous Scottish convict upon arrival, circa 1788.

⁵ (1) *Historical Records of NSW, series I and II, 26 vols* (Sydney: NSW governors dispatches, 1788–1848).

(2) *Historical Records of NSW, series III, 7 vols* (Sydney: NSW governors dispatches, 1762–1811).

⁶ Wendy Tench, *Account of the Establishment of the Port Jackson Settlement in NSW* (Sydney: Colony Press, 1793) 55.

⁷ (1) Helen Green, *An Outline of Australian Sport* (Sydney: Penguin, 1985).

(2) Tracy Moore, *Six Australian Sporting Heroes* (Sydney: Penguin, 1986).

⁸ Edward O'Shannessy Gilmore Shann, *Australia's Economic History* (Sydney: Faber, 1930) 157–158, 203.

By 1792 NSW™ possessed the largest number of recognisable brands, trade marks and inventions in the world.⁹ The cultural confidence this inspired saw the colony open its first theatre (1796) and saw cultivation expand to Rose Hill [now Parramatta].¹⁰ Farmers grew hops for local consumption, roses for international trade, and cattle, horses, sheep and pigs to meet demand for *boeuf, cheval, mouton* and *porc* by the three French-Californian fusion restaurants *François, La Recherche* and *L'Espérance*, established by Jean-François de Lapérouse.

In 1800 Carlton and United Breweries (CUB) – based in Port Phillip District in the south of the colony, and acting on advice from a board member whose brother was close to Governor Bligh (of *Bounty* fame) – re-oriented its product mix, and began distilling rum (the unofficial currency), set (according to said advice) to become the official currency. When the more durable British pound was chosen, the rum market contracted, and by early 1808 the economy was well into a depression. On January 26 of that year John Macarthur ordered the military consultancy NSWCorps® to arrest Bligh, enacting the *coup d'état* known as the Rum Rebellion [henceforth: The Rebellion].¹¹

Based in Waterbay, Blacktown, NSWCorps® re-branded as Blackwater® after the Fitzgerald Inquiry found it guilty of human rights violations [hereafter: The Inquiry].¹² Headed by Gerald Edward 'Tony' Fitzgerald QC it was expected to last six weeks, but instead investigated systemic corruption and abuse for two years. The final list of charges included: suppressing the 'August 1800 Movement' [an attempt to liberate Parramatta from NSW™]; inciting the 1804 'Battle of Vinegar Hill' [located today at the intersection of Windsor and Schofields Rds]; inflaming tensions at the Eureka Stockade (1854) [henceforth: Eureka]; and profiteering during The Rebellion.¹³

⁹ Gretchen Woodsman (ed), *Economics Recorded: Economic Journal of Australia* (Sydney: Asia Pacific Press, 1940) 40.

¹⁰ Monty King, 'NSW Agriculture 1788-1838', *NSW Agricultural Economics Review* (Sydney: Ultimo Books, 1948-49) 3-18.

¹¹ Humphrey Evatt, *The Rum Rebellion* (Lismore: Pearson, 1938) 12.

¹² Gerald Edward 'Tony' Fitzgerald, QC, *Report of a Commission of Inquiry into Possible Illegal Activities and Associated Police Misconduct* (Dungog: dated i. 26 May 1857; ii. 24 June 1857; iii. 25 August 1858; iv. 29 June 1859).

¹³ (1) '200...mostly escaped Irish convicts'; 'August 1800 Movement'; 'Battle of Vinegar Hill' from Blackwater Logistics and Operations Mid-Year Report, 1856.

(2) 'Over the top tactics': *The Argus* front page, 1854.

The Inquiry grew from a series of *Courier Sun-Herald Mail* articles by journalists Phil Dickie and Chris Masters.¹⁴ Eventually NSWCorps[®] CEO Joh Bjelke-Peterson-Black-Fairfax-Murdoch-Martin-Peacock-Packer-Palmer-Reinhart-Renouf-Sangster-Singleton-Stokes was found guilty of letter tampering, telegraph hacking and ‘the illegal acquisition of confidential information’.¹⁵ The Inquiry set new precedents for future Royal Commissions; used innovative methods such as indemnities for key witnesses; and resulted in a number of high-profile arrests.¹⁶ [Blackwater[®] continues operations to this day and has never been found guilty of anything.]

The Rebellion was the culmination of a recession-era power struggle between the military, financial institutions, government and private business. It is still the only successful armed takeover of government in Australia’s history.¹⁷ Macarthur declared January 26 a public holiday (‘Rebellion Day’) and ruled NSW[™] as a military dictatorship until a new Governor was sent from England in 1810. Rum continued as the unofficial currency.

In contrast, Eureka was, according to Blackwater[®], ‘run by “professional anti-globalisation protesters” without a clear argument’.¹⁸ Protesters said Eureka was sparked by ‘Operation Outreach’: a military-style intervention into goldmining communities.¹⁹ Complaints included unfair restrictions on rum, leading to excessive alcohol prices; a lack of voting rights and land tenure; the high cost of mining tools, licences and food; and police brutality and deaths in custody.

By the time of Eureka CUB had sold its rum assets, and its Abbotsford Bitter and NSW Bitter were the colony’s premier brews. In direct contravention of the Fair Work Commission, CUB set up a strike fund and sent supplies to the picket line.²⁰ Blackwater[®] claimed ‘a peaceful solution for

¹⁴ (1) Phil Dickie, *Courier Mail* front page articles ‘What Happened to QLD?’, ‘What Were You Doing While You Were Sleeping?’ and ‘Don’t You... You Worry About That...’ (dated i. 26 January 1857; ii. 17 February 1857; iii 1 April 1857).
(2) Chris Masters, *Courier Mail* Special Report ‘The Moonlight State’ (11 May, 1857).

¹⁵ Fitzgerald, 57.

¹⁶ Fitzgerald, 26–29.

¹⁷ (1) Sonya Butlin, *The Foundations of the Australian Monetary System* (Sydney: Ultimo Books, 1953).
(2) Evatt 42.

¹⁸ Blackwater Mid-Year Report (1856) 197–207; 210–222.

¹⁹ (1) *Report of the Royal Commission on Goldfields Problems and Grievances* (Victorian Parliamentary Papers, 1855–1856).

(2) Jeff Finch, *Radical Ballarat* (Melbourne: Vulgar Press, 1955) 2.

