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Introduction to Museum Victoria

PROFILE OF MUSEUM VICTORIA

Museum Victoria, Australia's largest public museum organisation, is the State museum for Victoria. It is responsible for caring for the State's collections, conducting research and, as a multi-campus educational and cultural institution, providing cultural programs for the people of Victoria and visitors from interstate and overseas.

The Museum's origins date back to 1854 with the founding of the National Museum of Victoria and the Industrial and Technological Museum of Victoria (later known as the Science Museum of Victoria) in 1870. By proclamation of the *Museums Act* 1983, these two institutions were amalgamated to form what is today known as Museum Victoria, governed by the Museums Board of Victoria.

Museum Victoria has a long history of research and collections and is custodian of Victoria's vast natural science, indigenous, social history and science and technology collections. The size of these collections is estimated at more than 16 million individual items.

*Mind and Body Gallery,
Melbourne Museum.*



Campuses and Facilities

Museum Victoria operates three vibrant campuses and is custodian for the heritage-listed Royal Exhibition Building, Old Customs House and Spotswood Pumping Station. Museum Victoria also operates a separate collections storage facility.

Melbourne Museum

Opened 21 October 2000

Melbourne Museum stands adjacent to and incorporates the historic Royal Exhibition Building in Carlton Gardens, forming the largest museum complex in the southern hemisphere. Melbourne Museum draws on the latest technology and interpretation methods in showcasing Australian society, indigenous cultures, the human mind and body, science and technology and the environment. Features include *Bunjilaka* the Aboriginal Centre, the Children's Museum, a living Forest Gallery, the Immersion Cinema Experience theatre and the IMAX theatre.

Immigration Museum

Opened 12 November 1998

The Immigration Museum is situated in the Old Customs House, one of Melbourne's finest 19th century buildings. It is a contemporary social history museum that explores issues of immigration and cultural diversity. The Museum features engaging and interactive exhibition galleries, Discovery Centre, Tribute Garden and a range of indoor and outdoor recreation and activity spaces.

Scienceworks Museum

Opened 28 March 1992

Located in the grounds of the historic Spotswood Pumping Station, the science and technology campus features modern interactive exhibition galleries, teamed with an outdoor arena and the Melbourne Planetarium.

Moreland Annexe

Opened 30 October 1996

Museum Victoria's state-of-the-art external collection store was purchased and fitted out to Museum Victoria's specifications. Housing the largest of the Museum's collection items, the facility complements collection stores at Melbourne Museum and Scienceworks.

Services

Museum Victoria provides a wide range of services and products, including:

Attractions

- Exhibitions and public activity programs.
- Touring exhibitions.
- Melbourne Planetarium.
- Immersion Cinema Experience theatre (ICE).
- IMAX theatre, Melbourne.

Community

- Museum Victoria membership program.
- Museum Victoria website: www.museum.vic.gov.au.
- Museum Victoria magazine.
- Public lectures and forums.
- Outreach visits to schools and other groups.
- A roving curator to indigenous communities.
- Leadership, advice and support to Victoria's regional and specialist museums.
- Public information services on environmental, indigenous, historical and scientific matters.
- Community Access Programs for culturally and linguistically diverse groups.

Research and Collections

- Research expertise in terrestrial and marine environments, earth science, science communication, Australian society and technology, and indigenous cultures.
- Custody and preservation of the State's 16 million-item heritage collection.
- Object and specimen identification.
- Tertiary student supervision.
- Student industry placement training.
- DNA-based research and identifications through the Molecular Biology Laboratory.
- InfoZone: free study and research facilities.
- Electronic and physical access to collections and associated information for research purposes.
- Collection development and management advice to other institutions.
- Loans of collection items to other institutions.
- Advice on donating and conserving collections.
- Separate collection stores and viewing areas for sensitive indigenous cultural material.
- Collection store and back-of-house tours.

Education

- Primary, secondary, tertiary and adult education programs and resources.
- Professional development programs for teachers.
- Educational publications.
- Extensive online educational resources for Victorian schools.

Commercial

- Car park facilities (Melbourne Museum).
- Commercial venue hire, catering and retail outlets.
- Extensive photographic image library.

Vision

Museum Victoria will be recognised throughout Australia and the world for the way in which it engages the public and stimulates the quest for knowledge through the vitality of its public programs.

Mission

The mission of Museum Victoria is to improve understanding of ourselves and the world in which we live through the interpretation of collections and the knowledge that makes them meaningful.

Museum Victoria will engage the public with programs that explore:

- the origins, development and diversity of culture of the Australian people and their region; and
- science and technology and their relationship with the environment and society.

Values

In fulfilling its mission, Museum Victoria is committed to the following guiding values:

- A commitment to professionally care for and preserve the heritage collections entrusted to Museum Victoria as a significant component of Australia's heritage.
- Recognition of Museum Victoria's role in generating and testing knowledge through curatorial research and interaction with international scholars.
- Support for lifelong learning in the community through the provision of engaging and relevant public programs.
- Provision of a safe and welcoming environment for all visitors.
- Attainment of international best practice and the maintenance of the highest ethical standards in all activities.
- Promotion of a better understanding of cultural diversity within society and the special place of indigenous communities in our nation.

- Supporting personal and professional development of staff and the maintenance of a safe, equitable and invigorating working environment.
- A commitment to best practice in creative uses of new technologies to enhance the accessibility, understanding and value of Museum Victoria's activities for a local and worldwide audience.
- The provision of leadership in the museum industry in Victoria and in museums generally.

Operating Principles

The following principles will guide the activities of Museum Victoria:

- We are mission-driven and commercially positive.
- We are customer-focused.
- We value our collections and the knowledge that makes them meaningful.
- We encourage lifelong learning.
- We support inter-cultural understanding and reconciliation.
- We value and respect each others' contributions.

Strategic Priorities

The strategic priorities of Museum Victoria for 2000–2005 are:

- The successful opening of Melbourne Museum (achieved October 2000).
- Extending the use of all facilities and optimising the delivery potential of Scienceworks Museum, the Immigration Museum, and the Royal Exhibition Building.
- Maximising outreach and research programs.
- Providing leadership and assistance to regional and specialist museums throughout Victoria.

