

Introduction:

Understanding Victoria

Old Colonists' Association of Ballarat Presented by Gary Morgan June 26, 2011



*Left to Right: Andrew Robson, Councillor - Gary Morgan
- Michael Blenkiron, President*



I am pleased to be addressing the **Old Colonists' Association of Ballarat at the Old Colonists Club**. It is more than seven years since I gave the inaugural Dr J H Pryor Memorial Lecture at the **Ballaarat Club on May 22, 2004**. I must be the first person who will have addressed 'both sides' of the Eureka Stockade!

Understanding Victoria - where it came from, and what made it what it is today is a fascinating study. It is not just a series of successive

Governments or business leaders, or any one thing or person.

It is an amazing series of events and people that have come together at various times since 1835 under incredible circumstances.

Many of these people and the parts they played have gone unrecognised - nobody has written about them in our history books.

This book and its attachments cover some of these people and how my family has been directly involved since Victoria was founded. I believe the information published in this book will help readers better understand

events and people who have made Victoria since foundation.

For example:

- the role of **women** in education, the workplace and politics **as covered in the media** by **William Williams, Sir Keith Murdoch and Roy Morgan,**
- the role people **from other countries** had in the **separation of Victoria** starting with **Charles La Trobe** and **Redmond Barry,** and
- how **media publishers** such as **John Pascoe Fawkner, George Cavenagh, Ebenezer Syme** and **Alfred Massina** helped make Victoria a much better place.

Since 2004 I have been thinking about these issues, and have written some 6 papers since in 2008 when I presented to **The Victoria Day Council** “**Women, the Media, and People from Other Countries who have made Victoria**” – while my initial lecture covered Victoria from 1851 I have actually now covered the topic from when the Port Phillip District was first settled by **Edward Henty** at Portland Bay on November 19, 1834. By 1839 when **Charles La Trobe** arrived in Melbourne the Port Phillip District’s population was 5,822 with about 3,000 in Melbourne. In 1846 Melbourne’s population was 10,954; in 1851 about 23,000, in 1855 about 100,000 and by 1890 about 500,000.

La Trobe was a descendant of a French Huguenot family who fled from France in 1685 after the Revocation of the Edict of Nantes. His protestant, non conformist, French ancestors originally moved from Europe to Ireland, and finally to the Moravian village of Fairfield near Manchester, England. The family became highly cultured Moravian missionaries – a family aligned with Wilberforce and anti slavery.

The family of La Trobe’s wife **Sophie (nee de Montmollin)** had close ties with Napoleon’s ‘household’ and as such I believe **La Trobe was at least a sympathetic Napoleonite** (most would consider Napoleonite’s to be Republicans – anti the French Monarchy) and in favour of separation like his ‘friends’ at the Melbourne Club.

During La Trobe’s period in the Port Phillip District it changed from a mainly agricultural society to a booming Victorian economy founded on one of the world’s great gold discoveries.

My May 9, 2011 **Australia Day Council (Victoria) Oration** covered

“**Charles Joseph La Trobe and Victoria’s Separation ‘turning a wild country into a civilised one’**”. (See Appendix 8, Pages 144 - 156) The paper covered **Charles Joseph La Trobe** from before July 25, 1839 when he arrived in Sydney, and then from October 3, 1839 to June 30, 1851 when La Trobe was Superintendent of the Port Phillip District of New South Wales, and then from July 1, 1851 as the first Lieutenant-Governor of Victoria until he left on May 6, 1854.

I find this period fascinating and since becoming interested have found many personal connections. At every event where I have presented my thoughts at least one person has come up to me and told me of their own personal connections to the period discussed.

My wife (**Genevieve Morgan, nee Edwards**) is the great-great-great granddaughter of **Henry Condell (1707–1871)** who was Melbourne’s first Mayor from Dec. 9, 1842 to 1844² (See Pages 8 & 123). Henry Condell arrived at Hobart Town on board the “Skelton” on December 24, 1822. In 1832 after a controversial time in Hobart Town he moved to Melbourne as a brewer.