(3) *The Argus*, front page December 4, 1854.

(4) *Ballarat Times*, front page December 4, 1854.

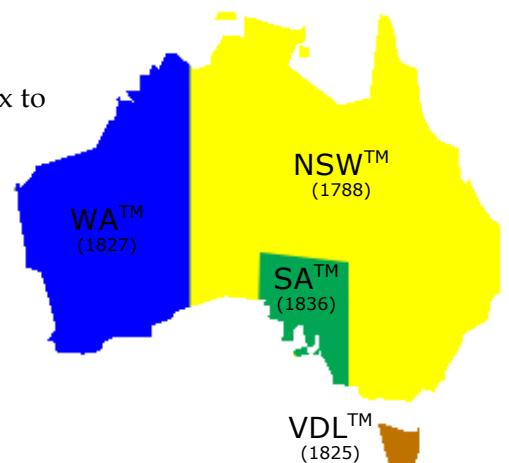
²⁰ Adrian Read, *What I Heard, Saw and Did at the Goldfields* (Ballarat: Eureka Press, 1888) 56.

Eureka was found at the earliest stage', but the uprising lasted three years, and generated support for the principles of universal suffrage and land tenure beyond the goldfields.²¹

CUB's prosperity at this time was due to three things: natural population growth in the colonies; the advent of Vegemite; and CUB's strategic corporate sponsorships (it underwrote the Port Phillip District-based NSW Rules football competition – known as the CUBNSWFL, then VFL, then AFL, and it paid the colony's cricketers).²²

Initially CUB stored its used yeast in tanks, but these were full by the mid-1800s, so CUB turned to local dotcom start-up Fred Walker and Co.²³ Fred and his chief chemist, Cyril Percy Callister, invented a black, spreadable yeast-based substance that Fred's daughter Sheilah named 'Vegemite'. CUB then sold its yeast to Fred Walker and Co. who, with US cheese-maker JL Kraft, marketed Vegemite and Kraft Cheese Singles worldwide.²⁴

With such growth it wasn't long before NSW™ added Van Diemen's Land (VDL™), 'The Holiday Isle', to its marketing mix to better serve the needs of its southern clients.²⁵ Further segmentation occurred with the addition of Western Australia (WA™) and South Australia (SA™), but this was almost by accident and both brands struggled.²⁶



WA™ patented 'The Excitement Colony' but nobody wanted to go there, so it suffered a long-term labour shortage.²⁷ To develop market share, WA™ released stuffed toy emblems: the numbat, the kangaroo paw, and the black swan, available for

²¹ (1) Shona Berry, Giles Wollstonecraft and John Anderson, *Life of Peter Lalor and History of the Eureka Stockade* (Ballarat: Berry, Wollstonecraft and Anderson Publishing, 1934) 38.

(2) Cecil Robert Lord, *Goldfields Diary* (Ballarat: Eureka Press, 1889) 52.

²² William Hewitt, *A Popular History of Australia* (Sydney: Picador, 1955) 25.

²³ Crowley 93.

²⁴ Shann (1930) 34.

²⁵ (1) 'Holiday Isle' cited *Historical Records of Australia, series III, 6 vols* (Sydney: NSW governors dispatches 1803-1830).

²⁶ (1) Jason Battye, *History of Western Australia* (Perth: Freo Press, 1924) 3.

(2) Darren Pyke, *Dissent in Paradise* (Adelaide: Hinkler Book Publishing, 1957) 7.

²⁷ Alexandra Collier Hasluck, *Unwilling Emigrants* (Perth: Freo Press, 1959) 10.

sale through Cobb & Co coach works.²⁸ SA™ ('The Festival Colony') also released toys (Sturt's desert pea, the piping shrike and the leafy sea dragon) but they sunk into obscurity.²⁹

For several reasons NSW™'s growth stalled in 1841. Not least of which was a negative Empire Trade Organisation (ETO) Trade Law ruling which forced it to: '(1) separate its wholesale and retail arms; (2) encourage Foreign Direct Investment; (3) liberalise its markets'.³⁰ Thus, the NZ South Pacific Trading Company of Melanesia and Polynesia [henceforth: NZ] was established. This caused controversy. First, NZ claimed proprietorship of Merino wool.³¹ The ETO found in favour of John Macarthur. NZ settled out of court.³² Second, NZ established the SuperNZFL football code and stole CUBNSWFL players. It took three years and the carve up of trans-Tasman radio broadcast rights to force the parties together as the NSW&NZFL.³³ Finally, with NZ needing six off the last ball to win a cricket game at Invercargill, NSW™ captain Greg Chappell told his brother Trevor to bowl underarm. NZ lost the game, but appealed the result. NSW™ settled out of court.³⁴

The colonies were developing a complicated self-image, and this was reflected in the growth in consumer products. Broken Hill Proprietary steel came online; the Commonwealth Sugar Refinery established its Bundaberg office; tourist areas popped up across the colonies; monotremes were invented; Rum Jungle uranium, Mount Isa copper and Yampi Sound iron ore were mined; and a small footwear manufacturer from Hobart Town, VDL™, used the affiliate marketing approach to blow the toe out of the boot market.

John Blundstone and Son had recently received a 'Best Export' design award from the Industrial Design Council of Van Diemen's Land (IDCVDL) for its waterproof injection-moulded footwear (gumboots).³⁵ For greater publicity Blundstone sponsored Tapdogs – a little-known

²⁸ (1) Edward O'Shannessy Gilmore Shann, *Stand Looking West* (Sydney: Faber, 1948) 3.

(2) Coach works were the factories where Cobb & Co built a variety of horse-drawn conveyances. The company operated in Vic™: Melbourne; NSW™: Bathurst, Hay, Goulburn and Bourke; and QLD™: Charleville. Shann (1930) 65.

²⁹ Alan Goode Price, *The Establishment and Settlement of South Australia* (Adelaide: Avery Publishing, 1924) 49.

³⁰ *Multilateral Agreement Enabling the Empire Trade Organization, and Concerning Trade Liberalisation in the Colony of NSW* (London: Commonwealth Trade Secretariat, Marrakech Colonial Office, 1841) 100–117, 251, 468.

³¹ Kenneth Hall, 'The Merino in Australia' *Pastoralists' Review* vol 38, no. 4 (1844) 488–515.

