



MUSEUMS
BOARD OF
VICTORIA
ANNUAL
REPORT

0607

Contents

2	President's Message	52	Strategic Direction Four: Develop and Maximise the Value of Our Heritage Collections
3	Chief Executive Officer's Message	53	Performance Overview
4	Profile of Museum Victoria	54	History and Technology
6	The Year in Brief	55	Indigenous Cultures
7	Awards	56	Sciences
8	Highlights of the Year	57	Collections
11	Vision	58	Case Study: Biggest Family Album
12	Values		
13	Outcomes		
14	Strategic Directions	62	Strategic Direction Five: Manage Our Resources
15	Future Priorities	63	Performance Overview
16	Strategic Direction One: Enhance Access, Visibility and Community Engagement	64	Corporate Activities
17	Performance Overview	69	Corporate Governance
18	Profile	70	Museums Board of Victoria
18	Online Publishing	74	Executive Management Team
19	Discovery Centres	76	Organisational Structure
19	Community Engagement	78	Case Study: Corporate Training Program
21	Education		
22	Case Study: Discovering Science at the Museum	82	Financial Statements
26	Strategic Direction Two: Create and Deliver Great Experiences	82	Introduction
27	Performance Overview	83	Financial Statements
28	Immigration Museum	94	Auditor General Report
30	Scienceworks	96	Financial Review of Operations and Financial Condition
32	Melbourne Museum		
34	IMAX	97	Disclosure Index
35	Royal Exhibition Building		
36	Museum Victoria Touring Exhibitions	98	Additional Information
38	Case Study: Backyard Bug Circus	98	Temporary Exhibitions
42	Strategic Direction Three: Pursue the Development of Strategic Partnerships	99	Externally Funded Projects
43	Performance Overview	100	Research Supervision
44	Partnerships	102	Research Publications
45	Museum Victoria Supporters	105	Lectures and Presentations
48	Case Study: Fossil Finds	110	Freedom of Information
		111	Information Privacy
		111	Legislative Changes
		111	Public Sector Values and Employment Principles
		111	Cultural Diversity Statement
		111	National Competition Policy
		111	Victorian Industry Participation Policy
		111	Consultancies
		112	Building and Maintenance Compliance
		112	The Whistleblowers Protection Act 2001
		118	Fees and Charges

President's Message



On behalf of the Museums Board of Victoria, I am delighted to present the 2006–07 annual report, detailing Museum Victoria's operations and achievements over the last 12 months. This year we celebrate the leadership shown by Museum Victoria, and I congratulate the Executive Management Team and all staff for their significant contributions in 2006–07.

Museum Victoria enjoyed a very successful year, with Melbourne Museum attracting its highest attendance figures ever. Scienceworks continued to be a favourite destination for families, achieving record attendances over the summer school holiday period. Scienceworks also welcomed its five millionth visitor in April 2007. The Immigration Museum received a Victorian Tourism Award in the Heritage and Cultural Tourism category for the fourth year in a row.

Museum Victoria is constantly seeking new ways to extend its reach into the community. As an example of this reach, the Museum Victoria website continues to attract new audiences, recording 4.5 million user sessions during 2006–07. This is an increase of one million from 2005–06. During the year, the stunning *Caught and Coloured: Zoological Illustrations from Colonial Victoria* website received three awards, including the inaugural McFarlane Prize for Excellence in Australian Web Design.

In 2006–07, the museum piloted a new project, *Discovering Science at the Museum*, with an Innovative Project grant from the Department of Education, Science and Training's National Adult Literacy Program. The project, which has been developed by Museum Victoria,

targets families from disadvantaged communities and runs programs that aim to increase their science literacy through family-based learning. In 2007–08, Museum Victoria will deliver training in the program to other museums throughout Australia.

Partnerships with the Victorian Government through Arts Victoria and other agencies continued to be essential to the success of our organisation. My appreciation is also extended to our corporate and philanthropic supporters. Their generous support enables Museum Victoria to demonstrate excellence in the delivery of exhibitions, public programs and research outcomes.

