

A history of VMUG and iMug 1985–2020

Noel Jackling OAM

The early years

Internet Macintosh User Group Inc. (iMug) formally started as Mac User Group (Vic) Inc. on 8 February 1985, being incorporated under the Associations Incorporation Act 1981. Prior to that there had been some casual meetings of Macintosh users in the Rialto Towers with staff of the Department of Education and the accounting corporation KPMG Peat Marwick. In Melbourne, there was already in existence an Apple user group, the Apple Users' Society of Melbourne (now AUSOM Inc.), which in 1980 was formed as an unincorporated association to cater for the interests of those who were using Apple II computers. With the advent of the Macintosh computer in January 1984, Mac User Group (Vic) Inc. was formed to cater for those using Macintosh computers. Whilst the incorporated name was Mac User Group (Vic) Inc., from no later than August 1987 this incorporated association came to be known as Victorian Macintosh User Group (VMUG), a name that was never registered.

This early era in personal computing was characterised by users who had not learned how to use computers at school and in which the Internet could not be used to solve computer problems or gain information about computing and computer applications, because it did not exist.

Societies formed, called user or users' groups, in which meetings and newsletters were the vehicles by which those who had developed expertise in one area of computing shared their expertise with other group members, and novices could acquire basic skills. User group activities included providing information on new computers, peripheral devices, new computer programs and upgrades of old ones, and swapping of computer programs.

Mac User Group (Vic) Inc. or Victorian Macintosh User Group was one such organisation. It was formed for all computer users from novices to experienced industry experts and technology journalists to share their knowledge and expertise.

Initially, information about new hardware and software was provided at its monthly (for a time bi-monthly) meetings, commonly by software and hardware corporations, and in a session devoted to questions and answers. By August 1985, a first paper-based newsletter (16 pages) had been produced, full of useful information and a few advertisements. Until November 1990, newsletters were issued infrequently and irregularly. Peter Harding was the foundation President (1985– c. 1988). Ian Clark of KPMG was the founding Treasurer, and the key driving force. The March 1986 newsletter lists the then VMUG Committee as follows:

President: Peter Harding
Vice President: Tony Smith
Secretary: Steve Paynter
Treasurer: Antony Cohen

Committee:
Mitchell Craig
Tony Thomas
John Wise

About 1988, Brian Livingston of RMIT became President, and he remained such until 2000.

The 1990s—rapid rise and rapid decline

The early to mid-1990s saw a rapid expansion in membership and services to members. By 1992, the membership had escalated to 580. At the Annual General Meeting for 1992-1993 held in August 1993, retiring Treasurer Ian Clark reported a growth in individual membership from 580 to over 800. At the Annual General Meeting for 1993-1994, held in September 1994, VMUG President Brian Livingston reported a growth in individual membership from 800 to about 1100. He also reported that meeting attendance was up to 140+ and was typically over 80. AUSOM, a much larger society than VMUG, experienced a similar dramatic growth.

The decline was similarly dramatic, because by 1999, membership fell to the point where publication of the monthly newsletter, VMUG News, could no longer be sustained. By 2003, membership had fallen to 116 and there had been no success in locating a suitable Treasurer. At that point, serious consideration was given to VMUG becoming a Special Interest Group within the Melbourne PC User Group, which would relieve the group of the need to provide a treasurer. This proposal provoked heated opposition. When a vote was taken at the AGM in 2003, a majority favoured the move, but the necessary two-thirds majority in favour was not reached. The Committee, most of whom had favoured the move, then set about reinvigorating the society, with a view to turning it into a more vibrant and progressive group. As a result, membership soon rose to 176. Despite considerable efforts over the years, the membership numbers have fluctuated little and currently (2020) stand at about 130.

Stanton Ryan, a member of the Melbourne FileMaker Developers Group, persuaded Ron Rankin to offer his services as Treasurer, services which he has faithfully provided until now (2020) and is continuing to provide. The Society has been extraordinarily fortunate to have had such professional financial support and stability over this extended period of time.

VMUG News

As noted above, the first newsletter for the Society comprising 16 pages, was published in August 1985 using a computer with a mouse, utilising novel desktop publishing methodology. Then there was a gap until the production of the next newsletters in March 1986 and August 1987. Then in November 1990, newsletter publication got underway on a regular basis.

From November 1990 until December 1999, VMUG News was issued monthly, with January each year providing some holiday respite. A full set of newsletters is accessible on TROVE at:

<https://nla.gov.au/nla.obj-3014943624>

The earliest issues of the Newsletter in the 1980s were printed by KPMG. Its editor for almost the whole of the 1990s was Peter Westmore, who not uncommonly worked throughout the night to ensure that the magazine came out on time, and who would himself write countless articles to fill any gaps. Peter Westmore, for his own business purposes, had purchased a laser printer costing some \$30,000, which was used to print each issue until outsourced to a third-party printer. From August 1994 to the last issue in December 1999, the glossy full colour front cover was professionally designed by graphic artist Robert Charlton or one of his RMIT students and separately printed. Robert also attended to page design and layout. The magazine was sold in newsagencies. Due to the Society's rapidly deteriorating financial situation, the last hard copy of VMUG News was published in December 1999. During much of the 1990s, Murray Gavin used to meet in the VMUG office with a small number of other VMUG members, including Derek Rawson, and envelope and post the monthly issues of VMUG News. Derek Rawson edited and did the page layout of the last six issues in 1999. In 2000, because of the lack of funds for ongoing printing of VMUG News, an attempt was made to move the Newsletter into a digital format, a task that Derek undertook, but this required too much effort on the part of too few, and survived for only three issues.

The cessation of publication of VMUG News mirrored the community's move to the Internet as a means of communication and source of information.

