

# Appendix

## Example 1: Interview Tourism Manager (Wendy Fahey)

### Personal questions

- You are now the Economic Development & Tourism Manager, how long have you been in this function already?
- I believe that in the time of the development of the Standing Stones you were the assistant of Lex Ritchie, is that right?
- Can you describe your function? (What are your tasks exactly?)
- You are employed by the Council I believe, but what is the role the Tourist Association? (How are you involved in that?)
- How long have you been living in Glen Innes?
- And just curiosity, are you of Celtic descent yourself?

### Research questions

- Can you tell something about the development of tourism in general in Glen Innes? When did it start? When did tourist promotion start? Did visitor numbers increase throughout the years?
- Could I get some statistics of the visitor numbers?
- Glen Innes promotes itself now as Celtic Country. Do you know which themes were used in the tourist promotion of Glen Innes in the past? Was the Celtic identity used in any way?
- Do you think that Glen Innes was seen as a Celtic town in that period? How was it seen?
- Do you have some examples of brochures that were used in the past that I could see?
- When did Glen Innes start using the slogan 'Celtic Country'? (After the Standing Stones and the Celtic Festival?)
- Who took the initiative for that?
- Why was this theme chosen? What was the purpose of it?
- Would there have been other options? (other parts of history or aspects of Glen Innes)
- Can you describe the development of the theme? I can imagine it started small and has grown further?

- What is done to present Glen Innes as Celtic Country now? (Gaelic streetsigns, banners in Grey Street, the internet site, the Visitor Information Centre (with souvenirs))
- How long have the Gaelic streetsigns been there?
- Except for the Visitor Information Centre and Crofter's Cottage, are there other places where you can buy souvenirs?
- Do you know of restaurants, cafe's or shops who have done something with Celtic theming?
- Has there been any protest when the use of the Celtic Country theme started?
- Do you know how residents of Glen Innes now feel about the use of the Celtic Country theme for their town? And about the Standing Stones and the Celtic Festival?
- Do you think people really identify with it? Really feel Celtic?
- How was that before the Standing Stones and the Celtic Country theme, did they feel Celtic already?
- Do you think Glen Innes and the people in the town have become more 'Celtic' in a way after the erection of the Standing Stones and the Celtic theming? More conscious of their Celtic identity?
- Is there a difference between people from Celtic descent and people who are not from Celtic descent?
- Do you know how the aboriginal community feels about the Celtic Country theme? Were they in any way involved in it? We saw the Cooramah Aboriginal Cultural Centre along the Highway, but I heard it is closed at the moment? Is that right?
- I read about the problems in a lot of small towns in Australia; population decline, loss of jobs, etc. Did Glen Innes have these problems as well?
- Was tourism used as a solution for these problems?
- Do you have figures of the population development?
- Would you say that the Celtic Country theme has been a success for Glen Innes?
- Do you think that other aspects of Glen Innes and of the history of the town are neglected by focusing on the Celtic history?
- Which role is played in the promotion of Glen Innes by the Tourist Association and the Chamber of Commerce?
- How fits the Land of the Beardies Festival in the Celtic theme? Is it mainly meant for local people, or also for tourists?

- I know that Maclean calls itself the Scottish Town of Australia. Is there a kind of competition for tourist with this town? Or with other towns in the surroundings?
- How do you see the future of Glen Innes?

### **Other interviews**

- Who would you advise me to talk to further on? (I have already been talking to the Raelene Watson from the Celtic Festival, Lex Ritchie, Eve Chappell, the Mayor and this afternoon I will talk to John Tregurtha and Colin Lute)
- Do you know residents that are really opposed to the Celtic theme, the Standing Stones or the Festival, or in any case don't like these things? I would like to interview someone about that, because I already interview more people who are involved in all the Celtic things and events.

### **Contact**

- Is it all right if I maybe contact you later on, in case I have forgotten something in this interview? (email?)

## **Example 2: Interview Chairman of the Standing Stones Committee (John Tregurtha)**

### **Personal questions**

- How long have you been living in Glen Innes?
- And just curiosity, are you of Celtic descent yourself? (I believe Cornish?)
- Are you still involved in any committee or organizations that deal with the Celtic identity and promotion of Glen Innes?

### **Research questions**

- I know you were very much involved in the development of the Standing Stones, but was exactly your function? Has that changed through time? In which committees or organisations dealing with Celtic things have you been involved?
- Did you do all this as a volunteer (or paid)?
- How did you become involved?