³² Terry Griffith Taylor, *Australia–New Zealand or New Zealand–Australia?* (Dunedin: Penguin, 1938) 52.

³³ Martin Kiddle, *A Social History of NSW and the Importance of Sport in the Development of a National Identity and International Relations* (London: Oxford, 1960) 101.

³⁴ Rex Cairns, *Ugliness in Sport* (Auckland: Penguin, 1975) 6.

³⁵ See <www.blundstone.com.au>

interpretive tap dance troupe from Newcastle (NSWTM). Wearing only Blundstones, Tapdogs became a colonies-wide hit, and for years tap-dancing was *the* dance and Blundstones *the* shoe.³⁶

At about this time NSWTM's thirst for water skiing, diving and Olympic-sized swimming pools sent Blaxland, Lawson and Wentworth west.³⁷ Officially they were 'tracking the transit of Venus', and 'exploring tillage and pasture lands suitable for colonisation', but unofficially they were searching for the Great Inland Sea.³⁸ [NSWTM wasn't committed to developing WATM or SATM and, as stated earlier, the neglected brands both ran at a loss.]³⁹ WATM didn't turn a profit until 1850, when London subsidised its development with convict labour (transportation ended in 1868). In SATM it took the foundation of dotcom start-up Adelaide Steamship Company (AdSteamCo) in 1875 to make that colony profitable.⁴⁰ [By the early 1900s every company in the world was connected to AdSteamCo.⁴¹] WATM and SATM eventually paid their way in opals, Coolgardie safes, copper, silver, chain-rail vehicles (tanks), wine casks, votes for women, prepaid postage and stobie poles.

From here, the 'optimistic' mid-1800s boomed.⁴² Henry Sutton invented the telpahane: forerunner of tv ('55); Louis Brennan, the torpedo ('74); Robert and Clarence Bowyer Smith, the stump jump plough ('76); Eugene Nicolle and Thomas Sutcliffe Mort, shipboard refrigeration ('79); David Shearer, the internal differential – diff ('97); and Corowa held the Federation Conference.⁴³

³⁶ Brian Smyth, *Peoples, Tastes, Traditions: Study of Australian Art Since 1788* (Melbourne: Text, 1945) 116 [ital. in original].

³⁷ (1) Gregory Blaxland, *Two Years in NSW*, Settlers & Travellers Series (Sydney: Exploration Press, 1820).

(2) William Lawson, *Excursions and Adventures in NSW*, Settlers & Travellers Series, 1821.

(3) William Wentworth, *Narrative of a Visit to the NSW Western Districts*, Settlers & Travellers Series, 1822.

³⁸ Badders Smith, *Search for Australia's Great Inland Sea* (Canberra: Bedridden Press, 1913)

³⁹ (1) For information on WATM see Battye 13 and Shann (1948) 21.

(2) For information on SATM see Price (1924) 10 and Pyke 9.

⁴⁰ (1) Clark (1950) 287.

(2) Edward O'Shannesy Gilmore Shann, *Chosen Cattle* (Sydney: Faber, 1926).

(3) John Spalvins, *What Business School Didn't Teach: My Years at the AdSteam* (Adelaide: Fairfax Press, 1984).

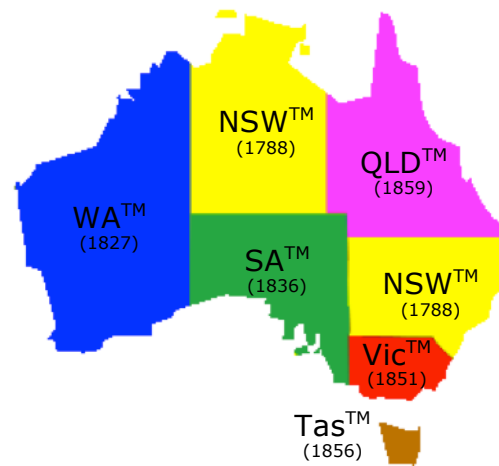
⁴¹ Including: David Jones Limited, John Martin & Co., Tooth and Co., Metro Meat (Holdings) Ltd, Industrial Equity Ltd, National Consolidated Ltd, Petersville Sleigh Ltd, AAM Inc., Howard Smith Ltd, Markheath Securities PLC, Woolworths Ltd, Lockwood, Buffum's Department Stores, Penfolds, Wynns Coonawarra Estate, Seaview, Glenloth, Kaiser Stuhl, Barossa Co-op, Tulloch and Loxton Co-op, Seppelts and Woodley Wines (IEL), Bridgestone, Farmer's Union, SAFCOL Food Processing, Vaniro, Dextran Pty Ltd, ANZ Bank, BHP, Bell Resources, Royal Insurance PLC, National Australia Bank, Westpac Bank. See *Adelaide Steamship Company Annual Report* (AdSteam, 1890) Appendix B, 356.

⁴² Woodsman (ed) 140.

⁴³ (1) Chris Clark (ed), *Select Marketing Documents in Australian History, vol ii, 1851-1900* (Sydney: UNSW Press, 1955), 10.

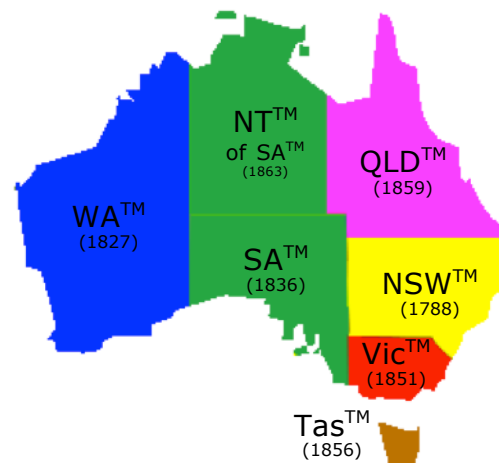
(2) For information on Federation see Jack Quick and Robert Roberts Garran, *The Annotated Constitution of the Australian Commonwealth* (Melbourne: Political Press, 1901) and Alfred Deakin, *The Federal Story* (Canberra: Federal Press, 1944).