Dinosaur puppet, Forest Gallery, Melbourne Museum.

Artist Judy Watson's 'Wurreka' zinc wall framing the Bunjilaka Gallery.



PRESIDENT'S MESSAGE

On behalf of the Museum's Board of Victoria, I am delighted to present the 2001/2002 Annual Report detailing Museum Victoria's achievements and operations over the last twelve months and financial statements.

Over the past year Melbourne Museum, the Immigration Museum and Scienceworks have continued their determination to share the vast and priceless State collection to as many people as possible, ensuring the people of Victoria enjoy the heritage we hold in trust for them.

Since becoming President of Museums Board of Victoria in November 2001, it has been a busy and exciting time and I can now look back over these past eight months with a sense of fulfilment. Many advances have been achieved in the vision, strategy, visitor programs and research throughout the campuses.

The past twelve months has seen significant milestones for Museum Victoria. Scienceworks celebrated its tenth birthday in March. Amongst the excitement and festivities was the launch of the Cowley Steam Traction Engine, which had been lovingly restored over ten years by staff and volunteers. The giant inflatable birthday cake on the roof of Scienceworks was a spectacular sight and could be seen from some distance. Melbourne Museum also witnessed the completion of its first full year at the new Carlton Gardens complex, with over 30,000 visitors attending the first birthday celebrations in October. The Immigration Museum opened Stage Three of the Tribute Garden in July 2001. Located in the Festivals Courtyard, the Tribute Garden records for posterity the names of over 7,000 families who have made the journey to Victoria.

Corporate and philanthropic support of the Museum witnessed an exciting development with the launch of Museum Victoria's two new subscription programs, Museum Victoria Patrons and Museum Victoria Corporate Patrons, in April 2002. Museum Victoria also continued to benefit from the generosity of Trusts and individuals, notably the Myer Family with the opening of the Baillieu and Sarah Myer Immigration Discovery Centre at Immigration Museum and the donation of the Gantner Myer Aboriginal Collection displayed in the Spirit Country exhibition.

Museum Victoria's membership program had another successful year with the number of memberships reaching over 12,200 by the end of the year, representing over 50,000 people. Museum Victoria continues to host the largest museum membership program in Australia and I would like to thank the important supporters who continue to support and encourage the growth and development of Museum Victoria.

Museum Victoria continued to cement its position as a leading cultural institution, receiving more than two dozen prestigious international and national awards for a range of disciplines including architecture, indigenous culture, tourism, marketing, public relations, film projects and volunteer support.

In March 2002, I was delighted to announce the appointment of Dr J Patrick Greene as Chief Executive Officer, to commence his appointment in August. A prominent figure within the international museum community, Dr Greene is known for his work in establishing the acclaimed Museum of Science and Industry in Manchester. I look forward to ensuring Museum Victoria is renowned as a world-leading museum in the years ahead with Dr Greene at the helm.

I would like to extend my sincere thanks to those who have assisted and supported Museum Victoria in various ways during the year. I would like to acknowledge my predecessor, Professor David Penington AC, and retiring Board Members, Professor Jennifer Graves and Mr Ian Sinclair, for their efforts and dedication during their terms. I would especially like to acknowledge the passing of the late Professor Geoffrey Opat, retired Board Member and Chair of the Research Committee, and recognise his dedication, efforts and commitment to Museum Victoria.

I would particularly like to thank the Minister for the Arts, the Hon Mary Delahunty MP, for her support and commitment to the cultural vibrancy of Victoria; our Ambassadors who continue to represent and inspire Museum Victoria; the Museum Victoria Members, Patrons, Corporate Patrons and Sponsors who continue to provide the essential financial support; the Museums Board of Victoria for their continued dedication and vision; and most importantly the staff and Executive Management Team who continue to ensure Museum Victoria remains a world-leading and vibrant cultural institution.



Harold Mitchell

President, Museums Board of Victoria





ACTING CHIEF EXECUTIVE OFFICER'S MESSAGE

Scienceworks turned ten this year. Standing next to the newly restored Cowley Steam Traction Engine, celebrating Scienceworks' birthday with colleagues and supporters, I could not resist reflecting on the last ten years in the life of Museum Victoria. Scienceworks became an instant success from the day its doors opened in March 1992. Since that day, we have developed a new collections facility, opened the Immigration Museum, and built both a new Planetarium and the flagship campus, Melbourne Museum. In addition, we have rehoused all of the Museum's 16 million collection items in quality stores and provided staff with first class laboratories and facilities. Our community has embraced these developments, and has responded enthusiastically to the renaissance of the Museum.

Over the last year, 1.33 million people visited Museum Victoria's campuses. The many major exhibitions on offer included Melbourne Museum's first blockbuster, *The Seductive Treasures of Gold and Civilisation*. Scienceworks continued to engage, educate and entertain. Highlights included the refurbishment of *Nitty Gritty Super City*, an exhibition for the young, and the touring exhibition *Terrorsaurus*. At the Immigration Museum, visitor numbers have well exceeded expectations with patrons discovering lost family links at the Sarah and Baillieu Myer Immigration Discovery Centre. Staff throughout Museum Victoria's campuses can be proud of the events and exhibitions presented throughout the year.

Museum Victoria continued its commitment to enhancing visitors' experience through a variety of initiatives. These included the highly successful development and presentation of three new theatrical dinosaur performances at Melbourne Museum; the family history workshops at the Immigration Museum; and the vibrant *Machines in Action* days at Scienceworks. Museum Victoria will continue to develop engaging programs and activities in the future and looks forward to implementing initiatives, such as the proposed Virtual Reality Observatory at Melbourne Museum.

Education of school children remains a prime focus for Museum Victoria. School groups came in large numbers, with over 226,000 students attending programs at one of Museum Victoria's three campuses. Adults, in education programs, are also discovering the Museum, with our adult and tertiary education services exceeding targets. Special thanks must go to the continued essential support from the Department of Education and Training and the Catholic Education Office.

Museum Victoria has further developed its Outreach program, providing access beyond our campus walls to more Victorians than ever before. Services included a redesigned website, touring exhibitions and our 'Museum in a Van'. The Museum Victoria website featured significant new content, including 320,000 natural history specimen records, and attracted 1.6 million visits – an increase of 26%.