VMUG premises in Ross House

In about June 1991, VMUG opened an office in Ross House, Flinders Lane, Melbourne, and John Birch was appointed as a part-time administrator, a position in which he served until March 1997. He was followed by Naomi Brewster, who provided administrative assistance until 2000, when VMUG's financial position forced the closure of the office and the termination of the services of the Administrator.

In about 1992, Administrator John Birch created a FileMaker Pro database to manage membership and payment of membership fees, which Robert Charlton extended and refined. A successor to this database continues to be used to administer the Society. Stanton Ryan, Ralph Learmont and Ron Rankin are some of those who have refined the database from time to time.

In about 1991, Michael Scheurer established a mail server in the VMUG office so that committee members could communicate with each other using a slow dial-up modem. A dedicated phone line was used for this purpose. This was way before the Internet and email was available to the general public. But it was a precursor to the email group list that Michael established in 1999.

Help Desk, Computer Training and Public Domain Software

In 1991, VMUG initiated a telephone Help Desk system in which members who were experts in an application, offered free advice to other members over a wide range of applications as well as for basic troubleshooting. They allowed their details to be published in the monthly newsletter for this purpose. This system remained in operation until 2000 when it was effectively replaced by the on-line discussion group list.

In 1991, VMUG arranged low cost training for members in key programs such as Microsoft Word, Microsoft Excel and FileMaker, which were provided by Technisearch Ltd (a company owned by RMIT) and the accounting firm KMPG Peat Marwick.

In 1992, VMUG developed a system for selling public domain software, under which utilities, games and other programs were saved onto floppy disks and sold to members. Initially, those in charge brought a Macintosh to the meeting, on whose hard disk were some pre-grouped public domain software items, which were saved onto a blank floppy disk brought to the meeting by the member-purchaser. Brian Livingston created an interactive screen page to search and order Public Domain software using HyperCard, which worked like the modern web page way before the web came into common use. Proceeds were used to subsidise the cost of the monthly newsletter. That system was soon refined so that the disks were pre-ordered and brought to the meeting in satisfaction of the orders. In 1996 a consolidation of useful public domain software was issued on a CD—in an era that predated the 2001 incorporation of CD readers into a computer that could also burn CDs. Michael Scheurer, Neal Bethune and Nicholas Crook were prominent in running the public domain software operation, and their efforts were succeeded by those of Derek Rawson, who ran the PD Software system during the last 12 months of its operation.

Meetings

Mac User Group (Vic) Inc./VMUG and iMug have always met in a venue in the central business district or nearby. As a result, it has attracted a large number of professionals who work in or near the city centre. The earliest meetings were at the Department of Education in the Rialto Towers. Current member Murray Cropley attended some of those very first meetings.

For some time, meetings were held in the AMP Theatrette in the AMP Building in William Street. Brian Livingston, Ben de Jong and Noel Jacking are a few of the current members who attended meetings at the AMP Theatrette. In 1990, VMUG

assisted Apple Australia by providing computer training for its corporate clients in a program for its Business Corporate User Group. For a short time, Brian Livingston was a member of that group and organised one meeting that was an introduction to the then new Quadra Mac series (1991/92). This led to an invitation for VMUG to hold its meetings at Apple's Victorian headquarters at Southbank Boulevard. Apart from a couple of interruptions due to office renovations, VMUG continued to meet there. From about July 2000 until February 2005, VMUG met at Apple's new headquarters in the Cadbury-Schwepps Building in St Kilda Road Melbourne near St Kilda Junction. Apple then shifted floors and relinquished its seminar room, so meeting at Apple's premises ceased to be a possibility. About the same time, Apple's support for user groups began to fade.

In the early to mid 1990s, this privileged status was extended to invitations to assist Apple mount its stand at PC shows at the Exhibition Buildings and Melbourne Exhibition Centre. Similarly, in about 1993, VMUG assisted Claris at a PC Show at the Exhibition Buildings. VMUG's association with Apple Australia became even closer when in February 1995 its Vice President, Struan Robertson, joined Apple as a systems software engineer. Until he left Apple in May 2006, Struan gave presentations at meetings at least twice a year, frequently of new products that members saw for the first time, and sometimes before public release. These were exciting times!

During the era when presentations to meetings were made on behalf of software corporations such as Adobe, Microsoft and Claris, it was not uncommon for the presenter to bring along a product such as FileMaker Pro, which was raffled that night to members in attendance. Discounted software was also occasionally available. Steve McManus, Australasian General Manager of Claris, for a time came from Sydney annually to do a presentation, and on each occasion brought some give-away software with him. Claris also provided VMUG with a copy of its database software FileMaker, which was used as a tool with which to administer the group.

In 1993, several special interest groups were formed. These were the Publication SIG, the HyperCard SIG, the Communications and Networking SIG and the Graphics SIG (Derek Rawson). These SIGs mostly had a limited life span, but the Graphics SIG ran for a few years and the Melbourne Developers FileMaker Group ran from 1993 to 2010. During most of that time the Melbourne Developers FileMaker Group was organised by John Green and Noel Jackling. From 1993 to 2000, they wrote regular articles for VMUG News, or facilitated others to write them. Towards the end of this period, the Melbourne Developers FileMaker Group met at the Chadstone Shopping Centre premises of the Melbourne PC User Group. The group attracted many FileMaker Pro professional developers and its meetings regularly attracted 12 to 20 members, who signed a confidentiality agreement at the beginning of each meeting. The group was the only one of its kind in Australia in which professional developers shared their expertise. Two of those who attended from time to time had international standing, namely Ray Cologon, the author of *FileMaker Pro 9 Bible* and who in 2005 was awarded the top FileMaker award at the international FileMaker conference 'DevCon' in USA, the award for Leadership and Technical Excellence in FileMaker Pro. The other was Nicolas Orr, developer of Base Elements, a FileMaker Pro diagnostic tool.