My great-great grandfather **Dr William Florance**, from an active Quaker family, first arrived in the Port Phillip District in 1850 as the Troy ship’s doctor. His cousin Thomas Florence arrived in Van Dieman’s Land in 1817 and today is remembered for surveying in late 1827 the south coast of New South Wales under **John Oxley**. (See Pages 41-43 & 126, including Note 5, Florance Family in Australia)

There is also an interesting connection between my family and the first gold miners’ newspaper. My great grandfather, **William Williams (1831–1910)**, arrived in Melbourne in 1852 and began his printing and publishing ‘life’ working at **George Cavenagh’s** newspaper – *The Melbourne Morning Herald* with George Heath and Henry Howell.

¹ Quote by La Trobe’s friend, Hubert de Castella referring to how he saw La Trobe’s time in Victoria. **La Trobe, The Making of a Governor**, Page 189

² **Henry Condell’s** stay in Van Dieman’s Land was not always ‘smooth sailing’ as he was critical of officials’ stealing Government property and brewers adulterating their beer. Henry Condell was involved in several court cases including being charged with manslaughter (which was subsequently dropped) which in 1839 forced him to leave Van Dieman’s Land for Melbourne where he settled. He opened a successful brewery in Little Collins Street. Henry Condell was a rich man when in 1853 he left Australia on the P. & O. “Bombay” for England which nearly sank with its passengers and their gold. Henry Condell and his wife had spent more than 30 years in Australia and when they left, their married daughter Jane (who had travelled to Van Dieman’s Land in 1840) and her children remained in Tasmania. After Henry Condell died in England in 1871 his son, **William Vallange**, gave the City of Melbourne the Town Hall clock which still operates today.

On October 28 1853 **Heath, Howell and Williams** began *The Diggers Advocate* – “*Voice of the Gold Diggers*”. Despite having financial backing from George Cavenagh it closed after 6 issues. However, it published again on February 24, 1854 as *The Gold Diggers’ Advocate* (No. 7 – Vol. 1) with **George Black** as Editor, **H R Nicholls** as Assistant Editor with contributions from **John Pascoe Fawkner** and **Ebenezer Syme** (eldest brother of **David Syme** and **George Syme** – great grandfather of my friend **Stewart McArthur**, Corangamite Federal MP, 1984-2007. See Pages 3&34).

The Gold Diggers’ Advocate published throughout 1854 with its last edition published just before the Eureka uprising (December 3, 1854) – a massacre involving miners and troupers – all over a gold tax!

It is worth pointing out that today the ‘Voice of the Gold Diggers’ would be a ‘blog’ rather than a newspaper.

Following the Port Phillip District’s separation from NSW the Colony of Victoria was governed by the Victorian Legislative Council under **La Trobe as chief executive directed by the UK Colonial Office in London**. La Trobe was advised by an Executive Council of four members appointed by the Crown. These Executive Council members were long standing ‘friends’ **Captain William Lonsdale** as Colonial Secretary, **Charles Ebdon** as Auditor-General, **William Stawell** as Attorney-General, and **Redmond Barry** as Solicitor-General. (All were Members of the Melbourne Club.)

What needs to be understood is the **role eminent Victorians** from the early 1840s played in the ‘**pseudo**’ **separation of Victoria** declared on July 1, 1851 when the Colony of Victoria was still **clearly being run from England** with the instigation of an excessive **gold licence fee** (really a tax) through to the **Eureka uprising** and the **Eureka trials**. The Eureka juries’ delivered thirteen ‘**Not Guilty**’ high treason verdicts, eleven before Justice Redmond Barry. The first clear message was sent to England that the Colony of Victoria was now independent of colonial rulers. All these **eminent Victorians** actively involved in both separation and Eureka were Melbourne Club Members,³ including: **Redmond Barry, John Leslie Foster, William Foster Stawell** and **George Cavenagh**.