At the heart of a great museum lies a strong commitment to research and an active collecting program. During the year, Museum Victoria developed a research strategy for the next three to five years. Staff were involved in 17 externally funded research projects, organisation of four major conferences, publication of more

than 30 refereed papers and 50 other publications and the presentation of 106 lectures and talks. Staff also supervised 28 graduate and postgraduate students and partook in international collecting expeditions to Kenya, South Africa, China, Argentina and the Antarctic waters.

Museum Victoria continued to repatriate Aboriginal cultural material, including human remains, to their traditional owners. Repatriation is a fundamental part of reconciliation and the Museum recognises the rights of indigenous Australians, including their rights to care for the remains of their ancestors. Over the last year, great progress was made and we acknowledge the assistance of the Department of Communications, Information Technology and the Arts for funding provided to the Return of Indigenous Cultural Property Program.

Volunteers have continued to be an integral part of the Museum Victoria family with over 700 volunteers donating their time over the last year. The success of this program ensured Museum Victoria continued to be an industry leader in this area.

The Museum was without a permanent CEO for most of the year, however the commitment of the Board and the depth in the Executive Management Team ensured that, although the year was one of great challenges, it was one of enormous achievement. Museum Victoria staff and volunteers can be well pleased with their successes over the last year. We look forward to building on these achievements when Dr J Patrick Greene takes up his appointment later this year.

Dr Robin Hirst
Acting Chief Executive Officer

Genevieve Wadham

Visitor Programs Officer,
Scienceworks



As the Scienceworks representative on the Victorian Model Solar Competition Committee, I am responsible for maintaining the "Driven by the Sun" exhibition and most importantly getting the site ready to ensure everything runs smoothly during the annual weekend event.

What I love most about organising this event is seeing the 1200 Victorian school children at Scienceworks on the race weekend so involved, motivated by science and learning more about it. That's what I'm here for!



Introduction to Museum Victoria

A YEAR OF HIGHLIGHTS

July 2001

- Melbourne Museum unveiled *The Seductive Treasures of Gold and Civilisation* exhibition, which celebrated the 150th anniversary of the first gold rushes in Australia.
- Stage Three of the Tribute Garden at the Immigration Museum was opened by Professor Mary Kalantzis and the Hon Justice Bernard Bongiorno QC.
- Launch of *Megawatt – Its Electrifying* exhibition at Scienceworks.

August 2001

- Ms Padmini Sebastian was appointed Director, Immigration Museum.
- *Melbourne Water Life in the Tall Eucalypt Forests* temporary exhibition opened at Melbourne Museum. The exhibition featured photographs by Esther Beaton depicting life in the tall eucalypt forests east of Melbourne.
- *Suburban Voices – The Story of Multicultural Manningham* featuring photographs and personal stories was launched in the Access Gallery of the Immigration Museum.
- The *ReggaeXplosion* temporary exhibition began at Melbourne Museum. The exhibition displayed 400 photographs and album covers, featuring mainly Jamaican artists from the 1940s to the 1990s.

September 2001

- The temporary exhibition *100 Languages of Children* opened at Melbourne Museum. Presented in collaboration with Reggio Emilia Information Exchange, the exhibition showed the potential of children from three months to six years.
- Mr Peter McMullin and Ms Susan Heron were appointed to the Museums Board of Victoria.

October 2001

- Melbourne Museum celebrated its first birthday. Over 30,000 visitors attended celebrations and experienced a diverse range of community and audience programs.
- Dr George F. MacDonald concluded his term as Chief Executive Officer, Museum Victoria and Director, Melbourne Museum. Dr MacDonald returned to North America to take up a position as the Director of the Burke Museum at the University of Washington in Seattle.
- In recognition of his contribution to Museum Victoria, former Director, Mr Graham Morris, was appointed an Honorary Life Fellow.
- Ms Susan Heron joined the Museums Board of Victoria.

- The Immigration Museum collaborated with Victorian Arabic Social Services to present the exhibition *Family, Business and Community: The Australian Lebanese in Victoria*.
- Dr Thomas Darragh and Ms Joan Dixon were appointed as Curators Emeritus to recognise their outstanding contributions to Museum Victoria.

November 2001

- Professor David Penington's term as President of the Board finished. He was succeeded by Mr Harold Mitchell. Mr Peter McMullin was appointed as Deputy President of the Museums Board of Victoria.
- The publication *A Museum for the People: A History of Museum Victoria and its Predecessors 1854–2000* was launched in the Australia Gallery of Melbourne Museum.
- A Memorandum of Understanding was signed with Arts Victoria on the 2001 Federation Bells to facilitate their storage by Museum Victoria and administration of a community loan program.

December 2001

- Melbourne Museum unveiled *Federation Tapestry*. The tapestry, the largest ever commissioned in Australia, was funded by the Federal Government and created by the Victorian Tapestry Workshop in collaboration with a team of Australian artists.
- Professor Gregory Egan and Dr Gregor Kennedy were appointed as Honorary Associates.
- Professor Jennifer Graves was appointed as an Honorary Life Fellow.
- The *Termite Log* was introduced into the Forest Gallery at Melbourne Museum. It features close-up viewing of termites, bull ants and huntsman spiders.
- A new Planetarium show, *Tycho Stars Again*, was launched at Scienceworks.

January 2002

- The *Spirit Country* exhibition was launched at Melbourne Museum. The collection of Aboriginal works were generously gifted to Museum Victoria by the Gantner and Myer Families.
- A Memorandum of Understanding was announced between Museum Victoria and the new Children's City in Dubai. Museum Victoria will assist in the creation of a new children's facility.
- Museum Victoria Board Member Mr Peter Hiscock AM was appointed the new Chair of the Regional and Specialist Museums Advisory Committee (RASMACH).
- Visitors to Melbourne Museum included His Royal Highness, The Duke of York, and His Excellency the Right Reverend Dr Peter Hollingworth AC OBE, Governor-General of the Commonwealth of Australia.