In 1988 Peter V. Green designed VMUG's first logo, a design that he now regards as ugly, but which he explains was created using the crude tools available in the then revolutionary Adobe Illustrator 1.0. The logo can be found on the December 1988 issue of the Newsletter (from May 1991 called VMUG News) and the membership cards issued at the time. It reflects the view that this was a group associated with the Macintosh computer, and not the Apple][.



1989 Membership Card of President Brian Livingston.

In 1994, Derek Rawson designed a logo for VMUG.



In the earliest days, VMUG meetings were mostly organised by Ian Clark, but when Brian Livingston became president in about 1988, the VMUG executive agreed upon a meetings program, which Brian then organised. The prerogative of the President to organise meetings was preserved during the reign of Robin Calder, but from 2003 to 2005, meetings were organised by Vice President Noel Jackling and Committee member Ian Woodside. Late in 2005, Ian Woodside took over this function alone, a task that he performed with distinction until 2018. The arrangement was, though, that the President accepted the role of organising one meeting per year.

The last meeting at Apple was on Monday 21 February 2005. From March 2005 until May 2006, VMUG/iMug lead a nomadic existence, meeting at Melbourne PC User Group in South Melbourne, Nemmco in William Street, VTR Consulting at Roseneath Place, South Melbourne and CAE in Flinders Lane before beginning to hold meetings at Ross House in Flinders Lane in June 2006.

In January of the years 2008 to 2014, President Les Posen attended the MacWorld San Francisco expo, an event at which Apple chose to announce major new product releases. Apple CEO Steve Jobs was the keynote speaker for many of these. Jobs' presentation in 2008 was the last Jobs Keynote, when he introduced the first MacBook Air. This corresponded with the first of Les' MacWorld attendances.

Les continued attending each year until 2014, when there was a last MacWorld, after Apple pulled out, and its promoter IDG saw the writing on the wall without Apple. That first year without Apple, Les was interviewed on San Francisco local TV about whether Macworld could survive without Apple.

In 2008, Les ran a single hour session, but this increased to a one day, then a two-day course on Keynote and presentation skills.

One year, Les had senior Keynote engineers in the audience, who he introduced to those present at the session's conclusion. Then a Monash University colleague of Les, Dr Kim Silverman, principle Apple Research Scientist, gave a magic show, the link being presentation magic.

Les had lawyers, teachers, NASA Rocket scientists, CEOs and all manner of folk attending to learn the ins and outs of Keynote, and the evidence base for how to give engaging presentations. The term 'Death by PowerPoint' emerged.

Upon return to Australia, Les would do the presentation at the iMug meeting the following February or March, and members were able to engage in the latest Apple excitement and learn about third party products and peripherals that Les brought back with him.

Several meetings were held at Melbourne Museum with a guest presenter from the Museum.

During a period of four years, 2007–2010, a special end of year celebration meeting was held in December, organised by Noel Jackling and Glenn Staunton. At the first of those meetings held at the Auburn Uniting Church, the then opposition leader, later Premier, architect Ted Baillieu, spoke about the impact of towers on city life, and Les Posen and partner Lili, demonstrated Israeli folk dancing. Details of these four meetings can be found in Appendix 1.

Around 2010, several AGMs were held at Streetwise Software, Glenferrie Road, Hawthorn,

For a little under three years in 2014–16, iMug met at the Docklands Library, but the extra distance from the city militated against holding meetings there, despite the high quality of the premises.

In 2017, meetings then resumed at Ross House in Melbourne City. With attendances mostly quite low, the Society began to reduce its emphasis on the significance of meetings, whose frequency was dropped back to every three months. In effect, as the significance of these meetings waned, the significance of the group email List increased, as did the significance of the advice given on the Discussion List by Stephen Withers, Anthony Caruana, Les Posen and other experts to other members.

In 2020, Charmian Gaud initiated Coffee morning meetings. Face-to-face meetings became illegal in March because of COVID-19, and with the amazing advance of videoconferencing technology, virtual video meetings became a reality, Under Charmian's initiative and guidance, they took on a social aspect in times of social isolation.

The 2020 AGM was very successfully held as a virtual session using ZOOM.

The rise and impact of the Internet

In the early 1990s, the Internet began to grow and be accessible, at least to those VMUG members involved in education, such as Robert Charlton, Brian Livingston and Noel Jackling (all at RMIT). Towards the end of the 1990s the Internet became increasingly available to the general public and a rapidly expanding number of businesses sought to have a website presence. In mid-1997, Robert Charlton established a web site for VMUG, which he actively ran until 2004, during the last three years of which he managed the web site from London. In 2004, professional web site developer and President, Hope Stewart, took on the management of the iMug web site and revamped it into the informational site that it is today (2020), and which she continues to manage.

By the late 1990s, the rise of the Internet began to impact on user groups on two fronts. First, public domain software became freely available directly and immediately. Secondly, the Internet began to replace printed magazines and meetings as a source of timely news and information. User group magazines were out of date almost before they were printed. A compounding factor was the increased pressure of work in an era of global economic rationalisation. Additionally, the new generation of computer users had learned to use computers at school or university, and their needs differed from those of the earlier generation. Besides, individual participation in community activities became less valued.

When this happened, membership fell dramatically and by the end of 1999, VMUG faced financial ruin. It happened so fast, that for a short time, the financial survival of the Society became dependent on a member bankrolling it until the next annual influx of subscriptions brought relief. The only hope was to abandon the past and join the revolution! The magazine was peremptorily discontinued with the December 1999 issue being the last paper-based issue. A replacement was needed. Fortunately the way forward was already at hand, and this was recognised by the VMUG committee under Brian Livingston. In August 1999, just four months before the demise of VMUG News, an online group discussion list was introduced under the guidance and inspiration of its administrator/moderator, Michael Scheurer. This electronic group discussion list was established on the web with Oneline, a corporation that was taken over by Yahoo. The electronic discussion list morphed into a Yahoo Group. It was initially accessed by slow dial-up modem, because broadband did not become available until 2001.

