



Two girls looking at wax fruit in
Melbourne Museum's Mind and Body display



1,182,294

unique experiences

Strategic Direction

Exploring Victoria: Discovering the World



Our strategic plan *Exploring Victoria. Discovering the World.* identifies the five Strategic Directions that will enable Museum staff to achieve the Museum's Vision.

01 Enhance access, visibility and community engagement

Position Museum Victoria so that:

- the public are aware of what we have to offer
- we attract and engage diverse audiences
- more people come through our doors, use our websites and seek our knowledge and expertise
- we reach those who cannot easily come to us
- we continue to meet the needs of the Victorian education sector.

02 Create and deliver great experiences

Ensure that Museum Victoria provides great experiences for the public through the:

- creation of exhibitions that are engaging, surprising and authoritative
- provision of easy to navigate websites offering high-quality content
- use of innovative display methods to convey the wealth of our collections and knowledge
- attraction of high-quality touring exhibitions and the creation of our own for display elsewhere
- provision of a range of activities including tours, field trips, performances, presentations, lectures and publications that appeal to a broad audience.

03 Pursue the development of strategic partnerships

Develop and maintain mutually beneficial collaborations that will:

- increase community involvement and support
- enhance the expertise of our staff and extend the range of our knowledge
- raise our profile both nationally and internationally
- enable us to do things that we could not do on our own
- maximise our ability to contribute to the cultural, scientific and economic life of Victoria
- bring in funds and supplement existing resources
- further our relationship with Indigenous communities.

04 Develop and maximise the value of our heritage collection

Strategically manage and strengthen Victoria's collections and associated research through the following means:

- continue to develop and strengthen the collections amassed over the past 150 years
- provide appropriate storage conditions to ensure the long-term survival of the collections
- provide enhanced public access through a purpose built storage facility
- enhance our knowledge base through research, publication and collection data-base development
- expand the information available on the internet
- work with kindred organisations throughout Victoria to help raise standards of collection care.

05 Manage our resources

Ensure that our resources are managed effectively and efficiently to meet stakeholder expectations through the ongoing development of:

- a motivated, dynamic, creative and skilled workforce
- an organisation structure and infrastructure that assists our staff in achieving our objectives
- improved information management and communication systems
- facilities that are well maintained and fit for purpose
- sound financial and risk management practices.

Performance Overview

01 Enhance access, visibility and community engagement

The following overview illustrates Museum Victoria's achievements over the 2003/04 financial year. These activities are described in relation to the five Strategic Directions.

Strategy

Ensure that the public are aware of what we have to offer.

Actions and results

- Over the past twelve months, Museum Victoria has successfully transformed its public image from an organisation in flux to one that is successfully fulfilling its role of being relevant and beneficial to the community. In part, this has been achieved through Museum Victoria's strategic approach to marketing and communications. Activities included: carefully targeted advertising and promotions campaigns executed via a variety of media, stakeholder management processes, and a vibrant membership program. These activities contributed to the unprecedented attendance results at all of our museums.
- Museum Victoria generated publicity in the popular media that was independently valued at \$12.5 million.
- A new online newsletter and website entitled *E-News* was delivered to subscribers on a quarterly basis.
- Museum Victoria partnered with *The Age* newspaper to produce and distribute four science posters featuring: Mars Exploration, Sport, House Science and Forensic Science.

- Museum Victoria published a commemorative book entitled *Treasures of the Museum* to mark the 150th anniversary and promote the institution's extensive and diverse collections.
- Museum Victoria produced a book on the history of the Royal Exhibition Building (REB) and expanded the REB section of the website www.museum.vic.gov.au/reb/ to support the UNESCO World Heritage List nomination of the building and surrounding gardens. The success of the nomination was formally announced on 30 June 2004.

Strategy

Attract and engage diverse audiences.