I would like to acknowledge the significant contributions made by the individuals who support Museum Victoria's operations. This year two new members joined the Museums Board of Victoria: Dr Gaye Sculthorpe and Mr Tim Sullivan. I look forward to working with them on the Board and appreciate the commitment that they have made to Museum Victoria through their roles on the Aboriginal Cultural Heritage Advisory Committee and Finance, Audit and Risk Committee.

I would especially like to thank the Minister for the Arts, Lynne Kosky MP, for her support, my fellow members of the Museums Board of Victoria, and the staff, whose expertise and passion has enabled Museum Victoria to become a leader in its field.

A handwritten signature in black ink, appearing to read 'H. Mitchell', written over a horizontal line.

Harold Mitchell AO

President, Museums Board of Victoria

Chief Executive Officer's Message



Museum Victoria is the most visited museum organisation in Australia, with almost 1.5 million visitors in 2006–07. In addition to this, more than 4.5 million people visited the Museum Victoria website or engaged with the Discovery Program during the year.

Many of Museum Victoria's achievements in 2006–07 were the result of strong partnerships created with government, community, cultural and research organisations.

Five exhibitions developed by Museum Victoria in collaboration with other museums and cultural organisations toured throughout Australia and New Zealand during 2006–07. These included *Colliding Worlds*, which tells the story of the Pintupi people's first episodes of contact with Europeans, and *Twined Together*, showcasing contemporary and historical fibrework from western Arnhem Land. *The Virtual Room*, developed in conjunction with Swinburne University, toured to France, Singapore, New Zealand and Italy.

The museum's leadership in building community partnerships was recognised at the 2006 Victorian Arts Portfolio Leadership Awards, with awards received for the Celebration of the 150th Anniversary of the Eight Hour Day, and the Women on Farms Gathering Heritage projects.

Partnerships are also one of the keys to Museum Victoria's research success. Museum Victoria received two Australian Research Council (ARC) grants in 2006–07, and was listed as a partner in another eight ARC grants that were awarded funding. One of the field projects that Museum Victoria undertook during the year was in Alaska, where museum

palaeontologists are collaborating with the North University of Alaska to retrieve polar dinosaurs from the permafrost on the North Slope in order to compare them with those known from Victoria.

Work commenced on the Integrated Arts Agencies Storage Facility, converting an open-plan warehouse for the storage of non-collection material held by Museum Victoria, the Australian Centre for the Moving Image, the National Gallery of Victoria and the Victorian Arts Centre Trust. The project is being led by Museum Victoria, with the State Government as a funding partner for this first phase.

The State Government has also supported the Museum Victoria's long-term exhibition renewal program. The redeveloped Leaving Home Gallery was launched at the Immigration Museum in 2006–07, and the innovative Welcome Map display was installed in the Melbourne Museum foyer. Work has progressed well on two major projects that will be launched during 2007–08, the *Mind: Enter the Labyrinth* and *Story of Melbourne* exhibitions.

The achievements of Museum Victoria throughout the year are also due to the efforts of the Board, staff, volunteers and supporters. I would like to thank everyone for their contribution to the excellent results we have enjoyed over the past 12 months. It is essential, in order to maintain this level of excellence, that we continue to invest in our museums for the future.

A handwritten signature in dark ink that reads "Patrick Greene". The signature is written in a cursive, flowing style.

Dr J. Patrick Greene
Chief Executive Officer

Profile of Museum Victoria

Museum Victoria is Australia's largest public museum organisation.

As the state museum for Victoria, it is responsible for looking after the state's collection of more than 16 million items, conducting research and providing cultural and science programs for the people of Victoria and visitors from interstate and overseas.

Museum Victoria's origins date back to 1854, with the founding of the National Museum of Victoria and the establishment, in 1870, of the Industrial and Technological Museum of Victoria (later known as the Science Museum of Victoria).

By proclamation of the *Museums Act 1983 (Vic.)*, these two institutions were amalgamated to form what is today known as Museum Victoria, governed by the Museums Board of Victoria.