Michael Scheurer had already set up a free electronic mailing list, and given interested users access. The Society knew that that was the way it had to go, and most fortunately, Michael handed over his mailing list to VMUG. Moreover, he maintained it and moderated it for some time. This was something that was harder to do in those days when so many people were unfamiliar with how a mailing list works, and many were only starting to get email addresses—the administrative burden alone was significant, with a big turnover in members and addresses.

Michael's foresight was central to the group's survival. Along with a handful of others, he helped the Society get through a very rough period. In about 2004, Hope Stewart took over management of the list and became its administrator. Many years later this role was taken over by Robert Morsillo. Hope shifted the eList from Yahoo to Mailman.

The increase in significance of the Group eList and the VMUG web site, the decreasing significance of meetings as a key means of providing information and problem solving and the release of the iMac with the 'i' prefix in 1998, prompted the Society, at the suggestion of Brian Livingston, to change its name. On 17 April 2000 VMUG, or technically Mac User Group (Vic) Inc. changed its name to Internet Macintosh User Group Inc., and it came to be known as iMug. Robert Charlton designed a new logo for the Society incorporating directional Wi-Fi waves.



iMug logo designed by Robert Charlton

About this time, meeting presentations by such corporations as Apple, Microsoft and Adobe diminished and eventually disappeared, while presentations by iMug members, Apple resellers and others increased. Focus ceased to be on the release of new models of Apple computers, although the progressive release of new Apple products like the iPod in 2001, the iPhone in 2007, the iPad in 2010 and the Apple Watch in 2015 meant that the Society was progressively expanding from its Macintosh beginnings.

A further snapshot of changes in technology this century can be derived by viewing the list of past meeting presentations since 2005 on the iMug web site.¹ See: <https://www.imug.com.au>

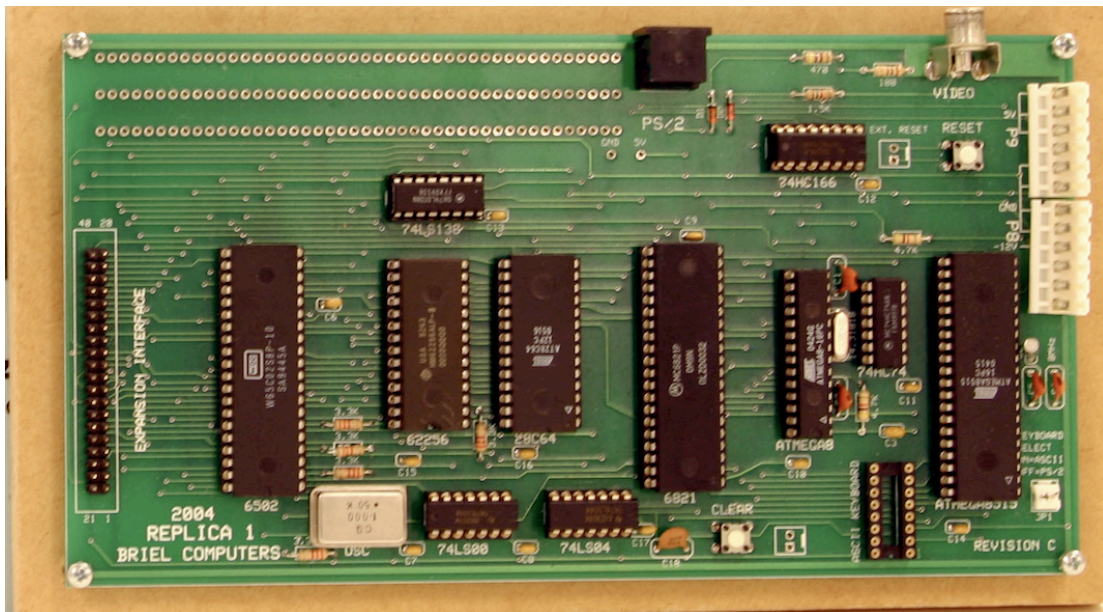
Starting in 2006, Simon Clement spoke on building an iPod hi-fi. Gary Bass took us into the classroom and explained how a Mac could be used for school-based data collection in the sciences and the results then podcasted. The WWDC award-winning program 'Comic Life' got an airing in a session from one of its developers, Keith Lang.

Another memorable meeting in 2006 was a demonstration of the operation of each of four generations on Apple computers. This included Brian Livingston using an Apple I replica to run command lines on a monitor.

¹ This following section on meetings has been contributed by Ian Woodside.



Four Generations of Apple Computers
 L-R: Peter V. Green with a 128k Macintosh, David Turk (deceased) with a Lisa (Macintosh XL), Lecki Ord and Ian Godfrey with an Apple II, and Brian Livingston with an Apple I function replica



Apple I function replica constructed from a kit by Brian Livingston and his son Campbell.

In 2010, we moved to the Cloud, with Gary Bass returning to elaborate on ‘iPad & Education—Up in the Education Clouds?’. The Cloud continued to be a topic for exploration when Anthony Caruana presented ‘Cloud Computing’. Terry Bennet, Managing Director of Streetwise Software, demonstrated the combined use of MacMini, Apple TV, Western Digital hard disk drive and Tivo as part of a high definition TV system for family use.

By 2012, there was a growing interest in websites, so there was a high demand for Charlie Crouch's talk on 'So you have a great website! Run the ruler over your site - Five things you MUST test'. Charlie, who used to work for Apple Inc. in USA, continues to be in touch with iMug from Paris.