Actions and results

- The Immigration Museum's Community Partnerships Program included four exhibitions and three community cultural festivals. Each of these events attracted particular cultural groups from Melbourne including Armenian, Afghani, Scottish and Sri Lankan communities.
- A variety of community engagement programs were delivered at Museum Victoria's information centres to increase access to Museum Victoria information and expertise. These events included seniors' internet training, Adult Learners' Week, Military Memorabilia Day and Ship Reunion days.
- Six Indigenous community exhibitions were presented in the Birrarung space at Melbourne Museum.

- Each Museum attracts visitors from a range of different ethnic communities and represents a broad cross-section of the community. In the 2003-2004 year, changes to visitor demographics included:
 - an increase in visitors to Scienceworks that cite 'Home Duties' as their principal occupation;
 - an increase in younger visitors to Scienceworks;
 - an increase in older visitors to the Immigration Museum;
 - all three of our museums achieved an increase in visitors who do not hold a tertiary qualification; and
 - general increases in visitation were primarily from visitors who reside in the Metropolitan Melbourne region.

Strategy

Position Museum Victoria so that more people come through our doors, use our websites and seek our knowledge and expertise.

Actions and results

- Museum Victoria's three museums recorded their strongest full financial year ticketed attendance since their respective openings. This is a direct consequence of the Government's decision to reduce entry prices, in conjunction with the development of new exhibitions at each of the museums.

- Museum Victoria continued to undertake appropriate market research to monitor visitor responses to its services and products. These studies identified barriers and incentives for metropolitan residents accessing the campuses, tested exhibition concepts for audience appeal, and evaluated responses to existing exhibitions.
- The new Museum Members strategy, designed to maximise membership participation and revenue, was launched in June 2004.
- Museum Victoria's website is the most successful cultural website in Australia. In 2003/04 it attracted in excess of 2.5 million user-sessions.
- A publications strategy was approved. The first two titles of the new publications program were *The Royal Exhibition Building, Melbourne: A Guide* and *Treasures of the Museum*. One edition of the prestigious *Memoirs of Museum Victoria* was published. The publications revenue target was exceeded.
- An online exhibition, competition and entry database for *Design in Italy* was developed.
- Approximately 50,900 people visited InfoZone at Melbourne Museum and another 28,750 visited the Immigration Discovery Centre at the Immigration Museum.
- A total of 1,697 people participated in the evening Planetarium sessions, Cruise the Constellations, representing an increase of 28 visitors per night from the previous year. This increase is attributed to positive 'word of mouth' reports and effective marketing activities.

Strategy

Reach those who cannot easily come to us.

Actions and results

- The Museum Victoria Outreach Program reached 35,149 people throughout Victoria in 2003/04, exceeding forecasts by 3.5%. New audiences were generated through existing government networks, including mental health organisations, children's hospitals, prisons, science in regional schools and libraries.
- As part of an ongoing community loans program, Museum Victoria loaned sets of the 2001 Federation Handbells to over 80 organisations and individuals.

Strategy

Continue to meet the needs of the Victorian education sector.

Actions and results

- Museum Victoria maintained a broad range of curriculum-based learning experiences at all venues, in accordance with the priorities and initiatives of the Department of Education and Training. An increase in bookings associated with educational institutions was observed across all venues, resulting in an unprecedented total of 292,613 education attendances in 2003/04.
- An extensive program of on-site teacher professional development activities were augmented by a range of off-site teacher

conferences, seminars and workshops. A total of 2,180 teachers participated in these presentations by Museum Victoria staff, as well as many pre-service teachers still enrolled at university.

- Teachers were given free access to an expanding range of online classroom and professional development resources.
- Museum Victoria serviced the growing demand for professional development for early learning students by delivering approximately 15 presentations to tertiary groups on Melbourne Museum's approach to early learning.
- Fifteen schools and over 1,000 students participated in National Science Week through the *Simple Machines* program at Scienceworks. Teachers attending the program received an accompanying CD of support materials.
- Three education shows were developed with associated educational materials to support exhibitions. These included a general show for early and middle years and two shows for VCE physics students.
- Additional online projects related to school curriculum were developed in association with the Department of Education and Training and the Victorian Education Channel.
- A partnership with COASIT resulted in the placement of a specialist Italian language teacher with Museum Victoria.



