MUSEUMS BOARD OF VICTORIA
Annual Report 2000/2001

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Introduction

Who We Are and What We Do

Museum Victoria’s origins date back to 1854 with the founding of the National Museum of Victoria, and the establishment of 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 – under the governance of the Museums Board of Victoria – to form what is today known as Museum Victoria.

Museum Victoria has a proud history of scientific and cultural research and collection development. The organisation operates three public campuses and one of Australia’s major education and research-based web sites, and is custodian of the State’s vast and priceless natural science, indigenous, social history and science and technology collections. The collection contains approximately 16 million individual items.

Campuses and Facilities

Melbourne Museum

Opened 21 October 2000
Melbourne Museum stands adjacent to the historic Royal Exhibition Building in Carlton Gardens. Together, they constitute the largest museum complex in the Southern Hemisphere. Melbourne Museum uses the latest technology and interpretation methods to present educational exhibitions and programs on science and technology, indigenous cultures, the environment, the human mind and body and Australian society.

Scienceworks Museum

Opened 28 March 1992
Located in the grounds of the historic Sewerage Pumping Station in Spotswood, Museum Victoria’s science and technology campus features modern exhibition galleries separated from the Pumping Station by an outdoor arena. A recent addition to the Scienceworks complex is the state-of-the-art Melbourne Planetarium, which opened in 1999.

Immigration Museum and Hellenic Antiquities Museum

Opened November 1998
The Immigration Museum campus is housed in one of Melbourne’s finest historic buildings, the Old Customs House in Flinders Street. Now beautifully restored, the building sits across from the old Yarra River port area where thousands of immigrants disembarked during the 19th century, providing the perfect setting for an exploration of Victoria’s immigration experience.

Moreland Annexe

Opened 30 October 1996
Museum Victoria’s major off-site collection store was created by fitting out a commercial warehouse in Coburg to stringent collection management specifications. Housing a vast array of larger collection items, the facility complements the collection stores at Melbourne Museum and Scienceworks Museum.

Services

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

Attractions

- IMAX Theatre Melbourne
- Immersion Cinema Experience (ICE), The Age Theatre
- Melbourne Planetarium
- Exhibitions and public activity programs
- Touring exhibitions

Community

- Museum Victoria Membership program
- Museum Victoria web site: www.museum.vic.gov.au
- Museum Victoria Magazine
- Public lectures and forums
- Outreach visits to schools and other groups
- A roving curator to assist indigenous communities
- Leadership, advice and support to Victoria’s regional and specialist museums
- Astronomical information
Research and Collections
• Research expertise in terrestrial and marine environments, earth sciences, 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 tours

Education
• Primary, secondary, tertiary and adult education programs and teaching resources
• Professional development programs for teachers
• Educational publications
• Extensive online education resources to 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 intercultural understanding and reconciliation
• We value and respect each other’s contributions

Strategic Priorities
Museum Victoria’s strategic priorities for 2000/2005 are:
• the successful opening of Melbourne Museum;
• extending the use of all facilities and optimising the delivery potential of Scienceworks Museum, the Immigration Museum and Hellenic Antiquities Museum, and the Royal Exhibition Building;
• maximising outreach and research programs; and
• providing leadership and assistance to regional and specialist museums throughout Victoria.
President’s Message

On behalf of the Museums Board of Victoria I am pleased to present this report on the performance of Museum Victoria for the 2000/01 financial year.

The year brought a wonderful sense of excitement, and was characterised by outstanding achievement across the entire organisation. After several years of intensive development, Melbourne Museum Stage One was opened by the Premier of Victoria, the Hon. Steve Bracks MP, on 21 October 2000. The remaining exhibition galleries were opened in stages between December and May. The completion of the staged opening marked the culmination of an unprecedented development program for Museum Victoria. Over five years, $315 million was committed to not only the creation of Melbourne Museum, the Immigration Museum and the Melbourne Planetarium, but also to the relocation of the entire State Collection.

Growth of the scale we have experienced would not have been possible without the financial support of the Victorian Government, which provided the necessary capital funding for these major development projects.

It is a source of great pride for everyone at Museum Victoria that our public campuses – Melbourne Museum, Scienworks Museum, and the Immigration Museum – have earned such a prominent presence in the cultural life of Victorians. These museums are developing reputations that go beyond state boundaries to earn national and international acclaim.

One of the primary goals behind exhibition planning for Melbourne Museum was to develop an environment that would engage with and foster learning among young people in particular, and awaken curiosity among all our visitors to further explore the many stories and issues presented. Feedback received in regular surveys of our visitors indicates that this goal has been successfully achieved. This interest extends, as intended, across people of all ages and walks of life.

We were delighted in April to welcome the Governor of Victoria, John Landy AC MBE, as the official Patron of Melbourne Museum. Mr Landy is a most fitting Patron, not only because of his role as Governor of this State, but because of his passionate interest in the Australian environment, which has brought him into contact with this institution on many occasions in the past.
One of the most pleasing outcomes for the year was the high visitation at our Scienceworks and Immigration Museum campuses following the arrival of Melbourne Museum as the city’s largest museum destination. Considerable effort was made to ensure strong cross-promotion and collaboration between our three museums, and this strategy has yielded excellent results in that all have benefited and performed well for the year.

In March, the first stage of the redevelopment of the historic Spotswood Sewerage Pumping Station was unveiled, marking another stage in plans to revitalise Scienceworks Museum’s visitor experience and ensure its ongoing popularity. The Pumping Station redevelopment provides better access and greater interpretation of this important aspect of Melbourne’s history.

The Immigration Museum consolidated its position as a living cultural centre, providing exhibitions and programs with a broad appeal, while also addressing the more specific interests of Victoria’s multicultural communities. The museum exceeded its annual visitation targets and more than doubled attendances by education groups.

It has been particularly pleasing to be involved in Museum Victoria’s developing relationship with the indigenous community. The advent of Melbourne Museum, and the close involvement that Victoria’s Aboriginal communities have had in the design and content of Bunjilaka – the Aboriginal Centre, have resulted in greater trust and collaboration. The successful implementation of Museum Victoria’s Aboriginal Employment Strategy resulted in securing a high proportion of indigenous staff to work in customer service and collection areas, and served to strengthen this relationship even further.

The Board released its 2000-2005 Strategic Plan early in the year, emphasising the 11 primary goals towards which Museum Victoria is focusing its energies in coming years. The Plan outlines strategies to ensure that Museum Victoria is recognised as a provider of life-long learning opportunities for the community; that we continue to add to the knowledge amassed around our vast collection; that we continue to provide exemplary care for the collections; and that our facilities and services are continually enhanced to meet the needs and expectations of our growing number of visitors.

Achieving these and other major strategic outcomes will rely heavily on reinforcing our commitment to ongoing research and education. Curatorial research activities across a wide range of disciplines remain at the core of our development of exhibitions and web-based services, and also form the basis of long-term knowledge generation.

The Board acknowledges the tremendous efforts of staff across the entire organisation during what has been a supremely demanding year. The expertise and dedication of staff was paramount in achieving the resounding success of Melbourne Museum in its first eight months of operation, and maintaining successful operations at the Scienceworks Museum and the Immigration Museum. The leadership demonstrated by the management team, headed by Dr George MacDonald, has been instrumental in the achievements of the past year.

This Annual Report will be my last as President of the Board, and I wish to express my sincere appreciation to my Board colleagues of the past seven years, to Museum Victoria staff, and to others who have repeatedly demonstrated their commitment to this incredible cultural institution. It has been a great privilege to be involved in the Melbourne Museum development from concept stage to completion, as well as seeing the Immigration Museum and Melbourne Planetarium come to fruition. I am delighted that the extent of intellectual application, creativity, passion and height of human endeavour, is so evident in the final results.

In the future, Museum Victoria will build on these recent achievements, deepen its knowledge resources, and continually find new ways to communicate and engage with each generation. In so doing, this institution will continue to make an extremely valuable and meaningful contribution to the cultural well-being of the Victorian community.

Professor David Penington AC
President, Museums Board of Victoria
Chief Executive Officer’s Message

To appreciate the extent of Museum Victoria’s achievements during the past year, one only has to stand in the entrance foyer of Melbourne Museum on any Sunday afternoon.

As thousands of people enter this vibrant new cultural venue for the first time, their reactions are usually a combination of surprise mixed with awe and heightened anticipation. The building’s stunning architecture and complementary relationship to the nearby Royal Exhibition Building, create a memorable first impression.

Visitors are greeted by the unexpected sight of a dramatic living exhibition – the Forest Gallery – directly ahead. They then embark on several hours of enjoyable learning in Australia’s largest museum, which presents broad-ranging exhibitions on natural history, the physical sciences, medical science, Australian society, and our indigenous cultures.

Standing in the foyer, one also hears the lively discussion and debate about favourite exhibits and new-found knowledge among those who have completed their visit and are about to leave.

Above all else, it is this successful, educational discourse with a diverse and growing proportion of the community that makes our efforts worthwhile.

Bringing Melbourne Museum to fruition was an extremely challenging task, to say the least. We have had to grapple with a building project, collection relocation program and exhibition development process on a grander scale than anything this organisation – or any other Australian museum for that matter – had previously experienced. Museum Victoria’s specialist staff conceived, researched and developed 18 new exhibitions for Melbourne Museum, as well as numerous individual displays, such as the impressive Blue Whale exhibit in the main Galleria.

Construction delays beyond Museum Victoria’s control necessitated a staged opening between October 2000 and May 2001. This period of combined public operation, building construction and exhibition installation was particularly demanding for staff, who rose to the challenge on all fronts. The staged opening was used to generate constant public awareness about the new museum, with monthly events, promotions and publicity heralding the unveiling of each new gallery attraction.

Local, national and international media interest was intense, with over $22 million in unpaid editorial coverage achieved for the year, including significant coverage on CNN International, which aired in over 200 countries.

A highlight of the build up to opening the museum was the successful relocation of Phar Lap to Melbourne Museum in August. This momentous and logistically challenging event attracted widespread media attention and was handled superbly by our collection relocation team.

Melbourne Museum’s launch weekend in October attracted over 65,000 people, which I believe was a world record for a museum opening. The official ceremony was broadcast live on the Internet in what was, at the time, Australia’s largest ever live international web-cast.

By the end of the financial year we had achieved awareness of Melbourne Museum among an astounding 98 per cent of adult Melburnians. An analysis of our visitor profile also revealed that we were attracting a substantial proportion of international (12 per cent) and interstate (16 per cent) tourists, as well as higher than expected numbers of regional Victorians (14 per cent).

The overall public response to the new museum has been excellent. With the museum fully open and geared for a huge July school holiday program, we are well positioned to welcome our millionth visitor in August 2001, less than 10 months after opening. People have been full of praise for the innovative and varied exhibitions and visitor programs, with 96 per cent of visitors giving the museum a high approval rating. Complemented by the stunning architecture and visitor amenities, the exhibitions have lived up to their promise of providing Victoria with a flagship museum of a calibre equal to the very best the world has to offer.

Since the opening of Melbourne Museum, the Museum Victoria Members program has more than tripled in size, with 33,000 people enjoying the many privileges of membership, including unlimited entry to our three museum campuses. This represents the largest museum membership group in Australia. Our volunteer program has also grown significantly, with hundreds of people volunteering their time during the year to interact directly with our visitors or to contribute behind-the-scenes.

Similarly, our extensive schools education program across the three museum campuses has exceeded expectations, and education programs for the tertiary and adult education sectors have also proved very popular.
The completion of Melbourne Museum signalled the end of the greatest period of exhibition-based research and development ever undertaken by this organisation. With this came the need to review staffing structures across the organisation, to refocus resources from a development to an operational perspective, and to position research priorities to meet future needs.

Within the Division of Programs, Research and Collections, in particular, this review presented special and difficult challenges. Independent human resources consultants were enlisted to work closely with management and staff to determine priorities and the allocation of resources. The outcome of this consultative process resulted in the loss of some existing positions, while a number of new positions were established to enhance our research capacity in key areas. This restructure generated some media and industry discussion. However, we are confident that the sound reasons for these changes will become evident as this institution actively demonstrates its ongoing research capabilities to the wider community.

It has been pleasing to see Scienceworks Museum continuing to maintain its loyal following of families with young children, while also enticing new audiences. This has been aided by the popular Melbourne Planetarium, which completed its first full year of operation and consolidated its position as an exciting science education resource. Almost half the 83,000 school children who visited Scienceworks during the year also enjoyed an educational planetarium show.

In February, the Immigration Museum hosted the exhibition From the Steps of Bonegilla, and the associated Bonegilla Reunion Day that attracted 2000 former residents and workers of Australia’s longest running migrant reception centre. This emotional day reinforced the Immigration Museum’s role as Victoria’s leading multicultural museum.

Looking back over the past year, it is staggering to realise the extent of what has been achieved. Our human and financial resources have often been stretched to their limits to ensure that our dream of establishing one of the world’s great museums has been fully realised. Credit must go to all Museum Victoria staff and to my executive management team for their enormous effort, the results of which will be enjoyed by all Victorians for many generations to come.

Dr George F. MacDonald
Chief Executive Officer, Museum Victoria
and Director, Melbourne Museum
“Our work covers many areas; like taxidermy, model-making and moulding and casting. The challenge is to make the objects we create accurate, life-like and engaging, so we spend a lot of time researching. I’m usually very squeamish, so when I started here I was nervous about taxidermy, but when you focus on the job at hand you become totally involved. It’s fascinating and a real privilege to learn about animals in such detail.”
A Year of Highlights

JULY

- The evocative zinc wall art installation, Wurreka, by Australian artist Judy Watson, is unveiled at a special preview for members of the indigenous and arts communities in Bunjilaka – the Aboriginal Centre at Melbourne Museum.
- The Hon. Mary Delahunty MP, Minister for the Arts, announces the October opening date for Melbourne Museum at a media event in the Forest Gallery.

AUGUST

- Phar Lap arrives safely at Melbourne Museum, shortly after 4.00 am on 23 August, after a successful move from the former museum building in Russell Street. The historic, high-security relocation operation took over 15 months to plan and generated enormous national media interest.

SEPTEMBER

- A family day is held for thousands of Museum Victoria Members, staff and construction workers and their families, to preview Melbourne Museum prior to the official public opening.

OCTOBER

- The then Governor of Victoria, Sir James Gobbo AC, opens the exhibition In Search of Freedom: refugee journeys, produced by the Immigration Museum and AUSTCARE to celebrate Refugee Week.
- The memorable Feast for the Senses gala preview event is held at Melbourne Museum on 18 October for over 1700 special guests. The Hon. Steve Bracks MP, Premier of Victoria, speaks at the event, which includes a 'moveable feast' throughout the museum’s exhibition galleries and spaces.
- The Hon Steve Bracks MP, Premier of Victoria, officially launches Melbourne Museum Stage One at a public ceremony outside the main entrance to the museum on Saturday 21 October. The ceremony follows a colourful parade highlighting the diversity of the Victorian community and the many different themes explored inside the museum. Stage One includes Bunjilaka and the Australia Gallery.
- Museum Victoria, in conjunction with Mushroom Music, releases the song, Galleries of Life, written and performed by indigenous artist Kutcha Edwards, to commemorate the opening of Melbourne Museum.
- Melbourne Museum’s free opening weekend attracts a huge attendance of over 65,000 people.
- Melbourne Museum combines with the Melbourne International Festival of the Arts to provide free performances and events for the duration of the festival.
- The Children’s Museum, at Melbourne Museum, holds its inaugural annual family picnic day in conjunction with the Department of Education, Employment and Training, to celebrate Children’s Week.

NOVEMBER

- CNN International’s popular ‘artclub’ program features Melbourne Museum in coverage that airs to a potential audience of 250 million people in over 200 countries.

DECEMBER

- Museum Victoria staff coordinate the 4th International Mineralogy and Museums Conference in Melbourne.
- Victoria’s Governor Designate, John Landy MBE, launches Melbourne Museum’s Forest Gallery and the Children’s Museum’s Big Box Gallery.
- The last Museum Victoria staff relocate to the Melbourne Museum complex in Carlton Gardens, from offices at the former museum building in the city centre.
- Melbourne Museum is the venue for approximately 60 private venue hire functions, as contract caterers Peter Rowland Catering experience overwhelming demand to stage events in the museum’s unique spaces.
JANUARY

- The world’s third – and Australia’s first – Immersion Cinema Experience (ICE) opens in The Age Theatre at Melbourne Museum. The first show, Vital Space, is a high-speed, interactive tour through the human body.
- Museum Victoria’s long history of scientific research and collecting culminates in the opening of Melbourne Museum’s Science and Life Gallery by the President of the Museums Board of Victoria, Professor David Penington AC. The Gallery’s exhibitions showcase thousands of natural science specimens.
- Museum Victoria receives a donation from David and Joyce Holmes of Australia’s largest private collection of overseas butterflies. The superb collection contains 13,600 individual specimens.

FEBRUARY

- The Immigration Museum hosts the successful Bonegilla Reunion Day to coincide with the exhibition From the Steps of Bonegilla. The reunion attracts over 2000 former residents and workers from the Bonegilla Migrant Reception Centre.
- Seven Melbourne screens the one-hour documentary, Galleries of Life, about the behind-the-scenes preparations for completing and opening Melbourne Museum.
- Over 2000 students attend a concert on the Scienceworks arena for the Foster Foundation’s ‘Carbon Awareness Day’.
- Escape from Andraxus opens at the Melbourne Plantarium at Scienceworks Museum. This exciting show was developed by Museum Victoria staff.
- Forging the Nation: from Federation to the First World War, is opened in Melbourne Museum’s Touring Hall by the Governor of Victoria, John Landy AC MBE. The exhibition is a collaboration between Museum Victoria and the Australian War Memorial in Canberra.

MARCH

- Mrs Terry Bracks, wife of Premier Steve Bracks, officially opens Phase One of the Spotswood Pumping Station interpretation at Scienceworks Museum. The enhanced visitor experience includes improved access, a light and sound show, further restoration of heritage features, and interpretive signage.
- Melbourne Museum’s Mind and Body Gallery is officially opened by Sir Gustav Nossal AC CBE.

APRIL

- The Governor of Victoria, John Landy AC MBE, is announced as the official Patron of Melbourne Museum.

MAY

- Australia’s Centenary of Federation celebrations turn the spotlight onto the Royal Exhibition Building, where on 9 May 1901 Australia’s first Federal Parliament was convened. Approximately 7000 official guests attend a commemorative ceremony and sitting of Federal Parliament to mark the centenary. The Prime Minister, the Hon. John Howard MP, hosts a reception for over 2000 selected guests at Melbourne Museum following the official ceremony.
- Melbourne Museum’s staged opening program comes to an end with the launch of the long-awaited Evolution Gallery, with its Darwin to DNA and Dinosaurs in Time exhibitions. This marks the completion of the entire museum complex.
- Museum Victoria Ambassador, Ms Ita Buttrose AO launches the new Museum Victoria Magazine – a quarterly publication received by all Museum Victoria Members and other key stakeholders.
- Sir Gustav Nossal AC CBE opens the exhibition ?Lost & Found: a shared search for belonging, produced by the Immigration Museum in partnership with the City of Melbourne.

JUNE

- Scienceworks Museum launches the electrifying Megawatt exhibition.
- Showing Face: Chinese identity in regional Victoria from the 1850s to Federation opens at the Immigration Museum.
Awards

- Royal Australian Institute of Architects, Victorian Architecture Medal, Project of the Year: Melbourne Museum, Denton Corker Marshall, architects.


- Arts Victoria, Arts Portfolio Leadership Award, Excellence in Leadership: Partners in Reconciliation document, Museum Victoria.


- Chairman of the Committee for Research and Exploration of the National Geographic Society Award, 2000, for excellence in research and field exploration: Dr T.H. Rich and Professor P. Vickers-Rich, for their long-term project on Victoria’s Mesozoic vertebrate fossils.

- Victorian Department of Natural Resources and Environment, David Ashton Biodiversity Award: Box-Ironbark Biodiversity joint project, Museum Victoria, Department of Natural Resources and Environment, Deakin University, Monash University, and LaTrobe University.

- US International Film and Video Festival, Chicago, 34th Annual Awards, Creative Excellence Award: Bunjilaka films, Singing the Land, Dancing the Land and Talking the Land, Melbourne Museum.

- 37th Chicago International Film Festival, Art and Culture category, Bronze Award: Bunjilaka films, Singing the Land, Dancing the Land and Talking the Land, Melbourne Museum.

- Australian Cinematographers’ Society, 2001 Gold Camera Award: Bunjilaka films, Singing the Land, Dancing the Land and Talking the Land, Melbourne Museum.

- Museums Australia (Victoria), Museum Industry Recognition Award, most outstanding project in the Victorian museum sector: Bunjilaka, Melbourne Museum.

- Victorian Community History Awards, Honourable Mention for Best Walk/Tour: Melbourne’s Golden Mile Heritage Trail joint project, Museum Victoria, City of Melbourne, Melbourne Convention and Visitors Bureau, Monash University, RMIT University, Arts Victoria, Tourism Victoria, Gold Treasury Museum, Heritage Victoria.


- Victorian Managed Insurance Authority program, Gold Medal rating, 2000: Immigration Museum, Moreland Annexe and Scienceworks Museum.
The Year in Brief

Key Outputs

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<th>2000/01</th>
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<tr>
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<td>39</td>
<td>34</td>
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<tr>
<td>Publications by staff</td>
<td>98</td>
<td>80</td>
<td>76</td>
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<tr>
<td>Presentations and lectures by staff</td>
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<td>Research projects</td>
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Attendances

Museum Victoria’s visitation levels reached record proportions during the 2000/01 year. Melbourne Museum attracted more than 65,000 visitors over the course of its October 2000 opening weekend alone. In the eight months that the new museum was open (up to the end of the financial year) it attracted over 800,000 visitors.

Heightened cross-promotion following the opening of Melbourne Museum ensured that the Immigration Museum and Scienceworks Museum achieved visitation levels well in excess of projections. User sessions on the Museum Victoria web site also continued to increase at a significant rate.

### Venue

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<td>Melbourne Museum</td>
<td>807,549</td>
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<tr>
<td>Scienceworks Museum and Melbourne Planetarium</td>
<td>284,014</td>
<td>352,981</td>
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<td>Immigration Museum</td>
<td>88,194</td>
<td>76,491</td>
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<td>Royal Exhibition Building</td>
<td>471,824</td>
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<td>1,264,378</td>
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<td>Total</td>
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Notes

- Melbourne Museum opened to the public on 21 October 2000.
- 2001/01 was an extraordinary year in terms of presenting exhibitions, incorporating 18 new long-term exhibitions at Melbourne Museum.
- Web site figures are recorded only for user sessions.
- Scienceworks visitation was higher than usual in 1999/00 due to the closure of the main city campus and the opening of the Melbourne Planetarium. A natural levelling of visitation was anticipated during 2000/01 and targets were amended accordingly.