The range of applications for the iPad grew rapidly and this was reflected in a presentation by Jane Farrell, a speech pathologist and special educator, on 'Children with special needs especially appreciate the iPad';

2015 saw the changing retail environment taking shape and this was reflected in the talk of James Webber, CEO of Bookworld, on 'On the way down: Blockbusters, Borders ... Moving Up: Netflix, Apple, Bookworld— Staying relevant in a rapidly changing technology landscape'. A major technological innovation, that of digital printing, was brought to most of us for the first time in one session from Simon Sherrin, Senior Developer, Digital Products, Museum Victoria. His talk was on '3D Printing— changing the way we preserve the past'. Danny Gorog, Director, Outware Mobile, demonstrated the new technology of the newly introduced Apple Watch in a presentation titled 'Don't just use your Apple Watch to tell the time'.

In 2017, Danny reflected on the growing strength of the web in his talk 'The internet of things and more...', whilst Anthony Caruana spoke of its dangers in 'The dark tower—they don't want to hack your Mac - just you'.

In 2018, emerging new uses of mobile devices were reflected in Les Posen and Anthony Caruana's talk 'HomeKit: Hi Siri, please turn on my lights'. In a presentation that ventured into the oft ignored world of computer games, Richard Moss, journalist, historian and freelance writer, spoke of 'Gaming and the Mac— Is it still the "black sheep" of the gaming world ... and more'.

In 2019, Damien Ivereigh, CEO of ISP Launtel, addressed the nation-wide major problem of Internet speed with his address on 'What makes it so difficult for Australia to deliver high speed gigabit broadband for everyone'.

The future is unknown, but if the past is any predictor, then iMug will continue to have the presentations to address current issues.

iMug Apple Collection at Museum Victoria

By late 2004, a small number of iMuggers were becoming increasingly aware that the personal computer was advancing rapidly but the history of its evolution was not being recorded and was in danger of becoming lost. With Apple Computer Inc. having been the first to commercialise personal computing, there was no known collection of Apple hardware and software outside Apple Cupertino and Seattle's 'Living Computers' Museum to tell that story, and much of the early hardware and software was becoming increasingly rare. In October/November 2004, on the suggestion of Noel Jackling, Les Posen approached Museum Victoria's Senior Curator in History and Technology, David Demant, to ascertain whether the museum would embrace a collection of Apple material. The response was positive, and over the following months an iMug Museum Committee, with guidance from David

Demant, developed a draft Museum Victoria collection policy designed to tell the story of the way in which Apple Computer Inc., later Apple Inc., had changed the way we learn, and work and play. The iMug Museum Committee that undertook this early conceptualisation work comprised John Green, Brian Livingston, Les Posen, Hope Stewart, Struan Robertson and Noel Jackling, which it did in conjunction with David Demant.

Representative items of hardware and software were specified by which to illustrate each element of the policy. Following Museum Victoria's adoption of the policy, primarily Brian Livingston and Noel Jackling set about canvassing donations from members of AUSOM and iMug and following up all possible leads. The end result was that almost all items sought were donated. The prime period of collection was through the latter part of 2005 and 2006.

Some of the more notable items were:

Apple][personal computer console 1978
Apple Data Cassette Tapes - Apple][Software, 1979
Apple Lisa 2 personal computer modified to Macintosh XL 1985
Apple Macintosh 128 personal computer 1984
Apple Macintosh Plus personal computer 1986
Apple LaserWriter Printer 1987
Apple OneScanner 1991
Apple PowerBook PB100, 1991
Apple Macintosh Quadra 900 1991 and QuickTime
Apple Newton Message Pad Personal Digital Assistant 1993
Apple Quicktake 100 Digital Camera 1994
Very early Microsoft, Apple, Claris and Adobe software.
Games software including Through the Looking Glass 1984 and flight simulation program Mac-Challenger 1985
Apple Bondi Blue iMac personal computer 1998
Early Apple iPod 2001, Apple iPhone 2007, Apple iPad 2010 and Apple Watch Original 2015.

The collection contains about 100 items and can be claimed to be the best representative collection of Apple material outside USA.

Museum Victoria invited iMug to mount an exhibition telling the Apple story. This was titled 'The Apple Effect: a collection of revolutions that changed your life'.

This was conceptualised as five Apple revolutions, viz.:

1. Personal Computing
2. Publishing
3. Imaging
4. Video
5. Audio

A showcase was devoted to each revolution as well as which there was a lead showcase. Walls displayed two huge Apple Effect timeline banners (1979–1990 and 1990–2006—see appendix 2 and Appendix 3) developed by John Green and designed

by Robert Charlton, and a lead banner designed by Marc Edwards, all printed by Ted Congdon of Whites Law Bindery. A major Apple Effect brochure was written by John Green and with input from Anthony Caruana, and with brochure design by Marc Edwards and Peter Green. Marc Edwards also designed an Apple Effect postcard. An exhibition committee determined showcase content. John Green, Lecki Ord and Noel Jackling developed showcase labels and Robert Charlton undertook showcase display design. The exhibition committee included Kerrie Mullins-Gunst, Lecki Ord, Robert Charlton, John Green, Brian Livingston, Neil Pringle, Robert Suggett, Louise Gomes and Hope Stewart with Noel Jackling as the group leader.

The exhibition was held at Melbourne Museum, 2–30 December 2006. The official launch and handover of the iMug Apple Collection and opening of the exhibition was on 7 December 2006 at Melbourne Museum. The keynote speakers were Diana Ryall, former Managing Director of Apple Computer Australia who came from Sydney for the launch and Dr Robin Hirst, Director, Collections Research & Exhibitions, Museum Victoria. The Melbourne Chamber Choir Singers under the expert baton of Faye Dumont sang her new musical composition ‘An Apple a Day’, a work which was commissioned by iMug with the sponsorship of the Opus 50 Charitable Trust, whose Trustee, Mary de Jong, is the wife of iMug member Ben de Jong. The libretto to this song can be found in Appendix 4. Eliana Rotenberg kindly donated a scarf as a thank you gift for Diana Ryall.