Australia's Indigenous people use message sticks to communicate with other groups. They often convey permission to enter country or extend an invitation to participate in a ceremonial event. Most have incised patterns that were used as a memory aid for the carrier of the stick. This item, made by the Wurrundjeri people, was presented to the Premier of Victoria to mark the opening of Melbourne Museum.

Message stick, courtesy of the Wurrundjeri people

02 Create and deliver great experiences

Alfred Smith built working models from found objects all his life. Seven of them are in Museum Victoria's collection. He loved carousels and created this model with great attention to detail. It recalls his experience of English fairgrounds, which Alfred left behind in the fifties when he migrated to Melbourne.

Model carousel, created by Alfred Mervyn Smith



Strategy

Create exhibitions that are engaging, surprising and authoritative.

Actions and results

- Museum Victoria developed and launched 68 exhibitions in 2003/04.
- Audience evaluation research demonstrated the success of Museum Victoria's exhibitions with these extraordinary satisfaction ratings:
 - *Bugs Alive!* - 90%
 - *Toys: Science at Play* - 83%
 - *Nitty Gritty Super City* - 89%
- *Treasures: Museum Victoria Celebrates 150 Years* showcases some of the most significant objects and specimens from the Museum Victoria's collections.
- *Bugs Alive!*, a state of the art display of the insect kingdom, opened in March 2004. In support of the exhibition, an extensive *Bugs Alive!* activity program was developed and included live bug demonstrations, puppet performances and craft activities.
- *Etched On Bark 1854* was the first in a series of exhibitions specifically developed to celebrate the Museum's 150th anniversary.

Strategy

Provide websites that offer high-quality content and are easy to navigate.

Actions and results

- Museum Victoria achieved a record 2,537,144 user-sessions across its websites.
- The redevelopment of Museum Victoria's popular site www.museum.vic.gov.au/pharlap won the Museums Australia Publication Design Award 2004 in the Website category (Level C). According to the judges: 'This site has terrific content and is compelling, motivating the viewer to explore it extensively.'
- www.museum.vic.gov.au/treasures/ was developed to enhance Internet visitor access to the Museum's treasures, and to promote 150th Anniversary events, exhibitions and the book. The *Behind the Scenes* online game provides an interactive experience featuring exhibition items and bar-code access to collection management information.

Strategy

Use innovative display methods to convey the wealth of our collections and knowledge.

Actions and results

- *The Virtual Room* was opened to the public on 18 December 2003. The exhibit won a 2003 Award from the Australia Interactive Media Industry Association (AIMIA) for Best New Digital Content. *The Virtual Room* website www.vroom.org.au was launched prior to the opening of the exhibit, assisting project communication and promotion. The site won the Museums Australia Publication Design Awards 2004 in the Multimedia category (Level C) and was described as: "A promotion that reflects the extension of the boundaries in museum exhibits, challenging the designer to come up with ways to convey new concepts."
- As part of the January 2004 school holiday program, Museum Victoria set up a laboratory within one of Melbourne Museum's galleries. This innovative approach to science communication received a Museums Industry Recognition Award for Best Project.
- The *Big Bang* Planetarium show, a humorous musical production that explores ideas about the beginning of the universe, was launched in December 2003.

- A variety of multimedia infrastructure/ installations were completed including:

- *Design in Italy*
- *Stormwater*
- *Top Designs*
- *Outlawed*

Strategy

Attract high-quality touring exhibitions and then create our own for display elsewhere.