Museum Victoria operates three museums and a collections storage facility, and is custodian for the World Heritage-listed Royal Exhibition Building.





IMMIGRATION MUSEUM



MELBOURNE MUSEUM

IMMIGRATION MUSEUM

Opened 12 November 1998

The Immigration Museum is one of the world's leading social history museums, and is situated in the Old Customs House on Flinders Street. It explores issues of immigration and cultural diversity.

MELBOURNE MUSEUM

Opened 21 October 2000

The iconic Melbourne Museum stands adjacent to the historic Royal Exhibition Building in Carlton Gardens. Melbourne Museum showcases Australian society, Indigenous cultures, the human mind and body, science and technology and the environment. Museum Victoria also operates the IMAX Theatre at Melbourne Museum.

ROYAL EXHIBITION BUILDING

Constructed 1879–1880

Museum Victoria ownership since 1996.

Located in Carlton Gardens and alongside Melbourne Museum, the Royal Exhibition Building was built for the 1880 Melbourne International Exhibition and continues to host exhibitions and other events.

The building and gardens were inscribed on the UNESCO World Heritage register in July 2004.



ROYAL EXHIBITION BUILDING



SCIENCEWORKS

SCIENCEWORKS

Opened 28 March 1992

Located in the grounds of and incorporating the historic Spotswood Pumping Station, this extremely popular science and technology museum features modern interactive exhibition galleries, Melbourne Planetarium and the Lightning Room.

MORELAND ANNEXE

Opened 30 October 1996

Museum Victoria's off-site collection storage facility houses the largest of the museum's collection items and complements collection stores at Melbourne Museum and Scienceworks.

The Year in Brief

Key Outputs	2006–07	2005–06
Exhibitions presented	51	60
Publications by staff	106	97
Presentations and lectures by staff	152	143
Research projects (externally funded)	22	24
Education, outreach and regional audience development programs*	144	233
Visitors satisfied with visit overall	93%	95%

* *Note* In 2005–06, community engagement activities were included in this performance indicator.

Visitors	2006–07	2005–06
Immigration Museum	121,732	126,606
Scienceworks and Melbourne Planetarium	366,209	397,861
Melbourne Museum	690,485	680,175
IMAX	297,028	281,213
Total ticketed entry	1,475,454	1,485,855
Discovery Program	51,300	60,812
Website	4,552,729	3,540,961
Total	6,079,483	5,087,628

Note In addition to the above, events held at the Royal Exhibition Building attracted 408,121 visitors. This brings total visitation to Museum Victoria venues to 6,486,604.

Memberships	2006–07	2005–06
Memberships	9,115	10,445

Staff			2006–07	2005–06	Variation
	Employment status	Male	Female	Total	
Ongoing	171	239	410	412	–2
Fixed	37	66	103	101	+2
Casual	31	36	67	83	–16
Total	239	341	580	596	–16
FTE*	192	261	453	462	–9

*FTE Full-time equivalent

Awards

06

Australian Publishers Association Awards for Excellence in Educational Publishing

Winner, Primary School (Student Reference) category: awarded to *The Big Picture Book: See Life on Earth Unfolding Through Time* by Dr John Long, illustrated by Brian Choo (published by Allen & Unwin)

Festival International d'Audiovisuel et du Multimedia sur le Patrimoine (FIAMP), managed by the International Council of Museums (ICOM)

Silver Medal, Best Virtual Exhibition category: awarded for *Caught and Coloured: Zoological Illustrations from Colonial Victoria*

McFarlane Prize for Excellence in Australian Web Design (Inaugural Prize)

Winner, awarded for *Caught and Coloured: Zoological Illustrations from Colonial Victoria*

National Tourism Awards

Finalist, Heritage and Cultural Tourism category: awarded to the Immigration Museum

National Tourism Awards

Finalist, Significant Tourism category: awarded to Scienceworks

The Australian Newspaper

Finalist, Tourism Competition: awarded to the Immigration Museum

Victorian Tourism Awards

Winner, Heritage and Cultural Tourism category: awarded to the Immigration Museum