³ During the Eureka trials **Butler Cole Aspinall**, a radical Liverpool barrister, acted gratuitously for Eureka prisoners charged with treason, he was instrumental in their acquittal. In 1854, before Eureka, Aspinall was Editor of *The Melbourne Morning Herald*. In 1856 he was elected to the new Legislative Assembly (seat Talbot) and soon afterwards became a member of the Melbourne Club. In 1856 **Peter Lalor** (Eureka leader) was also elected to the new Legislative Assembly.

There were fifteen years between the first separation meeting held on May 13, 1840 in Scott's School Eastern Hill⁴ and the last Eureka 'Not Guilty' verdict. Redmond Barry played a significant role during this period from attending the first separation meeting through to the last Eureka 'Not Guilty' verdict – the "*Voice of the Gold Diggers*" had been heard! (Page 131)

Although during the same period La Trobe as Governor played an important role in the foundation of Victoria it was **Redmond Barry and La Trobe's fellow Members of the Melbourne Club** who we need to recognise as the 'curators' of Victoria as we know it today. They were responsible for – '*turning a wild country into a civilised one*'.

The Eureka Stockade, and the outcome which followed, was a critical turning point in the path to 'true' separation for Victoria. Politically Victoria changed to be a democracy with newspapers, magazines and journals as the political critics – today the 'critical' media has been extended to cover TV, radio and the Internet

And throughout this seminal time no one was polling public opinion – that was not begun by my father, Roy Morgan, until nearly a century later.

This book covers some of the public opinion poll and other survey results on **political issues, education, women, the media and people from other countries** published by my father from when he began in 1941. It also refers to newspapers, magazines, journals and periodicals printed and published from October 28, 1853 by **William Williams** my great grandfather. **W. H. Williams** was a Victorian printer and 'radical' publisher, as was **Ebenezer Syme** and **David Syme** of *The Age*, and **Alfred Massina** who in 1865 began with *The Australian Journal* which published prominent writers of the day including **Marcus Clarke** and **Adam Lindsay Gordon** (See Pages 75-79).

Immediately following the Eureka trials social concerns became the issue of the day as out-of-work gold miners flocked to Melbourne seeking employment and accommodation. The first major dispute was over the cost to Victoria of subsidised immigration from the UK which was definitely not wanted by workers returning from the gold fields. (Nothings changed today!)

⁴ **Of the speakers at first Separation Meeting (Scott's School, Eastern Hill, May 13, 1840) 14 of the 19 were Members of the Melbourne Club.** The speakers were **Major George Mercer** presiding and Messrs. H.F. Gisborne, A.M. M'Crea, C.H. Ebdon, James Montgomery, Arthur Kemmis, Arthur Hogue, J.D.L. Campbell, P.W., Welsh, A. Bolden, **Redmond Barry**, J.C Riddell, W. Verner, T. Arnold, W. Meek, W. Ryrie, R. H. Browne, Dr. M'Crae, and Dr. Greeves.

In 1854 the new Victorian Legislative Council was ‘forced’ by the Executive Council to legislate so funds from land sales and taxes were remitted to England under the pretence of funds needed for UK emigration! (See Pages 71, 72, 141&143)

In 1855 Slater, Williams and Hodgson printed and published *Bounty Immigration*, which was a critical publication covering the allocation of excessive funds in the 1854 Victorian Budget for immigration rather than for schools (See Pages 71&72). In 1855 Slater, Williams and Hodgson also printed and published **Daniel Bunce’s** *Language of the Aborigines* and *The Settlement of John Batman in Port Phillip from his own Journal* (**Daniel Bunce** was married to **John Batman’s daughter Pelonomena**) – both documents covered contentious issues of the time, as members of John Batman’s Port Phillip Association tried to re claim land they maintained they bought in August 1835 from the local aborigines. (See Pages 71&72 and Page 124)

By the late 1850s the creation of ‘suburbia’ in areas such as Collingwood and Richmond switched people’s concerns to local issues such as working conditions, child labour, housing, water, sewerage and their desire to establish trade unions.