February 2002

- The exhibition *Rituals – Linking Yesterday, Today and Tomorrow: An Arabic Community Perspective* opened at the Immigration Museum.
- Launch of *Terrorsaurus* exhibition of robotic dinosaurs at Scienceworks.
- The refurbishment of *Nitty Gritty Super City* exhibition was completed at Scienceworks. This exhibition engages young children in a variety of activities designed to develop an understanding of the world around us.

March 2002

- Dr J Patrick Greene was appointed as the new CEO of Museum Victoria, to commence duty in August 2002.
- Scienceworks celebrated its 10th birthday. The weekend theme 'Extreme Science' was highlighted through many activities and a reunion of past and present staff, volunteers and supporters.
- The International Day for the Elimination of Racial and Religious Intolerance was launched at the Immigration Museum.

April 2002

- Museum Victoria Patrons and Corporate Patrons programs were launched at Melbourne Museum.
- A Memorandum of Understanding was signed between Museum Victoria and the Fine Arts Museum of San Francisco. It includes the possible lending of collection items and staff exchange.
- Visitors to Melbourne Museum included the Under Secretary for Culture in Italy, Dr Vittorio Sgarbi.
- Melbourne Museum launched the new theatrical show *Hatchling, a Dinosaur is Born*.
- The temporary exhibit *Secret Splendours: Women's costume of the Arab world* opened at the Immigration Museum. This exhibition of breathtaking costumes and textiles covered a cross-section of the Arab world.

May 2002

- A plaque describing the significance of the symbolic hands in Milarri was unveiled at Melbourne Museum for Reconciliation Week.
- A Memorandum of Understanding was signed between Museum Victoria and RMIT University.
- The *Beneath our Feet* exhibition was launched at Melbourne Museum, and featured some of the first geological maps ever drawn for Victoria, early photos, mineral specimens and two of Museum Victoria's mining models.
- *Raincheck 3000* exhibit was unveiled at Melbourne Museum. This new exhibit is a user-navigated educational interactive featuring a raindrop's journey through a Melbourne water catchment.
- The *Textiles and Tales – Punjabi Women in Victoria* exhibition opened at the Immigration Museum.
- His Excellency Mr Karl Offman, President of the Republic of Mauritius, visited the Immigration Museum.

June 2002

- Human remains of several Tasmanian Aboriginals were returned to representatives of the Tasmanian Aboriginal Centre.
- *Sensational Screens*, an exhibition developed by the International Specialist Skills Institute, opened at Melbourne Museum. The exhibition displayed products from the recent workshop program of Erling Christoffersen, Denmark's most famous furniture designer.

McKay Volunteer, Raoul Jones and Peter Swinkles with Museum Industry Recognition Awards.

2002 Museum Industry Recognition Awards, Most Outstanding Volunteer Project in the Victorian Museum Sector.



AWARDS

- The Royal Institute of Architects, Sir Zelman Cowan Award, *Best Public Building Australia*: Awarded to Melbourne Museum.
- Royal Australian Institute of Architects, Victorian Architecture Medal, *2001 Project of the Year*: Awarded to Melbourne Museum.
- Royal Australian Institute of Architects, Victorian Chapter, William Wandell Award, *Best Institutional – new category*: Awarded to Melbourne Museum.
- 2001 Ansett Australia Victoria Awards, *Tourist Development Projects category*: Awarded to Melbourne Museum.
- 2001 Australian Tourism Award, *Best Tourism Development Project*: Awarded to Melbourne Museum.
- 2001 Victorian Tourism Award, *Best Tourism Development Project*: Awarded to Melbourne Museum.

- Arts Portfolio Leadership Award, *Leadership in Audience Development category*: Awarded to Multicultural – Audience Development, Melbourne Museum, for the significant work at Melbourne Museum in the development of multilingual access to our programs.
- Arts Portfolio Leadership Award, *Leadership in Community category*: Awarded to Volunteer Program Establishment, Melbourne Museum, for the outstanding program that has involved over 400 volunteers in the delivery of our public programs.
- Arts Portfolio Leadership Award, *Certificate of Appreciation*: Awarded to Scienceworks Garage and Engineering Workshop Volunteers, celebrating their contribution to the restoration and operation of the Cowley Steam Traction Engine.
- Arts Portfolio Leadership Awards, *Special commendation in the Leadership in Scholarship and Research – new category*: Awarded to a Museum Victoria research project for its outstanding molecular biology work. This project involves DNA-based studies investigating the origins, evolution and conservation of the Australasian fauna.
- New York Film and Video Festival, *World Gold Medal, Social Documentary category*: Awarded to three Bunjilaka films: *Talking the Land*, *Singing the Land* and *Dancing the Land*. These films tell the story of Wurundjeri Elder Joy Murphy, Arrente Elder Max Stuart and Torres Strait Islander Elder and artist Ken Thaiday.
- Institution of Engineers Australia, *Engineering Excellence Award*: Awarded to consulting engineers ARUP for excellence in their work on Melbourne Museum in the category for providing consulting civil, structural and traffic engineering services.