Victorian Tourism Awards

Finalist, Major Tourist Attraction category: awarded to Melbourne Museum

Victorian Arts Portfolio Leadership Awards

Highly Commended, Leadership in Business Improvement category: awarded for the Implementing EMu: A New Collection Management System for Museum Victoria project

Victorian Tourism Awards

Winner, Significant Tourism category: awarded to Scienceworks

Victorian Arts Portfolio Leadership Awards

Highly Commended, Leadership in Public Programs category: awarded for the *Spirit of the Games: The Opening Ceremony Revealed* exhibition

Victorian Arts Portfolio Leadership Awards

Winner, Leadership in Collaboration category: awarded for the Celebration of the 150th Anniversary of the Eight Hour Day project

Victorian Arts Portfolio Leadership Awards

Winner, Leadership in Community category: awarded for the Women on Farms Gathering Heritage project

Wilderness Society Environment Award for Children's Literature

Winner, Non-fiction Picture Book category: awarded to *The Big Picture Book: See Life on Earth Unfolding Through Time* by Dr John Long, illustrated by Brian Choo (published by Allen & Unwin)

Australian Council of Trade Unions (ACTU) Annual Awards

Winner, Best Communications Strategy category: awarded for the Celebration of the 150th Anniversary of the Eight Hour Day project

Best of the Web Award, Museums and the Web Conference, San Francisco, USA

Honourable Mention, Best Online Exhibition category: awarded for *Caught and Coloured: Zoological Illustrations from Colonial Victoria*

MUSE Awards,

American Association of Museums Gold Award, Public Relations and Development category: Melbourne Museum Dinosaur Television Commercial Campaign

Museums Australia Multimedia and Publication Design Awards (MAPDA)

Highly Commended, Corporate (Level C) category: awarded for the Museum Victoria annual report 2005–06,

A Networked Museum in Action

Museums Australia Multimedia and Publication Design Awards (MAPDA)

Winner, Exhibition Catalogue major category: awarded for *Freestyle: New Australian Design for Living*

Museums Australia Multimedia and Publication Design Awards (MAPDA)

Highly Commended, Website (Level C) category: awarded for *Caught and Coloured: Zoological Illustrations from Colonial Victoria*

Victorian Coastal Awards for Excellence, Victorian Coastal

Council and Coast Action/Coastcare Finalist, Education category: awarded for the *Marine Life* exhibition (finalist)

Highlights of the Year

06

July

The Hon. John Cain, former premier of Victoria, launched The Maltese Festa at the Immigration Museum.

Scienceworks hosted the International Planetarium Society Conference, and more than 300 delegates from 25 countries participated.

The *new design 2006* exhibition was launched at Melbourne Museum, featuring the work of exceptional young graduate designers.

August

At a media conference at Museum Victoria, it was announced that honorary associate Erich Fitzgerald had made a highly significant discovery of one of the oldest members of the baleen whale family.

National Science Week activities were held at Scienceworks, and included BASF Kids Lab and a Machines in Action Day. Many activities were also held at Melbourne Museum.

Melbourne Museum hosted the Other Film Festival – new cinema by, with and about people with a disability.

September

Destination Australia: Ports of Immigration was launched by Senator the Hon. Rod Kemp, Minister for the Arts and Sport, at Old Parliament House Canberra.

The well-attended forum series Future Melbourne was held at Melbourne Museum, exploring urban planning, suburban life, cultural diversity, the rising rate of obesity and transport.

October

The Dutch Festival at the Immigration Museum attracted a near-record crowd of more than 2,000 community members. National Water Week was launched at Scienceworks.

A paper describing the 380-million-year-old fossil fish *Gogonasus* was published in the prestigious science journal *Nature*, attracting much international attention.

The Royal Exhibition Building open day attracted more than 7,000 visitors. Museum Victoria hosted Many Players, Many Parts, a national forum on performance in cultural organisations.

More than 5,000 people attended *Romp & Stomp* at Melbourne Museum, an event aimed at families with children under the age of five.

November

Beyond the Postcard Image: Mauritians and Rodriguans in Victoria, an exhibition by the Mauritian and Rodriguan communities, opened at the Immigration Museum.