Memberships

The number of Museum Victoria Memberships rose dramatically during the year to almost 10,000, representing approximately 33,000 people.

### Staff

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<th>Employment Status</th>
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## Performance Overview

In this overview Museum Victoria reports achievements in 2000/01 against five-year strategic goals.

### VISITOR EXPERIENCE

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

| Strategies                                                                 | Results                                                                                                                                                                                                 |
|                                                                           | - Extensive audience research was conducted to identify and monitor visitor expectations of facilities, services and experience at each of the three museum campuses. |
|                                                                           | - Surveys indicated that more than 95 per cent of visitors rated their experience at the three museums as either ‘good’ or ‘very good’. In most cases, visitors’ expectations were met or exceeded. |
|                                                                           | - Developed 18 long-term exhibitions and nine temporary exhibitions at Melbourne Museum.                                                                                                                      |
|                                                                           | - Developed and produced two new planetarium shows: Spinning Out and Escape from Andraxus, completed the first stage of the Pumping Station redevelopment, and delivered six temporary exhibitions at Scienceworks Museum. |
|                                                                           | - Delivered four Access Gallery exhibitions and associated activities in collaboration with the community as well as five temporary exhibitions at the Immigration Museum.                                          |
|                                                                           | - Conducted extensive and varied visitor programs at each campus, including well-attended school holiday programs.                                                                                                                                                      |
|                                                                           | - Evening programming was delivered at Melbourne Museum (Global Sounds at Sunset concert series), Scienceworks Museum (school sleepovers) and the Melbourne Planetarium (Thursday evening screenings). |
| Establish clear identities for each campus and outreach service.          | - Audience research has shown the following identities have been achieved for each museum campus:                                                                                                          |
|                                                                           | **Immigration Museum** – a place where one can discover the immigration history of Australia.                                                                                                             |
|                                                                           | **Melbourne Museum** – due to its relative newness, the full identity is yet to emerge.                                                                                                                      |
|                                                                           | The museum was seen as new, different from traditional museums, and highly educational.                                                                                                                      |
|                                                                           | **Scienceworks Museum** – is strongly identified as a specialist science and technology museum that provides a fun day out for families with young children, and an interactive, hands-on experience. |

### LIFE-LONG LEARNING

*Museum Victoria will be a leader in providing life-long learning opportunities for the whole community.*

| Strategies                                                                 | Results                                                                                                                                                                                                 |
|                                                                           | - Market research continued to assess the effectiveness of learning strategies.                                                                                                                        |
|                                                                           | - Staff undertook professional development to increase expertise in this area.                                                                                                                       |
|                                                                           | - Museum Victoria’s three museum campuses attracted almost 205,500 education visitors, in addition to those accessing educational resources via the ed-online service.                                             |
|                                                                           | - Melbourne Planetarium and Scienceworks Museum school attendances exceeded initial targets by 50 per cent and 38 per cent respectively. The Immigration Museum increased school visitation by 62 per cent on the previous year. |
|                                                                           | - In its first eight months’ operation Melbourne Museum attracted almost 80,000 school visitors and established strong tertiary and adult education markets.                                                     |
|                                                                           | - More than 1000 teachers participated in professional development programs at Museum Victoria venues.                                                                                                     |
|                                                                           | - ed-online services were expanded and key projects were undertaken in partnership with the Department of Employment, Education and Training.                                                               |
| Provide visitors with access to a variety of learning opportunities relevant to their stage of life and interests. | - Varied learning opportunities were provided through public programs at public campuses, and via physical outreach programs, an outgoing touring exhibition, upgraded Internet services, the Sarah and Baillieu Myer Immigration Discovery Centre, InfoZone at Melbourne Museum, public floor talks and tours, and interactive multimedia attractions such as the Melbourne Planetarium and the Immersion Cinema Experience (ICE) theatre. |
| Create and implement user friendly information systems to capture and provide access to Museum Victoria’s knowledge bases. | - InfoZone was opened at Melbourne Museum, providing direct public access to Museum Victoria’s research data and knowledge resources.                                                                             |
|                                                                           | - The Bioninformatics section of the Museum’s web site was expanded.                                                                                                                                  |
**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.*

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| Develop a long-term Research Strategy for Museum Victoria. | - A Research Committee of the Museums Board of Victoria was convened.  
- Museum Victoria’s Research Policy was reviewed and the first stage of the development of a comprehensive Research Strategy was completed. |
| Establish “Centres of Excellence” that will strategically focus Museum Victoria’s research resources into areas of long-term relevance, benefit and interest to society. | - A major review of the strategic directions and structure in the Division of Programs, Research and Collections (PRC) was completed.  
- Three primary curatorial departments were established with focussed research and collection responsibilities. |
| Create an environment that encourages and values an innovative and multi-disciplinary approach to knowledge generation. | - The strategic review of the PRC Division reaffirmed Museum Victoria’s commitment to ongoing research.  
- Once complete, the Research Strategy will provide positive approaches to achieve this objective. |
| Conduct collection-based research to ensure Museum Victoria collections are of a high quality and meet present and future needs. | - Research into the collection continued, although the focus of research for the year was to ensure the completion of exhibitions for Melbourne Museum. |
| Position Museum Victoria in leadership roles in state, national and international research programs. | - Museum Victoria was successful in achieving funding for a number of collaborative projects at a national level.  
- Research staff achieved local and international awards in the areas of palaeontology and environmental conservation. |
| Publish the results of research in media that are appropriate to Museum Victoria’s target audience. | - Research was published in over 90 papers, books and reports. |
| Maximise external funding, sponsorship and contract research in areas recognised as strategic priorities of Museum Victoria. | - Research grants worth almost $500,000 were achieved at a national level, and additional work was supported by a number of external research contracts. |

**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.*

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| Develop a capacity to reach a global audience through the use of appropriate technologies. | - Museum Victoria’s web site recorded more than 1.2 million users sessions for the year.  
- The site was independently rated second among Australian museum sites and rated consistently within the top 20 education web sites in Australia. |
| Extend a culture within Museum Victoria where staff value data, information and knowledge as vital strategic resources to be managed. | - Integrated collection management and administrative systems were implemented.  
- The new records management system earned an award for ‘Excellence in Records Management within the Victorian Public Sector’. |
| Cost-effectively develop, store and distribute Museum Victoria data, information and knowledge to both internal and external users. Provide technology and appropriate management and staffing structures that meet needs for information systems, business systems, productivity systems and public program multimedia systems. | - Major redevelopment of the information technology infrastructure was completed.  
- The project included implementation of both wide area and local area network systems and a state-of-the-art telephony system.  
- The PwD Technologies multimedia delivery system (MVMS) was installed throughout Melbourne Museum. This was a first for a museum and provided the most advanced and efficient multimedia delivery system in use anywhere in the world. |
| Develop systems that provide management information for effective and timely decision making. | - An innovative records management and document retrieval system was introduced to new areas within the organisation.  
- The system facilitates interdepartmental information access through efficient search and retrieval functions. |
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.

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| Provide an accessible, safe, comfortable and welcoming environment for visitors and staff in all campuses. | - Museum Victoria maintained a Victorian Managed Insurance Authority Gold medal rating for three premises, and obtained Silver ratings for the remaining three venues.  
- Visitor surveys indicated high levels of approval for facilities at each museum – Melbourne Museum (96 per cent), Scienceworks (97 per cent) and Immigration Museum (96 per cent), and similarly high levels of approval for visitor services. |
| Establish campuses as key attractions in Victoria’s cultural and built environment. | - Melbourne Museum achieved a high public and professional profile nationally for its architecture and innovative content. It won the State’s top architecture award and was featured extensively in leading national and international architecture and design publications.  
- Strong relationships were established with the tourism industry and over 40 per cent of Melbourne Museum’s visitors were tourists from regional Victoria, interstate and overseas.  
- Scienceworks Museum continued to attract family groups mainly from within metropolitan Melbourne. Market research indicated that 37 per cent of visitors intended to return to Scienceworks within a year.  
- Surveys of Immigration Museum visitors revealed that 97 per cent intended to recommend the museum to others. Of visitors surveyed, 30 per cent were international tourists. |
| Ensure the useability of the buildings and infrastructure for programs and the care of collections, while respecting the heritage values of Museum Victoria’s buildings. | - Ongoing maintenance, upgrades and rectification of building defects was undertaken at all sites.  
- Heritage restoration work was completed on the Pumping Station at Scienceworks Museum and the northern facade of the Royal Exhibition Building. |
| Manage the acquisition, development and maintenance of the built facilities and infrastructure to optimise their long-term viability and flexibility. | - Annual maintenance plans are in place and were implemented at all campuses. |
| Establish five-year development plans for Scienceworks Museum and the Immigration Museum. | - Development plans for these campuses are dependent upon additional funding becoming available in the future. |
| Develop a conservation management plan as a component of a strategic plan for the Royal Exhibition Building. | - A conservation management plan was developed and refurbishment and upgrade works were completed accordingly. |

MANAGING CHANGE

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

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<tr>
<td>Undertake long and short-term planning to ensure that the processes of change can be understood and managed at every stage.</td>
<td>- The comprehensive review of the PRC Division involved consultation with staff at all levels to define priorities post-Melbourne Museum’s development phase, and to allocate resources accordingly.</td>
</tr>
<tr>
<td>Monitor the economic, societal, political and industry environments in which Museum Victoria operates to identify changing trends.</td>
<td>- Market research, government relations, and museums sector involvement continued to inform Museum Victoria about variations and trends in its operating environment. This is an ongoing process, which informs strategic plans.</td>
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MARKETING

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

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| Develop Museum Victoria’s Strategic Marketing Plan and within this framework develop marketing plans for campuses and services. | - The Division of Museum Development was established to manage corporate marketing, public relations, development and fundraising, and the Membership Program.  
- Marketing and media/public relations plans were developed and implemented with considerable success for Melbourne Museum’s opening year.  
- A corporate marketing plan will be prepared in the new financial year. |
| 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 programs, services and facilities. | - Museum Victoria’s internal market research capacity is highly developed and respected in the museum sector.  
- Surveys were undertaken at all campuses to determine how visitors found out about the museum they attended, who they came with, why they came, their responses to the experience, and their overall rating of the museum.  
- Formative studies were conducted as part of the final development of Melbourne Museum, and a study on the cultural, recreational and language needs of Melbourne’s Chinese, Greek and Italian communities was undertaken. |
| 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. | - New sponsorship agreements were achieved for Melbourne Museum to the value of $1 million in cash and $500,000 in kind.  
- A further program for Museum Victoria supporters was developed for both individuals and corporate bodies to make a financial contribution to the future of the organisation.  
- Relationships were established with a number of organisations, including government departments, media, philanthropic and corporate sector bodies. |
| Positively manage Museum Victoria’s image. | - Extensive unpaid media coverage – independently valued as being worth over $22 million – was achieved in international, national and Victorian media for Melbourne Museum during 2000/01. The coverage was assessed as being over 90 per cent positive/neutral in content. |
| 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. | - Surveys recorded the following awareness levels among adult Melburnians at the end of the financial year:  
  - Melbourne Museum: 98 per cent  
  - Scienceworks Museum: 92 per cent  
  - Immigration Museum: 42 per cent  
  - Melbourne Planetarium: 89 per cent  
- The Museum Victoria Magazine, a key communication tool, was redesigned and repositioned for distribution to all Museum Victoria stakeholders including members, sponsors and partners.  
- Relationships and information exchange with key Victorian Government departments were strengthened. |
| Develop marketing campaigns that will position Museum Victoria and its campuses as essential components of the Melbourne experience. | - Each campus embarked on strategic and targeted marketing campaigns, yielding success in terms of visitor numbers and broad reach across audience segments. |
| Develop admission price strategies for all campuses that optimise revenue generation and visitor numbers. | - A pricing sensitivity study was conducted to determine the optimal pricing strategy for Melbourne Museum. The success of this study was evident when full-price ticketing was introduced early in 2001 with minimal adverse public reaction. |
**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.*

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<tr>
<td>Provide leadership to the Victorian museum sector.</td>
<td>- Museum Victoria provided advice and support to a range of regional and metropolitan museums, accommodated and supported the work of the Victorian branch of Museums Australia (particularly its Museum Accreditation Program), and contributed to the development of several collaborative exhibitions with other museums.</td>
</tr>
<tr>
<td>Through a collaborative and inclusive process develop strategic support for regional museums throughout Victoria.</td>
<td>- The Museum worked with Arts Victoria and other museum sector representatives to develop a strategic approach for the support of regional museums.</td>
</tr>
<tr>
<td>Further raise the profile and the standing of Museum Victoria as a leader nationally and internationally in museological practice.</td>
<td>- Museum Victoria participated in a wide range of national and international museum sector activities. - Staff delivered papers at relevant conferences and symposiums, and contributed to the Council of Australian Museum Directors, Australian Museums and Galleries On Line, and Picture Australia. - Collaborative projects were undertaken with Museums Australia, the National Museum of Australia (NMA), the Australian War Memorial and Art Exhibitions Australia. - Extensive advice was provided to the NMA development project.</td>
</tr>
<tr>
<td>Establish long-term, mutually beneficial relationships with selected organisations that will significantly extend Museum Victoria’s ability to achieve its mission.</td>
<td>- Museum Victoria continued to foster relations with other key institutions throughout the world. During the course of the year memorandas of understanding were signed with the Smithsonian Institution’s National Museum of the American Indian, and SBS – Australia’s national multicultural broadcaster.</td>
</tr>
<tr>
<td>Position Museum Victoria as a leader in indigenous issues in Australia.</td>
<td>- Museum Victoria provided increased industry and public leadership in relation to indigenous issues. - Key projects and services included the roving curator program, a successful Aboriginal Employment Strategy, and providing Aboriginal genealogy data access to families and their representatives. - Bunjilaka, the Aboriginal Centre at Melbourne Museum was opened, providing a cultural centre for indigenous communities, and giving visitors the chance to broaden their understanding of indigenous culture and contemporary issues. - The Bunjilaka Supporters Club was launched for indigenous Victorians, gaining an initial membership of 1450 (almost 7 per cent of the Victorian Aboriginal population).</td>
</tr>
<tr>
<td>Position Museum Victoria as a market leader of museum publications.</td>
<td>- Museum Victoria’s approach to publishing was reviewed, with a change in emphasis from print to web-based publications.</td>
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**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 Museums Board of Victoria.*

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<tr>
<td>Provide leadership of the highest quality in accordance with the principles, ethics and behaviours outlined in Museum Victoria’s Enterprise Partnership Agreement.</td>
<td>- Museum Victoria, in consultation with staff and the Community and Public Sector Union, developed a new enterprise partnership agreement, EPA 2000, which received a 94 per cent ‘yes’ vote from staff.</td>
</tr>
<tr>
<td>Establish a management culture that values the empowerment of staff and reinforces the importance of teamwork.</td>
<td>- Under EPA 2000, the Museum’s performance management system is being reviewed to ensure that staff performances are assessed on the outputs of the teams to which they contribute. - This system will foster effective collaboration within and between workgroups.</td>
</tr>
<tr>
<td>Create an organisational environment that encourages and rewards innovation and creativity.</td>
<td>- The creativity and innovation of Museum Victoria staff was evident in the exhibitions, events and public programs presented during the year. Staff were encouraged to enter their work in industry-wide awards, many of which were achieved, and opportunities were created to acknowledge staff contributions at formal and informal levels.</td>
</tr>
<tr>
<td>Develop a workforce plan and a long-term financial plan that will ensure a smooth transition from a capital development mode to an operational mode.</td>
<td>- Plans were completed and implemented.</td>
</tr>
<tr>
<td>Develop business plans for undertaking evening programs and venue hire at all campuses of Museum Victoria.</td>
<td>- A number of successful evening events were held at Melbourne Museum, the Immigration Museum and Scienceworks Museum during the course of the year. - A detailed review of evening programming was undertaken at Melbourne Museum and will inform future program initiatives.</td>
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### 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.*

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<tr>
<td>Develop collection management policies, procedures and practices that support the strategic priorities of Museum Victoria.</td>
<td>- Collection management policies and procedures are in place and will be reviewed during 2001/02.</td>
</tr>
<tr>
<td>Meet legislative obligations for management of heritage collections.</td>
<td>- The four-year relocation of the heritage collections was completed successfully. - Collections were appropriately managed with no significant risk issues. - Moreland Annexe collection store earned a Gold Medal rating under the Victorian Managed Insurance Authority program.</td>
</tr>
<tr>
<td>Develop a Museum Victoria-wide data-base that integrates collection information and provides improved access to Museum Victoria’s knowledge base.</td>
<td>- Implementation of the integrated collection management system continued with the completion of the mineralogy collections and progress toward completion of the invertebrate palaeontology, fish and mammals collections.</td>
</tr>
<tr>
<td>Support and promote access to heritage collections within a national and international framework.</td>
<td>- Museum Victoria continued to support the Australian Museums On Line project, and collaborated with other leading collecting institutions to create national databases for Australia’s natural history collections. - The continuing Bioinformatics project provided enhanced online access to the collections and other databases.</td>
</tr>
<tr>
<td>Develop collection conservation policies, procedures and practices that support the strategic priorities of Museum Victoria.</td>
<td>- Collection conservation policies, procedures and practices were in place and will be reviewed during 2001/02.</td>
</tr>
<tr>
<td>Assist and promote preservation of heritage in the community.</td>
<td>- Museum Victoria continued to provide advice and services to regional and specialist museums, as well as Victorian Aboriginal keeping spaces and communities.</td>
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### GOVERNANCE

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

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<tr>
<td>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.</td>
<td>- In collaboration with the Board, management and staff embarked on a review of the five year Strategic Plan.</td>
</tr>
<tr>
<td>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.</td>
<td>- The Board monitored performance through monthly reviews of key performance indicators. - The organisation’s strategic goals directed the development of the annual Business Plan and individual work plans.</td>
</tr>
<tr>
<td>Ensure there are clear lines of communication between the Board, Museum management and staff.</td>
<td>- Regular staff meetings were held after monthly Board meetings to communicate major Board decisions and outcomes. - Ongoing meetings were held between senior managers, the Staff Consultative Committee and the Community and Public Sector Union.</td>
</tr>
<tr>
<td>Ensure that sound contemporary governance practices are implemented.</td>
<td>- The Board initiated a comprehensive policy development schedule, commissioned internal audits and established stringent procedures to ensure prudent financial management, the provision and maintenance of safe environments for staff and public, and the maintenance of the highest standards of probity and risk management practice.</td>
</tr>
<tr>
<td>Develop procedures that will assist the Board to ensure that Museum Victoria and its resources are effectively managed.</td>
<td>- Operating procedures were developed for all parts of Melbourne Museum. Where appropriate these were adopted by other campuses.</td>
</tr>
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</table>
"In Bunjilaka we’re presenting Aboriginal culture from an Aboriginal perspective and that’s a new experience for many visitors to the museum. Even the fact that Aboriginal people work in the museum challenges many people’s ideas about who we are. It is very rewarding to see fixed ideas and stereotypes give way to a new attitude as people wander through Bunjilaka. The more our culture and history is understood, the better life will be for Aboriginal people.”

JOY SELLS
Koori Programs Officer
Bunjilaka
Melbourne Museum

Campus Description
Melbourne Museum – Australia’s largest museum – was officially opened by the Premier of Victoria, the Hon. Steve Bracks MP, on 21 October 2001. The museum’s major exhibition galleries were opened to the public in stages, with the launch of the popular Evolution Gallery and its dinosaur exhibit in May 2001 marking the completion of the opening program.

Located in the beautiful surrounds of Carlton Gardens on the northern edge of Melbourne’s city centre, Melbourne Museum sits beside the historically significant Royal Exhibition Building (REB). This heritage building is maintained and operated by Museum Victoria as part of the overall Melbourne Museum precinct. The combination of the REB’s domed 19th century architecture and the museum’s contrasting ‘reductive modernist’ 21st century design, has received national and international acclaim.

Melbourne Museum provides a varied and interactive visitor experience to a broad audience, through exhibitions that explore the natural and physical sciences, Australian social history and indigenous cultures. The core exhibitions are spread across seven large galleries and cover six major themes: Australian Society, Indigenous Cultures, the Mind and Body, Science, Technology and the Environment. Several of these galleries have dedicated spaces to accommodate touring exhibitions, and there is a large Touring Hall for staging major travelling exhibitions.

Melbourne Museum aims to promote public discussion and understanding about concepts and issues relating to the natural environment, new technology and other changes occurring in our society. The Museum has excellent education and catering facilities, several outdoor activity areas, a range of performance spaces, and a study centre, called InfoZone, to provide members of the public with direct access to specialised information.

Features of the $290 million complex include:
- Bunjilaka – the Aboriginal Centre, which explores issues relating to the experiences, rights and perspectives of Australia’s indigenous people;
- The Forest Gallery – a living gallery with over 100 tall trees and 8000 other plants; numerous vertebrate species, including a variety of fish, birds, reptiles and amphibians; and hundreds of invertebrate species such as stick insects, spiny crayfish and butterflies;
- The Children’s Museum, with exhibitions and activities tailored for 3-8 year-olds;
- The Immersion Cinema Experience (ICE) in The Age Theatre. ICE is Australia’s first interactive cinema and only the third of its kind to open anywhere in the world;
- IMAX Theatre Melbourne;
- Melbourne Museum Shop – offering a wide variety of giftware, museum-related merchandise, books and educational materials; and
- The Royal Exhibition Building, which is currently being considered for proposal to the World Heritage Register.

The Melbourne Museum complex is also home to the headquarters of Museum Victoria, housing approximately 300 staff and another 200 contractors, state-of-the-art research and conservation laboratories, and storage facilities for the State’s heritage collections. Offices are also provided for the Victorian branch of Museums Australia.

Since opening, Melbourne Museum has proven to be an extremely popular venue for private functions, events and performances. Such commercial activities contribute positively to the museum’s financial performance while also enhancing its public profile.

Annual Performance Results
Melbourne Museum was open to the public for eight months of the 2000/01 financial year, although all galleries and facilities were not fully operational until May 2001. Most performance results, therefore, are based primarily on an extraordinary situation that cannot be accurately measured against most original targets.
Public response to the museum was extremely positive. Discounted entry prices were in place from 23 October 2000 until 10 March 2001, in light of the staged opening program, and this boosted visitation and alleviated issues relating to the partial opening. Over 800,000 people had visited the museum’s ticketed and unticketed areas by the end of the year. The museum is on track to achieve its one-millionth visitor in August 2001. Visitor surveys conducted during the year clearly showed increases in satisfaction levels as each new section of the museum was brought on line. By the end of the year, the overall approval rating (‘good’ to ‘very good’ response) had reached 96 per cent.

