

The Whittle Story

A Live Book

How to cook up a Live Book

By Narelle Crothers, December 2019

Ingredients:

- The history of Whittle Programming and Whittle Consulting
- Three able women to drive the project
- A list of budding authors
- The help of a digitally-capable design firm, Version Design
- A large pinch of patience
- And a double dose of determination!

Method:

1. In 2017, Ruth Whittle came up with the idea of creating a Live Book to record for posterity, the history of Whittle Programming and Whittle Consulting.
2. Over a number of months, Ruth Whittle, Stephanie Jones and Narelle Crothers met regularly to scope out this project.
3. Firstly, the structure of the Live Book was explored and developed.
4. The aim was to create a structure that was simple and sequential to explore the two companies from their earliest days.

5. From the beginning, Ruth had the idea that the Live Book would be in essence like a tree with various branches (the sections) and many leaves (the stories).
6. The aim was not to create a linear-style document (i.e. one that needs to be read from beginning to end like a traditional book). Instead, the idea of the Live Book was as an online resource, allowing readers to easily navigate the various sections and options – essentially to “dip in and out” of contributions with ease.
7. In consultation the 3 women created “chapters” or sections. These examined both Whittle Programming and Whittle Consulting.
8. The early history was recorded with sections on how the Whittle family came to emigrate to Australia from Great Britain in the 1960’s.
9. The history of both companies and the theories and concepts behind the evolution of Whittle software was also detailed.
10. Importantly, a dedicated section on Jeff Whittle and the awarding of his Order of Australia (AO) on Australia Day in January 2018 was included.
11. Separate sections were scoped to include articles from authors who had used, developed or experienced Whittle software were also included.
12. Finally, a section to house all Whittle press contributions, including press releases and articles was completed.
13. Editorially, a decision was taken by the team to ensure that the “voice” of each author was not diluted. Therefore, few changes have been made to stories once received from contributing authors.
14. As an online visual medium, considerable effort was taken to locate historical photographs relating to the stories that are listed.
15. Current photographs and up-to-date biographies of all contributing authors were also obtained and drafted.
16. Stephanie and Narelle briefed Simon Perrin from the Whittle Consulting design agency, Version Design in Adelaide. The brief was to find an online tool to be the background vehicle for this project. After looking at a range of online options, nothing was really quite right for our needs. We then asked Version to create a custom-made platform for the Live Book.
17. Stephanie, Narelle and Simon then worked closely for several months to prepare the Live Book in its’ current format.
18. As a concept, the Live Book is truly never finished as history is constantly being created. Therefore, great care was taken to ensure that the format of the Live Book could easily be updated in the future.
19. Proudly and appropriately, the Whittle Story Live Book was launched in September 2019 in conjunction with the 20th anniversary of the establishment of Whittle Consulting.
20. And as they say – the rest is history!

To read Narelle’s bio please scroll down...

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Narelle Crothers, BA

Narelle has a Bachelor of Arts degree with majors in politics and sociology from Monash University. After a decade-long stint as a corporate warrior working in marketing and public relations, Narelle established her own company in the early 90's. Subsequently, she has spent almost 30 years consulting to a broad variety of clients within the legal profession, heavy manufacturing and now the mining industry. She has enjoyed working with Whittle Consulting since 2016, assisting with their brand development. Narelle enjoys the diversity of consulting and the ability it provides to see how many types of

organisations conduct business. She has recently branched out into Board appointments and is enjoying applying her experience in a new way. As they say, "variety is the spice of life!"

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