- **Australian Marketing Institute, Australian Marketing Award for Excellence, Arts category:** Awarded for the launch of Melbourne Museum; in particular, the opening weekend.
- **Box Hill Institute of TAFE's Apprentice Award:** Awarded to Damian Dingli, Museum Victoria's apprentice carpenter, for achieving first place in his final year of cabinet making.
- **2002 Museum Industry Recognition Awards, Most Outstanding Individual Achievement in Victorian Museum Sector:** Awarded to Raoul Jones for his contribution to Museum Victoria's Outreach Program.
- **2002 Museum Industry Recognition Awards, Most Outstanding Volunteer Project in the Victorian Museum Sector:** Awarded to McKay Volunteer Project for work on Museum Victoria's HV McKay collection, which contains records and objects from the HV McKay agricultural enterprise. The nomination honoured ex-McKay employees who actively protect, interpret and are making accessible the history of the McKay Company.
- **2002 Museum Industry Recognition Awards, Lifetime Achievement Award:** Awarded to Peter Swinkels for his 22 years' service to the museum industry. Peter has been head of the Preparation Department at Museum Victoria for 14 years and has set the standard for museum preparation work in Australia. He also played a pivotal role in moving the iconic Phar Lap to the new Museum in Carlton and the sperm whale retrieval from Port Fairy.
- **Australian Teachers Of Media Awards, Outstanding Radio Broadcast:** Awarded to Andi Horvath and the 'Einstein a Go Go' Team. This team also received a commendation for their broadcast *Albert Einstein the Man*, delivered from Melbourne Museum in January 2002.
- **NAIDOC 2001 Certificate of Appreciation:** Awarded to Museum Victoria in recognition of its commitment and achievement in employing indigenous staff.
- **Public Relations Institute of Australia Victorian State Awards for Excellence, Comprehensive Communication Program category:** Awarded to Melbourne Museum for *A Museum for the 21st Century: Communicating the birth of the Melbourne Museum*.
- **Public Relations Institute of Australia Victorian State Awards for Excellence, Marketing Communications category:** Awarded to Melbourne Museum for *Life: Now Showing (launching Melbourne Museum)*.
- **Public Relations Institute of Australia Victorian State Awards for Excellence:** Special Citation for highest placing of any Awards entry submitted from the Government sector.
- **Australian Institute for Landscape Architects Victoria and Tasmanian State Awards 2001, First Commendation Building Setting category:** Awarded to Melbourne Museum.
- **Landscape Industries Association of Victoria 2001 Awards of Excellence, Joint Winner – Landscape of the Year:** Awarded to Melbourne Museum, Forest Gallery and Milarri Garden.
- **Master Builder's Association 2001 Excellence in Construction Award, Most Innovative Construction and Excellence in Health and Safety:** Awarded to Melbourne Museum, Forest Gallery.
- **Commission of Public Employment Commendation:** Awarded to Melbourne Museum Volunteer Program in the 2002 Good Ideas for Managing People booklet in June 2002.
- **Australian Association of Consulting Engineers, Award for Best Building Infrastructure:** Awarded to Melbourne Museum. Melbourne Museum also won the Victorian Award for Structural Engineering.
- **Victorian Community History Award 2002, Best Print Publication:** Awarded to *A Museum for the People: A History of Museum Victoria and its Predecessors 1854–2000*.
- **The Golden Service Awards 2001, Leisure/Venue category:** Special Commendation awarded to Tradeflex Services Group for Melbourne Museum.
- **Australian Publishers Association, Australian Awards for Excellence in Educational Publishing, Best Secondary Book Series category:** Awarded to Peter Pentland, Scienceworks Education staff member, author of the Jacaranda HSC Physics 1 and 2 text book series.
- **Australian Science Teachers' Association, Most Valuable Paper Award 2001:** Awarded to Tim Byrne, Scienceworks Education staff member, for *Tilt, Rock and Roll: Understanding the Day/Night Cycle*, Australian Science Teachers Journal, Vol 47 Number 1, March 2001.

Awards



Nga Taoga O Te Whetu Ruatau, a Maori dance group at the Museum Industry Recognition Awards.

Museum Victoria Patrons Function 2002.

THE YEAR IN BRIEF

Key Outputs

	2001/02	2000/01
Exhibitions presented	46	58
Publications by staff	87	98
Presentations and lectures by staff	115	150
Research projects (<i>externally funded</i>)	16	30

Attendances

	2001/02	2000/01
Melbourne Museum	650,793	807,549
Scienceworks Museum and Melbourne Planetarium	349,650	284,014
Immigration Museum	82,066	88,194
Non-ticketed entry	245,666	222,571
Outreach Services	21,318	15,309
Website	1,597,256	1,264,378
Total	2,946,749	2,682,015

Notes:

- A KPMG analysis of 2001/02 visitation at Melbourne Museum reflects the decline in 'novelty effect' experienced by new attractions. The events of September 11 in the United States compounded this effect with a resulting drop in all markets. International markets were effected by September 11, and domestic markets responded to a decline in consumer confidence resulting from this event and the collapse of Ansett and HIH. Nevertheless, Melbourne Museum attracted in excess of 650,000 visitors. The first birthday celebrations attracted more than 30,000 visitors, all of whom were admitted free of charge.

Memberships

The number of Museum memberships rose dramatically during the year to over 12,200, representing approximately 50,000 people.

Both Scienceworks and the Immigration Museum performed beyond expectation. Member admissions represented 16% of total admissions to Scienceworks. Member visitation to all three campuses combined represented almost 10% of all admissions.

	2001/2002	2000/2001
Memberships	12,239	7,876

Staff

Employment	Male	Female	2001/2002		2000/2001	
			Total	Total	Variation	
Status						
Ongoing	143	222	365	311	+54	
Fixed	26	48	74	146	-72	
Casual	49	49	98	97	+1	
Total	218	319	537	554	-17	
FTE	178	251	429	447	-18	

Elizabeth Willis

Senior Curator, Australian Society and Technology Department



Curators and collection managers in the Australian Society and Technology Department focus on the historical and contemporary experiences of Victorians, through research, collections and exhibitions.

Amongst other projects, Elizabeth is involved in the Shrine of Remembrance Development project, a social and architectural interpretation of war and remembrance in Melbourne for the Shrine of Remembrance Trustees.



PERFORMANCE OVERVIEW

In this overview, Museum Victoria reports achievements in the 2001/2002 year against the 11 strategic goals identified in the organisation's five-year Strategic Plan.

1 Visitor Experience

Museum Victoria will provide engaging, enjoyable and educational experiences to the widest possible audience through its public programs, services and facilities.

Strategies

Meet visitors' needs and expectations through Museum Victoria's public programs, services and facilities.

Develop exciting, informative public programs comprising a dynamic mix of long-term and short-term offerings across all campuses and outreach services of Museum Victoria.

Establish evening programming at all campuses of Museum Victoria.

Establish clear identities for each campus and outreach services of Museum Victoria.