Schools education and tourism visitation were particularly strong, reflecting concerted efforts to raise awareness among and meet the needs of these specialist audiences.

The museum’s commercial operations, while also affected by the staged opening, performed well, with private venue hire outstripping all expectations and exceeding targets by 200 per cent.

Highlights included:

- Completing an intensive assessment and recruitment program to select approximately 75 full-time, part-time and casual customer service staff from 2500 applicants, in readiness for opening Melbourne Museum. Approximately 15 per cent of the final recruits came from an indigenous background.
- The successful opening events staged in the week of 16-21 October, including a cocktail function for 1700 special guests and free opening weekend celebrations that attracted a huge attendance of over 65,000 people.
- Partnering with the Melbourne International Festival of the Arts as a major venue for free festival events in October-November.
- Achieving extensive positive, high profile coverage of the museum in national and international media.
- The sell-out Global Sounds at Sunset summer concert series.
- The announcement in April of the Governor of Victoria, John Landy AC MBE, as Melbourne Museum’s official Patron.
- Completing the restoration of the northern facade of the Royal Exhibition Building and seeing this important heritage building returned to the national spotlight it deserves as part of the May Centenary of Federation Celebrations.
- Hosting a vibrant program of touring exhibitions that complemented long-term exhibitions and attracted new and specialist audiences to the museum.
- Attracting a broader demographic of visitors than previously achieved by the former state museum, including an average 47 per cent of visitors without a tertiary education background.
- Establishing Melbourne Museum as a ‘must see’ tourist destination in Melbourne, with 28 per cent of visitors coming from overseas, or interstate, and 14 per cent from regional Victoria.
- Achieving, in partnership with Peter Rowland Catering, excellent use of the building for commercial venue hire, with 249 private functions held in the eight months of operation, including over 60 events per month in November and December. Hire of the REB also increased by 15 per cent over the previous year.
- Establishing a team of 350 enthusiastic, trained volunteers who contributed a total of 21,500 hours of service, either in direct contact with museum visitors or working behind-the-scenes to support staff activities.
- Introducing the Bunjilaka Supporters Club, which had 1450 members at the end of the year. The membership represents a significant proportion (7 per cent) of the Victorian Aboriginal population, and continues to grow.
Special Events

- The safe arrival of Phar Lap – Australia’s most popular museum exhibit and a national cultural icon – at Melbourne Museum shortly after 4.00 am on 23 August, and the subsequent ‘Welcome Home’ party for invited guests and their families.
- A major family day and building load test in September 2000 for Museum Members, staff, construction workers and their families.
- ‘Feast for the Senses’ Gala Preview on 18 October – the premier event of Melbourne’s social calendar for the year, at which guests previewed the museum at a cocktail function. The Premier, the Hon. Steve Bracks MP, spoke at the event.
- Australia’s largest ever launch weekend for a museum on 21-22 October, with over 65,000 people attending the Stage One launch, when the complex was filled with performance and special activities. The opening parade and official ceremony on the morning of 21 October were televised live on the Internet in what was then Australia’s largest ever live webcast.
- Big Box Children’s Picnic; held in late October in partnership with the Melbourne Festival; the Department of Education, Employment and Training; The Australian Children’s Television Foundation; and The University of Melbourne’s Early Learning Centre.
- Progressive opening events for the museum’s major galleries: Children’s Museum Big Box Gallery and the Forest Gallery in December; the Science and Life Gallery and the ICE theatre in January, the Mind and Body Gallery in March, and the Evolution Gallery in May.
- Memorable and distinctly different launch events for Touring exhibitions including: Body Art (November), Forging the Nation (February), and urban dingo: the art of Lin Onus 1948 – 1996 (April).
- Major Centenary of Federation events in May used facilities at both Melbourne Museum and the REB, and included: A Sense of Place, a multi-faith ceremony at the REB; A Nation United, marking a special joint sitting of Federal Parliament and the commemoration ceremony for 7000 dignitaries in the REB; and the Federation Reception in Melbourne Museum, attended by the Prime Minister the Hon. John Howard MP, and almost 2500 dignitaries following the commemoration ceremony.
- A public forum, titled The Viet Nam War and the Next Generation was held to coincide with the national travelling exhibition Viet Nam Voices. The forum focused on the contemporary issues facing young Australians arising from the impact of the Viet Nam War.

Other visitor program highlights:

- Hosting an entertainment program of activities and events as part of the 2000 Melbourne International Festival of the Arts.
- Staging the inaugural Global Sounds at Sunset summer series of eight world music concerts, in collaboration with The Boite. Capacity audiences were recorded for each Saturday evening concert event.
- Presenting an eight-part concert series of solo performances in March, in collaboration with Clock Out Productions. This series showcased the quality and diversity of experimental and avant-garde musicians in Melbourne.
- Providing visitors with a glimpse of Tibetan Buddhist culture when the Gyuto Monks of Tibet set up residence at the museum during the April school holidays, Daily chanting, meditation, lectures and craft workshops attracted hundreds of visitors.
- Attracting new audiences to the museum through the concert series, Italian community program, Vietnamese community activities, AUSLAN tours, and by offering tours for the visually impaired.
- Commissioning two life-size dinosaur puppets for the opening weekend of the Evolution Gallery, and the humorous Underbodies Show for the Mind and Body Gallery.
- Introducing an artists-in-residence and artists on-site program as part of the ‘living’ museum concept.
- Entertaining children and adults alike with special summer holiday performances of Norbit’s Big Box Orbit, developed by Fenestra Theatre Productions and the Children’s Museum.

Exhibitions and Visitor Programs

Melbourne Museum presented 18 new long-term exhibitions, an additional nine temporary touring exhibitions, and numerous smaller displays and individual exhibits.

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Education

Melbourne Museum attracted over 83,000 visitors to its education programs during the first eight months of operation, from the broad spectrum of pre-schools, primary and secondary schools, the tertiary sector and adult education. This was an excellent result and in line with overall projections. An exciting development was the popularity of special programs for adult education and tertiary students.

The museum offered a range of education programs developed specifically for secondary levels in science, technology, health and physical education, English, the Arts and Students of Society and Environment, including Victorian Certificate of Education studies. Professional development activities relating to the exhibitions and education programs were also offered to education providers from across Victoria. Melbourne Museum continued its involvement in the innovative series of broadcasts over the SofNet – the school satellite television network – providing interesting and authoritative program content.
In conjunction with the Victorian Curriculum and Assessment Authority, the museum hosted the exhibition *Top Designs*, featuring over 100 student works, all of which scored an A or an A+, in the VCE subjects of Media, Technology and Design, Systems and Technology, and Visual Communication and Design. Over 5000 senior secondary students visited the exhibition.

Comprehensive support materials, providing a link between the museum’s exhibitions and state curriculum, were produced for visiting schools.

The museum’s study centre, InfoZone, received over 60,000 visitors to its vast information resources. Over 2000 specific inquiries were processed with assistance from Museum Victoria’s collections and research staff.

Commercial Operations
The museum’s commercial operations generate funds to support ongoing exhibition development and visitor programs. The businesses also provide the public with services and social experiences that enhance their visit to the whole Carlton Gardens precinct.

**Highlights included:**
- Forging a close working relationship with the museum’s catering contractor, Peter Rowland Catering, who operated several cafes offering varied levels of service style to suit visitors’ needs.
- Achieving, in conjunction with Peter Rowland, venue hire results that exceeded expectations by 200 per cent. Private functions in the museum’s unique indoor and outdoor areas were immensely popular. As at 30 June, a further 336 advance bookings had been received for functions.
- Opening the two-level Melbourne Museum Shop with an extensive range of predominantly Australian stock and the museum’s specialised merchandise. Retail sales and contribution exceeded budget forecasts, with $1 million in sales anticipated by August 2001. The Shop also received a high approval rating from visitors.
- Commissioning the full underground carpark, operated by Kings Parking. In September the carpark joined the Park ‘n’ Ride scheme with Yarra Trams, which encourages city commuters to park at the city fringe and use public transport to ease traffic congestion in the city centre.
- Opening the Southern Hemisphere’s first Immersion Cinema Experience (ICE), featuring 80 interactive touch screens, in The Age Theatre in January. The first film to open was *Vital Space*, which provides a high-tech journey through the human body.
- Continuing the joint venture operations of the IMAX Theatre Melbourne, with successful seasons for titles such as *Alaska, Antarctica* and the new animated Disney feature film, *Fantasia 2000*.
- Expanding the use of the REB for events and retaining large-scale events such as the Melbourne International Flower and Garden Show and Artfair 2000.

Public Art
The museum actively sought external funding and partnerships to develop an active public art program in and around the complex. Major installations included:
- *Lines of Place*, a flag installation by Scottish artist Angus Watt and Melbourne artist Glen Romanis that was installed shortly before opening. Funded by the City of Melbourne.
- As part of the Centenary of Federation Celebrations, the Friends of Federation were acknowledged and recognised perpetually through the unveiling of the A’kio Makigawa Federation Pillars. The pillars are located on the Festival Plaza and reinforce the historic role the museum precinct played in the forging of Australia’s nationhood.

Future Priorities
- Maintain and improve current levels of visitation and visitor satisfaction.
- Implement strategies to increase access and visitation among specialist audiences, including the adult education and tertiary sectors, seniors groups and multicultural communities.
- Consolidate Bunjilaka as a major indigenous cultural centre for southeastern Australia, and continue to strengthen the museum’s relationship with Victoria’s indigenous communities through the Bunjilaka Supporters Club and other initiatives.
- Actively promote the principles of the Museum Victoria Partners in Reconciliation document.
- Improve the museum’s commercial operations and maximise commercial revenue.
- Consolidate and expand the museum’s existing volunteer structure and develop a wider range of training opportunities for volunteers.
- Continue to improve universal access to all the museum’s areas and services, and provide increased services for visitors with special requirements, such as sensory tours for the sight impaired, AUSLAN and FM unit support for those with impaired hearing.
- Implement a dual use strategy for the REB that maximises commercial hire opportunities, while allowing public access and greater interpretation of the building’s history and significance.
“When people first see their names or the names of their families in the Tribute Garden it’s a very emotional moment. For many people it’s a way of recognising the enormous sacrifices of their parents or grandparents. For others it’s about being a part of a shared experience of migration. There’s a sense of pride but also humility. I feel privileged to be trusted with their stories.”
Immigration Museum

Campus Description
The Immigration Museum brings to life the personal and community stories that comprise Victoria’s immigration experience from the 1800s to the present day.

Located in Melbourne’s historic Old Customs House building, the museum offers a high quality visitor experience and encourages personal engagement and learning through a range of exhibitions and public programs.

The Immigration Museum is unique to Victoria for its subject matter and for the highly emotional, personal responses it often evokes from visitors. The museum aims to awaken each visitor’s curiosity about his or her own heritage, and to generate a desire to understand the multicultural society that Australia has become. It incorporates the Tribute Garden, a contemplative outdoor area that records thousands of names of individuals and families who have contributed to Victoria’s immigration experience.

Annual Performance Results
Since opening in November 1998, the Immigration Museum has received wide critical acclaim and earned a number of awards for the range of services and facilities it provides. During its second full year of operation, the museum continued to build on the positive reputation it has established with stakeholders and audiences.

Annual visitation targets were exceeded by 20 per cent, and the museum strengthened its position as a high quality, competitive venue in Victoria’s cultural attractions market.

The Immigration Museum has continued to position itself as a living cultural centre – a place for community, cultural, educational and social discourse.

Highlights included:
• Achieving over 85,000 visitors, who experienced a wide range of exhibitions, activities and cultural events.
• Securing $100,000 over two years from the Victorian Health Promotion Foundation to develop eight community exhibitions in the Access Gallery and six community festivals in partnership with the Heart Foundation, promoting the SmokeFree message.
• Achieving an overall visitor approval rating of 96% for the museum’s exhibitions and visitor experience.
• Hosting the successful and emotionally-charged Bonegilla Reunion Day to coincide with the exhibition From the Steps of Bonegilla.
• Achieving a 62% increase in visitation from school groups, and greater participation in school holiday programs.
• Retaining the museum’s Gold Medal Rating as part of the Victorian Managed Insurance Authority accreditation program.
• Appointing a new caterer in April and consolidating venue hire and café operations. The museum hosted a diverse range of corporate functions, events and launches.
• Reinforcing the museum’s ongoing commitment to working with regional museums in Victoria, through partnerships with Albury Regional Museum to host From the Steps of Bonegilla, and Bendigo’s Golden Dragon Museum to host Showing Face: Chinese identity in regional Victoria from the 1850s to Federation.
• Improving internal signage and public amenities to ensure visitor comfort, safety and a high standard of maintenance of the building.

Special Events
• The Bonegilla Reunion Day in February brought together over 2000 former residents and workers of the Bonegilla Migrant Reception Centre to share their experiences and stories. Bonegilla was the first, largest and longest-serving migrant reception centre in Australia’s history. The program of events included a public forum coordinated in conjunction with SBS Television and Radio, tours of the exhibitions, cultural performances, and the collection of photographs and ephemera from former residents, in partnership with the State Library of Victoria.
• The Immigration Museum hosted an Arts Industry Council Forum as part of International Museums Day in May.
• The museum hosted the Royal Melbourne Institute of Technology’s Gold and Silversmithing Department’s 2000 Graduate Exhibition and Awards.
• In partnership with the Australian Institute of Genealogical Studies, the Genealogical Society of Victoria and the Royal Historical Society of Victoria, the museum presented the one-woman show All Aboard, starring British actress Kim Hicks.

Exhibitions and Visitor Programs
The Immigration Museum presented a program of exhibitions and activities that reflected the issues and aspirations of a culturally diverse community and reinforced its position as Victoria’s premier multicultural museum.

Other visitor program highlights:
• Four successful Active for Life Cultural Sundays, developed in partnership with the Scottish, African, Latin American and Spanish, and Vietnamese communities in Victoria, and sponsored by the International Diabetes Institute, with funds from VicHealth.
• Presenting a program of events as part of Reconciliation Week 2001, in partnership with the City of Melbourne.
• Hosting a celebratory program of special events in partnership with the Department of Human Services as part of Senior Citizens Week.
• Holding a series of well attended Genealogical Workshops in the Sarah and Baillieu Myer Immigration Discovery Centre.
• The introduction of the family program Back Pack Adventures, which involves a self-guided ‘immigration journey’ experience around the museum.
**Education**

The Immigration Museum continued to deliver high standard programs to the primary, secondary and adult education sectors. These included Pack Your Bags, Passport and Adult English as a Second Language programs and the on-line Home or Away project. The Immigration Museum continued to deliver the new Victorian Certificate of Education pathway Families, for Health and Human Development students, and developed the Refugees and Displaced Persons pathway for tertiary students.

A professional development program was offered for teachers, including specialised tours for information technology teachers, and an in-service session and tour for Catholic Education Office staff. The museum partnered with the Victorian Association for Social Studies Teachers to present a forum entitled Federation. In collaboration with the Asia Education Foundation, the museum also presented a forum for students and teachers focussing on refugee issues.

A large number of tours were provided to Probus groups as part of the museum’s commitment to encouraging life-long learning.

**Audience Development**

The Immigration Museum actively sought new audiences and used a number of strategies to target Australia’s culturally diverse communities.

The Immigration Museum Audience Development Research Project funded by the Australia Council for the Arts, provided an analysis of museum visitation by the Cantonese, Greek and Italian speaking communities, and outlined strategies for attracting visitation from these communities.

A series of visitor focus groups assessed their response to the museum’s exhibitions and overall visitor experience. The resulting feedback will be used when planning future exhibition developments and visitor programs.

**Hellenic Antiquities Museum**

The Hellenic Antiquities Museum opened in November 1998. Housed on the second floor of the Old Customs House, this museum marks a unique partnership between the Victorian Government and the Government of Greece. With the support of the Greek Government’s Ministry of Culture, the museum has hosted exhibitions of rare antiquities never seen before in Australia.

The Victorian Government is negotiating a Memorandum of Understanding with the Greek Government in relation to the Hellenic Antiquities Museum. A number of options for future exhibitions are being considered. In the meantime, the designated galleries are being used to present a range of exhibitions celebrating Victoria's culturally diverse communities.

**Future Priorities**

- Maintain the high standard of facilities, preserve the building's heritage integrity, and further improve visitor and commercial amenities.
- Continue to deliver a dynamic travelling exhibition program that complements the museum’s core themes and mission.
- Present exhibitions and activities in partnership with key stakeholders that provide equality of opportunity and cultural democracy.
- Foster relations with local, national and international agencies to deliver programs that reflect the aspirations and needs of a culturally diverse community.
- Encourage return visitation and build positive awareness of the museum among different markets to attract new audiences.
- Expand the Immigration Museum’s use as a recognised venue for private events.
- Continue to provide formal and informal learning opportunities that meet the needs of general and specialist audiences.
“I’m one of the people responsible for maintaining the Melbourne Planetarium’s Digistar projector and its computerised SPICE automation system, involving anything from carefully re-aligning each of the slide projectors to re-checking the audio visual system. The Digistar is an incredibly sophisticated projector – we needed training just to learn to change a globe – and the audiences love it. When the lights go down and the show begins they are transported to another world of stars, space and planets.”
Scienceworks Museum

Campus Description
Scienceworks is a dynamic, interactive science and technology museum.

Located on the banks of the Yarra River, in the western suburb of Spotswood, the site incorporates the historic Spotswood Sewerage Pumping Station, a large events arena, and the state-of-the-art Melbourne Planetarium, as well as the museum’s modern exhibition halls and collections store.

Visitors are encouraged to ‘get a grasp of science and technology’ through participating in a range of interactive experiences that are enjoyable and educational. A diverse range of quality programs, services and facilities are provided for visitors.

Annual Performance Results
Scienceworks experienced a successful year, surpassing overall visitation targets by 19 per cent, hosting more than 80,000 school students and expanding the visitor experience offered by the Spotswood Pumping Station and the Melbourne Planetarium.

Highlights included:
- Achieving above the annual targets for admissions and revenue following a successful marketing and promotions campaign that has positioned Scienceworks strongly in the Melbourne/Victorian marketplace.
- Opening Phase One of the Pumping Station interpretive development.
- Consolidating the operations of the Melbourne Planetarium, including securing over 40,000 student bookings, and opening the successful new show Escape from Andraxus, which was developed by Museum Victoria.
- Increasing visitation levels and successfully positioning Scienceworks and Melbourne Planetarium following the opening of Melbourne Museum.
- Increasing venue hire use of Scienceworks facilities by 30 per cent.

Special Events
Solar Vehicle Challenge
October 2000 marked the 10th anniversary of the Victorian Model Solar Vehicle Challenge, staged in collaboration with the Department of Mechanical Engineering at Monash University. More than 2500 students participated in a weekend of competition between model solar boats and cars on the Scienceworks arena.

Melbourne Museum’s Official Opening
Scienceworks presented a Vintage Machinery Day beside the Royal Exhibition Building, as part of the opening weekend celebrations for Melbourne Museum. The event involved demonstrations from fascinating machinery of yesteryear including the Calliope, steam trucks and the steam roller.

Foster Foundation ‘Carbon Awareness Day’
Over 2000 students attended an open-air concert on the Scienceworks arena in February as part of ‘Carbon Awareness Day’. Highlights of the day were the launch of the ‘Kids for Environment’ web site and a performance by the Victoria Police Show Band.

Williamstown Summer Festival
Scienceworks was a Silver Sponsor of the Williamstown 2000 Summer Festival, and loaned Festival organisers the Super Sentinel Steam Wagon to use as the stage for the festival’s opening ceremony. Scienceworks Visitor Programs staff also conducted fun activities for Festival patrons.
Pumping Station Phase One Launch
Mrs Terry Bracks, wife of Victoria’s Premier, the Hon. Steve Bracks MP, officially opened Phase One of the Spotswood Pumping Station interpretation in March 2001. The enhanced visitor experience includes improved access, a light and sound show, further restoration of heritage features, and interpretive signage.

Entrepreneurial Australia Conference
This conference was presented in Melbourne by the Business and Higher Education Round Table in May. As part of the conference program, museum staff and conference organisers conducted a ‘hands on’ activity for conference delegates.

National Science Week - ‘Stars In the Making’ Lecture
Professor Ray Norris, Head of Astrophysics and Computing at CSIRO Australia Telescope National Facility presented a booked-out lecture on stellar nurseries found in the southern skies using the Hubble Telescope. Professor Norris’s lecture was followed by a Melbourne Planetarium show.

Exhibitions and Visitor Programs
Three long-term and five touring exhibitions were presented to visitors during the year, as well as several smaller, temporary displays.

Other visitor programs highlights:
- Four well-patronised, themed school holiday programs.
- Daily tours of the Scienceworks Collection Store for over 3400 visitors.
- Virtual Humanoids – a performance in the Melbourne Planetarium created and presented by The Men Who Knew Too Much. This innovative, site-specific live production was developed with support from Arts Victoria and the Australia Council.
- Celebrating Youth Week Victoria 2000 with ‘Energetic Youth Day’ in August 2000. Youths aged between 12 and 25 gained free entry on the day and were able to participate in a busy program of activities that encouraged young people to live out their dreams and make positive contributions to the local community.
- Presenting ‘The Pumping Station Project’ in November – a concert featuring brass and percussion in association with the Victorian College of the Arts School of Music. The special composition, All fired up, was commissioned for the Spotswood Pumping Station to create a sound snapshot of the location. The piece included sounds of the engine in operation.
- Senior Citizens Week in March, during which seniors were given free entry to Scienceworks.
- International Year of the Volunteer activities, including appreciation events for Scienceworks’ regular volunteers. Almost 140 volunteers contributed over 21,000 hours to Scienceworks’ daily operation during the year. The museum offered free entry to volunteers from other organisations to the Machines in Action Day in May. This was coordinated in association with Volunteering Victoria.

Education
Almost 83,000 students visited Scienceworks during the year, and approximately half of them attended a show in the Melbourne Planetarium. This result was well in excess of the year’s target of 70,000 school students.

Scienceworks obtained a grant from the Federal Department of Industry, Science and Resources to tour a ‘Bicycles on the Road’ program to Victorian regional centres as part of National Science Week in May. Over 3000 students from 23 schools attended the program over a four-week period.

The sleepover program for primary schools was further developed to include the Melbourne Planetarium. There were 33 sleepovers involving over 500 students.

Professional development for teachers continued to be a successful part of the museum’s Education Program. Scienceworks negotiated with the Department of Education, Employment and Training and the Catholic Education Office to provide extended professional development for teachers. Over 1000 teachers attended full-day, half-day or after-school sessions at the museum.

In February 2001, Scienceworks outlined its 2001 education program at a special event for 200 science teachers from around Victoria. This event was combined with the launch of the Melbourne Planetarium show Escape from Andraxus.