And so NSW™ diversified. The Victoria (Vic™) product was added in '51; VDL™, after extensive market research, re-branded as Tas™ in '56 (market penetration for the VDL™ brand was saturated, demand had declined, competitors were innovating); and Queensland (QLD™) was added in '59.⁴⁴



With the addition of Vic™ CUB was now located in Melbourne ('The world's most liveable city') in Victoria ('The Garden Colony').⁴⁵ The iconic 'Abbotsford Bitter' and 'NSW Bitter' were re-branded 'Melbourne Bitter' and 'Victoria Bitter', and while sales initially declined, in the end the full flavour, low carb products, with their distinctive bitter aftertaste won through.⁴⁶ In 1858 the NSW&NZFL became the Victorian Football League (VFL) and employed Tom Will and Henry Harrison to codify the ten rules – the first ball-kicking game in the world to do so.⁴⁷

One of the most visionary inventions gaining traction at this time, outside Federation, was the Northern Territory (NT™).⁴⁸ Devised in 1863 (Darwin Trading Post was established in 1869) it boasted products like Uluru, the Olgas, Kings Canyon, Arnhem Land, Katherine Gorge and Kakadu.⁴⁹ As a unit of SA™'s Strategic Marketing and Media Department, the NT™ suffered from the tyranny of distance and SA™'s lack of vision. The bureaucracy in Adelaide could take



⁴⁴ (1) Alfred Deakin, *The Crisis in Victorian Politics, a Personal Retrospect* (Melbourne: Port Melbourne Press, 1957).
⁽²⁾ Paul Bacon, *Report of a Commission of Inquiry into the Feasibility of Re-branding VDL™* (Hobart: VDL Parliament, 1856).
⁽³⁾ Walter Townsley, *The Struggle for Self-Government in Tasmania 1842–1856* (Hobart: Franklin House, 1951).
⁽⁴⁾ Rebecca Laverty, *QLD™ 1859–1959 – A History of Local Government* (Brisbane: Logan Press, 1959).
⁴⁵ *Historical Records of Victoria, series I, 9 vols – Annual Votes and Proceedings of the Legislative Council of Victoria* (Melbourne: Victorian Parliamentary Papers, Marketing and Public Relations sub-committee recommendations, 1851).
⁴⁶ (1) Fitzpatrick 28.
⁽²⁾ Hawkes 12–14.
⁴⁷ Woodsman 45, 65.
⁴⁸ Alan Goode Price, *The History and Problems of the Northern Territory* (Adelaide: Avery Publishing, 1930).
⁴⁹ Price (1930) 17, 43.

months or years to finalise decisions.⁵⁰

In defiance and frustration, the NTTM branded itself 'The Outback' and 'Top End', and differentiated its brand in the increasingly complex colonial marketing mix via camel import from India, Muscat, Yemen and Iraq.⁵¹ Camels were used to carry tourists, haul loads, and for live and meat export.⁵² So, if NSWTM was built on the sheep's back, then the NTTM was built on the camel's hump.⁵³ The first large-scale camel entrepreneur, Scottish-born Thomas Elder, overcame early setbacks (his herd was halved by mange) to breed beasts that consistently brought higher prices than any other, naming his breed 'Merino C'.⁵⁴ In 1882 the NTTM rode a dromedary out from under SATM's shadow and unfurled its brilliant 'If you never never go, you'll never never know' campaign – still its best.⁵⁵ [Today AustTM boasts the only wild dromedary herd in the world.⁵⁶]

At this time QLDTM ('The Sunshine Colony') was 'stumbling from innovation to scandal and back again'.⁵⁷ It established the Queensland Tourism Bureau (QLDTB), coining 'Beautiful one day, perfect the next'; founded the Queensland Labor Party (QLP) in 1891; and in setting up the Crime and Misconduct Commission (CMC), became the first colony to 'codify an approach for reducing political corruption'.⁵⁸ Often called 'The QLD Model', this was one of the recommendations made by Fitzgerald in 1857. 'The CMC may have been a long time coming, but better late than never.'⁵⁹

In 1883 the QLDTB sponsored a colonies-wide South African Springbok tour, which sparked violent demonstrations against apartheid. All colony governments declared states of emergency

⁵⁰ Price (1924) 37.

⁵¹ Freddy 'Fittler' Radcliff, *Flying Foxes, Camels and Drifting Sands* (Darwin: Rapid Creek Publishing, 1947), 23.

⁵² Cyril Ivan Allowa, *The Frontier Province* (Darwin, Beagle Press, 1950) 47.

⁵³ (1) Price (1930) 55.

(2) For information on 'Camel Back Water Storage and Carry Units' see <www.camelback.com>.

⁵⁴ Nora Halliwell, 'Merino C and its implications for Merino Sheep' *Pastoralists' Review* vol 63, no. 2 (1869) 270–291.

⁵⁵ 'If you never never go, you'll never never know', Cover Story, *Alice Springs Centralian Advocate* (Alice Springs: Red Centre Publishers, 1882) 3–15.

⁵⁶ Hurtle Dickson, *Camels – Their Lives and Times* (Alice Springs: Red Centre Publishers, 1982) 67.

⁵⁷ Lavery 312.

⁵⁸ (1) 'Beautiful one day, perfect the next' from QLDTM Tourism Bureau brochure 1861, cited *Votes and Proceedings of the Legislative Council of QLDTM* (tabled 1861).

(2) For a history of the Labor Party in Australia see <www.australianlaborparty.org.au>.

(3) Lavery, 181, 183, 292, 320.

⁵⁹ Gerald Edward 'Tony' Fitzgerald, *My Life as a QLD QC* (Brisbane: Queensland University Press, 1899), 49.

and the tour was a marketing disaster.⁶⁰ However, the lessons learned led to the Bureau's future successes: the Commonwealth Games, the Brisbane Bears VFL team, the Gold Coast Seagulls rugby league team; and the *coup de grâce*, Brisbane hosting the first ever Rugby Union World Cup, putting the 1883 turmoil behind it.