In February 1874 **David Syme** and **William Williams** worked with compositors from the **Printers Union** in settling a long running dispute relating to limiting the number of printing apprentices and use of child labour. In June 1874 the Printers Union combined with 17 other unions and held the inaugural meeting of the Trades and Labour Council, today the ACTU.⁵

Today the major work practices and taxation issue confronting the Federal Government and Unions is the ‘**cash economy**’ – unfortunately completely ignored by all sides of politics⁶

⁵ *The Printers of Melbourne, The History of a Union*, Pages 34&35

⁶ The following is my **email exchange last Saturday (June 18, 2011) with Paul Howes, National Secretary, Australian Workers Union** regarding his article ‘Flying a Rebel Flag to Ensure all are given a Fair Go’ in *The Weekend Australian* (Page 14). Howes completely ignored my comment regarding the major issue of the ‘**cash economy**’! (See also Page 138 regarding my reference to labour market (IR) ‘rorts’.)

Dear Paul

Read your article in today’s Australian - very good, however there were many unions before 1886, the Trades and Labour Council had its first meeting in June 1874. In February 1874 my great grandfather William Williams worked with David Syme and the Printers Union in settling a major dispute on child labour - nothing much has changed today, with the large number of young adults (children) working for cash in the hospitality industry. You and I could fix a lot of problems however the ALP needs to get rid of the cash economy and make sensible changes to free up the labour market.
Regards Gary Morgan

Thanks Gary - you’re right about earlier unions but we are the oldest continuous union in the world all the others folded or merged over the years.



In 1857 **William Williams**⁷ printed and published *The Collingwood and Richmond Observer*, Melbourne's first 'local' newspaper; and in 1866 William Williams printed and published *The Australian Monthly Magazine* which contained **Marcus Clarke's** (probably Australia's most renowned writer) earliest publications under the *nom de plume* of 'Mark Scrivener'.

In 1868 **Samuel Winter** founded the *Advocate*, a Catholic Weekly, with **William Williams** (printer) and funded by Alfred Massina. In 1871 Winter and Massina purchased the evening *Herald*. In 1881 Winter founded the *Sportsman* which later became the *Herald's Sporting Globe*.

Many years later (1902) Alfred Massina was to become the inaugural Chairman of **The Herald and Weekly Times Limited**; other Directors included **Samuel Winter, Theodore Fink, C.L. Pinschof** and **William L Baillieu** – soon to become an admirer and friend of **Keith Murdoch**.

In 1936 my father, **Roy Morgan**, began his long association with The Herald and Weekly Times. At the request of **Sir Keith Murdoch** he began at the Melbourne *Herald* as a freelance financial writer while at the same time still reviewing balance sheets for the **Stock Exchange of Melbourne**.

In 1940 Roy Morgan was soon on his way to the USA to learn public opinion polling and media research with **Dr George Gallup** (Gallup was Research Director of Young & Rubicam in New York while operating the American Institute of Public Opinion in Princeton, NJ). **Sir Keith Murdoch** died on October 5, 1952 when *The Herald* circulation was 415,000 up from 243,000 in 1942.

⁷ In 1857 William Williams married **Mary Eliza Florance** (1839–1924) whose mother's (**Eliza Lola Florance nee Massena**, 1807–1892) cousin was **Alfred Massina** (1834–1917). In the late 1850s **Alfred Massina** and **Samuel Winter** started their printing and publishing 'lives' as apprentices to **William Williams**.

In September 1941 Roy Morgan published his **first Australian public opinion poll finding on equal pay for women** – the issue is just as important nearly 70 years later (See Page 59). In September 1941, Roy Morgan conducted his first *Reader Interest survey for The Sydney Sun* <http://www.roymorgan.com/resources/pdf/papers/19410901.pdf>. During 1945 and 1946 Keith Murdoch commissioned Roy Morgan to conduct the first Australian “reading and noting” surveys on the Melbourne *Sun* covering readership of all sections of the newspaper including *The Sun Women’s Magazine*. Keith Murdoch was well aware that to increase sales and readers of his newspapers **the interests of women** needed to be properly and fully covered. (See Page 95)

My family’s direct involvement⁸ with *The Melbourne Herald* ended June 30, 1973 which was 121 years after William Williams in 1852 joined *The Melbourne Morning Herald* as a printer.