Results

- Market research studies indicate that satisfaction with Museum Victoria public programs and services was 95.7%.
- Amongst service elements cited by Melbourne Museum respondents, the following were rated amongst the most satisfactory: 'knowledgeable and well informed staff', 'friendly and helpful staff' and 'overall value for money'.
- Scienceworks celebrated its tenth birthday with special public programs, the launch of the newly restored Cowley steam engine and the temporary conversion of the Scienceworks roof into a giant birthday cake. Through a dynamic mix of exhibitions, two new planetarium programs and a range of public programs, the Museum achieved visitation numbers not seen since its inaugural year. Exhibition highlights include *MegaWatt – It's Electrifying* and *Terrasaurus*.
- First birthday celebrations at Melbourne Museum attracted over 30,000 free visitors over a single weekend. Special exhibitions and programs included *Hatchling: A Dinosaur is Born*, *The Seductive Treasures of Gold*, *100 Languages of Children* and *Forging the Nation*.
- The Immigration Museum continued to foster relations with community agencies in order to deliver programs that reflect the aspirations and needs of a culturally-diverse community. In conjunction with VicHealth, the Immigration Museum hosted four well-attended Smoke Free festivals with the Chinese, Arabic, Macedonian and Italian communities. The Museum also delivered four community-generated exhibitions in the Schiavello Access Gallery. Exhibition highlights include *Showing Face: Chinese Identity in Regional Victoria from the 1850s to Federation* and *Lost and Found: A Shared Search for Belonging*.
- Evening sessions of Planetarium shows were conducted weekly.
- Fourteen summer *Global Sounds* concerts were delivered at Melbourne Museum.
- Sleepovers were hosted at both Scienceworks and Melbourne Museum.
- The Royal Exhibition Building lightshow was launched as part of the Melbourne Museum birthday celebrations.
- A Museum Victoria Strategic Positioning Plan was developed. The plan clarifies identities of each campus and documents strategies for reinforcement of the respective brands.

2 Lifelong Learning

Museum Victoria will be a leader in providing lifelong learning opportunities for the whole community.

Strategies

Position Museum Victoria as a key content provider in the formal education and recreational learning market.

Create and implement user friendly information systems to capture and provide access to Museum Victoria's knowledge bases.

Results

- 244,000 education visits to Museum Victoria's three venues. Approximately 10% of education visits to Melbourne Museum were from the adult education sector.
- 14.5 qualified education officers were employed across Museum Victoria.
- Continued implementation of the STAR 6 program, providing transport and program subsidies for Year 6 students from across Victoria to Scienceworks.
- 102,838 *ed-online* user sessions.
- Teacher professional development programs offered by Museum Victoria were attended by more than 3,000 teachers and/or student teachers.
- 85,193 members of the public visited InfoZone at Melbourne Museum to obtain access to Museum Victoria expertise or information.
- 26,114 members of the public accessed data via Immigration Museum Discovery Centre resources.

Strategies

Develop a long-term Research Strategy for Museum Victoria.

Position Museum Victoria in leadership roles in state, national and international research programs.

Publish the results of research in media that are appropriate to Museum Victoria's target audience.

Maximise external funding, sponsorship and contract research in areas recognised as strategic priorities of Museum Victoria.

3 Adding to Our Knowledge

Museum Victoria will develop and enhance its collections and knowledge bases in order to serve today's community and provide a rich inheritance for future generations.

Results

- Research Policy approved by the Board in September 2001.
 - Research Strategy developed, which outlines Museum Victoria's research strengths and sets out future goals and directions.
 - Research Action Plan developed and its implementation commenced.
-
- Museum Victoria was successful in achieving funding for a number of collaborative projects at a national level.
-
- A research and collections website detailing Museum Victoria's research programs and current projects was developed for launch in August 2002.
 - A total of 74 specialist research publications were achieved, including refereed journals, reports, book chapters and theses.
 - Museum Victoria published *A Museum for the People: A History of Museum Victoria and its Predecessors 1854-2000*. The book was awarded the Victorian Community History Award 2002 for Best Print Publication.
 - Publication of Volume 59(1) of *Museum Memoirs*.
-
- Project funding was received from the Australian Research Council; the National Oceans Office; the Australian Biological Resources Study; the Department of Communications, Information, Technology and the Arts; Centenary of Federation; the Department of Infrastructure; VicRoads; the University of Melbourne; VicHealth; Myer Foundation; Arts Victoria and Grimwade Miegnyah Fund.

Strategies

Provide an accessible, safe, comfortable and welcoming environment for visitors and staff in all Museum Victoria campuses.

Establish Museum Victoria's museums as key attractions in Victoria's cultural and built environment.

Ensure the useability of the buildings and infrastructure for Museum Victoria programs and the care of collections, while respecting the heritage values of Museum Victoria's buildings.

Manage the acquisition, development and maintenance of the built facilities and infrastructure to optimise their long-term viability and flexibility.

4 Building Museums for the 21st Century

Museum Victoria will build and maintain outstanding, welcoming facilities that are accessible, clean, secure, and serve its operational needs. Facilities will be sensitive to the cultural and environmental contexts in which they operate.

Results

- Achieved Victorian Managed Insurance Authority Gold Medal for all three museums and the main storage facility.
 - The Royal Exhibition Building maintained its Silver Medal rating.
-
- Melbourne Museum was awarded the National Australian Tourism Award for Excellence.
-
- Refurbishment works continued on the Royal Exhibition Building.
 - A preventative maintenance program for the Old Customs House was implemented.
-
- Progress was made on the identification and rectification of Melbourne Museum building defects.
 - Scienceworks' capital development plan to improve the visitors' experience remains unfunded.

5 Caring for Heritage

Museum Victoria will care for the heritage in its charge as a resource for current and future generations, balancing long-term preservation with access and use.

Strategies

Develop collection management policies, procedures and practices that support the strategic priorities of Museum Victoria.

Meet legislative obligations for management of heritage collections.

Develop a Museum Victoria-wide database that integrates collection information and provides improved access to Museum Victoria's knowledge base.

Support and promote access to heritage collections within a national and international framework.

Develop collection conservation policies, procedures and practices that support the strategic priorities of Museum Victoria.

Assist and promote preservation of heritage in the community.

Results

- The Board approved a Collection Development and Management Policy. This will be supported by a Collection Strategy, to be implemented in 2002.

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- Management of the heritage collections continued throughout the year. Special projects included:
 - Completion of the relocation of the collections to Melbourne Museum.
 - Installation of a cool store facility at the Moreland Annexe in Coburg to house photographic and film material from the History and Technology Collection.