A highlight of this opening event was getting the Lisa 1985 personal computer booted up and displaying its very early Apple ‘white page’ graphic user interface. After the exhibition, everyone got a guided tour of the CSIRAC computer (the world’s only surviving first generation mainframe computer) from David Demant, en route to the Victorian Trades Hall Council bar for supper. Just minutes after departure, a puff of smoke issued forth from the Lisa, and that was the last time this iconic machine ran. Very fortunately this did not set off Melbourne Museum’s fire alarm.

At the Trades Hall bar, David Demant and Noel Jackling talked of the fun and agony of developing policy and assembling all the equipment over the preceding two years. At the end of the evening, Lucas de Jong sang ‘I am the very model of a modern Apple MacBook Pro’, a parody on Gilbert and Sullivan’s ‘I am the very model of a modern major-general’. The words are noted in Appendix 5. You can hear Lucas's outstanding performance on YouTube at:

<http://www.youtube.com/watch?v=vyFN1M2fDXM>

Having collected almost 100 items, there was a pressing need to catalogue them. This task was undertaken at Melbourne Museum by Brian Livingston, Robert Charlton, Noel Jackling and Neil Pringle, and to some extent by Noel Jackling at home, he being granted on-line access to Museum Victoria’s database for this purpose. Most of this work was undertaken under supervision within the storeroom of Melbourne Museum, a privilege rarely granted to non–staff members. Most of the cataloguing was undertaken in 2007 and 2008, but as a few new items were occasionally acquired, these too required cataloguing, and so the cataloguing process wandered along until 2012. Photographs were needed of each object, and the task of imaging was undertaken by Robert Charlton.

Overall, this was a massive project involving the skills and resources of very many iMug members.

An odd occasion

A small contingent of members of the VMUG committee travelled to Sydney for the user group component of the 1993 Apple Trade Show conference. Two committee members, Struan Robinson and Neal Bethune purchased the new Newton message pad. Amongst the excitement and hubris of the event these two achieved a new mile high status on the return flight back to Melbourne by using the Newton message pads' infra red to transfer data between each other. They claimed to be the first 'to do it' at 30,000 feet.

iMug Widget—a small feature to advertise meetings

With the advent of Widgets in 2005, iMug decided to be at the forefront of this new technology, and in November 2005 introduced an iMug Meetings Widget that would be viewable on the computer with other Widgets, be regularly updated, and provide details of the next physical meeting in Melbourne.

iMug member Marc Edwards developed the Meetings Widget with his partner Brad Gale. This was the first Widget of a user group in Australia, and remains in use. Widgets were exciting innovations when first introduced, but have almost disappeared from view, except for their use on iPhones.

A few prominent VMUG/iMug members

In mentioning a few names, others who could well be mentioned will inevitably inadvertently not be included.

Les Posen became an expert of international renown in the field of presentations, and in the use of Keynote. He is a psychologist who practices with distinction in the field of 'Fear of Flying'. Les was president for 12 years. He played a leading role in the iMug Apple Collection project. He preached against what he termed 'Death by PowerPoint' and instead advocated for presentation techniques whose human impact was evidence based.

Shane Stanley acquired expertise in Macintosh operating Systems and developed great skills in the field of AppleScript. For some years Shane went to USA annually and ran AppleScript workshops.

Stephen Withers, an IT journalist, was made an iMug Industry Expert, and for very many years has devoted much time in helping iMug members solve their computing problems, often of a serious nature.

Garry Barker was for many many years a journalist who wrote a Macintosh column as 'The Mac Man' in the Thursday Green Guide, included in The Age and the Sydney

Morning Herald. In that capacity Apple Australia gave him on loan, its new products, often just prior to release, so that he could write about them immediately upon their release. He regularly went to USA for that purpose. Garry shared his expertise with iMug members over the email list. His iPod and Apple Watch have become part of the Museum Victoria iMug Apple Collection. The provenance for the Apple Watch is remarkable—the warning it gave Garry on heart arrhythmia probably saved his life.

Derek Rawson was a Macintosh IT consultant who serviced his clients' computing problems and gave of his expertise on the iMug email list. He developed a specialised knowledge of Photoshop and for a few years ran an iMug graphics special interest group. He continues to make occasional contributions to the Discussion List from his new home in Queensland.

Ian Woodside, with great organisational aplomb, started organising regular monthly meetings and continued doing so until the end of 2018. In the initial years this meant organising two speakers each night. This was an extraordinary contribution to the life of the Society.

Charmian Gaud has faithfully served iMug for very many years as Secretary, Vice-President and Committee Member and has tended to plug the gaps left by others. She has made many contributions to discussions on the email List, and has been particularly active and innovative during the Covid-19 pandemic. Members will also remember the great breakup Christmas parties held at her home in Williamstown.

Ben de Jong was a very early adopter of the Macintosh, and used it to manage his rubber stamp business. Ben says that his business could not have succeeded without his Macintosh.

Brian Livingston was President for 13 years, including its halcyon days. Much of the initial development and scope of VMUG's operations emerged as a result of Brian's leadership. Brian played a leading role in the iMug Apple Collection project.

Office Bearers and Life Members

Details of Office Bearers and Life Members are to be found in Appendix 6 and Appendix 7.

In conclusion ...