- I think you could say it all started with the Scottish cairn, which eventually went to Mosman, is that right? Were you already involved by then? Which people and organisations were involved, and was the role of the Council?
- Why did Glen Innes want to have that Cairn?
- I believe that after that the Celtic Council developed the idea of the Standing Stones, was that idea especially developed for Glen Innes?
- Can you tell me something about the Celtic Council, what kind of organization is it?
- Who were involved in the submission for the Standing Stones?
- Why did Glen Innes want to have the Standing Stones in the town?
- Why did you think it was important to have the Standing Stones in Glen Innes, what was your personal motivation?
- The Celtic Council decided that Glen Innes should have the Standing Stones, can you describe what happened after that?
- I believe that you and some other people have searched for the right stones in the surroundings of Glen Innes? Can you describe that process? Was that a group of volunteers?
- Can you describe the role of the Council in the process of the development of the Standing Stones? Were they positive about it?
- Did the sponsors pay for the whole project? (Or did the Council pay part of the project?)
- What would you say was the purpose of the project? Was the main purpose to create a Celtic identity, or was it meant to attract tourists?
- I read about the design of the Stones and Lex Ritchie told me that the design was made by an architect. Had he ever done such a thing before?
- Why was it seen as important to add an Australian aspect to the Stones, in the form of the Southern Cross and the Australis Stone?
- And why was it seen as important to also have a Celtic Cross in it? (a Christian aspect)
- About yourself, did you feel already 'Celtic' in a certain way before the whole Standing Stones project started? I mean, was it a part of your identity?
- And now, is being Celtic part of your identity?
- How 'Celtic' was Glen Innes before the Standing Stones? Were the residents already conscious of their Celtic identity? Were there any Celtic organisations?
- Do you think it was seen as a Celtic town by others?

- Has there been real opposition against the Standing Stones?
- Do you think Glen Innes and the people in the town have become more 'Celtic' in a way after the erection of the Standing Stones and the Celtic theming? More conscious of their Celtic identity?
- Do you know how residents of Glen Innes now feel about the use of the Celtic Country theme for their town? And about the Standing Stones and the Celtic Festival?
- Is there a difference between people from Celtic descent and people who are not from Celtic descent?
- Do you think that for some people being Celtic is really part of their identity?
- Has something been done to make the younger people in Glen Innes aware of the Celtic history of the place?
- How was the aboriginal community involved in the development of the Standing Stones? What was their opinion about the project?
- Do you know how they feel about it now?
- Who came with the idea of developing a Glen Innes tartan?
- Do you wear the tartan at some occasions? When?
- Did you wear a kilt or other tartans before everything with the Standing Stones started?
- What is your opinion on the Celtic Country branding of Glen Innes? Do you think it is successful?
- Do you think that other aspects of Glen Innes and of the history of the town are neglected by focusing on the Celtic history?

### **Other interviews**

- Who would you advise me to talk to further on? (I have already been talking to the Raelene Watson from the Celtic Festival, Lex Ritchie, Eve Chappell, the Mayor, Wendy Fahey and this afternoon I will talk to Colin Lute)
- Do you know residents that are really opposed to the Celtic theme, the Standing Stones or the Festival, or in any case don't like these things? Or were opposed? I would like to interview someone about that, because I already interview more people who are involved in all the Celtic things and events.

## **Contact**

- Is it all right if I maybe contact you later on, in case I have forgotten something in this interview? (email?)

## **Example 3: Interview Coordinator of the Glen Innes Local Aboriginal Land Council (Trevor Potter)**

### **Personal questions**

- Could you in short describe what the Lands Council in Glen Innes does?
- What is your task exactly?
- How long have you been doing this?
- How long have you been living in Glen Innes?
- Where are you originally from?

### **Research questions**

- I read on the internet that the Glen Innes area is the Traditional Tribal Lands of the Ngorabul Aboriginal people, do you belong to the Ngorabul people as well?
- How many people are there in the aboriginal community in Glen Innes?
- Are they all Ngorabul people, or also of other tribes?
- Are you also involved in other committees or organizations in Glen Innes?
- What do you think of calling Glen Innes 'Celtic country'?
- Did you visit the Standing Stones?
- What is your opinion on the Standing Stones?
- From the people who were involved in the development of the Stones I understood that the plan was to have a Koori Stone as well, but that the Land Council in Sydney objected to that. Is that right? Can you describe how things went in that period?
- Do you like the idea of having a Koori Stone in the Standing Stones?
- Do you know how the people in the aboriginal community now feel about the Standing Stones?
- And how they feel about the Celtic Festival?
- Do aboriginal people participate in the Festival? Do they go to the Festival?
- Do you go to the Celtic Festival?

- What do you think of how Glen Innes is promoted for tourists? Of how the promotion focuses on the Celtic identity?
- Do you know how other aboriginals feel about the Celtic promotion of Glen Innes? Are there people who are really opposed to it? Why are they really opposed to it?
- Do you think that the aboriginal history of Glen Innes should be used more in tourism promotion? How?
- On the phone you told me that the Aboriginal Cultural Centre is closed now, is that just temporarily?
- Do you know when the Centre started?
- Except for the centre, are there other aboriginal sites you can visit in Glen Innes or surroundings?