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- Progress was made on testing the mapping and features of the new KE EMu database. The KE EMu project is a long-term project aiming to catalogue and digitise the most significant items in Museum Victoria's collections.

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- Museum Victoria loaned 17 aeronautical items, including three aeroplanes, six engines, a rocket and a satellite to the Australian Museum of Flight display. It also loaned items for scientific research, interstate and overseas.

-
- All collection facilities managed with an Integrated Pest Management program.
 - The pilot phase of Collections Risk Assessment project was completed.

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- The Cowley Steam Traction Engine, acquired by Museum Victoria in 1985, has undergone a 10-year restoration project. 21 volunteers helped to restore the engine, contributing approximately 5,000 hours in total.
 - Volunteers who worked with the McKay Sunshine Harvester collections were awarded the Most Outstanding Volunteer Project in the Victorian Museum Sector at the 2002 Museum Industry Recognition Awards.
 - Museum Victoria received funding for the Return of Indigenous Cultural Property program. As part of this program, ancestral remains were returned to Tasmania and various communities throughout Victoria.
 - Conservation training advice was offered to Koori keeping places.
 - Four *Object Days* took place in InfoZone within Melbourne Museum, providing the public with opportunities to obtain information on the care and storage of their personal 'treasures'.

6 Communicating in the Information Age

Museum Victoria will be a communicator of authoritative knowledge to local, national and global audiences using innovative applications of appropriate technologies in the presentation of its programs and collections and the most appropriate technology in support of its management

Strategies

Develop a capacity to reach a global audience through the use of appropriate technologies.

Cost-effectively develop, store, retrieve and distribute Museum Victoria data, information and knowledge to both internal and external users. Provide technology and appropriate management and staffing structures that meet Museum Victoria's needs for information systems, business systems, productivity systems and public program multimedia systems.

Develop systems that provide management information for effective and timely decision making.

Results

- Website traffic to Museum Victoria totalled 1.6 million user sessions.
- A redesign of Museum Victoria's websites was undertaken for launch in 2002.

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- The Museum Victoria intranet was enhanced providing staff with up-to-date management information online.
 - 12 Projects were digitally published including *Forest Secrets*, *History of Museum Victoria* and *Coins and Medals*.
 - Searchable records for *Biggest Family Album* and *First World War* databases were completed.

-
- Financial reports were made available to staff online to assist with the tracking of budgets and expenditure.
 - Ongoing delivery of support and training for Museum Victoria staff in the use of the corporate records management system. More than 12,000 records are now registered.

Strategies

Develop Museum Victoria's Strategic Marketing Plan and, within this framework, develop marketing plans for Museum Victoria's campuses and services.

Conduct a vigorous program of market research and evaluation to assess existing and potential audience needs, wants and interests to identify marketing opportunities, and to inform product development and the delivery of Museum Victoria's programs, services and facilities.

Develop partnerships, alliances and networks with organisations, groups and individuals that will assist in positioning Museum Victoria as one of the preferred providers of enjoyable and educational experiences.

Positively manage Museum Victoria's image.

Build positive awareness of Museum Victoria, its campuses, products and services through improved and coordinated media and government relations, public affairs, issue management and relationships with key interest groups.

Develop marketing campaigns that will position Museum Victoria and its campuses as essential components of the Melbourne experience.

7 Marketing

Museum Victoria will be positioned as a preferred provider of enjoyable, high quality, educational experiences that will create lifelong relationships based on value and satisfaction.

Results

- A three-year marketing plan for Melbourne Museum was developed.
 - Implementation of a media and public relations plan commenced.
-
- 55 quantitative market research studies were conducted across Museum Victoria.
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- The Patrons Program was launched, providing an avenue for subscribers to donate funds and be recognised for their contribution.
 - 128,000 members visits were achieved exceeding the previous year's member visitation by 95,000. The program is the largest zoo, gallery or museum membership program in Australia. 98% of members rate their membership as either 'good' or 'very good'.
-
- The target of 80% positive/neutral exposure of Museum Victoria's campuses was achieved for exhibitions, collections and research activities in both popular and target television, radio and print media.
 - In recognition of the successful launch of Melbourne Museum, two awards were received from the Public Relations Institute of Victoria.
-
- Media launches were held for each new exhibition throughout the year.
 - A Government Relations Strategy was developed and its implementation commenced.
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- Museum staff worked closely with Tourism Victoria to ensure the benefits of a major new tourist attraction are utilised in the promotion of Melbourne and Victoria.
 - Melbourne's Golden Mile Heritage Trail was strongly promoted. The Golden Mile is a walk through the gold rush heritage of Melbourne. It runs between the Immigration Museum and Melbourne Museum. The trail attracts an average 1,700 people per month. During the year the Golden Mile celebrated 50,000 walkers since its launch in December 1999.
 - Museum Victoria became a member of the newly-formed Aboriginal Tourism Marketing Association.
 - Museum Victoria delivered tourism industry familiarisation programs.

Strategies

Through a collaborative and inclusive process, develop strategic support for regional museums throughout Victoria.

Further raise the profile and the standing of Museum Victoria as a leader, both nationally and internationally, in museological practice.

Position Museum Victoria as a leader in indigenous issues in Australia.

8 Leadership

Museum Victoria will be recognised locally, nationally and internationally as an industry leader through the exemplary way it conducts its activities, serves the community, is accountable to government and responds to sponsors' needs.

Results

- Continued support was provided to the Regional and Specialist Museums Advisory Committee.
 - The Committee facilitated discussions about strategies for effective collaboration and support for regional touring exhibitions.
-
- Six papers were presented by Museum Victoria staff to the 2002 Museums Australia conference. Papers included *'History for the millions'*, *'Phar Lap and Museum Victoria'*, *'Captain Cook's Cottage: An Experiment in Modern Museology'* and *'From Dictation to Detention Centres: Exhibiting Controversy Past and Present'*.
-
- Ongoing service was provided to the Koori community through the Family History Service.
 - Support was provided to the Aboriginal Cultural Heritage Advisory Committee.
 - Dynamic activity and performance programs in Bunjilaka were delivered.
 - Ancestral remains were actively repatriated.
 - In partnership with the University of Melbourne, Museum Victoria organised the *Centenary Anniversary Symposium: A Celebration of Anthropologist Donald Thompson* in which 23 papers were delivered by local, interstate and overseas academics.
 - Partnership agreements with Ara Iririrja and Lake Tyers Communities were negotiated.
 - The exhibition *Thookay Ngaweeyan, Young Voices of Victoria: Aboriginal Children's Arts*, compiled from the collections of Museum Victoria, toured throughout regional Australia.
 - Conservation training advice was offered to Koori keeping places.