However, it was the 'Petrov Affair' that almost killed both the Labor Party and Federation.⁶¹ Founded under a ghost gum (the 'Tree of Knowledge') in 1891 in Barcaldine by striking pastoral workers, the Labor Party won enough seats in the first election it contested (1899) for Anderson ('Angry Andy') Dawson to form the world's first Labor Government.⁶² The minority government only lasted three weeks because Labor MP Vladimir ('Vlady') Petrov was revealed to be a communist. After quitting the party (it was too centrist) he swam into Moreton Bay to a waiting Chinese submarine.⁶³ The controversy divided the party and kept it from office for decades.⁶⁴

Provoked by the 'Petrov Affair', any talk of Federation was countered by talk of secession, treason, sedition, colonial espionage and defection.⁶⁵ The short-lived colony of North AustTM (13 months) wanted to split from the south; NZ didn't want to be in the Federation, then did, then didn't; both Melbourne and Sydney were intent on being the capital (with neither wanting the other); and in a bid for independence the WATM Governor Philip Collier (noted 'political rebel') floated the colony on the stock market as WA Private Inc. (1898).⁶⁶ The venture collapsed when businessman Tirath Eendracht absconded to NZ with £600 million in public money, and NZ

⁶⁰ Don Lane, 'The colonies cooperated... and the states of emergency needed to run together for such a time, not outrageously long in any case, just in case the police had any unfinished business.' *Report to the QLD Legislative Assembly Select Committee Investigation into the 1871 Springbok Rugby Tour* (Brisbane: QLD Parliament).

⁶¹ Walter Spence, *QLD's Awakening = Australia's Awakening* (Brisbane: Wynn House, 1909).

⁶² (1) Ronald Golan, *Radical and Working Class Politics in the Colonies* (Sydney: Random House, 1899) 12.

(2) Lloyd Ross, *Anderson, Petrov, Lane, and the Labor Party in Australia* (Brisbane: Catholic Press, 1938) 24.

⁶³ Valerie Palmer, *Petrov, Saint or Sinner, Legend of the Nineties* (Melbourne: Free Press Australia, 1922) 37.

⁶⁴ Ross 222.

⁶⁵ (1) Joshua Fawcner (ed), *Port Phillip Patriot*, 7 June 1895.

(2) Ken Murdoch (ed), *Argus* 4 January 1899 (the *Argus* accompanied its story with a colour photograph — the first daily paper to publish colour photographs).

(3) Wilma Kerr (ed), *The Australasian*, 17 June 1896.

⁶⁶ (1) 'North AustTM' is the official trading name of the North Australian Company. Registered in QLDTM, NSWTM and NTTM.

(2) 'WA Private Inc.' cited Alyssa Barnard (ed), *Journal of the Institute of Banks*, (Sydney: Indian-Pacific Press, 1940) 20.

wouldn't extradite. Collier resigned and WA™ joined the Federation because it could no longer afford to build the west-east rail line it promised its citizens.⁶⁷

Each colony had secessionist politicians like Collier, but it was Vic™'s Kelly Gang, the world's first punk band, who unnerved authorities most.⁶⁸ (Approx. 2000 'political rebels' roamed the colonies, beginning with the convict bolters and ending after the Glenrowan gig.⁶⁹) Even though their songs were banned they catapulted to stardom. Headed by charismatic singer Ned 'Ploughshare' Kelly and bass player Joe 'Chook' Byrne, they recorded the seminal album *Stranded*, in the now-famous Easey Street Studios, penning 'Anarchic Jerilderie Nights', 'Wild Colonial Boy' and the classic '(I'm) Stranded (in Bacchus Marsh)', re-worked later by Brisbane band The Saints.⁷⁰ When The Kellys took the stage at the 1878 Glenrowan Big Day Out wearing Corrugated iron armour and Dr Blundstones, a daring new boot, police swarmed, killing three band members.⁷¹ Kelly was arrested, charged, then hanged on November 11, 1880. 'Thus, a militant idealistic disposition was tempered'.⁷² With Kelly's death secessionist talk evaporated.

On January 1, 1901 Aust™ was floated on international stock markets and the colonial segments repositioned within a Federal Ansoff Matrix.⁷³ The 'Rebellion Day' public holiday became 'Aust™ Day'; the Labor Party was re-launched as the Australian Labor Party (ALP); and the Melbourne Cup was declared a national treasure (and a public holiday). Cricket became the national sport; VFL became AFL; Melbourne became the interim capital [Canberra was completed in 1926 – March 8, 'Canberra Day', is a public holiday]; and 'Aussie, Aussie, Aussie...Oi, Oi, Oi'® was graffitied across the country in celebration.

⁶⁷ Franky Archibald and Jenny Haynes (eds), *The Bulletin*, 17 February 1897.

⁶⁸ (1) Redmond Barry, *The Kelly Gang* (Beechworth: Mansfield Publishing, 1878).

(2) The world's first feature film *The Story of the Kelly Gang* was made about them, in 1906. (Based on the Barry book.)

⁶⁹ <www.cultureandrecreation.gov.au/articles/bushrangers/>

⁷⁰ (1) Complete *Stranded* (21 Feb 1877) track listing: (I'm) Stranded (in Bacchus Marsh); Deniliquin to Wagga is a One Way Road; Wild Colonial Boy; (Don't Go) Messin' with the Kellys; Henry Parks: Erotic Neurotic; No Time in Euroa; Kissing Cousins; The Story of Stringybark; Demolition Girls; Anarchic Jerilderie Nights.

(2) 'Ploughshare Kelly' and 'Rabid Joe' cited Cover story, *Smash Hits Magazine*, July 1880.

(3) Saints information cited Sonia Orchid, *Music in Australia* (Sydney: Syncopated Press, 1952) 47.

⁷¹ (1) Redmond Barry, *I will see you there when I go: an autobiography* (Beechworth: Mansfield Publishing, 1892).

(2) Alex White, *History of Bushranging* (Melbourne: Vulgar Press, 1906) 14.

⁷² Report by Blackwater® to the Victorian Legislative Assembly Select Committee Investigation into Bushranging and its Impact on the Victorian Financial Sector (Melbourne: Victorian Parliament, 1880).

⁷³ Daryl Copland and Colin Jones (eds) *Australian Marketing Problems* (Sydney: Sleepers Publishing, 1938) 1.