Actions and results

- *Our Place: Indigenous Australia Now* was produced in partnership with the Powerhouse Museum in Sydney and opened in June 2004 at the Benaki Museum, Athens.
- The *Toys: Science at Play* exhibition was developed in conjunction with SciTech in Western Australia. Following a successful season in Perth, it was installed and launched at Scienceworks in May 2004. Other venues are being sought for the exhibition for 2005 and beyond.
- Museum Victoria's exhibition *Spirit Country* successfully toured three venues in Japan. More than 28,000 people visited the exhibition.
- Museum Victoria's *Thookay Ngaweeyan* exhibition ended a tour of regional Victoria at Melbourne Museum in December 2003.

- A total of 23 temporary exhibitions were installed, launched and/or demounted across the three venues.
- Museum Victoria's *Megawatt* electricity exhibition successfully toured to five locations in New Zealand.

Strategy

Provide a range of activities including tours, field trips, performances, presentations, lectures and publications that appeal to a broad audience.

Actions and results

- A range of activities and presentations for visitors were delivered at each of the museums. These included treasure hunts, tours, film screenings, craft activities, lectures, special children's events, children's games, shows, bug keepers talks, eel feeding demonstrations, field trips, activity days and outdoor evening concerts.
- Specific programs were delivered to mark specific events including: National Archaeology Week, Seniors Week, Cultural Diversity Week, Harmony Day, the Immigration Museum's 5th Birthday, Adult Learners' Week, International Day for People with a Disability, the transit of Venus and Astronomy Week.

03 Pursue the development of strategic partnerships

Strategy

Develop partnerships that increase community involvement and support.

Actions and results

- The Melbourne Museum Volunteer Program was expanded to include volunteers for the Immigration Museum. As of 30 June 2004, Museum Victoria had 425 active volunteers.
- As part of Museum Victoria's 150th Anniversary celebrations, an afternoon tea party was held for all past and present volunteers and current Museum Victoria Members in recognition of their support and contribution to the Museum.
- Development of the Koori Volunteer Strategy commenced.
- The success of the education programs at all venues is attributed in part to the strategic partnerships established with professional education associations, departments and industry bodies including: Science and Society Network of Cultural Organisations; Science Teachers' Association of Victoria; Australia/New Zealand Science Centres Network; and Network of Australian Museum Exhibitors.
- A reception to welcome delegates to the 2004 Museums Australia Conference and to launch the Museum's 150th anniversary exhibition Treasures was held in May. Over 500 people attended.

Strategy

Develop partnerships that enhance the expertise of our staff and extend the range of our knowledge.

Actions and results

- Museum Victoria collaborated with other Australian museums in the Online Zoological Collections of Australian Museums project, which is a distributed web network that enables Internet access for inquiries regarding natural history database records in all Australian museums. <http://www.ozcam.gov.au>
- Museum Victoria participated in the 15th Women on Farms Gathering held at Horsham between 26-28 March by presenting two portable display units showing artefacts, images and oral histories of past gatherings. Museum Victoria continued its ongoing partnership to document the gatherings by collecting documents, images and objects relating to each event.

Strategy

Develop partnerships that raise our profile both nationally and internationally.

Actions and results

- Museum Victoria continued to implement aspects of the Research Strategy, which includes a focus on establishing and developing strong research partnerships with other museums, Federal Government agencies, universities and research organisations in Australia and abroad.

- Strategic partnerships expanded our research capacity and helped to increase the number of researchers utilising and developing our collections, and facilitating research outputs. The current list of researchers includes four honours and 30 postgraduate university students.

- A key partnership during the year between Museum Victoria and the Powerhouse Museum resulted in the successful development of *Our Place: Indigenous Australia Now*, a new exhibition for the 2004 Athens Cultural Olympiad.
- Museum Victoria participated in, or was a member of, numerous national and international conferences and networks including: the Asia/Pacific Science Centres Association Conference, the Australia/New Zealand Science Centres Network, the International Planetarium Society, Australia's National Outreach Strategy Working Party, Museums Australia, and the Council of Australian Museum Directors.