In July 1973 my father and I published our last **Australian Gallup Poll** which since September 1941 had been published in Melbourne by *The Herald* and other newspapers throughout Australia⁹. (Today the Melbourne *Herald Sun* is owned by **Rupert Murdoch’s News Ltd** who subscribe to our Australian newspaper and magazine readership estimates and other media & research information.)

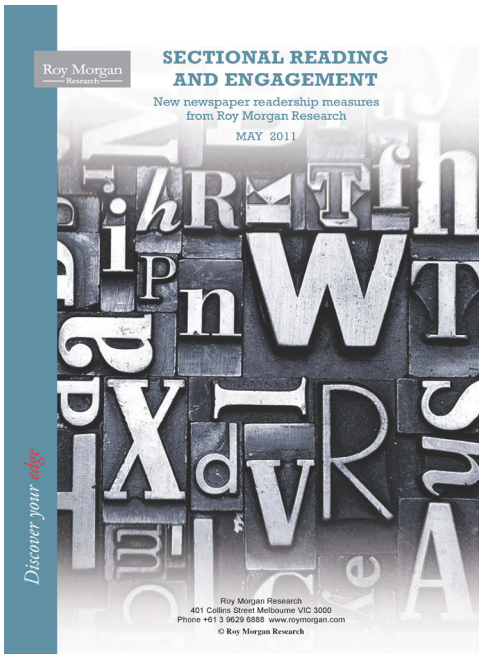
My father and I continued publishing the **Morgan Gallup Poll** initially from July 1973 in the *Australian Women’s Weekly* then in *The Bulletin* from mid-July 1973 to the end of 1991; and then again from January 1995 until the end of 2002. (**The Morgan Poll** was published in *Time* from January 1992 until the end of 1994.)

We went about building the foundation of Australia’s largest Australian owned independent market research and information business, **Roy Morgan Research Ltd**.

Roy Morgan Research is still heavily involved in conducting research which measures political, social and media issues - many issues surveyed are much the same today as they have been since the 1850s.

⁸ In 1959 immediately after leaving school and turning 18 years I began work in my father’s office in a Herald and Weekly Times’ building located at 26 Flinders Street.

⁹ Sydney: *The Sun & Sun-Herald*, Brisbane: *The Courier Mail*, Adelaide: *The Advertiser*, Perth: *The Daily News*, Hobart: *The Mercury*, Canberra: *The Canberra Times*.



This month in Melbourne Michele Levine, CEO, Roy Morgan Research presented a report on [Roy Morgan Newspaper Sectional Reading and Engagement Measures](http://www.roymorgan.com/resources/pdf/papers/20110602.pdf). <http://www.roymorgan.com/resources/pdf/papers/20110602.pdf>

My book publishes only a few results (See Pages 31, 32, 39 & 84) from the large number of surveys Roy Morgan Research has conducted over the last few years from either our Australian offices in Melbourne, Sydney, Brisbane and Perth; or our overseas offices in Auckland (NZ), Princeton (USA), London (UK) and Jakarta

(Indonesia) – and soon India! This period will be the topic of my next publication.

Apart from the absolute support from my father and immediate family it would be wrong if I did not also acknowledge the support I have received from all those people who have helped build **Roy Morgan Research Ltd** and our mining company **Haoma Mining NL** (listed under Acknowledgements are those who helped me compile this book).

All those people who have helped me can be proud that they have been part of making a significant international businesses in Australia.

From 1851 to today, Victoria went from;

- Eureka to a ‘**democratic**’ society
- **The Diggers Advocate** to the **Morgan Poll**
- the ‘**printed**’ word to the ‘**electronic**’ word

Gary Morgan, June 26, 2011

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