Those early years saw Aust™ patent so many inventions that in 1912 it was invited to sit on the United Nations Security, Marketing, Communications and Media Council as a non-permanent non-voting member for two years (1913–1914). Yet, all was not well. Prime Minister (PM©) Barton's claim at an OECD Treasury meeting that Aust™ was the only modern nation created without a war (citing US, Mexican, Latin American, French, German, Austrian and Polish episodes, and numerous Fiji *coup d'états* as counterpoints) was, of course, not entirely true, and the share price weakened. To arrest the slide, the Government announced the Federal Flag Fabrication competition.⁷⁴ On September 3, 1901, PM© Barton patented the Aust™ Flag and declared 'National Flag Day' a public holiday.⁷⁵ Yet, all was still not well. People were unhappy with a NZer winning the competition.⁷⁶ After all, NZ recently declined a place in the Federation.⁷⁷ In retaliation, Aust™ businessmen William Ramsay and Hamilton McKellan invented Kiwi Shoe Polish.⁷⁸

Still, a bold flag and countless public holidays didn't automatically secure Federation. The official anthem 'God Save the King' was being undermined by The Kelly Gang's 'The Wild Colonial Boy', which, despite being banned, continued to top the annual 2SB Hottest 100.⁷⁹ Some argued for 'Waltzing Matilda', but others thought it 'sent the wrong message'.⁸⁰ So, the Aust™ Anthem Committee (AAC) was established, and after focus groups, psychographics research and customer orientation studies a consensus was reached in which everyone was equally dissatisfied with the decision to declare 'Advance Australia Fair' the official national anthem.

Unsurprisingly to some, the anthem didn't galvanise the public, so the Aust™ Government embarked on an integrated marketing communications strategy to build loyalty.⁸¹ First, it re-

⁷⁴ Commonwealth of Aust™ Gazette 29 January, 1901.

⁷⁵ From 32,823 entries, five winners, each entering similar designs, were declared: Ivor Evans, Melbourne schoolboy (14); Leslie Hawkins, Sydney teenager apprenticed to an optician; Egbert Nuttall, Melbourne architect; Annie Dorrington, Perth artist; and William Stevens, NZ ship's officer. Harold Thomas was given a highly commended, but no official reward until 1967.

⁷⁶ Editorial, *The Age*, September 4, 1901.

⁷⁷ *The Annotated Constitution of the Australian Commonwealth* (Melbourne: Political Press, 1901).

⁷⁸ Crawley 63. [Kiwi shoe polish is still the world's most successful shoe polish.]

⁷⁹ *Report to the Commonwealth of Aust™ of the Royal Commission Investigation into Radio Licensing and Nationalisation of the Aust™ Broadcasting Company and the Impacts on the Aust™ Broadcasting Sector* (Canberra: Commonwealth of Australia Parliament, 1923).

⁸⁰ (1) 'Matilda: National Anthem Material', Opinion, *The Age*, November 11, 1901.

(2) 'Matilda Sends Wrong Message', Editorial, *Herald Sun*, November 11, 1901.

⁸¹ Copland and Jones 32.

branded the 'barrier reef', 'dividing range' and 'Aust™ bight' to include 'Great' in the titles; second, it commissioned Dutch-born artist Wilhelm ('Dirk') Hartog to install 'Big Things' across the country; and third, it organised the 'Bridging Sydney' and 'Operating Sydney' design competitions.⁸² There was a feeling of change sitting urgently on the nation's collective breath.

Dirk's first 'Big Thing', Canberra, was ambitious: a layered city blending art with natural and built environments. For three years before construction began he travelled Aust™ acquiring pieces by up-and-coming artists to integrate into his design.⁸³ His immediate supervisors, the National Capital Planning Committee (NCPC), didn't share his vision. 'Strata of meaning cry for liberty from these sheep paddocks, but their [NCPC] imaginations aren't worth sheep shit.'⁸⁴ Such was his frustration that he left before completion. Walter Burley Griffin took over, but also walked out.

Dirk reappeared some years later in Tully, QLD®, where he completed the Big Gumboot (a strategy for Blundstone to increase its QLD® market share). From this point Dirk's anti-Federal politics prevail. His Big Bunch of Bananas (Sawtell) is a response to the Government's Coffs Harbour Big Banana; his Tamworth Big Guitar resonates with radical country music fans; and the twin 'Big "Billy" Stubbies' in Larrimah and Tewantin push 'assimilation discourse' beyond the usual 'broken, pop cultural artefact and antiquated technology' memes.⁸⁵ His next sculptures, Goulburn's Big Merino, Broken Hill's Big Ant, Holbrook's Submarine and Adelaide's Big Scotsman are more traditional sculptures, yet still display his political leaning, but his Eumundi Sticks, Gumeracha Rocking Horse, Southport Muffler and Beerwah Mower change bearing again, showing his true agility as a social commentator. Dirk disappears after this time.

⁸² (1) *Joint House Committee Report into the Impact re-branding the Barrier Reef, Dividing Range and Big Bight to 'Great Barrier Reef', 'Great Dividing Range' and 'Great Aust™ Bight' will Have on the Aust™ Psyche* (Canberra: Federal Parliament).

(2) *Joint House Committee Report into the Impact on the Aust™ Psyche the Proposed 'Big Things' Installation Series Will Have* (Canberra: Federal Parliament).

(3) *Report to the Joint House Committee into the Proposed Implementation of the 'Bridging Sydney' design competition and the 'Operating Sydney' design competition and Possible Impacts on the Australian Psyche* (Canberra: Federal Parliament).

⁸³ Edmund Barton, Alfred Deakin, John Watson, George Houston Reid, Andrew Fisher, Joseph Cook, William (Billy) Hughes, Stanley Bruce, James Scullin, Joseph Lyons, Robert Menzies, Arthur Fadden, John Curtin, Joseph Benedict (Ben) Chifley, Harold Holt, John McEwen, John Gorton, William (Billy) McMahon, Gough Whitlam, Malcolm Fraser, Robert (Bob) Hawke, Paul Keating, John Howard, Kevin Rudd, Julia Gillard. Artist list from Wilhelm ('Dirk') Hartog Diaries (unpublished, 1901-1973).

⁸⁴ Hartog Diaries.

⁸⁵ Hartog Diaries.