In partnership with the Science Teachers’ Association of Victoria, Scienceworks also hosted a Family Fun Day in May as part of National Science Week.

Future Priorities
- Celebrate Scienceworks’ 10th Birthday in March 2002 with a range of special events and visitor programs.
- Contribute to developing the content for new long term exhibitions and a new travelling exhibition.
- Source funding for the progressive implementation of the Scienceworks Capital Development Plan.
- Maintain current audience levels and progressively introduce Scienceworks to new audiences.
- Maximise cross promotional opportunities with Melbourne Museum and the Immigration Museum.
- Continuously improve services and programs for visitors and other stakeholders.
Exhibitions

Melbourne Museum
LONG-TERM
Evolution Gallery
Dinosaurs in Time
An exhibition about the history of life on earth covering the past 3,500 million years of life on earth, from ancient microfossils to trilobites, dinosaurs, mammals and plants, and presenting the fossil record as evidence of evolution.

Darwin to DNA
The exhibition covers three different themes: the historical background to the discovery of evolution; the underlying genetic mechanisms required for evolution to occur; and how our understanding of the evolution of humans and other organisms has changed through the study of DNA.

Mind and Body Gallery
BodyScape: mapping the mind and body
Explores the wonderful diversity of maps and images of the body and mind produced over the centuries and the methods and devices used to acquire them, and traces the evolving understanding of our inner workings.

Biotech and Beyond
Focuses on biotechnology in food and medicine, engaging visitors with the diverse range of applications that are increasingly a part of our everyday lives and encouraging discussion about these technologies and their implications for society.

Body Parts
Examines how our bodies work, from the hidden microscopic world of the cell, and the workings of genes and DNA, to the intricate regulatory systems that maintain us through each day of our lives.

Medical Melbourne
Provides a window on the vigorous and exciting world of biomedical research, focusing on the people and human drama behind biomedical advances and breakthroughs. Stories of Nobel prize winners, research team leaders, young scientists and laboratory assistants are used to illustrate the journey of scientific discovery.

Te Pasifika Gallery
Te Vainui O Pasifika
Developed in partnership with Pacific Islanders living in Melbourne, featuring watercraft objects from nearly every country in the Pacific.

Australia Gallery
Phar Lap – a true legend
Celebrates the racehorse Phar Lap as a symbol of Australian identity and as Australia’s first media superstar. The exhibition emphasises Phar Lap as a media personality through a compilation of the early talkie newsreels that helped give the champion his star quality, charting his wins, popularity and sudden death.

Windows on Victoria
Exhibits eight events that reflect Victoria’s diverse history since European settlement, each having had a lasting effect on Victorian society.

Melbourne: stories from a city
An exploration of the history of Melbourne - its people, neighbourhoods, workplaces and cultures.

Science and Life Gallery
Science Arcade
Explores natural phenomena from a scientific perspective using the themes: Is the Universe predictable?, What is matter made of?, What do we know about life? and What shapes the Earth?

@digital.au
Provides interpretation of the hype and jargon of the digital world in order to explain the basic principles behind the digital revolution, and places the explanation within a broad historical point of view using items from the Museum’s collection.

Southern Diversity
Showcases the diversity of the natural features of Australia and the surrounding seas – the fauna, flora, rocks and minerals, habitats and landscapes.

Bunjilaka
Koori Voices
Tells the stories of Aboriginal people in Victoria, celebrates the survival of Aboriginal culture and the ways in which Aboriginal people have continually sought to maintain autonomous lifestyles in spite of oppressive policies and welfare regimes. The exhibition recognises the history of Koori attempts to maintain rights and dignity within the struggles and achievements of daily life.

Belonging to Country
This exhibition explores the complex relationship that Aboriginal people have to land and waters throughout Australia. This spiritual, economic and political connection is explored through a wide variety of objects from the collections.
Exhibitions

Two Laws
Explores Aboriginal peoples’ perspectives of knowledge, law and property and what happens when these conflict with the laws and perspectives of non-indigenous Australians, and addresses issues such as cultural and intellectual property rights, repatriation, and the meaning of ‘dreamtime’.

Children’s Museum
1, 2, 3, Grow
Tells the story of growth through the themes of size, colour and shape. The exhibition uses objects from the natural history collections to enable visitors to compare their own growth story with the world around them and make comparisons between themselves and the way animals, plants and minerals grow.

Forest Gallery
Forest Secrets
An outdoor landscaped display that represents the tall forests in the mountains east of Melbourne and features living plants and animals. The landscape is designed as a pleasant sensory experience, but also as an exhibition which reveals the ever-changing nature of forests based on the five forces of water, earth movement, climate, fire and people.

TEMPORARY
Body Art
9 November 2000 – 4 February 2001
From piercing to tattooing, scarification, body painting and modification, this exhibition originates from the Australian Museum in NSW and celebrates the ways people adorn and transform their bodies. Intimate photographs, artefacts and audio-visual displays are used to tell stories of body art across cultures and throughout time.

Forging the Nation: Federation – the first 20 years
3 March – 3 June 2001
As Australia celebrated the Centenary of Federation, Melbourne Museum and the Australian War Memorial formed a partnership to develop this exhibition which focussed on the first 20 years of the 20th century. The collections of both organisations combined to illustrate and discuss important issues associated with the creation of Australia as an independent nation.

Australia 2000
21 October 2000 – 2 January 2001
This National Geographic Society photographic exhibition marked the commencement of what is intended to be an active and long-term partnership between the Museum and the Society. Renowned National Geographic photographers captured the diversity, uniqueness and many moods of Australia’s landscape, peoples and cultures, outback and cities.

Viet Nam Voices
13 January – 17 April 2001
Originating from the Casula Powerhouse Art Centre, Sydney, this exhibition examines the Viet Nam War through the art and craft of people from both sides of the conflict and from various political stances. It explores the complex issues surrounding Australia’s involvement in the Viet Nam War, encouraging dialogue between groups and individuals that have traditionally been antagonistic towards one another.

Ordinary Women: Extraordinary Lives
1 May – 31 May 2001
In celebration of the Centenary of Federation, this Victorian Women’s Trust exhibition depicts the valuable, but largely unheralded contribution that women have made to the shaping of modern Australian society since 1901.
urban dingo: the art and life of Lin Onus 1948-1996
6 April – 29 July 2001
This retrospective from the Queensland Art Gallery brings together key works from major collections including paintings, drawings and sculptures. Lin Onus’ life paralleled the rise and development of urban Aboriginal art in Australia over the past three decades. The exhibition was described as a homecoming for the works of this Koori artist who has made a significant contribution to Australian art.

Tasmanian Tiger: mysteries of the Thylacine
19 May – 26 August 2001
This exhibition from the Tasmanian Museum and Art Gallery, tells the story of the Thylacine’s evolution, migration, destruction, and the growth of its almost mythical image and continued sightings.

Happy Birthday Earth
May – 30 July 2001
Presented in the Children’s Gallery the exhibition represents children in views of the world and hopes for the future from 25 countries; provided by the Kids Earth Fund.

Indigenous Global Art
23 February – March 2001
Part of the First Peoples Project which allows students from around the world to work together on collaborative projects. Themes addressed include Myself, My Family, and My Culture, Traditional Stories, Our Community: Past and Present, Honouring our Elders and Traditional Foods.

Immigration Museum
LONG-TERM
The long-term exhibitions at the Immigration Museum allow visitors to discover Victoria’s immigration history from the early 1800s to the present day, through moving images, memorabilia and contemporary displays.

Leavings Gallery
Film and sound are used to explore the reasons why people left their countries to come to Australia. At the end of the gallery, the Arrivals case contains precious objects that people brought with them.

Settling Gallery
Five displays tell personal stories of immigrants – why they came, where they settled, and how they started a new life in Victoria. Around the walls of the gallery are key events in the history of immigration.

Customs Gallery
The Old Customs House is one of Melbourne’s most important 19th century public buildings. It expresses the confidence of a wealthy colony that was built on trade. The history of the Customs House and the activities of the people who worked here is the story of Victoria’s trade, immigration and government. It tells of our achievements as well as our prejudices.

Journeys Gallery – The Long Room
Visitors can climb aboard the 17-metre ship and explore the sensation of travelling to Australia by ocean liner, steamer and square-rigger. They can look in the portholes to discover the ‘living luggage’ that also journeyed to Australia.

Impacts Gallery
Explores the diversity of Aboriginal society before migrants arrived. This gallery also looks at examples of how immigration has affected our everyday lives.

TEMPORARY
From the Steps of Bonegilla
A remarkable historical exhibition that explores the impact of the Bonegilla Migrant Reception Centre in Victoria on the lives of those who passed through its gates. The exhibition tells stories of the hundreds of thousands of immigrants whose first experiences on Australian soil were at Bonegilla, the first, largest and longest serving migrant centre in Australia’s history.

In Search of Freedom: refugee journeys
11 October 2000 – 22 April 2001
Developed by the Immigration Museum in partnership with AUSTCARE, the exhibition highlights the accomplishments and personal journeys of refugees who arrived in Australia during the past 30 years. This exhibition toured selected venues in regional Victoria.

Living Australia: a celebration of ethnic community participation
21 March – 6 May 2001
This photographic exhibition by artist Emmanuel Santos features 50 works, each capturing a moment or event that reflects the diversity of the communities in Australia. Presented by the Ethnic Communities’ Council of Victoria in recognition of the Centenary of Federation celebrations.

?Lost and Found
17 May – 11 November 2001
Presented in partnership with Melbourne City Council, the exhibition is a celebration of cultural exchange between
artists from indigenous and culturally diverse backgrounds. The artists share a powerful common ground in the search, loss or re-discovery of the notion of belonging.

**Showing Face: Chinese identity in regional Victoria from the 1850s to Federation**
**13 June – 16 September 2001**
Coordinated by Bendigo's Golden Dragon Museum, this exhibition details the stories of the Chinese who came to Australia seeking fortune on the goldfields and examines the prejudice they faced as well as the largely unrecognised contributions they made to our society.

**Access Gallery**
**Anatolia to Australia**
**1 August – 15 October 2000**
Showcases the talents of female Turkish artists and explores the issues of re-settlement and identity.

**Where to? A New Beginning: maintaining Slovenian traditions**
**24 October – 28 January 2000**
Examines Slovenian customs and cultural artefacts that have survived to begin a new phase of life after immigration.

**Threads of Tradition: Hungarian embroidery in Victoria**
**6 February – 29 April 2001**
Looks at the respected craft of embroidery from the perspective of Hungarian women whose rich needlework preserves the custom and identity.

**Quilted Journeys: stories of immigration**
**8 May – 29 July 2001**
Features 44 quilts made by textile artists from around Australia inspired by immigration experiences and family histories.

**Scienceworks Museum**
**LONG-TERM**
**Stayin' Alive**
Examines the senses and how we obtain information about our environment. It also looks at how we use technology to survive in extreme environments.

**Nitty Gritty Super City**
Engages young children in a variety of activities designed to develop an understanding of science in everyday life. Through stimulating activities, children develop their skills, such as observing, sorting and hypothesising.

**Sports Works**
Explores the science and technology of sport through the themes of fitness, movement and skills.

**Driven by the Sun**
This small exhibition focuses on the annual Model Solar Vehicle Challenge which takes place at the Scienceworks Museum each year. The exhibition has information on the event as well as some models and an audio visual presentation.

**Pumping Station**
**Spotswood Sewerage**
The first stage of a major interpretative development within the historic pumping station – part of the Scienceworks Museum – was opened in March. Sounds and images, accompanied by narratives from original employees describing on-site work experiences provide an experience that gives the visitor a feeling for the original function of the building. A simulated sewer tour interactive describes Melbourne’s present day underground sewer network and portrays the historical significance of the pumping station and the strategic role it played in processing Melbourne’s effluent.

**A to Z of Collecting**
This exhibition presents collection items relating to certain letters of the alphabet. Whilst the exhibition is ongoing, its elements change regularly as different letters are featured.

**TEMPORARY**
**Math-a-mazing**
**3 June 2000 – 4 February 2001**
Originating from Questacon, the National Science and Technology Centre in Canberra, the exhibition includes the topics: mathematical shapes, probability and gambling, sequences and series, mathematical puzzles, computing elements, topology and mechanics.

**Innovative Australians**
**17 February – 25 May 2001**
As part of the Centenary of Federation this exhibition celebrates the last 100 years of Australian innovation and invention. Icons include the Coolgardie safe, the stump jump plough, recent research into long life carnations and the concept car.

**K’Nexhibition 2001**
**9 June 2001 – 7 October 2001**
From Hasbro Toys, this exhibition displays models of various iconic world structures, activated trains, cars and kinetic towers made from the construction toy K'nex. A highlight of the exhibition is a free build area which allows visitors to build and purchase models.
Illusions
1 April 2000 – 20 August 2000
Jointly owned by Scienceworks and the Scitech Discovery Centre in Perth, the exhibition was originally purchased from Heureka Science Centre in Finland and explores the essential features of the brain, the senses, visual and other illusions and the history of brain research.

Living Colour
4 September 2000 – 11 June 2001
Celebrates the role of colour in our lives and in nature. From The Australian Museum.

Megawatt
Explores the ways that electricity impacts on our lives through entertainment, communications and safety.

The Melbourne Grand Prix Display
March 2001
A series of panels provided by the Australian Grand Prix Corporation covering the science and technology behind various aspects of the motor race. These panels were complemented by a partial model of a Formula 1 car and a Repco-Brabham F1 engine.

Microscapes
August 2000 – February 2001
An art in technology exhibition from Lucent Technologies showcasing 50 images of Scanning Electron Micrographs of a variety of natural and man made things.

Olympic Display
September 2000
A display of Olympic-related items, including research projects from Victoria University, assembled to support the September school holiday theme of the Sydney Olympics.

Bugs at Work
April 2001
A display of biological control agents and the pest weeds they control to support the innovation theme of the April school holiday program.

Mathematics Talent Quest
31 July 2000 – 31 August 2000
Prize winning entries from the annual mathematics talent quest run by the Mathematics Association of Victoria.

Outreach, Technology, Information and Multimedia

Outreach Services
Outreach Services provides coordination of all online web site development and publishing, and services the community directly through the provision of the outreach program, or ‘Museum in a Van,’ reaching all metropolitan and regional areas of Victoria.

Ed-online and the education portal were redesigned to accommodate the increased range of projects and improve access to Museum Victoria’s education resources. This also supported the Department of Education, Employment and Training’s education channel which provides free access to the Museum’s web site for Victorian schools, TAFE, regional libraries and educational institutions.

Online projects published during the year included: Australia’s Federation; Encounters – a history of Aboriginal people in Victoria; Imagining Australia 1914-1918; the Flying Colours observation database and “How to” videos. Local What’s On in Education was provided for all education portals, together with greatly improved search facilities for databases such as Bioinformatics and ed-online Resources.

Excellent responses to projects and resources were indicated through sustained increases in web site visitation, continued ‘long’ average user sessions, school days peaks, and direct feedback. Over 1.24 million individual user sessions were recorded on the Museum’s website, an increase of almost 50 per cent on the previous year, with the average online visitor spending approximately 8-9 minutes browsing.

The outreach program – Museum in a Van – continued to grow in popularity, reaching a capacity audience of 16,500 Victorians of all ages and raising revenue that exceeded its target by 12 per cent.

Library services focussed on the relocation of the library to Melbourne Museum, resulting in improved access with many more researchers now working with the collections. Staff catalogued and accessioned 3,986 books and journals and completed 800 loans.

The digital publishing team continued to be heavily involved in the redesign and implementation of Museum Victoria’s online services delivery strategy. The Museum-wide digital telephony network was fully deployed across all campuses.

Information Technology Services
Information Technology Services (IT) provides network connectivity, Internet and computer access for all staff across Museum Victoria’s campuses. During the past year a totally new technical infrastructure was developed.
A high-speed wide area network (WAN) with full redundancy was constructed to link the museum’s main campuses: Melbourne Museum, Scienceworks Museum and the Immigration Museum, as well as the Moreland Annexe. This network also carries the museum’s internal telephony traffic, reducing the cost of internal communications across the organisation.

Within Melbourne Museum, a local area network (LAN) with full redundancy was installed to serve both staff and the museum’s major exhibition galleries. This network forms an integral part of the museum’s Media and Venue Management System (MVMS) from PIVoD Technologies, a Perth based Australian company specialising in integrated multimedia delivery systems. The MVMS has given Melbourne Museum the most advanced multimedia delivery system in use anywhere in the world and provides an extremely elegant and efficient solution to the delivery of multimedia throughout the museum complex.

Staff also took a leading role in the installation and development of the new telephony system, which is now operating successfully throughout Museum Victoria.

A wireless network has been established at the Moreland Annexe, along with an integrated bar-coding location control system linked to the museum’s new KE EMu collection management system. This has been developed through an in-house project and is delivering unprecedented efficiency and access for collection management staff to the museum’s reserve collections in storage. This system will be of interest to other Australian and international museums using the KE EMu collection management software.

Information and Records Management
The information and records management section is responsible for the development and improvement of information management systems and processes.

The records management program continued to be implemented across divisions, incorporating organisation-wide policies, procedures, a classification system, software, user manuals and staff training. Non-current record management procedures were implemented and a functional thesaurus and disposable schedule for museum and gallery records continued to be developed, as part of a national project.

Multimedia
The museum’s multimedia department has been focused on working closely with PIVoD Technologies to install, test and commission the MVMS system throughout Melbourne Museum. The small team works closely with Melbourne Museum’s operations area to maintain and operate the museum’s complex multimedia installations. Over 90 multimedia points operate daily within Melbourne Museum. The multimedia team also operates the museum’s ICE Theatre and is responsible for working with Immersion Studios (the Canadian developers of the system) to successfully operate and develop the Theatre. The team also works closely with the museum’s exhibition development group to install and service multimedia assets in travelling and temporary exhibitions.

Immersion Cinema Experience
The ICE Theatre, Melbourne Museum’s Immersion Cinema Experience theatre – the first interactive learning facility of its kind in the Southern Hemisphere – was installed in January. Three screens, astounding special sound effects and larger-than-life digitally created images transport the audience on a captivating and interactive virtual cinema journey. The ICE Theatre was also used for functions and corporate presentations and significant development took place to establish it as a fully-equipped theatrette available for a variety of purposes, in addition to its central role as a cinema.

Future Priorities

• Redevelop the Museum Victoria website to enhance access and experience.
• Continue to work with the Victorian Department of Education to deliver high quality educational resources.
• Pursue further information alliances with other organisations and governments to continue to promote Museum Victoria as a major content provider.
• Extensively develop the regional and statewide outreach program.
• Ensure that IT infrastructure can meet the increasing demand for computer and network-based public display and access as well as business services.
• Engage in collaborative activities with Arts Victoria, cultural agencies, Australian and international museums, and the academic sector.
• Expand wireless networking, to improve network flexibility, facilitating multi-functionality of all campuses.
• Complete implementation of the Records Management Program.
• Complete development of detailed information management standards and procedures.
• Continue to implement the multimedia and venues management system.
• Undertake research and evaluation of new technologies to enhance the delivery of server-based multimedia.
• Design and oversee the implementation of video conferencing facilities for all campuses.
• Expand use of the ICE Theatre to meet the needs of a diverse range of users.
• Develop new content for the ICE Theatre through external partnerships and collaborations.
“For the past eight months I’ve been totally immersed in Federation and much of that time has been spent in the library researching and turning my findings into information sheets. But it’s not all about 1901, I’m also collecting souvenirs from this year’s centenary celebrations so that in another 100 years the person with my job will be able to look back in time and get a snapshot of how we celebrated 100 years as a nation in 2001.”
Programs, Research and Collections

The Programs, Research and Collections Division develops, manages and conserves collections, conducts research and develops public programs. It plays a key role in achieving Museum Victoria’s mission by developing exhibitions for the campuses and content for books and electronic publications. It also develops the collections through research and acquisition and maintains the Museum’s vast collection of 16 million items, providing access to scholars and communities.

Reviewing Strategic Directions

Museum Victoria’s programs – Australian Society, Technology, Indigenous Cultures, Human Mind and Body, Science and Environment – continued to provide a focus for research, collection development and public program development activities.

The completion of the Melbourne Museum project, and the need to consolidate a platform to deliver outcomes that will be expected in the future, led to a review of the strategic directions and structure of the Division, which took place from July to February. As a result of this review, five departments were established to meet program objectives:

- Australian Society and Technology
- Indigenous Cultures
- Sciences
- Strategic Collection and Information Management
- Production Studio

The departments have been given broad responsibility for outcomes in research, collection development, collection management and conservation, public program products and online access. The Australian Society and Technology, Indigenous Cultures and Sciences departments are staffed by teams working in research, curatorial, collection management and public program development areas.

The creation of the Strategic Collection and Information Management department provides a coordinated approach to care and development of, and access to, the collections both in storage and on display. The Production Studio has been formed to provide in-house expertise to meet ongoing production needs.

Developing Exhibitions

The year has been the most active period of exhibition development in the history of Museum Victoria. The Division delivered 18 innovative long-term exhibitions in the eight galleries at Melbourne Museum.

Research

Whilst research efforts were mainly directed towards the completion of exhibition development, the commitment to other research projects continued.

Over 90 papers, books and reports were produced, and 95 lectures and talks were presented.

With the completion of exhibitions for Melbourne Museum, a transition from public program development to a focus on research-orientated activity took place. A Research Committee of the Museums Board of Victoria was convened to assist with the establishment of strategies for expanding research outputs. The first stages of this strategy are the review of the Museum’s Research Policy and the development of a comprehensive Research Strategy. Efforts are being made to identify and obtain additional external research funding, and build strategic research partnerships with other organisations.

Research Highlights:

- Successful applications for Australian Research Council grants for projects on ornithology, the history of British immigration to Australia, and an online version of the Encyclopaedia of Melbourne.
- International collaboration leading to a publication on the biodiversity of marine seamounts in the journal, Nature.
• Coordination of the 4th International Mineralogy and Museums Conference in Melbourne in December.
• Completion of the Sunshine Harvester web site, based on the Museum’s H.V. McKay photographic collection.
• Publication of Bunjilaka: the Aboriginal Centre at Melbourne Museum, a companion guide to the Bunjilaka exhibitions.
• Publication of several chapters in the catalogue to accompany the touring exhibition, Gold and Civilisation, and in the book Phar Lap.

**Research**
Much of the research undertaken has been directed towards specific exhibition and project development for all three museum campuses. The Centenary of Federation anniversary also provided the focus for extensive curatorial research.

The H.V. McKay research project provided the basis for the development of the Sunshine Harvester web site, while contextual research was undertaken on a selection of items from the Museum’s military memorabilia collection.