The EPA 2007 Calendar Competition entries were displayed at Scienceworks. Robert Manne, Professor of Politics at LaTrobe University, presented the History Council of Victoria's annual lecture, attracting a capacity audience in the Age Theatre.

The community exhibition *The First Eleven: Aboriginal Cricketers Ahead of Their Time*, developed for the Immigration Museum, was presented at the Festival of Cricket in Bowral, New South Wales.

December

A new Lightning Room show was launched at Scienceworks.

The extremely popular exhibition *The Ashes*, featuring the famous urn on loan from Lords, opened at Melbourne Museum to coincide with the Boxing Day cricket test match.

The First Eleven: Aboriginal Cricketers Ahead of Their Time was presented at Flinders University in Burra, South Australia.

07

January

The Immigration Museum's *Kids' Fest: Experience Bollywood* Program attracted 1,776 visitors – the highest ever attendance for this annual event.

Backyard Bug Circus, presented in partnership with the National Institute of Circus Arts, was seen by more than 28,000 visitors at Melbourne Museum. Scienceworks recorded its highest January visitation ever.

Collections of whistles, snow domes and minerals were featured in the final Community Collections display at Melbourne Museum.

February

Mr Telmo Languiller MP, Parliamentary Secretary on Multicultural Affairs, launched the 2007 Community Connections Program at the Immigration Museum.

Destination Australia: Ports of Immigration opened at the South Australian Maritime Museum.

Finalist entries for the BHP Billiton Science Awards were displayed at Scienceworks.

The exhibition *How to Make a Monster: The Art and Technology of Animatronics*, created by John Cox's Creature Workshop, was launched at Scienceworks.

The Birrarung Koorie community exhibition *Footprints Through the Bush: Koorie Elders Talkin' Up Country* was displayed in the Bunjilaka Aboriginal Cultural Centre at Melbourne Museum.

March

More than 180 volunteers from 25 community groups presented *La Faya* – the Mauritian and Rodriguan Festival at the Immigration Museum.

On 27 March, Scienceworks turned 15 years old. Staff and volunteers attended a celebratory breakfast, with special guest the Hon. Joan Kirner AM.

The major touring exhibition *The Great Wall of China: Dynasties, Dragons and Warriors* opened at Melbourne Museum.

30 Years in the Making: Victoria's Vietnamese Community was launched at the National Vietnam Veteran's Museum in Phillip Island, on display until August 2007.

The Quest Cultural Diversity Students Awards were presented at the Immigration Museum. The winning entries were displayed to mark Cultural Diversity Week.

April

Scienceworks welcomed its five millionth visitor since opening in 1992.

As part of the International Palaeontology Conference, a number of international experts took part in the Fossil Finding, News and Controversy public lecture.

May

Nyonya Kebaya: Women's Costume from Malaysia was launched at the Immigration Museum by YAB Dato Seri Abdullah bin Ahmad Badawi, Prime Minister of Malaysia, and Mrs Janette Howard, wife of the Prime Minister of Australia.

Sci-Quest, a travelling exhibition from the Waikato Museum in Hamilton, New Zealand, opened at Scienceworks.

Museum Victoria's latest working machinery restoration project – the last steam road roller manufactured in Australia by Cowley's Eureka Ironworks, Ballarat, in 1939 – was unveiled at the Lake Goldsmith Steam Rally, Beaufort.

June

Developed by Museum Victoria staff, *Black Holes: Journey into the Unknown* was launched at the Melbourne Planetarium. Museum Victoria was listed as a partner organisation in four successful Australian Research Council Linkage Grants in the areas of sciences, Indigenous cultures, and information, multimedia and technology.



A lush green forest scene with many ferns and a wooden post in the foreground. The forest is dense with various types of ferns, and the lighting is bright, suggesting a sunny day. The wooden post is vertical and runs through the center of the image.

Vision

Museum Victoria will reach out to an increasingly diverse audience through its collections and associated knowledge, using innovative programs that engage and fascinate.