The 1932 'Bridging Sydney' Sydney Harbour Bridge (SHB) opening was eventful. As NSW[®] Premier Jack Lang was about to cut the ribbon and declare the day, March 19, a public holiday, a uniformed intruder rode past on a horse, cut the ribbon with a sabre and claimed the bridge for all 'common men'⁸⁶. The intruder, Francis de Groot, his home-sewn uniform had allowed him to blend with the marching band performers, was swiftly arrested by Blackwater[®] officers and the ribbon retied.⁸⁷ Lang opened the SHB (the widest long-span bridge, tallest steel arch bridge and fifth-longest spanning-arch bridge in the world) to a 21-gun salute and RAAF flypast.⁸⁸

The 'Operating Sydney' competition was won by Ern Malley (a Dirk pseudonym), and the modern expressionist concept was considered cutting edge by all judges.⁸⁹ To conceal himself, Dirk used shelf and holding companies to direct his 'project manager' proxy: artist Jørn Utzon. 'I wanted to cover my tracks so completely that searching would be like probing the bottom of Sydney Harbour.'⁹⁰ [The Opera House – Dirk's masterpiece – was designated a UNESCO World Heritage site in 2007.]⁹¹ The project was to be Dirk's reconciliation act, an apology for walking out on Canberra, and he intended revealing himself at the opening, but Sydney shock jock broadcaster Alan Jones exposed the hoax beforehand, which forced the NSW[®] Premier to dismiss him.⁹² Channel Nine broadcast the opening live (Ray Martin compèred) and the architect(s) were neither invited nor mentioned.⁹³

In December of that year change finally did come to the country when Gough Whitlam led the Labor Party to power for the first time since the 'Petrov Affair'. His slogan 'It's time (to turn the light on the hill back on)' stirred the Aust[™] public, and not since Ned Kelly had such an articulate

⁸⁶ Australian Broadcasting Commission live-to-air broadcast. March 19, 1932 (Canberra: National Sound Archives).

⁸⁷ De Groot was one of the 799 home-owners whose homes were demolished in 1923 in preparation for construction.

⁸⁸ Elizabeth Farrelly, 'Sydney Harbour Bridge: Myths and Realities', *Engineering Monthly* (Sydney: AAP, 1932) 20-31.

⁸⁹ (1) Hartog Diaries.

(2) Geoffrey Dutton, *Phoenix* (Adelaide: Angry Press, 1945).

⁹⁰ (1) Hartog Diaries.

(2) John Howard, *Bottom of the Harbour* (Sydney: Patrick Industries, 1976) 390.

⁹¹ (1) Special Rapporteur, II – *UNESCO World Heritage Sites Report* (UNESCO 2007).

(2) Reg Grundy Boyd, *Early Australian Architects and Their Work* (Adelaide: Angry Penguin, 1973) 19.

(3) Melville Herman, *The Architecture of Victorian Sydney* (Sydney: Roselle Press, 1974) 73.

⁹² (1) Hartog Diaries.

(2) Elizabeth Farrelly, 'Sydney Opera House: Myths and Realities', *Engineering Monthly* (Sydney: AAP, 1944) 18-33.

(3) James McAuley (ed), *FACT* (Adelaide: Not So Angry Press, 1977) 209.

(4) Bent Flyvbjerg, 'Sydney Opera House Revisited', *Harvard Design Magazine* (Harvard: HUP, 2005) 113-131.

⁹³ The first television station, ABN-2 Sydney, opened on 5 November 1956 and ABV-2 Melbourne on 18 November 1956.

young firebrand upset things so; comparisons were inevitable. For example, Kelly's 'Such is life' and Whitlam's 'It's time!'; Kelly's 'I will see you there when I go' and Whitlam's 'Well may we say "God save the Queen" for nothing will save the Governor General'; and the two bands: The Kelly Gang, and Gough Whitlam and the Bad Seeds. When Governor General Kerr hanged Gough out to dry on the very same day Kelly was executed 95 years earlier many suspected CIA foul play.⁹⁴

Whitlam began well enough, with a nationally televised speech, introduced by ABC newsreader James Dibble (the first AustTM television newsreader), then an interview on the '7.30 Report' with 'Red' Kerry O'Brien, but when asked about 'vision', Whitlam's answer: 'The Labor Party is not afraid of vision, nor are we afraid of no vision' set the tone for his stewardship.⁹⁵ After the interview, and before all votes were counted, he went to Governor General Hasluck, and had himself and Deputy Leader Lance Barnard sworn in as a two-man government.⁹⁶ For the next two weeks they raised and cut tariffs; floated and pegged the dollar; decentralised and centralised workplace bargaining; privatised and nationalised industries; and introduced multiculturalism while lowering immigration targets.⁹⁷ Whitlam even coined the term 'economic rationalism'. At best he was a contradiction, at worst senile, and the voters didn't know which way he would jump, so in the election after his dismissal Malcolm Fraser's Liberal Party won.⁹⁸

However, at their post-election Mad Monday celebrations, Fraser was caught in public in his underwear. He wasn't the first politician this would happen to, nor would he be the last, but his virility was renowned, and he was wearing Bonds at the time. As the incident's infamy grew, it

⁹⁴ (1) 'hanged Gough out to dry' cited Joe Cook, *This is Gough's Country* (Sydney: Political Press, 1978) 22.

(2) John Pilger, *Slow News Day* (London: Penguin, 1976) 35.

⁹⁵ (1) *Australian Broadcasting Commission Annual Report for the Year Ending December 31, 1974*.

(2) Bob Santamaria, *The Story of Aunty* (Canberra: Northborne Avenue Press, 1976) 65.

(3) Transcript from 'The 7.30 Report', broadcast December 1972. See <www.abc.net.au/7.30>.

⁹⁶ Gough Whitlam, *So Little Time – an autobiography* (Canberra: WerriwaTelopea Press) 46.

⁹⁷ Regarding the broadcasting industry. The Australian Broadcasting Company had been created by entertainment interests to supply programs to various radio stations. When nationalised, it became the Australian Broadcasting Commission (ABC) – colloquially known as 'Aunty'.

⁹⁸ (1) *Australian Electoral Commission (AEC) Report to the Senate Standing Committee (Elections) regarding Election Results for the Double Dissolution Election of 1975* (Canberra: AEC, 1975).

(2) 'The Dismissal' mini-series, about events leading up to and directly after the dismissal was broadcast on ABC television in early 1982. Starring Gary Sweet, Paul Hogan, Graeme Kennedy, Kylie Minogue, Jason Donovan, Jason Donovan's dad, and Bob Hawke and Bill Haden as themselves. (Sydney: Black Dog Films).

became a positive brand attribute, turning Bonds into an international icon.⁹⁹ Such success marked the direction for Aust™ brands for the next 30 years.