Extensive research was conducted on intellectual property rights regarding the Technology image collections, and the issue of detrimental effects of vinegar syndrome on cellulose acetate negatives.

**Developing Collections**
Over 1,400 objects were acquired during the year.

Significant items included:
• The dress worn by the daughter of the German Consul to the Opening of Federal Parliament at the Exhibition Building on 9 May 1901.
• A set of 72 glass plate negatives taken by amateur Melbourne photographer G.H. Myers showing decorations in Melbourne during the 1901 Federation celebrations.
• A “KL Bulldog” Model 40A two-stroke semi-diesel crude oil tractor, manufactured in Springvale, Victoria, around 1951.
• A scrapbook of letters, newspaper cuttings, handbills and pamphlets relating to the philanthropist, immigration promoter and reformer, Caroline Chisholm.
• A set of original documents relating to the running and programming of CSIRAC, Australia’s first computer.
• A vertical pedestal drill and hydraulic pump, designed and built by Fredrick John Brown, of Williamstown, a Spotswood Pumping Station fitter and engine driver, 1929-1935.
• Milk bottling equipment and business records relating to R.A. Gilchrist Dairy, Fitzroy, Victoria, 1930-1950s.
• The purchase of Phar Lap photographs and artefacts made possible through a generous donation by Nancy Telford.

**Collection Management**
Staff provided support across the three campuses including collection access and web site and program development input. The installation, deinstallation and changeover of over 12 exhibitions was completed. Loans of 140 objects from Museum Victoria collections to 28 different organisations were arranged.

**Australian Society and Technology**
The Australian Society and Technology Department aims to improve our understanding of Australian and Victorian history and the relationships between technology and society.

**Developing Public Programs**
The department completed four permanent exhibitions at Melbourne Museum: Melbourne: stories from a city; Windows on Victoria; Phar Lap: a true legend; and @digital.au.

Storylines were developed around significant technology collections for the exhibition Innovative Australians at Scienceworks Museum. Two new displays were completed at the Immigration Museum, exploring the experiences of a Dutch Indonesian post-World War II immigrant and two recently arrived young southern Sudanese people.

Content was developed and completed for the touring exhibition, Forging the Nation: Federation the first 20 years, in collaboration with the Australian War Memorial. Melbourne’s Federation Trail was developed as a heritage walk, using built heritage to interpret the Federation story.

Phase One of the interpretation of the history of the Pumping Station at Scienceworks Museum was completed, incorporating more direct visitor access, a sound and light experience, a restored North Boiler House, and new interpretive signage.

The Sunshine Harvester web site was launched. Based on extensive Museum Victoria image collections, this web site offers a rare insight into the history and operations of the agricultural manufacturing enterprise established by H.V. McKay in Sunshine, Victoria in the 1880s.

The pilot version of the database and web site Voyages to Victoria: Immigration Stories and Shipping Lists, underwent development. This joint project of Museum Victoria, the Public Records Office Victoria and the State Library of Victoria, combines a variety of immigration records from the institutions, including passenger lists, ship records, passengers’ diaries and memories, images and documents.
The Numismatics and Philately collections were relocated to Melbourne Museum. Preparation continues for the move of selected History collections from the Moreland Annexe to Melbourne Museum. Risk management issues have been addressed. Documentation has been completed for a cool room at Moreland to rehouse the cellulose acetate negative collection.

Advisory Committee
- Dr Kate Darian-Smith, The Australian Centre, University of Melbourne.
- Professor Graeme Davison, Department of History, Monash University.
- Mr Peter Hiscock, Sovereign Hill, Ballarat.
- Ms Jenny McGregor, Asialink, University of Melbourne.

Indigenous Cultures
The Indigenous Cultures Department works with Indigenous peoples in Australia and the South Pacific to improve our understanding of Indigenous peoples and cultures.

Developing Public Programs
Four major exhibitions were delivered for the opening of Melbourne Museum: *Koori Voices; Belonging to Country*; and *Two Laws* for Bunjilaka, and *Te Vainui O Pasfika* for the Pasifika Gallery. A web site accompanying the latter exhibition was developed in association with the Australian Broadcasting Corporation. Bunjilaka won the Museums Australia (Victorian Branch) award for the most outstanding museum project in Victoria for 2000.

Two significant publications were produced: *Bunjilaka: the Aboriginal Centre at Museum Victoria*, and *Reversing the Negatives: a Portrait of Aboriginal Victoria*. Planning was also undertaken, in association with the Australian National University, for a major symposium on the life and work of anthropologist Professor Donald Thomson to be held in July 2001 to celebrate the 100th anniversary of his birth.

Staff developed a travelling exhibition of Koori children’s art: *Thookay ngaweeyan: Young Voices of Victoria – Koori Children’s Art from the Collections of Museum Victoria*. A grant was secured from Visions of Australia to tour over two years to at least ten Aboriginal cultural centres and regional galleries in Victoria, New South Wales and South Australia.

Research
The first half of the year was devoted to completing the exhibitions at Melbourne Museum and compiling associated information and educational products.

Research projects included work on art of the Papuan Gulf, the Officer collection from the Solomon Islands, and a visual anthropology project relating to Donald Thomson and his photographic collection. The department contributed several sections for the upcoming history of Museum Victoria publication.

Developing Collections
Acquisitions to the collection included:
- The purchase of Aboriginal world boxing champion, Lionel Rose’s boxing gown.
- The purchase of a painted wooden cabinet by Debbie Clarke and Jennifer McCarthy from Warrnambool, Victoria.
- A donation from Lyn O’Connor of handcrafts from Kirabati, Tuvalu, Nauru, Tonga and Fiji, collected in the 1960s.
- Acquisition of a painting of Phar Lap by Aboriginal artist, Jimmy Pike.
- The purchase of a series of five paintings of Australian Football League footballers from the *Footy Stories from the Sandover series* by Urapuntja artists of Utopia, central Australia.

Repatriation
The Department continued to respond to requests to return Aboriginal human remains, particularly in Victoria and New South Wales. A successful application was made to the Department of Communication, Information Technology and the Arts under the National Program for the Return of Indigenous Cultural Property.

A Framework Partnership Agreement was developed to foster relationships between the Museum and Aboriginal communities who have interests in the collections.

The Department hosted a visit by the Acting Director of the Fiji Museum, Ms Sagale Buadromo, who spent two weeks examining and documenting Fijian items from the collection. Repatriation of any of these items is unlikely to occur until adequate storage facilities have been developed in Fiji.

Collection Management
The entire Indigenous collections, archives and offices were packed and relocated from the old museum at the Swanston Street site to Melbourne Museum and the Moreland Annexe.
The object collection was re-organised according to cultural and geographical groupings, and cultural protocols. The six new collection areas at Melbourne Museum are specifically designed to store the collection in this layout. About half of the collection was unpacked during this period; and this process, along with registration and information management, continues.

Access requests to the Indigenous collections increased in the year. Family history and community-based requests and Native Title research increased. Other major access projects included preparation for a documentary and a symposium on Donald Thomson, the Lake Tyers photograph project and outward loans.

The Donald Thomson Collection Administration Committee held four meetings and dealt with the repatriation of three items from the Collection to the relevant Aboriginal community in northeastern Arnhem Land. It also oversaw the development of the Donald Thomson academic symposium and the planning for the reprint of the book, *Donald Thomson in Arnhem Land*.

**Advisory Committee**
- Dr Ian Clark, Heritage Matters Pty Ltd.
- Mr Paul Fox, Postmaster Gallery, Australia Post.
- Dr David Frankel, School of Archaeology, La Trobe University.
- Mr Terry Garwood, Aboriginal Cultural Heritage Advisory Committee.
- Mr Phillip Kamupala-Kamupala, Pacific Islands Advisory Group.
- Ms Sonia Smallacombe, Department of Political Science, University of Melbourne.

**Sciences**
The Sciences Department aims to promote an understanding of the natural sciences, the human mind and body, and science communication.

**Developing Public Programs**
The department was involved in the completion of ten major exhibitions for Melbourne Museum: *Dinosaurs in Time; Darwin to DNA; Science Arcade; Southern Diversity; 1, 2, 3 Grow; Body Parts; Medical Melbourne; Bodyscape: mapping the mind and body; Biotech and Beyond; and Forest Secrets.*

Content for InfoLink, a computer-based information resource, was developed to provide detailed information to support the exhibitions. Study specimens of, and information sheets about, the birds, invertebrates, fossils and minerals commonly found in Victoria were provided for InfoZone.

Objects were selected for displays in the Galleria, as well as the text and images for the Blue Whale exhibit. Specimens and text were provided for the travelling exhibition, *Thylacine*, managed by the Tasmanian Museum and Art Gallery.

The show *Escape from Andraxus*, exploring the life and death of stars, was produced for the Melbourne Planetarium. The Planetarium's popular web site continued to provide access to the monthly information sheet *Sky Notes* and other astronomical information.

Other initiatives included coordination of the 4th International Mineralogy and Museums Conference and presentation of two public forums relating to human mind and body issues.

**Research**
Research on Victoria’s Mesozoic vertebrate fossils resulted in an award from the Chairman of the Committee for Research and Exploration of the National Geographic Society, and an Australian Museum Eureka National Science Prize. Research in Geosciences also included the study of trilobite collections from a number of European museums, as part of on-going taxonomic revisions, and the technical descriptions of three rare Victorian meteorites (Willow Grove, Rainbow and Pigick).

Molecular biology research focussed on documenting patterns of genetic variation in recently evolved species of honeyeater to provide insights into the ecological and evolutionary processes underlying recent avian speciation. Staff participated in an internationally collaborative project which identified a Gondwanan origin for the world’s songbirds. Other projects included evolutionary and population genetic studies on Australasian possums, bent-winged bats and marine invertebrates such as bryozoans.

The Box-Ironbark biodiversity project received the David Ashton Biodiversity Award from the Victorian Department of Natural Resources and Environment. A three-year collaborative study to define the phylogeny of the bee genus *Lasiglossum* on a worldwide basis was established. A study into the effects on other invertebrates of spraying to control the plague locust was undertaken. The diversity of invertebrate communities below dams in Victoria and NSW was examined to assess the ability of the fauna to re-colonise these river reaches after the completion of dam construction.

Marine research highlights included the establishment of a long-term monitoring program of biodiversity in seagrass habitats in Corner Inlet, Victoria and an inventory of biodiversity of rocky reefs that has contributed substantially to the development of marine parks policy by the Department of Natural Resources and Environment. Research on Australasian hogfishes led to the discovery of two new Australasian species of *Bodianus*. 
“Changes in marine populations indicate local and global phenomena such as pollution, temperature shifts, and the spread of exotic species. My research is focused on bryozoans, a phylum of mainly sessile animals. Using genetics I’m trying to find out whether certain species have been spread as a consequence of human activities or natural mechanisms. With its collections, laboratories and research team, the Museum is an exciting place for studying biology.”
Developing Collections
Notable acquisitions to the collection included:

• A collection of 13,600 butterflies from David and Joyce Holmes.
• A large vertebrate fossil collection, excavated from Early Cretaceous deposits near Inverloch, Victoria, including the most complete Mesozoic mammalian jaws yet discovered in Australia.
• A collection of 200 rare minerals (many of Russian origin), and a large collection of fossil molluscs and echinoids.
• Various marine and terrestrial invertebrate collections, including a giant squid from off Sandy Cape, Tasmania.
• A rare large Prickly shark, and the skeleton of a large sperm whale which was recovered after being washed up at Port Fairy, Victoria.

Collection Management
The final stages of relocation were completed with the successful move of all zoological collections to Melbourne Museum. Implementation of the first stage of the new Electronic Museum (EMu) database project was completed, with the mineralogy collection data now accessible through public web interfaces. The development of other web projects, including Bioinformatics, now enables virtual public access to many collection objects and their associated data.

Advisory Committees
Science Program

• Dr Warwick Anderson, Centre for the Study of Health and Society, University of Melbourne.
• Professor Nancy Millis, Department of Microbiology, University of Melbourne.
• Professor Geoffrey Opat, School of Physics, University of Melbourne.
• Mr Robert Roe, Department of Learning and Educational Development, University of Melbourne.
• Professor Roger Short, Department of Perinatal Medicine, Royal Women’s Hospital.

Human Mind and Body Program

• Professor James Angus, Department of Pharmacology, University of Melbourne.
• Professor John Coghlan, Department of Anatomy and Cell Biology, University of Melbourne.
• Professor Suzanne Cory, Walter and Eliza Hall Medical Research Institute.
• Professor Fred Mendelsohn, Howard Florey Institute, University of Melbourne.
• Professor Bob Williamson, Murdoch Children’s Research Institute.

Environment Program

• Dr Angus Martin, Biotica Consultancy, Royal Melbourne Zoological Gardens.
• Professor Gareth Nelson, School of Botany, University of Melbourne.
• Dr Tim New, School of Zoology, La Trobe University.

Strategic Collection and Information Management
The Strategic Collection and Information Management Department plays a strategic and operational role in managing, conserving and accounting for the Museum’s collections.

Strategic Collection Management
The Department identified and addressed such issues as disaster planning and occupational health and safety requirements. It coordinated other Museum-wide collection management responsibilities, including collection valuation and statistical compilation.

Developing Public Programs
Exhibitions collection coordination staff saw the culmination of a five-year project, managing the installation of Melbourne Museum exhibitions during its opening phases. The project involved the management of over 20,000 objects (including 500 loan items), 12,000 of which were selected and installed into the exhibitions. Artefacts ranged from delicate insects to large canoes, while Phar Lap was also relocated to his new home.

The Department managed the collection aspects of many of the Museum’s major temporary exhibitions, as well as the interpretive collection of about 3000 objects, used for public activities.

Collection Conservation
12,000 objects displayed at Melbourne Museum, including the CSIRAC computer, the couta boat Patsy, and the State Landau were treated. Advice was provided on all elements of exhibitions, and assistance given to installation programs. Assessment and treatments for travelling exhibitions across all campuses, and for external loans were provided.

The Integrated Pest Management program was maintained and upgraded across all the collection-holding facilities. Environments across the campuses were monitored and environmental advice was provided to facility managers.

Staff also advised on and managed conservation elements of the collection relocation project. Assistance continued with the Roving Curator Program, with preservation workshops held at several Aboriginal keeping places in Victoria.
Collection Information Management

Geology collection information became accessible on the internal network via the EMu database, representing a major milestone in the implementation of the EMu system across the Museum. Invertebrate Palaeontology, Vertebrate Palaeontology, Numismatics and Philately databases were successfully mapped onto EMu, to be made available across the network next year. Mapping and checking work was also undertaken for the newly combined History and Technology database and the Mammals and Fish databases, while manuals and protocols for using EMu were developed. Approximately 180,000 images were loaded on to the multimedia component of EMu.

A prototype online access system was developed for EMu, and the system was used as a back-end data source for a number of Outreach projects, including the World War I and Sunshine Harvester online projects.

Developing Collection Facilities

Staff at the Moreland Annexe played a significant role in moving and installing large, complex objects such as the canoes, a totem pole and the Duigan aeroplane replica into Melbourne Museum.

Several modifications and rectifications were made to the Moreland Annexe to upgrade storage, including sealing the roof and relocating the library to Melbourne Museum. Safety and material handling systems were reviewed and revised, with a safety inspection program put in place, resulting in Moreland Annexe being awarded a Gold Medal MIFSPEC rating for the second time by the Victorian Managed Insurance Authority.

The Melbourne Museum storage project was completed, providing Museum Victoria with another state-of-the-art storage facility for its diverse collections. Work continued to develop the infrastructure towards implementing a collection inventory, which deploys barcode and wireless technology.

Production Studio

The Production Studio provides a range of digital, multimedia, exhibition, publication and preparatorial products and services.

The year brought a transition from focusing primarily on preparation and image capture, management and research for Melbourne Museum exhibitions, to establishing a comprehensive professional in-house production facility to service the whole organisation. The acquisition of a large format digital printer and a digital video editing suite have had a significant impact on production output. A complete photographic service was provided, including digital, studio, location, scientific, public relations and promotional photography, scanning and onscreen image manipulation, printing and processing services.

Staff continued the important work of establishing copyright clearance and permission for exhibition and non-exhibition product. In all, over 10,000 images were photographed and sourced for the Melbourne Museum project.

Numerous exhibits including skeletons, animal mounts, casts, replicas, and models were prepared, with staff contributing significantly to the installation of objects and subsequent maintenance of exhibitions at Melbourne Museum.

Highlights included the packing and relocation of Phar Lap, installation of the articulated Blue Whale and dinosaur skeletons and the successful retrieval of a sperm whale stranded at Port Fairy, Victoria. The manufacture of a large butterfly and chrysalis for the Children’s Museum and animal models for the Mind and Body Gallery were also undertaken.

Future Priorities – Programs, Research and Collections

- Develop a research strategy, and increase use of the collections through collaborative projects.
- Revise the Collections Policy and prepare a Collection Development Strategy.
- Promote public access to the diversity and depth of the Museum’s collections, through online products.
- Continue development of the new Museum-wide collections database.
- Continue the capture of digital images of collections.
- Complete reconciliation of the collections following their relocation to Melbourne Museum.
- Develop a risk assessment approach to collection conservation through preventative strategies.
- Develop the collection-inventory system, which uses barcode and wireless technology, initially in the History and Technology collections and Indigenous Cultures collections.
- Develop a proactive approach to the repatriation of Aboriginal human remains and secret/sacred objects.
- Provide support for all exhibition programs and program development, including temporary and touring exhibitions.
"I often take a quick walk around the campus just to see how people respond to the exhibits I've made. If you hear the sound of kids having a great time and really getting into it you know you've got it right. I like the challenge of the job; it's part art, part science, part theatre, but mostly lots of fun. After all, who else gets to make robots and model dinosaurs for a living?"
Regional Services

Supporting Regional and Specialist Museums
The Regional and Specialist Museum Advisory Committee, a sub-committee of the Museums Board of Victoria, was established to advise the Minister on matters relating to museums and museum services, to stimulate collaborative approaches and provide leadership to museums in Victoria.

Ongoing discussions were facilitated regarding strategic and financial support for regional museums, and specific initiatives were achieved in partnership with regional museums, including the travelling exhibitions Ordinary Women, Extraordinary Lives and Showing Face. Staff also provided specific advice to various regional museums. Museum Victoria continued to provide accommodation for the Victorian branch of Museums Australia.

Future Priorities
- Negotiate appropriate financial resources for support of regional museums.
- Communicate key issues for the Victorian museum sector to Government.
- Engage the Victorian community through Museum Victoria’s outreach and roving curator programs.
- Discuss potential joint exhibition activities with regional museums.
- Continue to provide advice and support to individual metropolitan and regional museums.
- Continue to provide accommodation for the Victorian branch of Museums Australia.

Corporate Services

Human Resources Management
The successor to Museum Victoria’s first Enterprise Partnership Agreement was achieved with a resounding 94 per cent ‘yes’ vote when the agreement was put to ballot in January. The agreement was certified in the Industrial Relations Commission in February.

Extensive consultation took place with staff and the Community and Public Sector Union with regard to the structural review of the Programs, Research and Collections Division.

After an intensive recruitment and training process a new front-of-house workforce for Melbourne Museum was in place for its opening. The process successfully recruited a team of consistently high calibre employees capable of delivering an excellent customer service experience to each Melbourne Museum visitor.

The Aboriginal Employment Strategy was implemented, resulting in the recruitment of 13 customer service officers at Melbourne Museum and the assistant collection manager of the Australian Aboriginal collection. Museum Victoria won an Arts Portfolio Leadership Award for this project.

Assistance was provided to develop and implement Museum Victoria’s Partners in Reconciliation document – a clear statement of Museum Victoria’s position and approach to reconciliation with indigenous Australians. Museum Victoria won an Arts Portfolio Leadership Award for this project.

Significant work occurred to establish and test a new ‘employee self service’ module of the in-house payroll system, providing staff with on-line access to their personal employment related information, and automating a variety of human resources transactions.

A family day for Museum Victoria staff was held during the development stage of Melbourne Museum, providing the opportunity for staff to show their families through the new museum prior to its opening.

Museum Victoria remains committed to the principles of merit and equity and has again chosen to incorporate this commitment and a variety of related initiatives into its new Enterprise Partnership Agreement. During the year, Museum Victoria revised and reissued its Managing Diversity and Equal Opportunity Policy and made this available to all staff. This policy has also been incorporated as a mandatory component of the online induction program developed for use by all new employees.

Occupational Health and Safety
Museum Victoria continued to apply rigorous and uncompromising standards to the management of its health and safety program, in line with the Occupational Health and Safety (OHS) Policy approved by the Museums Board of Victoria.

The presence of staff and visitors in the new Melbourne Museum complex while construction activity was still taking place necessitated safety training to ensure that any potential risks were identified and treated.

The cross-campus occupational health and safety program included the following outputs against defined performance indicators.
- Maintenance and testing programs were carried out for all Museum Victoria premises in accordance with the Building Essential Services Act 1994.
- Emergency evacuations were undertaken during the 2000/01 financial year on all campuses.
• Noise audit and/or air quality testing was carried out as required in the Melbourne Museum carpark, the Royal Exhibition Building earth sciences store, and Melbourne Museum.  
• Museum Victoria’s contractor safety management program was applied at all campuses, resulting in a reduction of recorded lost time incidents.  
• Designated Work Groups were established for Melbourne Museum campus and an election process was put in place for OH&S representatives in accordance with Section 29 and 30, Occupational Health and Safety Act 1985.  
• Designated work groups were established and OHS representative nomination elections were called.  
• A legionella, bio-hazard and cooling tower testing and inspection program was established that exceeds the requirements of current regulations.  
• Hazards and safety issues identified across all campuses have been addressed and treated in accordance with the established procedure.  

A continuing program to address items identified in site risk surveys was undertaken. Museum Victoria maintained its Victorian Managed Insurance Authority gold medal rating for three premises and obtained silver ratings for the remaining three venues.

Incidents
Minute levels of legionella bacteria were detected in Melbourne Museum’s cooling towers during routine testing in early 2001. While Health Department officials advised that the levels were so low that they posed a negligible risk, museum management chose to inform staff and the public, and some press coverage ensued. As a result of the detection, the museum chose to further improve its testing and treatment procedures, including increasing testing and dosing from a monthly to a weekly regime.

Finance and Administration
Services provided included finance, contract management, purchasing, fleet management and asset control. The following major outputs were achieved.
• Implementation of business systems and procedures for the opening of Melbourne Museum, including the integration of ticketing and retail systems across all campuses.
• Implementation of the Goods and Services Tax.
• A complete stocktake of all Museum Victoria furniture and equipment.

Major initiatives included the following.
• Revision and extension of an enterprise-wide financial model incorporating detailed modelling of Museum Victoria commercial operations.