We will contribute to our community's understanding of the world and ensure that our inheritance is augmented and passed on to future generations.

Values

We will not compromise on the following values in the attainment of our vision

Stewardship

We value the collections as central to our objective of understanding our natural and cultural history. As custodians, we aim to provide a positive legacy for future generations.

Professional Integrity

We value credibility and accuracy in all our interactions, activities and programs. Through this we gain the respect and trust of others.

Innovation

We value ideas and promote open-minded enquiry. We are open to change and encourage bold and creative approaches in our programs and organisational processes.

Engagement in Lifelong Learning

We value engagement with diverse audiences and communities in meaningful and relevant ways that contribute to lifelong learning. Central to achieving this, we aim to challenge, excite and involve our visitors.

Social Responsibility

We value and are committed to fairness and equity in all we do. We actively encourage access and participation and embrace the principles of sustainability, social justice and reconciliation.

Outcomes

Museum Victoria
will strive to

Reach a diverse audience.

Maintain high levels of community
satisfaction.

Increase the community's knowledge
of the natural and cultural heritage
of Victoria.

Increase the value of the collection
for future generations.

Increase its capability and maintain
sustainability.

Be an internationally recognised
leader in its field.

Strategic Directions

Museum Victoria will follow five strategic directions to achieve its vision and outcomes.

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.

Create and Deliver Great Experiences

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

- /// creation of exhibitions and programs that are engaging, surprising and authoritative
- /// provision of websites that offer high-quality content and are easy to navigate
- /// use of innovative display methods to convey the wealth of our collections and knowledge
- /// presentation 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.

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 relationships with Indigenous communities.

Develop and Maximise the Value of Our Heritage Collection

Strategically manage and strengthen Victoria's collections and associated research by:

- /// developing and enhancing the collections amassed over 150 years
- /// providing appropriate storage conditions to ensure the long-term survival of the collections
- /// providing enhanced public access through a purpose-built storage facility
- /// enhancing our knowledge base through research, publication and collection database development
- /// expanding the information available on the internet
- /// working with like organisations throughout Victoria to help raise standards of collection care.

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.

Future Priorities

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

The Integrated Arts

Agencies Storage Facility

Museum Victoria will continue to lead the planning of a state-of-the-art collection storage solution for several of the State's collecting institutions, including the development of the Treasure House. An additional car park will also be completed for Scienceworks on the site at Spotswood.

Exhibition and Content Renewal

Museum Victoria will undertake a major program of exhibition and content renewal at all of its museums to ensure that its exhibitions remain engaging and dynamic. In order to achieve this goal, renewal of funding for this purpose by the State Government is essential.

Profile

Museum Victoria will position itself as a leading, vibrant and community-connected family of museums.

Online Access

The new Museum Victoria website will be launched, which includes implementation of a content management system that will enable the dynamic delivery of content to the community. The re-designed website will also feature an improved search function and enhanced access to content sites.

Collection Management

Museum Victoria will continue to implement the major projects arising from the collection strategy 2004–14. This includes the collection registration project, which aims to register approximately 70,000 items per year.

Environmental Management and Response to Climate Change

Museum Victoria will continue to investigate and implement initiatives to reduce energy and water consumption, as well as to reduce and recycle waste.

Research

Museum Victoria will continue to implement the research strategy 2005–10. Projects will be undertaken in science, history and technology and Indigenous cultures, and strategic research partnerships with universities and other organisations will be pursued.

Community Engagement

Museum Victoria aims to increase diversification of its audience over time, particularly in regard to specific communities, and to develop measures to evaluate the impact of its community engagement activities.

Customer Service

Museum Victoria will develop an integrated approach to customer service throughout the organisation. This will result in clear communication of Museum Victoria's commitment to customer service and consistent standards of internal and external service.

Staff and Organisation Development

The Leadership Development Program will continue to be rolled out, with the focus moving through organisational levels. Emphasis will be placed on developing coaching skills among senior leaders and self awareness among all staff to ensure that teamwork remains a strength of the organisation.