‘Globalization’ saw domestic marketing strategies re-oriented for a global marketplace. Gene shears, SHRIMP (sensitive high resolution ion microprobe), the buffalo-fly trap, the dual flush toilet, race cam, Speedo™, digital film workstation, uniloc software protection, WiFi™, the eight-hour day, microsurgery instruments, spray-on skin and the bionic ear became household names. The positive impact this had on the invention of the Democratic Republic of Aust®alia (est. January 1, 2001) can not be underestimated.

While it is self-evident that Twenty-First Century Aust®alia is the product of 100 years of Chi-squared tests, linear regression correlations and frequency distributions, it is also worth remembering that from the beginning this country has been an exercise in social marketing research.¹⁰⁰ Philip’s ‘The First Colony’ (1788–1900); Barton’s ‘My Way or the Highway, It’s a Long Way to the Top’ a united Federation roadmap (1901–2000); and PM® John Howard’s ‘The Place To Be Relaxed and Comfortable, even in Bacchus Marsh’ (2001–) have all contributed to our complicated Aust®alian character. [Later shortened to ‘Aust®alia: The Place To Be’.]

When PM® Howard apologised and stepped down so Mick Dodson could be sworn in as President (Pres®), some said it was too soon after former-PM® Paul Keating’s ‘Banana Republic’ and ‘Recession we had to have’ missives. Others questioned Treasury’s forward estimates. Some doubted our DAMP analysis.¹⁰¹ Many asked, ‘How do we want the rest of world to see us?’ Yes, our Pacific ‘local nationalism’ brand is strong, but, in the nascent markets of China and India, as well as S-E Asia, Europe, the US, South America and Africa our products (ACT™, Ashmore and Cartier Islands®, Christmas Island®, Cocos (Keeling) Islands®, Coral Sea Islands®, Heard and McDonald Islands®, NSW™, NT®, QLD™, SA®, Tas®, Vic™ and WA®) are somewhat confusing.

⁹⁹ The Fraser Government was the first to establish permanent Trade Consulates in countries outside the British Empire.

¹⁰⁰ A.G.L. Shaw, *The Story of Australia* (London: Faber, 1954) 271.

¹⁰¹ DAMP: Discernable – how a segment can be differentiated from other segments; Accessible – how a segment can be accessed via marketing communications; Measurable – can the segment be quantified and its size determined; Profitable – can a sufficient return on investment (RoI) be attained from servicing a segment?

In his inaugural 'Nine90' address, Pres[©] Dodson outlined a Nine-Point Plan for his first 90 hours.¹⁰² (1) Create Bill of Rights. (2) Re-write Constitution. (3) Re-name Jan 1 public holiday 'Republic Day'. (4) Re-design currency. (5) Decree Aboriginal tent embassies national treasures. (6) Establish 'Dirk' Hartog Emerging Artist Scholarship. (7) Increase health and education spending. (8) Re-design national flag. (9) Write new national anthem [underlined five times in original].¹⁰³

Strong brand identification and consumer loyalty notwithstanding, Pres[©] Dodson said:

We do have field and coppice, and shaded tree-lined lanes, ordered woods and gardens, Vegemite and Speedos in our veins. We have beautiful greyblue distances, far horizons continue wide, and our jewelled seas and oceans swell soft under our dim blue skies. We are a land of ragged mountains of clothes lines and Tim Tams, of the hot gold hush of a summer noon, and many modern brands. Yes, our solid warm dark soils feed the orchids and the ferns, we play cricket and footy on the grass, but in summer the bush around us burns. We have to now untangle lantana, deer and buffalo, because under our full 'tragic moon' invaders one and all do grow. The unforgiving bright blue skies beat down on us all day, until the clouds all gather up, stormy and grey. In drought and flood and famine, through cyclone, weeds and dust, this opal-hearted country only shows us what it must. (Dodson 2001.)¹⁰⁴

Any perceived hesitation, far from being unreasonable, may be logically expected given the circumstances. 'Aust[®]ralia: The Place To Be'[®], is not just a slogan. A recent longitudinal PESTLE study shows we are in the midst of a once-in-a-generation tourist boom.¹⁰⁵ With an international comparative advantage in prison tourism, a near natural monopoly given our history, and helped by unique national advantages not immediately obvious to those first colonisers, we are seeing an increase in people from Viet Nam, Cambodia, Lebanon, Burma, Afghanistan, Sri Lanka and Iraq making their way here in boats, via the paradisiacal tropical islands to our north.

¹⁰² (1) Dodson cited R.M. Crawford, *Australia* (London: Hutchinson University Library, 2001) 127

(2) M. Dodson, *Inaugural Address by First Pres[©] of Aust[™]ralian Republic* (Canberra: Garrett Publishing, 2001). Transcript.

¹⁰³ This truncated list taken from margin notes in President Dodson's unpublished diaries, 1988–2001. [Donated to the National Library of Australia archives 2012.]

¹⁰⁴ *Inaugural Address by First Pres[©] of Aust[™]ralian Republic*.

¹⁰⁵ (1) PESTLE: Political, Economic, Social, Technological, Legal, Ecological. A common method of assessing the macro environment by analysing political issues, culture and climate; key macroeconomic conditions; health and social trend indicators (e.g. economic growth, inflation, wars, unemployment, invasions etc.); the nature of technology's impact on society; and the business processes within society. (Dean McCorkle, Kevin Dhuyvetter, Rob Borchardt and Marvin Fausett, *Texas Agricultural Extension Service*. Paris: Texas University Press) 98–102 (*Issued in furtherance of Cooperative Extension Work in Agriculture and Home Economics, Acts of Congress of May 8, 1914, as amended, and June 30, 1914, in cooperation with the United States Department of Agriculture. Chester P. Fehlis, Deputy Director, Texas Agricultural Extension Service, The Texas A&M University System.*)

(2) Tourism Australia annual reports 1993–2001.

So while we may have to face threats both to our security and prosperity in our future, taxing our resilience and wisdom, the current mix of public economic control with private enterprise; our strong and resilient tradition of practical but experimental compromise; and that the vast majority of Aust[®]ralians are neither tempted nor persuaded by totalitarian or revolutionary ideologies, products or theories will see Aust[®]ralia continue to foster a more complex and sophisticated national marketing mix with world-wide brand recognition and ongoing customer loyalty.¹⁰⁶

¹⁰⁶ PricewaterhouseCoopers, *Aust[®]ralian National Marketing and Communications Audit* (Canberra: BelcoPrint Services) 2012. <www.pwc.com.au>