• The development of financial reporting packages to track financial performance to key performance targets.
• Review of financial procedures for effectiveness and efficiency.

Facilities Management
Progressive occupation of the Melbourne Museum complex occurred while exhibition fitout and construction works were finalised. This continued throughout the opening phase of the museum, and produced a series of major facility management issues requiring resolution throughout the year.

Major achievements with regard to Melbourne Museum included the preparation of the building, implementation of facilities management arrangements and an emergency plan and procedures. Completion of a program of urgent and essential works and rectification of a number of major construction defects took place. A successful program of cleaning and managing air-conditioning cooling towers beyond legislative requirements was implemented.

Work continued on the Royal Exhibition Building (REB) with the completion of major refurbishment works to the facades and capital works in and around the building. A prioritised program of further works was developed for the REB.

Staff and collections from the Mollison Street premises were relocated to Melbourne Museum in August. Museum Victoria cleared and cleaned its Abbotsford premises to accommodate exhibition refurbishment and the construction program for Scienceworks Museum and Melbourne Museum.

Maintenance and service contracts were maintained for all business-critical plant and equipment. Museum Victoria statutory obligations under the Building Essential Services legislation were met.

Future Priorities
• Implement the organisational improvement strategies outlined in the Enterprise Partnership Agreement 2.
• Commence development and negotiation of the third Enterprise Partnership Agreement.
• Release new generation of financial reports.
• Develop online procurement processes.
• Develop and implement revised performance management and performance pay arrangements.
• Implement strategic facility management plans.
• Implement occupational health and safety and risk management plans.
• Deploy an automated ‘employee self-service’ human resource information system to better facilitate transactions.
• Achieve Victorian Managed Insurance Authority gold medal level rating for Melbourne Museum.
Museum Development

The Museum Development Division was formed in August and focuses on development and fundraising, public affairs and publicity, marketing and market research, membership, issues management and government relations.

Of particular importance is the expansion of sources of income and revenue through increased fundraising, including corporate sponsorship and donations from foundations and individuals. To this end, policies and strategies have been prepared and implementation of an intensive fundraising campaign commenced early in 2001, with a series of events to introduce corporate and philanthropic Australia to Museum Victoria.

A new support group – Museum Ambassadors — was introduced. This carefully chosen, diverse group of Ambassadors served as advocates for Museum Victoria and its activities within their sphere of influence and communities. A key element of the role was to assist the Museum in its fundraising campaign.

Divisional staff were heavily involved in planning for Melbourne Museum’s opening, including coordination of opening events, media liaison and publicity, and managing issues relating to the need for a staged opening of the museum.

Two major events were held to herald the new Melbourne Museum. The memorable ‘Feast for the Senses’ Gala Preview event on 18 October, introduced the museum to over 1700 stakeholders, supporters and VIP guests. Reconciliation was the major theme for the public opening by the Premier of Victoria, the Hon. Steve Bracks MP on Saturday 21 October. The opening was a tremendous success with over 65,000 people taking advantage of the free admission over the opening weekend.

The new Museum Victoria Magazine was launched in May by Museum Victoria Ambassador, Ms Ita Buttrose AO. The magazine replaced a number of regular publications produced by the Division and will play an increasingly important role in the way the museum communicates with its key stakeholders.

Corporate Development

Museum Victoria is committed to developing long-term partnerships and mutually beneficial relationships. New partnership opportunities have been identified and negotiated and existing partners serviced. Partners include corporate sponsors, philanthropic organisations and individuals, Government funding bodies, media and suppliers.

Corporate Development has continued to raise awareness in the community about opportunities and projects being developed by Museum Victoria. Highlights included the development of a new fundraising strategy, sponsorship guidelines and a sponsorship policy; hosting a series of dinners to enable people from Melbourne’s corporate and philanthropic sectors to preview Melbourne Museum; and conducting a series of Melbourne Museum tours for potential supporters.

A full list of Museum Victoria’s supporters, including sponsors, donors and Ambassadors, appears on page 67 of this Report.

Museum Victoria Members

The opening of Melbourne Museum provided a new impetus for the Museum Victoria Membership program. A concerted membership campaign and special members events linked to opening stages resulted in the number of memberships tripling by the end of the year, to almost 10,000 memberships representing over 30,000 people.

Events offered during the year included opportunities to go “behind-the-scenes” to see the new museum’s collection stores and laboratories, a special preview of Melbourne Museum, screenings of the new Melbourne Planetarium show, and a guided tour of Mt William in Lancefield, which is an area of historical and archaeological significance.

Corporate Public Relations

The Corporate Public Relations Department is responsible for the public affairs activities of Museum Victoria and Melbourne Museum, including media management and publicity, issues management, government and public relations. The focus this year was on ensuring the successful launch and staged opening of Melbourne Museum.
The implementation of the Melbourne Museum Media and Public Relations Plan, which commenced in November 1999, continued during 2000 to secure extensive international, national and local media interest in the new museum.

Intensive issue management was required as construction delays beyond the control of Museum Victoria dictated the need for a staged opening. By August, it was apparent that the Stage One opening in October would unveil less than half the museum’s exhibition galleries. A number of strategies were implemented to address the issue and a successful staged opening program was achieved.

The six-month opening period was turned to advantage, with media, public and stakeholder events and publicity activities for the opening of each new stage ensuring a consistently high public profile for the new museum.

**Highlights included:**

- Combined efforts of public relations and marketing contributed to achieving awareness of Melbourne Museum among 98 per cent of adult Melburnians by the end of the year (independent Newspoll survey).
- Media coverage valued in excess of $22 million was achieved worldwide, including attendance by CNN International’s ‘artclub’ program at the October opening events, resulting in significant coverage that aired in over 200 countries.
- Over 90 per cent of all media coverage was positive or neutral in content, demonstrating the clear success of the museum’s issue management strategies.
- Saturation media coverage in Australia and New Zealand was achieved for the historic relocation of Phar Lap from the former museum in the city centre to Melbourne Museum.
- Involvement in over 20 events and media launches, featuring the development of Melbourne Museum, the staged exhibition gallery openings, launches for travelling exhibitions, and Museum Victoria achievements. Intensive work went into developing targeted invitation lists for these events, with particular emphasis on the guest list for the ‘Feast of the Senses’ gala event.
- Coordination of visits to Melbourne Museum by a large number of international and interstate officials, politicians, tourism industry and government department representatives, and media.
- Developing a Melbourne Museum media resource web site.
- Commissioning the commemorative song Galleries of Life by Kutcha Edwards for the launch of Melbourne Museum.
- Significant Australian and international interest in the discovery of a rare giant squid.

**Marketing**

The key priority for the year was to successfully launch Melbourne Museum and market it effectively to target markets.

The marketing campaign adopted the full mix of marketing communications. The opening advertising campaign aimed to strongly position the new museum in the leisure market. Using the slogan ‘Life. Now Showing’, four television commercials were produced to portray a sense of life and the unexpected. This was supported with print, direct mail, collateral, promotions, transit and radio campaigns. Each use of advertising was leveraged where possible by sponsorship support.
In addition to the general positioning campaign, each special exhibition was supported with an advertising campaign to target markets.

The education and tourism markets were a key focus for the year. Melbourne Museum was represented at major tourism trade shows and conducted a comprehensive familiarisation and events program to introduce the museum to the local industry and further strengthen relationships. The Museum’s Patron, the Governor of Victoria, Mr John Landy AC MBE, spoke at an evening event to introduce hundreds of Victorian teachers to the museum.

Melbourne Museum’s opening celebrations were designed to involve and excite a large cross-section of the community, and were extended by collaboration with the Melbourne International Festival of the Arts.

**Highlights included:**
- Contributing to attendances of over 800,000 people to Melbourne Museum between 21 October 2000 and 30 June 2001.
- Combined communications activities and significant sponsorship relationships resulting in over 65,000 people attending Melbourne Museum’s opening weekend celebrations.
- The Melbourne Museum tourism marketing program performed above expectations with 12 per cent of visitors coming from overseas, 16 per cent from interstate, and 14 per cent from regional Victoria. Over 3000 tourism industry personnel have participated in familiarisations at Melbourne Museum.
- A one-hour documentary on the Melbourne Museum, *Galleries of Life* was broadcast on Seven Melbourne.
- Development of a transit sponsorship partnership with JC Decaux and Yarra trams, which has resulted in an ongoing ‘Dinosaur tram’ roaming the streets of Melbourne as well as tram advertising for other exhibition programs.
- In cooperation with ABC Radio, hosting the sell-out world music series *Global Sounds at Sunset*.

**Future Priorities**
- Introduce a Museum Victoria Patrons program for individuals and companies.
- Develop an individual giving program for Museum Victoria.
- Expand the Museum Victoria Members program to 15,000 memberships.
- Maintain a high public profile and levels of positive awareness for Melbourne Museum through the media, special events and targeted stakeholder relations.
- Continue to implement and evaluate the Museum Victoria Government Relations Strategy.
- Ensure continued growth in Melbourne Museum’s tourism market – interstate and international.
- Continue to position Melbourne Museum as a ‘must see’ destination for all Victorians.
- Develop and implement a communications strategy to promote the important research and collection management work undertaken by the museum.
- Benchmark for visitor satisfaction at each Museum Victoria campus.
- Assist in forward planning by evaluating audience responses to topics for potential future exhibitions.
- Conduct a comprehensive summative and remedial evaluation of exhibitions at Melbourne Museum.

**Market Research and Evaluation**

Museum Victoria utilises insights provided by market research and evaluation studies in its decision making across a range of planning areas. Numerous internal studies and one external study were conducted. The internal studies comprised 33 quantitative statistical and six qualitative studies, which were more explorative in nature.

**Highlights included:**
- Obtaining the first ever comparative visitor information across all three museum campuses.
- Improvements to the data collection process using a team of experienced interviewers to approach visitors and conduct surveys.
- Implementing the first stage of the visitor experience survey, which will monitor visitor satisfaction across all Museum Victoria’s public access areas.
- Trends and visitor responses over the initial Melbourne Museum opening period were tracked through six visitor profile surveys.
- A major qualitative study was conducted at the Immigration Museum to explore the overall visitor experience.
- A major qualitative study of visiting teachers at Scienceworks Museum explored the teacher experience.
InfoZone, at Melbourne Museum, offers a wide range of resources for researchers, including drawers of specimens from the Museum Victoria Collection.

Children discover the secret of stalagmites in the 1,2,3 Grow exhibition, Children’s Museum.

Students learn about Australia’s native fauna in the Southern Diversity exhibition, Melbourne Museum.
“I watched the building of Melbourne Museum with interest and when it finally emerged from the scaffolding it took my breath away and I knew I wanted to be a part of it. As a volunteer I see the sense of wonder and the desire to learn that the museum inspires. I see it in the faces of visitors, and especially in the children.”
Corporate Governance

The Museums Board of Victoria

Museum Victoria is governed by the Museums Board of Victoria, a statutory body established under the Museums Act 1983. It consists of a maximum of eleven members appointed for a three-year term (for a maximum of three terms) by the Governor-in-Council and subject to the direction and control of the Victorian Minister for the Arts.

The Board is directly accountable to the Government of Victoria, through the Minister for the Arts, and works closely with Arts Victoria to deliver policy objectives.

Role

The Museums Board of Victoria is responsible for the good management of Museum Victoria and has the following functions.

- To control, manage, operate, promote, develop and maintain Museum Victoria.
- To control, manage, operate, promote, develop and maintain the Exhibition land as a place for the holding of public exhibitions and for the assembly, education, instruction, entertainment or recreation of the public.
- To develop and maintain the State collections of natural sciences, indigenous culture, social history and science and technology.
- To exhibit material from those collections for the purposes of education and entertainment.
- To promote use of those collections for scientific research.
- To promote the use of Museum Victoria’s resources for education in Victoria.
- To research, present and promote issues of public relevance and benefit.
- To act as a repository for specimens upon which scientific studies have been made or which may have special cultural or historical significance.
- To provide leadership to museums in Victoria.
- To advise the Victorian Minister for the Arts on matters relating to museums, and co-ordination of museum services in Victoria.

MEMBERS

President
Professor David Penington AC
MA DM(Oxon) LLD(Hon) FRCP FRACP FRACPA

David is the former Vice Chancellor of the University of Melbourne, with strong interests in the processes and outcomes of science, particularly bio-medical science. In 1988 he was appointed a Companion of the Order of Australia, for services to medicine and to the community. He has often been called upon by government to conduct major enquiries and investigations, notably as Chairman of the Commonwealth’s AIDS Taskforce in the 1980s, and Chairman of the Victorian Premier’s Advisory Council on Illicit Drugs in 1995/96 and Victoria’s Drug Policy Expert Committee in 1999/00.

Treasurer
Mr Ian Sinclair
FCA
Appointed 1985. Term concluded at the end of June 2001 after serving as Treasurer over a period spanning 17 years.

A chartered accountant and former partner of Ernst & Young, Ian has long provided advice and expertise as the Board’s Treasurer. Ian served as the Board’s representative on the State Government’s former Museums Advisory Board for some years, and has an in depth understanding of the Victorian museum community. He is Chairman and Director of a number of boards, and has been a member of the Australian Biological Resources Study Committee and a Councillor of the Institute of Chartered Accountants in Australia.

Mr Terry Garwood
Diploma of Arts GradDipEd (Secondary)
Appointed 1997.

Terry was Director of Aboriginal Affairs Victoria for seven years, concluding at the end of 1996, and has long been involved with Museum Victoria, especially in the area of indigenous communities and culture. Now a Regional Director of the Department of Human Services, he also serves as the Chair of the Board’s Aboriginal Cultural Heritage Advisory Committee and is a member of Victoria’s Centenary of Federation Committee. Terry has a keen interest in Aboriginal community development issues, particularly with respect to cultural heritage and economic development. Terry is a Life Member of the Koorie Heritage Trust, and a member of the...
Committee of Management of the Aborigines Advancement League Inc. and the Aboriginal Advisory Committee of Diversity @ Work.

Professor Jennifer Graves
BSc (Hons) MSc PhD
Appointed 1999.
Jennifer gained her qualifications in genetics and molecular biology at the University of Adelaide and the University of California, Berkeley. Currently a Professor at the Australian National University, she is also a Research Fellow of the New Opportunities in Animal Health Sciences Centre for animal conservation and reproduction at the Smithsonian Institution and a Fellow of the Australian Academy of Science. A member of numerous scientific societies and panels, she has also contributed to her research field of mammalian genome evolution through the publication of over two hundred research papers.
Mr Peter Hiscock AM
FCPA FCIS
Appointed 1996.
As the Director of Sovereign Hill, Ballarat, Peter has had a long
and highly respected career in the
management and development of
regional tourism and museums.
He is a former Chairman of the
Victorian Tourism Commission and
the Museums Advisory Board, and is
in constant demand by government
and other bodies for his advice and
counsel. He chairs the Immigrantation
and Hellenic Museums Committee
and is also Vice Chair of the Heritage
Council in Victoria. An accountant by
profession, Peter spent 15 years with
Petersville Ltd in both financial and
general management positions.

Associate Professor Janet
McCalman
BA PhD FAHA
Appointed 2000.
Janet is Reader in both the
Department of History and Philosophy
of Science and in the Centre for the
Study of Health and Philosophy at the
University of Melbourne. She has
published widely in Australian and
British social history and has won a
number of literary and scholarly
awards, including the Australian
Academy of the Humanities’ inaugural
Max Crawford Medal. She writes a
regular column in The Age.

Ms Tina McMeekan
BSc MBA (Melb) FAICD
Appointed 1999.
Tina is a business and financial
consultant and company director with
extensive experience in establishing
new businesses, strategy and
business planning, capital raising and
corporate governance. She is
presently involved in the energy and
tourism industries. Tina holds non-
executive directorships at Snowy
Hydro Trading and the Zoological
Parks and Gardens Board and is an
Executive Director of Riverside
Australia.

Professor Geoffrey Opat
BSc PhD FAA FAIP FAAS
Appointed 1998. Term concluded at
the end of June 2001.
Geoffrey gained his BSc and his
PhD at the University of Melbourne.
Over a long and distinguished
research career he has published
over one hundred theoretical and
experimental papers on questions of
fundamental and applied physics. He
is a Fellow of the Australian Academy
of Science and has received the
Australian Institute of Physics Boas
Medal for his research on neutron
interferometry. He is well known for his
interests in science education and in
communicating science to children
and the general public.

Ms Sheila O’Sullivan
BA FPRIA
Appointed 2000.
Sheila is the Chairman of Socom
Response Public Relations. Her work
spans a broad range of issues within
the community, often at the interface
between government, the community
and the private sector. Sheila has won
numerous Public Relations Institute of
Australia awards for her work, and has
also served as a member of many
advisory bodies including the
Administrative Review Council and
the Ministerial Advisory Council of
the Arts (Victoria).

Ms Deanne Weir
BA (Hons) LLB (Hons) LLM
Appointed 1998. Resigned
Deanne has been a corporate lawyer
with Telstra since 1992 and is an
expert in telecommunications,
competition and commercial law.
Formerly Telstra’s Regulatory and
Competition Counsel, Deanne
resigned from the Board when she
took up the position of Director
Corporate Development for
TelstraSaturn. In 1995 Deanne was
awarded the Britain-Australia
Commercial Law Scholarship which
enabled her to complete a Masters
Degree in Commercial and Corporate
Law at the University of London.
Deanne was founding Convenor of the
Victorian Women Lawyers’ Association
and an adviser to the Board of the
Australian Women Lawyers’
Association. In 1998 Deanne was the
inaugural winner of the Australian
Corporate Lawyers’ Association’s
“Young Achiever of the Year” award.

Mr Bob Weis
BA
Appointed 1998.
Bob is the Director of Generation
Films and has been producer and
executive producer of feature films
and television programs in Australia,
Europe and the United States of
America. His productions have won
many awards, including the United
Nations Media Peace Prize, Australian
Film Institute, Logie and Penguin
awards. Bob was Chairman of the
Australian Film Institute and President
of the Screen Producers Association
of Australia, a Council member of the
Australian Film, TV and Radio School,
a Board member of Film Victoria and
is currently Chairman of the Australian
Art Orchestra.
COMMITTEES
The Board has established a number of standing and advisory committees under the Museums Act 1983.

Standing Committees
Finance and Audit Committee: assists the Board in fulfilling its responsibilities with regard to financial management, accounting and reporting practices as prescribed by the Museums Act 1983.

Members
Mr Ian Sinclair (Chair)
Mr Terry Garwood
Professor Jennifer Graves
Mr Peter Hiscock AM
Dr Janet McCalman
Ms Tina McMeckan
Professor Geoffrey Opat
Ms Sheila O’Sullivan
Ms Deanne Weir
Mr Bob Weis

Nominations and Remuneration Committee: responsible for advising the Board on all staffing matters.

Members
Mr Ian Sinclair (Chair)
Ms Tina McMeckan
Mr Graham Cunningham
Mr Bob Weis
Ms Sally Sinton

Aboriginal Cultural Heritage Advisory Committee: responsible for advising the Board on all matters relevant to Aboriginal cultural heritage. The members of the Committee include representatives of Aboriginal communities throughout Victoria, as listed in the Aboriginal and Torres Strait Islander Heritage Protection Amendment Act 1987, Part 2(a).

Donald Thomson Collection
Administration Committee: established to administer the legal agreement between The University of Melbourne, Mrs Dorita Thomson and Museum Victoria for the placement on long-term loan of the Donald Thomson Collection at Museum Victoria.

Regional and Specialist Museums Advisory Committee: responsible for advising the Minister on matters relating to museums and the coordination of museum services, to stimulate collaborative approaches and provide leadership to museums in Victoria.

Thomas Ramsay Science and Humanities Committee: responsible for the awarding of the Thomas Ramsay Science and Humanities Fellowship and conducting the Crosbie Morrison Memorial Lecture.

Advisory Committees
Museums Project Control Group: responsible for planning and implementation of Museum Victoria major projects.

Development and Marketing Committee: responsible for advising the Board and staff on issues in relation to development and fundraising.

Immigration and Hellenic Museums Committee: responsible for providing advice to the Board on the ongoing programming and management of the Immigration Museum. The Committee provides advice on all matters relevant to the interpretation of the migration experience and issues of cultural diversity.

Technology and Information Committee: responsible for advising the Board on information management, technology and multimedia utilisation throughout Museum Victoria.

Research Committee: responsible for advising the Board on strategic matters relating to research and collection development, and oversees the implementation of the Board’s Research Strategy.

ATTENDANCE AT MEETINGS

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<th>Member</th>
<th>Museums Board of Victoria</th>
<th>Finance and Audit Committee</th>
<th>Nominations and Remuneration Committee</th>
<th>Aboriginal Cultural Heritage Advisory Committee</th>
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<td>Professor David Penington AC</td>
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<td>Mr Ian Sinclair</td>
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<td>Mr Terry Garwood</td>
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<td>Mr Peter Hiscock AM</td>
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<td>Mr Bob Weis</td>
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<td>Total number of meetings</td>
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Note: Ms Deanne Weir resigned from the Museums Board of Victoria in February.
Executive Management Team

The Museum Victoria Executive Management Team in the Forest Gallery, Melbourne Museum.

From left to right: George MacDonald, Rob Hirst, Geradine Kerlin, Martin Hallett, Gaye Hamilton, James Dexter, Padmini Sebastian, Joseph Corposi, Timothy Hart.
Executive Management Team

Chief Executive Officer, Museum Victoria and Director, Melbourne Museum

George F. MacDonald
BA PhD Lld FRSC FRSA

Responsible for providing leadership of, and being accountable for, the operations of Museum Victoria, and the launching of one of the world’s finest museum organisations.

George MacDonald will leave Museum Victoria in October 2001. Martin Hallett will be Acting CEO until a new Chief Executive Officer is appointed.

Deputy Chief Executive Officer and Director Regional Services

Martin Hallett BAgSci MAgrSci DipEd
Appointed May 2000.

Oversees the Immigration Museum as well as the Division of Outreach, Technology and Information Services and Multimedia which provides information technology infrastructure and services for Museum Victoria and outreach services to the community. Also, provides executive support to the Board’s Regional and Specialist Museums Advisory Committee.

Director, Corporate Services

Joseph Corponi BBus GradDipCDP
Appointed 1993.

Responsible for the provision of financial, human resources and property services, development of policy, maintaining a risk free environment for staff and visitors, and ensuring the effective and efficient management of Museum Victoria’s resources and assets.

Assistant Director, Melbourne Museum

James Dexter BA DipEd

Responsible for the development and operation of Melbourne Museum’s education and public activity programs, customer services, commercial facilities, campus marketing, the management of exhibitions as well as the operations of all public areas of Melbourne Museum. Also responsible for the management and development of the Royal Exhibition Building.

Director, Scienceworks Museum

Gaye Hamilton BSc(Ed)
Appointed October 1996.