Strategy

Develop partnerships that enable us to do things that we could not do on our own.

Actions and results

- Approximately 60 Museum Victoria projects were undertaken in conjunction with universities, government departments, private industry bodies, foundations, museums, community networks, local councils, funding bodies, education networks, special interest groups, hospitals and correctional services.

- Museum Victoria maintained its Partners Program with 28 Gold, Silver and Bronze partners contributing almost \$700,000 in sponsorship throughout the year. The Patrons program continues to provide individuals and corporations with a means of contributing to the future of Museum Victoria.

Strategy

Maximise our ability to contribute to the cultural, scientific and economic life of Victoria.

Actions and results

- Bunjilaka, the Aboriginal Cultural Centre at Melbourne Museum continued its role as a key provider of cross cultural training by delivering professional development and training sessions for the Victoria Police and Brotherhood of St Laurence.
- Museum Victoria is now contributing over 66,000 objects and images to the national collections database project, Australian Museums On Line (AMOL) <http://www.amol.org.au> and over 30,000 images to the national image database project Picture Australia National <http://www.pictureaustralia.org>
- Museum Victoria continued presentations as part of the Victorian Government's Design Initiative. The *Design in Italy* exhibition was launched to the public in December 2003 and was viewed by approximately 50,000 visitors. A number of key public programs were held during the year including three major forums, a Milanese dinner and a master class.



Museum Victoria was the first Australian museum to establish a Pacific Islander Advisory Group. The group provides advice on issues concerning Indigenous Pacific people's heritage and guides the organisation in establishing partnerships with Pacific Island communities. This eight metre crab-claw sail is one of three commissioned from Pacific Islander artists in Melbourne. It represents the island culture of Micronesia.

Crab-claw sail, featuring Melanesian designs
 Courtesy of the Pacific Islands Council
 Artist: Ben Whippy

Strategy

Develop partnerships that bring in funds and supplement existing resources.

Actions and results

- Funding for research and collection projects was received from international bodies, government agencies, philanthropic foundations and trusts, and corporate partners. These include: the Australian Research Council, the Department of the Environment and Heritage, the Global Biodiversity Information Facility, The Ian Potter Foundation, the Australian Academy of Sciences, the Department of Infrastructure, the Hermon Slade Foundation, and the Helen McPherson Smith Trust.
- The partnership between Museum Victoria and Telstra, Victoria University, TXU, SPI Powernet, Ed Bondarenko and Associates, AGL/Agility, Department of Innovation, Industry and Regional Development, and Olex Cables, provided funding and resources for the construction of the *Victoria University High Voltage Theatre* at Scienceworks and the ongoing delivery of programs associated with the theatre.

Strategy

Further our relationship with Indigenous communities.

Actions and results

- Museum Victoria supported Victorian Aboriginal artists and communities through partnerships that delivered six exhibitions.
- Museum Victoria preparators travelled to Nagle College, Bairnsdale to mould and cast Aboriginal Grinding Grooves for the Gippsland/East Gippsland Aboriginal Cooperative and Aboriginal Affairs Victoria.
- Museum Victoria's Roving Curator continued to support Indigenous communities in the preservation, protection and management of their cultural heritage, working with fifteen different communities across the state. Activities included weaving and jewellery workshops, support for the Aboriginal community archive project, and asset bar-coding of Museum Victoria resources in use at regional Aboriginal organisations.
- During the year, some 250 lots of ancestral remains were repatriated from the State Collection to Aboriginal communities in Victoria, New South Wales and Western Australia. Nine restricted objects were sent to the West Australian Museum for return to communities in the Kimberly.
- Museum Victoria created an education cadetship for an Indigenous student teacher enrolled in a teacher training course.