Strategies

Develop a collaborative strategic planning process led by the Museums Board that promotes a shared understanding and commitment to Museum Victoria's vision, mission and values.

Develop a process of appraisal and monitoring of performance against goals and key performance indicators so the CEO can report competently and authoritatively to the Board.

Ensure there are clear lines of communication between the Board, Museum management and staff.

Ensure that sound contemporary governance practices are implemented.

Develop procedures that will assist the Board to ensure that Museum Victoria and its resources are effectively managed.

9 Governance

The Museums Board of Victoria will provide strategic direction and oversight of Museum Victoria, ensure compliance with the Museums Act and Government policies, and will be responsible and accountable for empowering staff to achieve the mission and the vision.

Results

- The Board approved a comprehensive process for the development of a new strategic plan to guide Museum Victoria through the next phase of its existence. It is envisaged that this plan will be complete by the end of 2002.
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- Comprehensive mid-and-end-of-year reviews of the annual business plan were undertaken.
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- A monthly status report was devised for effective, concise Board reporting against strategic priorities and governance issues.
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- Procurement, fixed assets and probity policies were reviewed and revised.
 - A number of internal and external audits were conducted which tested Museum Victoria's internal control environment.
 - Museum Victoria responded proactively to the impending implementation of the *Information Privacy Act 2000* with a year-long project to interpret the Act, identify and redress risks in Museum Victoria's information management practices, develop policy and train staff.
-
- A 9% reduction in energy use at Melbourne Museum was achieved.
 - A recycling and waste management audit was commissioned. Many of the subsequent recommendations have been implemented to reduce waste and to maximise re-use and recycling practices.

Strategies

Provide leadership of the highest quality in accordance with the principles, ethics and behaviours outlined in Museum Victoria's Enterprise Partnership Agreement.

Develop a work force plan and a long-term financial plan that will ensure a smooth transition from a capital development mode to an operational mode.

10 Management

Museum Victoria management will lead, motivate and develop staff and manage Museum resources to fulfil Museum Victoria's mission with creativity and efficiency within a strategic framework approved by the Board.

Results

- The organisation commissioned an employee opinion survey. Issues identified via this process will inform the development of the next Enterprise Partnership Agreement.
-
- The financial modelling undertaken by Museum Victoria was reviewed and revised throughout the year.

Strategies

Undertake long and short term planning to ensure that the processes of change can be understood and managed at every stage.

Monitor the economic, societal, political and industry environments in which Museum Victoria operates to identify changing trends.

11 Managing Change

Museum Victoria will be recognised as an organisation that effectively manages change, and positively embraces the opportunities that change creates.

Results

- An organisational self-assessment was undertaken in accordance with the Australian Business Excellence Framework. The process involved over 200 staff interviews, a three-day report writing workshop and resulted in the identification of four key projects to improve Museum Victoria processes and systems into the future.
 - The review of the Programs, Research and Collections Division was completed.
-
- A review of the current strategic plan in the context of past achievements and the new environment in which we are operating was undertaken. The outcomes of this process were incorporated into the 2002/03 business planning process.

FUTURE PRIORITIES

Museum Victoria

- Establishment of Museum Victoria Foundation to raise revenue to support the work of Museum Victoria.
- Ongoing audience evaluation and development.
- Redevelopment and launch of the Museum Victoria website.
- Establishment of a new strategic plan for Museum Victoria.
- Development of a new Museum Victoria Enterprise Partnership Agreement.
- Further development of the Museum's Outreach Programs, with an emphasis on regional Victoria.
- Continued business system integration across Museum Victoria.
- Development and implementation of the Strategic Information and Knowledge Management Action Plan.

Research and Collections

- Implementation of an integrated Collection Management System (KE EMu) for Museum Victoria's collection.
- Installation of a Collection Inventory System to be implemented and linked to KE EMu.
- Implementation of an integrated storage area network across Museum Victoria.
- Implementation of the Research Strategy to increase the Museum's research funding, partnerships and activities.
- Expansion of the Molecular Biology Laboratory's activities, including its research program, to document Australia's biological diversity.

Melbourne Museum

- Launch of *The Italians: Three Centuries of Italian Art*.
- Construction of Virtual Reality Observatory of Melbourne (VROOM), a large-scale, three-dimensional virtual reality installation using funding awarded under the Science, Technology and Innovation Infrastructure (STI) Grants scheme.
- Development of international touring exhibitions, including the exhibition of the *Spirit Country* collection at the Shanghai International Festival of Arts in November 2002.
- Development of an interpretive exhibition for the Royal Exhibition Building with the Australian War Memorial.

Immigration Museum

- Redevelopment and launch of Gallery Four.
- Scoping and development of *Station Pier*, an exhibition to be displayed in 2004, exploring the history and significance of the port for immigration to Melbourne, Victoria and Australia.
- Opening of Stage 4 of the Tribute Garden in October 2002.

Scienceworks

- Development of a new long-term gallery, *Science in the Home*.
- Development of Scienceworks exhibitions for touring nationally.
- Development and launch of new Planetarium show *Scaling*.
- Development of an Indigenous Astronomy Planetarium show.
- Expansion of the PIVoD multimedia delivery system to Scienceworks Museum.



Ice sculpture, Museum Victoria Patrons Function 2002.

Interior of Royal Exhibition Building.

Eddie Butler-Bowdon

Senior Curator, Australian Society
and Technology Department



I collect, research and display artefacts that relate to areas of Australian history such as Phar Lap and domestic life. I am now researching Museum Victoria's Harry Johns tent boxing collection.

When I was fifteen years old I went to London and saw museums that simply amazed me. But only after I had done a variety of jobs and studied Australian history for years did I finally realise, 'Hey, I can work in one of these places'. The best thing about my job is that it's mine.