Responsible for the continuing development of Scienceworks Museum (incorporating the Melbourne Planetarium and Spotswood Pumping Station) as a vigorous and viable campus of Museum Victoria. This includes emphasis on increased participation by new and existing audiences across an ever-changing range of activities offered by Scienceworks, on and off site. Also responsible for liaison with the Victorian Department of Education and Catholic Education Office for the provision of extension education services throughout Museum Victoria.

Director, Outreach, Technology, Information and Multimedia

Timothy Hart BSc Arch - Archaeology (Hons)

Responsible for Museum Victoria’s information technology and information management infrastructure and systems, web site and digital publishing activities. Also the development and management of the Museum’s multimedia networks including the multimedia management system, the Immersion Cinema Experience (ICE) Theatre, and physical outreach activities to metropolitan and regional communities.

Director, Programs Research and Collections

Robin Hirst BSc(Hons) PhD DipEd
Appointed August 1999.

Responsible for the Museum’s Research Program and the development, management and conservation of the collections. The position is responsible for the development of Museum Victoria exhibitions and the production of planetarium shows, on-line content and other public programs.

Director, Museum Development

Gerardine Kerlin BA(Hons)
Appointed August 2000.

Responsible for public affairs and public relations, government relations, issues management, Museum Victoria membership, marketing and market research, fundraising and development. Aims to make Museum Victoria a leader in these fields.

Acting Campus Manager

Immigration Museum and Hellenic Antiquities Museum

Padmini Sebastian BA, Grad Dip Journ.

Responsible for the continuing development of the Immigration Museum as a significant and dynamic heritage and cultural venue in Victoria. Also responsible for the delivery of high quality and engaging public programs focused on the immigration experience and resulting diversity, whilst ensuring the financial viability of the Museum’s operations.
Museum Victoria Organisational Structure as at 30 June 2001

Minister for the Arts
The Hon. Mary Delahunty MP

Department of Premier and Cabinet
Arts Victoria

Museums Board of Victoria

Chief Executive Officer, Museum Victoria and Director, Melbourne Museum
Dr George F. MacDonald*

Deputy CEO and Director Regional Services
Mr Martin Hallett

Director, Museum Development
Ms Gerardine Kerlin

Director, Programs, Research and Collections
Dr Robin Hirst

Director, Corporate Services
Mr Joseph Corponi

Assistant Director, Melbourne Museum
Mr James Dexter

Director, Scienceworks Museum
Ms Gaye Hamilton

Acting Campus Manager, Immigration Museum
Ms Padmini Sebastian

Director, Outreach, Technology, Information and Multimedia
Mr Tim Hart

*George MacDonald will leave Museum Victoria in October 2001. Martin Hallett will be Acting CEO until a new Chief Executive Officer is appointed.
Museum Victoria Partners

Museum Victoria actively seeks corporate and philanthropic partnerships within the community. These partnerships enable Museum Victoria to develop and sustain the highest quality public access and programming. During the year, Museum Victoria welcomed a number of new partners, especially through the opening of the Melbourne Museum.

Scienceworks Museum and the Immigration Museum hosted a number of touring exhibitions with invaluable support from sponsors, supporters and campus partners. Community-based sponsors generously supported the Immigration Museum’s Access Gallery exhibitions.

Museum Victoria continued to receive substantial support from the Victorian Government.

Principal Partners
• The Age
• Bristol-Myers Squibb
• Commonwealth Bank
• Community Support Fund
• Department of Education, Employment and Training
• GlaxoSmithKline
• Melbourne Water
• Seven Network Limited
• The Sidney Myer Fund
• Streets Icecream
• Tattersall’s

Major Partners
• City of Melbourne
• Grollo Family
• JC Decaux
• Melbourne Water
• Menzies Foundation
• The Myer Foundation
• Network Ten
• Pacific Dunlop
• Mrs Sarah and Mr Baillieu Myer
• Schiavello Commercial Interiors
• Schweppes Cotte’s
• Mr Spiros Stamoulis
• Yarra Trams

Major Supporters
• Cadbury Schweppes Pty Ltd
• Catholic Education Office
• Sofitel Melbourne
• Visions of Australia

Supporters
• 774 ABC
• ACI
• Australian Unity
• BP Spotswood
• Herald-Sun
• John Danks Trust
• Melbourne Port Corporation
• Monash University Faculty of Information Technology
• Mrs Nancy Telford
• Natural Resources Conservation League
• Pearcey Foundation Inc
• Peter Rowland Catering
• Prime Television
• Radial Timber Australia
• Royal Botanic Gardens, Cranbourne
• The University of Melbourne Cultural Fund
• Victorian Health Promotion Foundation

New Partnerships
• The Age – Principal Print Media Partner, Naming Rights – The Age Theatre
• Seven Melbourne – exclusive television partner, Naming Rights – Seven Galleria
• Melbourne Water – Sewer Tour and Catchment Tour interactive displays
• Streets Icecream – exclusive icecream supplier, Naming Rights – Paddle Pop Playground
• Schweppes Cotte’s – exclusive supplier soft drinks
• Grollo Family – Grollo Fountain
• Sofitel Melbourne – exclusive hotel
• Natural Resources Conservation League – Forest Gallery
• Royal Botanic Gardens, Cranbourne – Forest Gallery
• Radial Timber Australia – Forest Gallery
• Visions of Australia – Thookay Ngaweeyan exhibition
• Pearcey Foundation – The First Computer Mouse book
• Monash University Faculty of Information Technology – the @digital.au exhibition
• Mrs Nancy Telford – Phar Lap collection

Museum Victoria Ambassadors

The Museum Ambassadors is a newly formed group of people from diverse backgrounds who have come together to support Melbourne Museum. Led by Maria Prendergast, writer and arts consultant, they aim to be advocates for Museum Victoria within their spheres of influence and communities, and to assist with fundraising by opening doors to corporate sponsors and other benefactors.

Ambassadors
Ms Maria Prendergast
Ms Sally Browne
Ms Ita Buttrose AO
Mr George Kypraious
Mr Cesare Leonardi
Mr Peter McMullin
Mr Ken Mahlab
Ms Gabrielle Pizzi
Mr Jack Scanlan
Ms Louise Skala
Mr Simon Westcott
Honorary Appointments

Honorary Life Fellows
Individuals considered to have made a significant contribution to the intellectual or other development of Museum Victoria.

Professor Margaret Cameron AM
Professor John Coghlan AO
Mrs Amanda Derham
Mr Bob Edwards AO
Ms Jill Gallagher
Professor Rod Home
Mr Harold Kemp OAM
Mr John Kendall AM
Dr Daryl Le Grew
Ms Jenny Love
Dr Ray Marginson AM
Mr Phillip Morrison
Professor John Mulvaney AO
Mrs Sarah Myer
Mrs Caroline Searby
The Hon. Haddon Storey QC
Professor John Swan
Professor James Warren
Dr Barry Wilson

Honorary Associates
Individuals who can be called upon to provide specialist advice and assistance on an honorary basis.

Indigenous Cultures
Mr Anthony Birch
Dr David Dorward
Dr Colin Hope
Professor Marcia Langton
Ms Joanne MacDonald
Dr John Morton
Mr Alan West

Dr Phillip Law AC AO CBE
Professor John Mulvaney AO
Mrs Sarah Myer
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Indigenous Cultures
Mr Anthony Birch
Dr David Dorward
Dr Colin Hope
Professor Marcia Langton
Ms Joanne MacDonald
Dr John Morton
Mr Alan West

Sciences
Mr Ken N. Bell
Mr Philip E. Bock
Mr Robert Burn
Dr Patricia L. Cook
Dr Lawrence J. Cookson
Dr John Douglas
Dr Andrew Drinnan
Dr Dean R. Hewish
Dr Jean Just
Mr Ron C. Kershaw
Mr Rudie H. Kuster
Dr Anthony K. Lee
Mr William H. Loads
Professor John F. Lovering
Mr Charles W. McCubbin
Dr James R. MacDonald
Mrs Mary Lee MacDonald
Mr John V. Neil
Dr Gareth Nelson
Dr Tim R. New
Mr Ken Norris
P. Mark O’Loughlin
Dr Graham Pizzey AM
Dr Joyce R. Richardson
Dr Richard Schoedde
Dr Bronwen Scott
Mr David Staples
Professor John A. Talent
Professor Patricia Vickers-Rich
Mr Robert M. Warneke
Dr Jeanette E. Watson
Mr H. Eric Wilkinson

Curators Emeritus
Curators who retire after having served with Museum Victoria in an exemplary manner for a minimum of ten years.

Dr Alan W. Beasley
Mrs J. Hope Black
Dr Chung-Cheng Lu
Dr Arturs Neboiss
Dr Brian J. Smith

Volunteers

Once again our volunteer program proved to be very successful with a total of almost 500 people providing volunteer services for Museum Victoria throughout the year.

The Scienceworks Museum program continued to go from strength to strength with its vibrant team, the Immigration Museum embarked upon its volunteer program, whilst the opening of the Melbourne Museum saw a large influx of committed volunteers eager to participate.

These wonderful and dedicated teams of volunteers contributed a total of almost 44,000 hours of service, providing an invaluable human resource for the museum, assisting in diverse areas such as collection management, research, administration and public programs. The museum, the public and the volunteers themselves continue to benefit from the richness of experience that involvement as a Museum Victoria volunteer brings.

LEGEND
These denote which sections of the museum each volunteer has contributed to.

MM - Melbourne Museum
SW - Scienceworks Museum
IM - Immigration Museum
MD - Museum Development
OTIM - Outreach, Technology, Information and Multimedia
PRC - Programs, Research and Collections
Museum Victoria Members

Considerable growth in membership was experienced during the year with the opening of Melbourne Museum. Museum Victoria continues to have the largest non-art museum membership in Australia. Members receive a range of exclusive benefits while supporting and encouraging the growth and development of Museum Victoria.

Benefits
- Unlimited general admission to Museum Victoria venues.
- Subscription to the Museum Victoria Magazine.
- Reciprocal free general admission to a number of interstate museums.

Membership Fees outlined on page 112

Museum Victoria Staff

- George MacDonald
  Chief Executive Officer,
  Museum Victoria & Director,
  Melbourne Museum
- Martin Hallett
  Deputy Chief Executive Officer
- Dimitra Birthisel,
  Corporate Counsel & Secretary, Museums Board of Victoria
- Jennifer Andre
  Executive Assistant to the Chief Executive Officer
- Linda Malouf
  Corporate Counsel & Secretary, Museums Board of Victoria
- Janet Pathe
  Assistant Collection Manager
- Alison Raaymakers
  Assistant Collection Manager
- Michael Reason
  Assistant Curator, Australian Society
- Ursula Richens
  Assistant Curator, Numismatics
- Elizabeth Willis
  Assistant Curator, Public & Institutional Life
- Emma Willoughby
  Curator, Federation

- Matthew Churchward
  Senior Curator, Technology & Innovation
- Elizabeth Dale
  Senior Curator, Technology & Sustainable Futures
- David Demant
  Curator, Information Technology
- Michele Eisen
  Project Manager, Pumping Station Project
- Kenneth Galloway
  Materials Handling Officer
- Fiona Kinsey
  Assistant Curator, Technology
- Ruth Leveson
  Senior Collection Manager
- Moya McFadzean
  Senior Curator, Immigration & Cultural Diversity
- Edward Butler-Bowdon
  Senior Curator, Social & Domestic Life
- Justin Francis
  Project Manager
- Alexander Aikman
  Tour Guide*
- Laurette Austin
  Tour Guide*
- Robin Birch
  Tour Guide*
- Anne Bottomley
  Tour Guide*
- Marion Brauer
  Tour Guide*
- Therese Dignam
  Tour Guide*
- Kenneth Dimsey
  Tour Guide*

* Position funded by the Department of Education, Employment and Training
** Position funded by the Catholic Education Office
+ Employed on a casual basis

DIRECTORATE

- George MacDonald
  Chief Executive Officer,
  Museum Victoria & Director,
  Melbourne Museum
- Martin Hallett
  Deputy Chief Executive Officer
- Dimitra Birthisel,
  Corporate Counsel & Secretary, Museums Board of Victoria
- Jennifer Andre
  Executive Assistant to the Chief Executive Officer
- Linda Malouf
  Corporate Counsel & Secretary, Museums Board of Victoria
- Janet Pathe
  Assistant Collection Manager
- Alison Raaymakers
  Assistant Collection Manager
- Michael Reason
  Assistant Curator, Australian Society
- Ursula Richens
  Assistant Curator, Numismatics
- Elizabeth Willis
  Assistant Curator, Public & Institutional Life
- Emma Willoughby
  Curator, Federation

- Matthew Churchward
  Senior Curator, Technology & Innovation
- Elizabeth Dale
  Senior Curator, Technology & Sustainable Futures
- David Demant
  Curator, Information Technology
- Michele Eisen
  Project Manager, Pumping Station Project
- Kenneth Galloway
  Materials Handling Officer
- Fiona Kinsey
  Assistant Curator, Technology
- Ruth Leveson
  Senior Collection Manager
- Moya McFadzean
  Senior Curator, Immigration & Cultural Diversity
- Edward Butler-Bowdon
  Senior Curator, Social & Domestic Life
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  Project Manager
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  Tour Guide*
- Laurette Austin
  Tour Guide*
- Robin Birch
  Tour Guide*
- Anne Bottomley
  Tour Guide*
- Marion Brauer
  Tour Guide*
- Therese Dignam
  Tour Guide*
- Kenneth Dimsey
  Tour Guide*

* Position funded by the Department of Education, Employment and Training
** Position funded by the Catholic Education Office
+ Employed on a casual basis
- Wilma Farrow
  Tour Guide*
- Anne Miller
  Tour Guide*
- Helen Prohasky
  Tour Guide*
- Susan Wharton
  Tour Guide*
- Bronwyn Wilson
  Tour Guide*

**Indigenous Cultures**
- Gaye Sculthorpe
  Head
- Lindy Allen
  Senior Curator,
  Northern Australia
- Bernard Gristwood
  Assistant Collection
  Manager
- Penelope Ikinger
  Collection Manager
- Mary Morris
  Collection Manager
- Melanie Roberts
  Senior Collection Manager
- Ronald Vanderwal
  Senior Curator,
  Oceania
- Rosemary Wrench
  Collection Manager

**Sciences**
- Leslie Christidis
  Head
- Stella Claudius
  Project Assistant
- Tania Bardsley
  Collection Manager,
  Ichthyology
- William Birch
  Senior Curator, Geology
- Dianne Bray
  Collection Manager,
  Ichthyology
- Martin Bush
  Curator, Science
  Communication
- John Coventry
  Senior Collection Manager,
  Herpetology
- Mark Darragh
  Assistant Collection
  Manager, Mammals
- Thomas Darragh
  Senior Curator, Invertebrate
  Palaeontology
- Ross Field
  Development Manager,
  Forest Gallery
- Nina Frego
  Collection Manager,
  Mammals
- Martin Gomon
  Senior Curator, Ichthyology
- Vanessa Hayes
  Curator, Molecular Biology
- Dermot Henry
  Collection Manager,
  Minerals & Fossils
- Tanya Hill
  Curator, Astronomy
- Simon Hinkle
  Assistant Collection
  Manager, Entomology
  & Arachnology
- David Holloway
  Senior Curator, Invertebrate
  Palaeontology
- Andrea Horvath
  Senior Curator, Human
  Mind & Body
- Peter Illywhite
  Assistant Curator,
  Terrestrial Invertebrates
- Wayne Longmore
  Assistant Collection
  Manager, Ornithology
- Richard Marchant
  Senior Curator,
  Terrestrial Invertebrates
- Catriona McPhee
  Assistant Collection
  Manager, Entomology
  & Arachnology
- John Moverley
  Research Scientist,
  Marine Biology
- Janette Norman
  Senior Curator,
  Molecular Biology
- Roy O'Brien
  Assistant Collection
  Manager, Ornithology
- Timothy O'Hara
  Research Scientist,
  Marine Biology
- Katherine Phillips
  Senior Curator, Science
  Communication
- Gary Ploore
  Senior Curator, Marine
  Invertebrates
- Thomas Rich
  Senior Curator, Vertebrate
  Palaeontology
- Christopher Rowley
  Assistant Collection
  Manager, Invertebrates
- David Staples
  Scientist, Marine Biology
- Melissa Storey
  Scientist, Marine Biology
- Beverley Van Praagh
  Scientist, Terrestrial
  Invertebrates
- Nurin Veis
  Senior Curator, Human
  Mind & Body
- Kenneth Walker
  Senior Curator, Entomology
- Genelor Walker-Smith
  Scientist, Marine Biology
- Robin Wilson
  Senior Curator, Marine
  Invertebrates
- Alan Yen
  Senior Curator, Terrestrial
  Invertebrates

**Strategic Collection & Information Management**
- Maryanne McIlvillibin
  Head
- Michelle Berry
  Conservator
- Leah Breninger,
  Manager, Exhibition
  Collections Co-ordination
- Caroline Carter
  Collection Manager, Loans
- John Clarke
  Assistant Conservator
- David Cosxedge
  Co-ordinator, Integrated
  Pest Management
- Steve East
  Assistant Manager,
  Moreland Annex
- Penelope Edmonds
  Senior Conservator
- Natalia Fraser
  Inventory & Locations Officer
- Debra Frost
  Assistant Collection Manager
- Rodney Gray
  Moreland Annex
  Support Officer
- Sally Groom
  Conservator
- Nancy Ladas
  Collections Project Officer
- Catherine Lovelock
  Conservator
- Penelope Nolton
  Assistant Conservator
- Neville Quick
  Manager, Moreland Annex
- Joanne Taylor
  Assistant, Collections
  Information Systems
- Elycia Wallis
  Manager, Collection
  Information Systems

**Production Studio**
- Tim Rolfe
  Head
- Jonathan Augier
  Media Production Officer
- John Broomfield
  Media Production Officer
- Peter Bubulya
  Digital Production Officer
- Edwina Circuit
  Image Management &
  Copyright Officer
- James Cozens
  Senior Preparator
- Lorette Fleming
  Preparator
- Kathryn Fox
  Producer
- Nicholas Freuen
  Preparator
- Kym Haines
  Preparator
- Melinda Iser
  Planetarium
  Production Manager
- John Kean
  Producer
- Toula Marra
  Project Assistant
- Melanie Raymond
  Manager, Media
  Production & Copyright
- Sally Rogers-Davidson
  Digital Production Officer
- Dean Smith
  Senior Preparator
- Rodney Start
  Media Production Officer
- Peter Swinkels
  Manager, Preparation
- Brendon Taylor
  Preparator
- Ingrid Unger
  Image Management &
  Copyright Officer
- Monica Zettlin
  Planetarium
  Production Manager
- Maree Martin  
  Tourism Marketing Officer  
- Emanuela Clavarella  
  Tourism Marketing Project Co-ordinator

Museum Victoria Members
- Colleen Wendt  
  Manager  
- Bianca Lapins  
  Membership & Administration Officer

Corporate Public Relations
- Sue Hobbs  
  Manager  
- Katrina Hall  
  Senior Public Relations Officer  
- Kate Milkins  
  Public Relations Officer  
- Melinda Viksne  
  Administrative Support Officer

MELBOURNE MUSEUM Directorate
- George MacDonald  
  Chief Executive Officer, Museum Victoria & Director, Melbourne Museum  
- James Dexter  
  Assistant Director  
- Joseph Bogdanov  
  Executive Assistant  
- Marilena Ciccullo  
  Business Manager  
- Ronnie Fookes  
  Project Manager, Public Spaces  
- Myra Millward  
  Administration Assistant*  
- Olga Petalas  
  Project Assistant  
- Lucinda Robertson  
  Administration Assistant*

Commercial Operations
- Tamara Jungwirth  
  Commercial Manager, Catering & Functions  
- Justine Beltrame  
  Retail Assistant  
- Peter Breton  
  Group Manager, Commercial  
- Sheridan Chenhalls  
  Retail Assistant  
- Amanda Clarebrough  
  Senior Retail Assistant  
- Joseph Coleman  
  Technical Support Officer, Immersion Cinema  
  Experience theatre  
- Andrew Eastwood  
  Retail Assistant  
- Nicola Franklin  
  Commercial Co-ordinator, Car Park & Royal Exhibition Building  
- Joany Grima  
  Functions Administrative Assistant  
- Ruth Gould  
  Senior Retail Assistant  
- Madeleine Hamilton  
  Retail Assistant  
- Sancho Hernandez  
  Retail Assistant  
- Lara Kisielwsky  
  Retail Assistant  
- Asa Letourneau  
  Retail Assistant  
- Shae Leviston  
  Retail Assistant  
- Marita Madden  
  Retail Manager  
- David Stonier  
  Ticketed Events Manager  
- Julia Walsh  
  Retail Assistant  
- Benjamin Wilkinson  
  Senior Retail Assistant

Education & Visitor Programs
- Peter Millward  
  Group Manager  
- Colleen Boyle  
  Senior Education & Visitor Programs Officer  
- Jan Cramp  
  Education Officer*  
- Wayne Gindt  
  Information Officer, InfoZone  
- Margaret Griffith  
  Programs Co-ordinator, Public Activity Programs  
- Larissa Grundy  
  Administrative Officer  
- Jo Hawley  
  Education & Visitor Programs Officer  
- Catherine Hockey  
  Information Officer, InfoZone  
- Laura Hvala  
  Education Officer**  
- Gregory Hunt  
  Programs Co-ordinator, Schools Education

- David Jay  
  Education Officer*  
- Jennifer Kellett  
  Senior Education & Visitor Programs Officer  
- Yolande Kerridge  
  Education Officer*  
- Scott Killeen  
  Education & Visitor Programs Officer  
- Rachel Kousal  
  Information Officer, InfoZone  
- Adenere Leith  
  Senior Education & Visitor Programs Officer  
- Leanne McLean  
  Assistant Programs Co-ordinator, Volunteers  
- Geoff Moore  
  Education Officer*  
- Jamie Parsons  
  Program Co-ordinator, Volunteers  
- John Stewart  
  Education Officer*  
- Bronwyn Thompson  
  Manager, InfoZone & InfoLinks  
- Geraldine Zeccola  
  Education & Visitor Programs Officer

Bunjilaka
- Alan Brown  
  Manager  
- Lorraine Couts  
  Project Officer, Community Support Roving Curator  
- Joy Sellars  
  Education & Visitor Programs Officer  
- Sandra Smith  
  Program Co-ordinator, Family History

Children's Museum
- Ingrid Tadich  
  Manager  
- Anthony Balla  
  Education & Visitor Programs Officer  
- Lorraine Langmuir  
  Education & Visitor Programs Officer

Exhibitions
- Penelope Morison  
  Group Manager  
- Lyn Price  
  Administrative Assistant