VMUG was born in an era when no adults and few children learned to use computers at school. Its beginnings corresponded with the introduction of 'white' screens, the graphic user interface, WYSIWYG 'What you see is what you get', and affordable desktop publishing with laser printers. The Internet had not yet advanced to community use. So user groups were formed of which VMUG was one, to share information and experience about new hardware and software products. Face-to-face meetings and Newsletters were the primary means of communication. The need was great, and these user groups boomed.

As the Internet penetrated society, the means of communication changed. Information became almost instantly available either on the World Wide Web or on email group lists or similar, and Newsletters largely became irrelevant. And the next generation learned what they needed to know about computing at school. So user groups lessened in their importance to society, but remained a useful tool for some. VMUG surged through the first of these phases and then faded away almost into oblivion. Nevertheless, its email group List, probably coupled with limited ongoing face-to-face meetings, has seen it survive as the Internet Macintosh User Group.

As society itself changes, the challenge for iMug is to adapt to Society's new computing needs.

6 February 2022

APPENDIX 1

Four special December meetings

December 2007 at Auburn Uniting Church

Tower climb and talk

Climbing the ladders of the tower of the State heritage listed Lombard Romanesque Auburn Uniting Church to the observation deck and talk on ‘Towers’ by architect and politician Mr Ted Baillieu MP.

Maestros Making Music — a series of musical items by gifted Macintosh users

The program included:

In the church, Geoffrey Tomlinson played the 1889 Fincham & Hobday church pipe organ, with about 1700 pipes, and which very unusually, had its case designed by the church architect, Alfred Dunn. Pieces played by Geoffrey included:

- Clarke, Jeremiah: ‘Prince of Denmark's March’ (aka ‘Trumpet Voluntary’)
- Bach, J.S.: Chorale-Prelude ‘In Dulci Jubilo’ (a Christmas flourish).

We were shown the location of George Swinburne’s pew in church and learned of the finding in the mid to late 1960s of his Psalter and Bible in a pew drawer. In 1908, George Swinburne MP (1861–1928), a staunch Methodist, because of his interest in education and welfare, founded the Eastern Suburbs Technical College, later known as Swinburne Institute of Technology and later again renamed Swinburne University.

In the Sunday School building, Lucas de Jong sang Tom Lehrer's ‘Poisoning pigeons in the Park’.

Louis Schmidt played Chopin’s ‘Grande Valse’ on the Krauss upright piano, which according to church historical notes was made for the German Kaiser Wilhelm.

Colin MacLeod, violin virtuoso, played Scottish folk music on his Chinese crafted New Zealand strung violin.

Les Posen and Lili Hampel gave a demonstration of Israeli folk dancing.

December 2008 at Melbourne Museum

Triumphant Technology and Trombones

Lemonade—one of the first computer Apple games

Ian Godfrey, with Robert Black. Ian demonstrated ‘Lemonade’ which he played on his Apple][in 1979. Demonstration made possible on a Macintosh by Virtual][(licence by courtesy of Gerard Putter).

Nothing is new under the sun ... some of us call it a ‘Mac’!

David Demant, Senior Curator, Information and Communication, Museum Victoria

A see, touch, hear experience of some of the precursors of modern information and communication devices. Presentation included projection of lantern slides.

Trombones (and tuba)

A pot pourri of outstanding music by the outstanding musicians of the RAAF Low Brass Ensemble

December 2009 at ACMI

Not a special meeting, but a planned visit to the newly opened 'Images & Imaginations' exhibition followed by a regular meeting at Ross House.

December 2010 at Melbourne Museum

Interactive technologies in a modern museum

Speaker: Tim Hart, Director, Information, Multimedia and Technology, Museum Victoria

Lucas de Jong sang 'Largo al factotum' from 'The Barber of Seville' by Rossini.

Colin MacLeod, played Scottish folk tunes on his violin.

Lucas de Jong and the audience sang 'I am the very model of a modern Apple MacBook Pro' to the Sullivan tune for 'I am the very model of a modern major-general'.

APPENDIX 3

Apple Effect timeline banner (1990–2006)

The Apple Effect 1990-2006

1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006

5 Apple Revolutions:

- Personal Computing:** PowerBooks (1991), Apple Newton Message Pad (1993), Mac OS X (2001), iSight 2003 - Video Conferencing (2003).
- Publishing:** Adobe Photoshop 1990.
- Imaging:** QuickTime (1991), Quicktake 100 digital camera (1994), iMaging (1993), MYSY (1991).
- Video:** Apple Color LaserWriter 1995.
- Audio:** iPod (2001), iPods Music + Video + the Internet + iTV and the revolutions continue... (2002), The Mac Mini & the home Theatre (2005).

Other Milestones: Accessibility (1996), Product design (1998), Games (1996), Wireless Connectivity (2002).

IMug

APPENDIX 4

Libretto to ‘An Apple a Day’

An Apple a day

by Faye Dumont

World première performance, 7 December 2006,
Melbourne Museum, celebrating the establishment
of the iMug Apple Collection at Museum Victoria.

The composing of the song *An Apple a day* by Faye Dumont and its performance by The Melbourne Chamber Choir was commissioned by iMug and proudly sponsored by The Opus 50 Charitable Trust. The performance on 7 December 2006 is the world première performance of *An Apple a day*.

iMug gratefully acknowledges the generous donation that has made celebrating the establishment of the iMug Apple Collection with music possible.

The Opus 50 Foundation is a public charitable trust which supports musicians. Contact can be made through info@opus50.org.

The Melbourne Chamber Choir has been part of Melbourne's rich music scene for over 20 years and performs regularly throughout the year. It is one of the choirs of Faye Dumont Singers Inc. Contact can be made through fds_inc@hotmail.com.

© 2006 Faye Dumont Singers Inc.



www.imug.com.au

Prologue

Pick up your apple,
hold it tight,
sink your teeth in,
take a byte.