04 Develop and maximise the value of Victoria's heritage collection



*Taken at West Grove
in the Isle of White
28 Aug. 1796 by my
friend M^r Thompson*

The John Curtis Collection of British and Foreign Insects has been in Museum Victoria's care since 1863. It comprises over 40,000 specimens, some of which are now considered to be extinct in England. The collection continues to inform entomology research throughout the world. Collected in 1796, this moth is the oldest specimen in the Curtis collection.

A Sphinx Hawkmoth, *Sphinx carolina* from the Curtis collection

Strategy

Continue to develop and strengthen the collections amassed over 150 years.

Actions and results

- A Collection Strategy and Action Plan was developed and approved for implementation.
- The collections were managed in line with legislative requirements, including the implementation of a risk assessment program.
- Museum Victoria continued to develop its collections through a program of research, acquisitions and donations. Significant acquisitions made over the last financial year include:
 - 650 objects from CSL Ltd for the medical collection
 - 5m female and 2.5m male specimens of Great White Shark
 - fish and invertebrate material from the NORFANZ expedition
 - 1 dolphin and 3 whale specimens
 - the saddle used by jockey Billy Elliott in riding Phar Lap to seven wins (jointly acquired by Museum Victoria and The Australian Racing Museum)
 - a 1901 Confederation of Australian Commonwealth medal
 - a Melbourne 1888-89 Exhibition Catalogue

- photographs and other memorabilia relating to the cycling career of Sir Hubert Opperman
- David Morrissey's Lake Tyers collection of photographs and children's works.
- Museum Victoria restored the Victorian Railways Union Eight Hour Day banner as a major conservation project.
- The restoration of the 'Tin Shed' or old workshop situated alongside the Pumping Station at Scienceworks was completed in May, as was the repair of the North Straining Well doors. Both activities were completed as part of the Museum's overall conservation and restoration plan.

Strategy

Provide appropriate storage conditions to ensure the long-term survival of the collections.

Actions and results

- The Indigenous Cultures Department unpacked and finalised appropriate long term storage for 7,500 objects in the Ethnographic collection.
- A review of Museum Victoria's long term collection storage requirements was initiated.
- Scienceworks was reaccredited by Museums Australia (Vic). Museum Victoria as a whole was registered for accreditation. Accredited museums demonstrate that they are applying and meeting industry standards in a variety of areas including collection care.

Strategy

Provide enhanced public access through a purpose built storage facility.

Actions and results

- A draft proposal is in development for a new Museum Victoria collection storage facility with managed public access.
- In the interim Museum Victoria continued to deliver tours of the Scienceworks store on a daily basis. Special interest group tours of the collections stores at Melbourne Museum were also undertaken.

Strategy

Enhance our knowledge base through research, publication and collection data-base development.

Actions and results

- Museum Victoria produced 65 books, refereed journal articles, reports and other publications. These included *Geology of Victoria*, now the primary reference source for geology in Victoria, and an interactive CD identification guide to Polychaete worms of Australia. The reprint of *Donald Thomson in Arnhem Land* was also launched.
- Fieldwork was undertaken on the Australian Research Council Linkage Grant project *Anthropological and Aboriginal perspectives on the Donald Thomson Collection*.

- Museum Victoria's Live Exhibits Unit has established the organisation as leading invertebrate specialists, with over 100 species maintained and researched in the specialised facilities at Melbourne Museum.
- Twelve collection databases, including the Technology, Herpetology, Marine, and associated loan databases, were transferred from old electronic systems into EMu, Museum Victoria's collection database.
- 10,900 new inventory records were created. As well as providing accurate location data in real-time for the first time, the implementation of the Collection Inventory System is also providing accurate figures for unregistered and unidentified collection items.
- A project to improve the documentation of Museum Victoria's major collection of Australian medals was undertaken.

Strategy

Expand the information available on the internet.

Actions and results

- The key infrastructure for a Web/EMu publishing system has been completed to support integrated online searching of collections, data updates and further development of collection based web projects.

Strategy

Work with kindred organisations throughout Victoria to help raise standards of collection care.

