By-roads and Hidden Treasures
Mapping cultural assets in regional Australia

What is keeping people strong in isolated and under-populated locales, and how much of that is cultural?

In 2008 the Cultural Asset Mapping for Regional Australia (CAMRA) project was born with the very simple question: ‘how can we best map regional culture in contemporary Australia so that we can assess that culture’s value?’

What transpired was an unpredictable journey into unlikely places and too-often neglected communities across regional Australia, from east coast surfboard-shapers to Torres Straight hip-hop musicians.

Their experiences, stories and insights confronted existing assumptions, and challenged many of the cherished precepts of cultural policy and creative industries research.

The places explored include western Sydney, Hobart, north-west NSW, Nowra, central desert, Torres Straight Islands, Darwin, Wollongong, Melbourne and north-west VIC.

By-roads and Hidden Treasures contains thought-provoking discussions on regional Australia’s colonial and cultural heritage, details innovative new methods for measuring cultural assets, and reflects on how to inform imminent policy and planning decisions for regional Australia.

ABOUT THE EDITORS

Paul Ashton is Professor of Public History at UTS, Co-Director of both the Australian Centre for Public History and the Centre for Creative Practice and Cultural Economy; and Director of UTS Shopfront, a unit that works with community groups. His publications include The Accidental City: Planning Sydney Since 1788 and Sutherland Shire: A History. He is also founding co-editor of the journal Public History Review.

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Ross Gibson is a writer and researcher, makes films and multi-media environments, and is Centenary Professor in Creative and Cultural Research at the University of Canberra. Ross was previously Professor of Contemporary Arts in the Sydney College of the Arts, and Creative Director at the Australian Centre for the Moving Image (ACMI). His previous book was 26 Views of the Starburst World (UWAP, 2012).

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