(Crunch. Hmm. Chr! – the start-up chime).

Verse 1

Here is 'The Apple Story' –
we guarantee it's true!
We know Apple computers changed
the lives of me and you.
When Apple I came to the world
in 1976,
and one year later, Apple II,
communiqués to fix,
each of us new freedom won.
The revolution had begun.

Chorus

An Apple a day, first I and then II,
for school, work, individual too –
an Apple this day!

APPENDIX 5

Libretto to 'The Very Model of a Modern Apple MacBook Pro'
Lucas de Jong composed the words and sang 'I am the very model
of a modern Apple MacBook Pro' to
the tune of "I am the Very Model of a Modern Major-General" from *The Pirates of
Penzance*. Now as an exercise in your own oral dexterity see how fast you can pump
out the lines and keep pace with the music.

The Very Model of a Modern Apple MacBook Pro

1. Solo

I am the very model of a modern Apple MacBook Pro,
I've information digital, an Intel chip, I'm on the go,
My Gigabytes and Gigahertz are truly astronomical:
One hundred Gig and two-point-oh, it's quite fantasmagorical!
I'm very well acquainted with 'Mobility' and 'Radeon',
My sixty-four bit data path and Ethernet will turn you on,
About my ROM and RAM and Intel core I will make history
With many billion gigaflops and algorithmic mastery.

Chorus

With many billion gigaflops and algorithmic mastery
With many billion gigaflops and algorithmic mastery
With many billion gigaflops and algorithmic master-mastery.

Solo

I'm very good at Final Cut and Photoshop and Garage Band,
For Illustrator, Keynote, Logic Audio I'll lend a hand.
In short in matters digital and video and audio
I am the very model of a modern Apple MacBook Pro

Chorus

In short in matters digital and video and audio
He is the very model of a modern Apple MacBook Pro

2. Solo

I know our mythic history which I'll attempt to chronicle
From nineteen sev'nty six 'till now in order categorical;
In sev'nty six two drops outs, Steven Jobs and Steven Wozniak,
Designed the Apple one and two and then the 1-2-8 k Mac
Then Mac X-L and five-twelve k and portable and Mac S-E
Then Classic, Classic-two, then Colour Classic and the Mac L-C
Six-thirty DOS compatible, Performer models various
To see the look on Bill Gates' face was really quite hilarious!

Chorus

To see the look on Bill Gates' face was really quite hilarious!
To see the look on Bill Gates' face was really quite hilarious!
To see the look on Bill Gates' face was really quite hilarious!
To see the look on Bill Gates' face was really quite hilari-larious!

Solo

Then Quadra Audio Visual and Powerbook and Powermac
I'll tell you ev'ry detail of the Centris and the G3 Mac.
But now in matters digital and video and audio
I am the very model of a modern Apple MacBook Pro.

Chorus

In short in matters digital and video and audio
He is the very model of a modern Apple MacBook Pro.

And then there's Newton Message Pad and Twentieth Annivers'ry Mac
And e-mate and the G-4 cube, these models took a different tack,
But iMac and the iBook, whose design was revolution'ry,
Improved the bottom line and were the saviour of the company.

The PowerBook G-3, and then G-4, iPod and Mac mini,
The studio display, the G-5 desktop really topped the tree
I've listed all the Macs that were results of market strategy,
Now we all know the progress of the Apple-based technology.

Chorus

Now we all know the progress of the Apple-based technology.
Now we all know the progress of the Apple-based technology.
Now we all know the progress of the Apple-based technology.
Now we all know the progress of the Apple-based technolo-nology.

Solo

From my vast computer knowledge, though I'm plucky and adventury,
Has only been brought down to the beginning of this century,
But still in matters digital and video and audio
I am the very model of a modern Apple MacBook Pro.

Chorus

In short in matters digital and video and audio
He is the very model of a modern Apple MacBook Pro.

© copyright 2006 to Lucas de Jong with whose kind permission we publish this
marvellous and racy Apple tribute today.

APPENDIX 6

Office Bearers

President:

Peter Harding (1985–c.1988)
Brian Livingston (c. 1988–2001)
Robin Calder (2001–2003)
Hope Stewart (2003–2005)
Anthony Caruana (2005–2006)
Neil Pringle (2006–2007)
Les Posen (2007–2018)
Anthony Caruana (2018–).

Vice President:

Tony Smith (1985–1986)
Struan Robertson (1992–1994).
Peter Westmore (1995 –c. 2000)
Brian Ferguson (c. 2000–2002)
Hope Stewart (2002-2003)
Noel Jackling (2003–2006)
Glenn Staunton (2006–2008)
John Beauchamp (2008–c. 2010)
Charmian Gaud (c 2010-2018)
Garry Barker (2018– _

Secretary:

Peter Westmore (1985–1993)
Robert Charlton (1993–2000)
Jenny Stuart (2000 –2002)
Charmian Gaud (2002–c, 2010)
John Beauchamp (deceased) (c. 2010–2018)
Charmian Gaud (2018–2020)
Jac Smit (2020–).

Treasurer:

Ian Clark (1985–1993)
Peter Westmore (1993–1994)
Peter Westmore (Acting 1995)
No appointment 1995–2000. Books kept by Office Administrator
Robert Fleming (2000-2003)
Robin Calder (Acting 2003)
Ron Rankin (2003–).

APPENDIX 7

Life Members

Peter Harding
Ian Clark
Peter Westmore
Brian Livingston
Murray Gavin (deceased)
Shane Stanley
Peter C. Green (deceased)
Michael Scheurer
Nicholas Crook (deceased)
Robert Charlton
Noel Jackling
Hope Stewart
Charmian Gaud
John Green (deceased)
Les Posen
Ian Woodside
Ron Rankin
Garry Barker