Actions and results

- As part of the Regional Imaging Project, a Museum Victoria photographer spent one week in Wonthaggi and digitally captured over 350 images for the Bass Coast Shire. These images will enable the local Historical Societies to put parts of their collections on-line and will contribute to a future exhibition on the history of sport in the Bass Coast area.

05 Manage Our Resources

Strategy

Develop a motivated, dynamic, creative and skilled workforce.

Actions and results

- The Staff Consultative Committee commenced the development of the new Enterprise Agreement (entitled *Staff Partnership Agreement*). The committee identified six critical projects that are necessary for Museum Victoria's future success.
- A staff opinion survey was undertaken to assess 18 attributes of Museum Victoria. Museum Victoria was rated highly for its working conditions, job design, staff performance, direct supervision and quality of customer service.
- Museum Victoria launched its corporate training and development program for staff. This program is aligned to the Strategic Directions, reflects Museum Victoria values, enables staff to perform to the best of their abilities and facilitates professional and personal development. In the period April to June 2004, 12 different courses were offered, totalling 225 training days. A total of 353 staff participated in at least one training course.

- The Museum Victoria Customer Services division implemented cross campus staff induction and a staff swap program. As well as providing professional development for staff, these programs enabled staff to promote their own personal experiences with each of the venues to museum visitors.

Strategy

Provide an organisation structure and infrastructure that assists our staff to achieve our objectives.

Actions and results

- Museum Victoria continued to implement the Strategic Realignment. Proposals for changes to ten departments were considered and approved by the executive management team.
- Museum Victoria appointed dedicated bookings and enquiries staff at each venue, and developed a streamlined training program. This has increased the organisation's ability to manage bookings and enquiries at each venue, and enhanced the level of customer service provided to callers.
- Museum Victoria commenced the process of transferring to the Victorian Public Service's pay and classification system.

Strategy

Improve information management and communication systems.

Actions and results

- A Strategic Plan for Information Technology was completed and approved by the Board. Implementation will occur in 2004/05.
- Infrastructure savings including changes to W/LAN, Systems Integration, Desktops, Leasing, Voice Communications, PIVOD and the ICE Theatre.
- Museum Victoria's intranet content management system was developed and will be launched in 2004/05.

Strategy

Ensure our facilities are well maintained and fit for purpose.

Actions and results

- Works are well underway with respect to the installation of a lift, fit-out of the theatre and reconfiguration of the Royal Exhibition Building's northern entrance.
- The Age Theatre at Melbourne Museum was refitted as a 214 seat fully equipped theatre.

Strategy

Employ sound financial and risk management practices.

Actions and results

- An upgrade of the finance system was completed.
- A collections acquisitions reserve has been established enabling Museum Victoria to seize opportunities as they arise.
- Museum Victoria's risk management program has resulted in contained Workcover and insurance premiums.

Future Priorities

Over the coming years, Museum Victoria will focus on the following strategic initiatives:

- The *Treasure House* project, a purpose-built storage facility that provides managed public access to collections.
- The recent listing of the Royal Exhibition Building on UNESCO's World Heritage Register and its selection for the National Heritage List, which will open exciting opportunities for connecting the public with Victoria's history.
- The creation of innovative exhibitions at all three of Museum Victoria's museums and a program of gallery enhancement to add to visitor enjoyment.
- The development of our entry points, to improve foyers, exhibits, shops, orientation systems, ticketing and information provision.
- The pursuit and development of partnerships with universities, government agencies, community groups and philanthropic organisations that will strengthen our research capability and the communication of results to the public.
- The continued strengthening of the collections, utilising the EMu documentation system to improve information availability.



Comprising almost 100,000 items, Museum Victoria's Numismatics Collection is the most significant in Australia. During the Depression, no 1930 pennies were issued, although some were struck by the Melbourne Mint to test dies in case orders were received. The proof 1930 penny is Australia's most valuable coin.

Penny, proof (1930), Australian