MUSEUM VICTORIA MELBOURNE MUSEUM
SCIENCEWORKS IMMIGRATION MUSEUM
ROYAL EXHIBITION BUILDING

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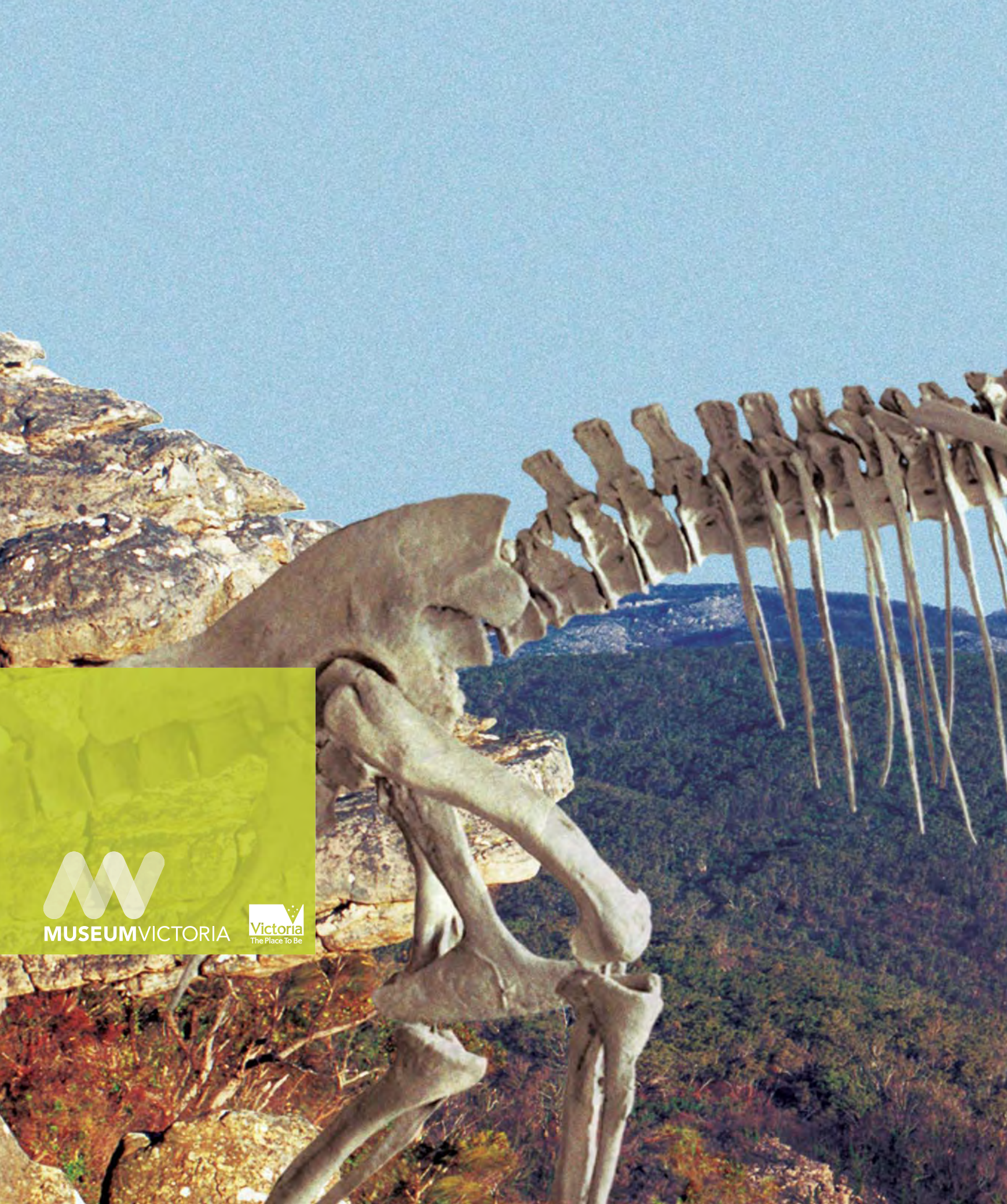
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MUSEUM VICTORIA