- Eve Almond  
  Co-ordinator, Exhibitions  
- Sue Grieve  
  Project Co-ordinator  
- Danielle Whitfield  
  Exhibition Project Officer  
- Juliet Wilson  
  Co-ordinator, Exhibitions

Forest Gallery
- Luke Simpkin  
  Manager, Forest Gallery & Live Exhibits  
- Alan Henderson  
  Co-ordinator, Forest Gallery & Live Exhibits  
- Andrew Atiken  
  Assistant Keeper, Live Exhibits*  
- Chelsea Brown  
  Assistant Keeper, Live Exhibits  
- Deanna Dykstra  
  Assistant Keeper, Live Exhibits  
- Daniel Eyles  
  Assistant Keeper, Live Exhibits*  
- Rachel Licheri  
  Assistant Keeper, Live Exhibits*  
- Sandra Milijavc  
  Assistant Keeper, Live Exhibits*  
- Carla Tadich  
  Assistant Keeper, Live Exhibits

Operations
- Craig Gamble  
  Manager  
- Nicholas Banner  
  Technician*  
- Elise Bishop  
  Technician*  
- Christopher Bond  
  Technician*  
- Vince Cafari  
  Technician*  
- Sally Campbell  
  Technician*  
- James Clavering  
  Technician  
- Patrick Coville  
  Technician*  
- Marcel Debie  
  Technician*  
- Gillian Dingli  
  Operations Manual Developer
Visitor Services
- Jack Crawford
  Manager, Customer Relations

- Justin Byrne
  Team Leader, Customer Service

- Loretta Calverley
  Team Leader, Front of House & Call Centre

- Katherine Dannylak
  Audience Development and Marketing Officer

- Joanne Hereward
  Team Leader, Front of House & Call Centre

- Maria Lamanna
  Customer Service Co-ordinator

- Aaron Lawrence
  Team Leader, Front of House & Call Centre

- Naomi McCurry
  Team Leader, Front of House & Call Centre

- Debbie Stanley
  Team Leader, Customer Service

- Scott Stevens
  Team Leader, Customer Service

- Susan Taylor
  Team Leader, Customer Service

- Carol Williams
  Team Leader, Customer Service

- Anoushka Akel
  Customer Service Officer

- Robert Babb
  Customer Service Officer

- Ann Baker
  Customer Service Officer

- Veronica Barnett
  Customer Service Officer

- Elzbieta Baszczyn
  Customer Service Officer

- Jessica Bendell
  Customer Service Officer

- Marcella Bernardi
  Customer Service Officer

- Claire Blewett
  Customer Service Officer

- Kay Bloxom
  Customer Service Officer

- Kathryn Brereton
  Customer Service Officer

- Coen Brown
  Customer Service Officer

- Travis Burroughs
  Customer Service Officer

- Paul Cabras
  Customer Service Officer

- Rheinia Cerez
  Customer Service Officer

- Renae Clinton
  Customer Service Officer

- Anita Dal To
  Customer Service Officer

- Ayesha De Kretser
  Customer Service Officer

- Pablo Diaz
  Customer Service Officer

- Judith Dillon
  Customer Service Officer

- Suzanne Dowling
  Customer Service Officer

- Christopher Faulkner
  Customer Service Officer

- Trevor Faure
  Customer Service Officer

- George Filev
  Customer Service Officer

- Lisa Flower
  Customer Service Officer

- Melanie Flynn
  Customer Service Officer

- Blake Fox
  Customer Service Officer

- Kathryn Fradd
  Customer Service Officer

- Pamie Fung
  Customer Service Officer

- Natarsha Garling
  Customer Service Officer

- Aliica Giacometto
  Customer Service Officer

- Sacha Giacometto
  Customer Service Officer

- Christina Giatsios
  Customer Service Officer

- Matthew Glieson
  Customer Service Officer

- Ruth Green
  Customer Service Officer

- Patricia Hayes
  Customer Service Officer

- Sandra Hesline
  Customer Service Officer

- Arthur Howard
  Customer Service Officer

- Crispin Howarth
  Customer Service Officer

- Eliza Hunt
  Customer Service Officer

- Dot Jackson
  Customer Service Officer

- Kim Kaal
  Customer Service Officer

- Glenn Kellam
  Customer Service Officer

- Catherine Kerr
  Customer Service Officer

- Anuwal Kongmu
  Customer Service Officer

- Daniel Kuseta
  Customer Service Officer

- Adam Lamanna
  Customer Service Officer

- Glenda Lanting
  Customer Service Officer

- Alex Lee
  Customer Service Officer

- Caroline Longmore
  Customer Service Officer

- Ramona Lunsden
  Customer Service Officer

- John Manolopoulos
  Customer Service Officer

- David Marsh
  Customer Service Officer

- Trevor Mason
  Customer Service Officer

- Philip Masters
  Customer Service Officer

- Emma Mayhall
  Customer Service Officer

- Anthony McAleen
  Customer Service Officer

- Veegna Mcmasters
  Customer Service Officer

- Georgia Melville
  Customer Service Officer

- Robyn Moore
  Customer Service Officer

- Sarah Moore
  Customer Service Officer

- Paola Morabito
  Customer Service Officer

- Rebecca Muir
  Customer Service Officer

- William Muir
  Customer Service Officer

- Ngarra Murray
  Customer Service Officer

- Trevor Newman
  Customer Service Officer

- Amber O′Connell
  Customer Service Officer

- Nanetta Old
  Customer Service Officer

- Carmen O′Meara
  Customer Service Officer

- Allison Parsons
  Customer Service Officer

- William Patten
  Customer Service Officer

- Jason Peckitt
  Customer Service Officer

- Michael Penhall
  Customer Service Officer

- Robert Peoples
  Customer Service Officer

- Nicole Pomroy
  Customer Service Officer

- Susie Prestney
  Customer Service Officer

- Michael Quin
  Customer Service Officer

- Alex Lamanna
  Customer Service Officer

- Jennifer Reardon
  Customer Service Officer

- Mara Rebellato
  Customer Service Officer

- Amy Reese
  Customer Service Officer

- Rena Rennie
  Customer Service Officer

- Tracey Rigby
  Customer Service Officer

- Edward Roberts
  Customer Service Officer

- Britt Romstad
  Customer Service Officer

- Dylan Salamon
  Customer Service Officer
Public Programs
- Genevieve Fahey
  Manager
- Meryl Wells
  Administrative Officer

Customer Services
- Peter Hannah
  Manager
- Rosalyn Abbott
  Customer Service Officer
- Beverley Ashford
  Customer Service Officer
- Margaret Borgelt
  Customer Service Officer
- Antonio Cappetta
  Customer Service Officer
- Mary Dearing
  Customer Service Officer
- Marianna Denardo
  Senior Customer Service Officer
- Heather Dickenson
  Customer Service Officer
- Susan Eather
  Senior Customer Service Officer
- Wendy Feth
  Customer Service Officer
- Geoffrey Hayday
  Customer Service Officer
- Charmaine Hayes
  Customer Service Officer
- Diana Heard
  Customer Service Officer
- Patricia Hughes
  Customer Service Officer
- Glenda Inglis-Gillespie
  Senior Customer Services Officer
- Kenneth McLeod
  Customer Service Officer
- David Mountford
  Customer Service Officer
- Paul Roszak
  Customer Service Officer
- Fabiola Solano
  Customer Service Officer
- Brian Miller
  Customer Service Officer
- Susan Stent
  Customer Service Officer
- Irene Tsourdakis
  Customer Service Officer
- Regina Kaluzny
  Customer Service Officer
- Christina Plantek
  Customer Service Officer
- Christina Giatsios
  Customer Service Officer
- David Pascale
  Customer Service Officer
- Cinzia Pamich
  Customer Service Officer
- Nicole Gremell
  Customer Service Officer
- Rosemary Westmore
  Customer Service Officer
- Paula Collins
  Customer Service Officer
- Ervina Lay
  Customer Service Officer
- Exhibitions
- Andrew Lewis
  Manager
- Lenna Angelovska
  Designer
- Warren Arnett
  Steam Engine Driver
- Neil Brimmead
  Technical Officer
- Ernest Cole
  Steam Engine Driver
- Lance Durham
  Multimedia Technical Co-ordinator
- Kevin Eisfelder
  Steam Engine Driver
- Richard Hayes
  Steam Engine Driver
- Rodney Hudson
  Technical Officer
- Norman Jenkins
  Steam Engine Driver
- Jeremy Johnstone
  Technical Officer
- Graham Kerss
  Steam Engine Driver
- Robert Kirpton
  Technical Officer
- Desmond Lang
  Supervisor, Engineering Workshop
- Zoran Lazarevic
  Designer
- Anne Newnham
  Designer
- Christopher Scott
  Manager, Programs Workshop
- Gordon Somerville
  Technical Officer
- Max Strating
  Technical Officer
- Keng Wan
  Interactive Technical Officer

Programs Education
- Penelope Stoyles
  Manager, Education
- James Abbott
  Education Officer
- Timothy Byrne
  Education Officer
- Lucia Carroll
  Education Officer
- Patricia D’Agrosa
  Planetarium Education Officer
- Rodenick Dunstan
  Education Officer
- Faye Grant
  Booking Officer
- Helen Lapiejko
  Assistant Booking Officer
- Christine Mulvanny
  Education Officer
- Peter Pentland
  Education Officer

Promotions
- Melanie Dow
  Manager, Marketing
- Vaneta Leventus
  Functions Co-ordinator
- Carly Neubauer
  Publicity & Promotions Officer

Visitor Programs
- Linda Sproul
  Manager
- Kristy Brincat
  Visitor Programs Officer
- Joel Cohen
  Visitor Programs Officer
- Tanyth De Gooyer
  Visitor Programs Officer
- Michael De Zilva
  Visitor Programs Officer
- Wendy Duffy
  Co-ordinator, Volunteers
- Sean Elliott
  Visitor Programs Officer
- Joanne Fyfe
  Visitor Programs Officer
- Vera Gin
  Visitor Programs Officer
- Anthony Green
  Visitor Programs Officer
- Deborah Hampson
  Visitor Programs Officer
- David Newton
  Visitor Programs Officer
- Nicholas Stone
  Visitor Programs Officer
Visitor Programs Officer
- Katherine Toohey
- Genevieve Wadham

Retail
- Christian Heurteau
  - Shop Manager
- Amber Currie
  - Shop Assistant*
- Justin Devlin
  - Shop Assistant*
- Danielle Gribbins
  - Shop Assistant*
- James Gregson
  - Shop Assistant*
- Kristy Haass
  - Shop Assistant
- Shaun Rogers
  - Shop Assistant*
- Padmaja Uppu
  - Shop Assistant*

Exhibitions
- Judith Penrose
  - Manager
- Judith Bell
  - Co-ordinator, Immigration Discovery Centre
- Damian Clark
  - Co-ordinator, Multimedia & Technical
- Jeff Griffiths
  - Supervisor, Building & Services
- Louise Murray
  - Project Assistant

Marketing & Promotions
- Helen McDonald
  - Marketing Manager
- Suzanne Gasper
  - Administration Officer, Tribute Garden
- Elefteria Prodromou
  - Publicity Officer
- Bruce Thomson
  - Shop Supervisor

Public Programs
- Margaret Anderson
  - Education Officer
- Andrew Berridge
  - Acting Visitor Programs Officer
- Lucy Carroll
  - Education Officer**
- Simon Dalton
  - Education Officer
- Patrizia Ferrara
  - Education Officer
- Karen Jakubec
  - Administration Officer
- Maria Tence
  - Acting Manager, Community Access & Outreach

IMMIGRATION MUSEUM

IMMIGRATION MUSEUM Directorate
- Padmini Sebastian
  - Acting Campus Manager
- Joanna Madden
  - Executive Assistant
- Lorna Solar
  - Receptionist & Administration Assistant

Customer Service
- Kim Heffeman
  - Co-ordinator
- Anne Adkins
  - Customer Service Officer
- Janelle Dunstan
  - Customer Service Officer
- Jason Franklin
  - Customer Service Officer
- Toulia Geronikos
  - Acting Team Leader, Customer Services
- Edward McDonald-Toone
  - Customer Service Officer
- Emily Mierisch
  - Customer Service Officer
- Katherine Potter
  - Customer Service Officer
- Evanthia Philippou
  - Acting Assistant Team Leader
- Helen Sartinas
  - Customer Service Officer
- Katelyn Stanyer
  - Customer Service Officer

Marketing & Promotions
- Helen McDonald
  - Marketing Manager
- Suzanne Gasper
  - Administration Officer, Tribute Garden
- Elefteria Prodromou
  - Publicity Officer
- Bruce Thomson
  - Shop Supervisor

Public Programs
- Margaret Anderson
  - Education Officer
- Andrew Berridge
  - Acting Visitor Programs Officer
- Lucy Carroll
  - Education Officer**
- Simon Dalton
  - Education Officer
- Patrizia Ferrara
  - Education Officer
- Karen Jakubec
  - Administration Officer
- Maria Tence
  - Acting Manager, Community Access & Outreach
Research Grants

The following research projects attracted external funding:

Allen, L. Touring exhibition funding for Thookangaweeyan: Young Voices from Victoria. Visions of Australia Program, Department of Communications, Information Technology and the Arts.


Danylak, K. Immigration Museum Audience Development Research Project funded by the Australia Council.


Moverley, J. Examination of marine benthic communities at a proposed deep sea mine tailings dumping site, Koniambo, New Caledonia. NSR Environmental Consultants Pty Ltd.

Moverley, J. Examination of marine benthic communities at a proposed deep sea mine tailings dumping site, Moneo, New Caledonia. NSR Environmental Consultants Pty Ltd.

Moverley, J. Spatial variation in small coastal rivers. Environmental Protection Authority.


Smith, I. Fungus treatments for the control of fungal diseases in myrtle beech trees. Centre for Forest Tree Technology. Department of Natural Resources and Environment.

Wilson, R.S. Travel grant to attend the International Workshop on Global Wrench Tectonics, Oslo, Norway. Fortum Petroleum AS.

Yen, A.L. Study of invertebrate indicators of farm forests. West Gippsland Catchment Management Authority.


Yen, A.L. Taiwan invertebrate biodiversity project. Australian Academy of Science and Taiwan National Science Council.


Yen, A.L. Identification of pitfall trap invertebrates from the Menindee Lakes. Department of Natural Resources and Environment.

Yen, A.L. Pilot study to identify potential invertebrate indicators for remnant woodlands at Bairnsdale. Department of Natural Resources and Environment.


Yen, A.L. Identification of pitfall trap invertebrates from the Menindee Lakes. Department of Natural Resources and Environment.

Yen, A.L. Pilot study to identify potential invertebrate indicators for remnant woodlands at Bairnsdale. Department of Natural Resources and Environment.

Yen, A.L. Eltham Copper butterfly project. Parks Victoria, Shire of Nillumbik, City of Banyule, and Friends of the Eltham Copper Butterfly.

Yen, A.L. Peronosporum ant project. Department of Natural Resources and Environment.

Yen, A.L. Tasmanian canopy fogging project. Forestry Tasmania.

Collaborative research projects administered by other institutions that attracted external funding:

Christidis, L., Mulder, R.A. (University of Melbourne) and Bennett, A.T. (University of Bristol) were awarded an Australian Research Council Large Grant for research on Mechanisms, maintenance and evolutionary origins of male dichromatism in paradise flycatchers. This grant was administered through the University of Melbourne.

Gillespie, R., Tence, M. and Wills, S. (University of Melbourne) were awarded an Australian Research Council Strategic Partnerships with Industry Research and Training Program (SPIRT) grant for research on Knowing their Place: a Social and Cultural History of British Migration in Late Twentieth-Century Australia. This grant was administered through the University of Melbourne.

Gillespie, R., Brown-May, A. (University of Melbourne), City of Melbourne and Tourism Victoria were awarded an Australian Research Council Strategic Partnerships with Industry Research and Training Program (SPIRT) grant for research on Melbourne On-line. This grant was administered through the University of Melbourne.

Rich, T.H. and Vickers-Rich, P (Monash University) were awarded an Australian Research Council grant for research on Mesozoic Gondwanan high latitude terrestrial vertebrates: their palaeoenvironmental setting and biogeographical relationships with lower latitude and northern faunas. This grant was administered through Monash University.

Rich, T.H. and Vickers-Rich, P (Monash University) were awarded a grant by the Committee for Research and Exploration, National Geographic Society for a research project on The Ghyisty Blank 2001, to search for Victorian and Australian Mesozoic tetrapods. This grant was administered through Monash University.

Walker, K., Danforth, B. (Cornell University) and Packer, L. (York University) were awarded a grant by the National Geographic Society to conduct research on a molecular phylogenetic world-wide evaluation of the bee genus Lasioglossum. This grant was administered through Cornell University.

Publications

Refereed Journals


Marchant, R. & Hehir, G. 2000. How efficient is extraction of stream insect larvae from quantitative benthic samples? Marine and Freshwater Research, 51, 825-826.


Books and Book Chapters


Other


Lectures and Presentations
Conference Presentations


Byrne, T. 2000. Integrating Toys in the Curriculum. Department of Employment, Education and Training Regional Middle Years Conference (Ballarat, 5 September).


Henry, D.A. 2000. EMu: flightless bird or database for the new millennium? 4th International Mineralogy and Museums Conference (Melbourne, 4-7 December).

Henry, D.A. & Brugger, J. 2000. Some recent mineral discoveries from the Ranger uranium deposits, Jabiru, N.T. 4th International Mineralogy and Museums Conference (Melbourne, 4-7 December).


Tadich, I. 2001. Family Learning, Museums Australia Annual Conference. (Canberra, April).


Lectures


Christidis, L. 2000. Lectures on: Molecular data and phylogenetic trees; Molecular phylogenetic methods; Comparative phylogeography. Genetics, University of Melbourne (October).


Osborne, M. 2000. Molecular evolution of possums. Genetics, La Trobe University (Bundoora, 27 October).


Graduate and Post-graduate supervision

The following honours and post-graduate students were supervised by Museum Victoria staff:

Butcher, Rhonda – Department of Biological and Chemical Sciences, Deakin University, BSc(Hons). Project – Invertebrate conservation in wetlands in western Victoria.

Caple, Sarah – University of Melbourne, PhD. Project – The role of intrinsic (biological) and extrinsic (environmental) factors in determining patterns of genetic diversity and population structure in birds of south-east Australia.

Cardinal, Belinda – University of Melbourne, PhD. Project – Phylogeography of the Large Bentwing Bat Miniopterus schreibersi.

Cohn, Helen – University of Melbourne, PhD. Project – Novelty to rarity: a history of the National Herbarium of Victoria.
Constantine, Andrew – Monash University, PhD.  
Project – Sedimentology, stratigraphy and palaeoenvironment of the Upper Jurassic-Lower Cretaceous non-marine Strzelecki Group, Gippsland Basin, southeastern Australia.

Finlay, Kyla – Monash University, PhD.  
Project – Revision of two genera of Leptophlebiid mayflies.

Harding, Lucy – University of Melbourne, PhD.  
Project – Early Pliocene molluscan palaeontology and palaeoenvironments of the Marine Plain Area (Antarctica).

Kefford, Ben – RMIT University, PhD.  
Project – The role of salinity in structuring stream invertebrate communities.

King, Rachael – University of Melbourne, PhD.  
Project – The systematics, evolution and biogeography of the Arcturidae (Crustacea, Isopoda).

Lockett, Matthew – University of Technology, Sydney, PhD.  
Project – Comparative biology of introduced gobies in Sydney and Melbourne estuaries.

McDiarmid, Huon – Department of Zoology, University of Melbourne, BSc(Hons).  
Project – The ecology of polydorids, polychaete worms that bore holes into abalone shells in Victoria.

MacDonald, Anna – Department of History, University of Melbourne, MA.  

Mackie, Joshua – University of Melbourne, PhD.  
Project – Genetic analysis of dispersal in bryozoans.

Maroske, Sara – University of Melbourne, PhD.  

Merrin, Kelly – Department of Zoology, University of Melbourne, BSc(Hons).  
Project – Ischnomesidae (Crustacea: Isopoda: Asellota) of southeastern Australia, and their relationship to members of this deep-sea family worldwide.

Murray, Sandra – Department of Zoology, University of Melbourne, BSc(Hons).  
Project – Phylogenetic relationships in Gerygone and the evolution of key morphological, ecological and behavioural traits within the genus.

O’Hara, Timothy – University of Melbourne, PhD.  
Project – Patterns of diversity for subtidal reef assemblages of Victoria, Australia.

Osborne, Megan – La Trobe University, PhD.  
Project – Molecular evolution of possums.

Raadin, Tarmo – University of Canberra, PhD.  
Project – Conservation biology and systematics of the mountain Galaxias.

Rourke, Meaghan – Department of Biological and Chemical Sciences, Deakin University, BSc(Hons).  

Sandford, Andrew – University of Melbourne, PhD.  
Project – Early Devonian trilobite faunas and depositional environments in central Victoria.

Sparks, Kathryn – Zoology Department, La Trobe University, BSc(Hons).  
Project – Bionomics of the Lasioglossum (Paraphleucodes) oligae Rayment (Hymenoptera, Halictidae), a facultatively social halictine bee.

Storey, Melissa – University of Melbourne, PhD.  
Project – Systematics and biogeography of the isopod family Serolidae (Crustacea).

Taylor, Joanne – University of Melbourne, PhD.  
Project – Systematics and biogeography of the amphipod family Phoxocephalidae (Crustacea).

Tsyrin, Edward – Monash University, PhD.  
Project – Revision of two genera of Grippoptyergid stonellies.

Walker-Smith, Genefor – University of Melbourne, PhD.  
Project – Harpacticoida (Copepoda) of Port Phillip Bay and their utilisation by post-settlement King George Whiting.
Consultancies

Museum Victoria commissioned a total of 10 consultancies throughout the year for a sum of $278,000. Each of the consultancies was valued at less than $100,000.

Freedom of Information

The Freedom of Information Act 1982 enables members of the public to obtain information held by Museum Victoria. The Chief Executive Officer is the principal officer for the purpose of administering the requirements of the Act. Initial requests for documents under the Freedom of Information legislation must be made in writing to the delegated officer: Manager, Information and Records. Requests and responses must comply with the provisions of the Act.

There were no applications under Freedom of Information for access to documents this year. As required, monthly status reports were submitted to the Department of Premier and Cabinet. Museum Victoria Procedures for Managing Applications under the Freedom of Information Act 1982 were developed and endorsed by the Executive Management Team.

Legislative Changes

There were no significant legislative changes relating to the operations of Museum Victoria campuses.

Availability of Additional Information

The following information relating to Museum Victoria, relevant to the financial year, has been prepared and is available to the Minister, Members of Parliament and the public on request.

- Declarations of pecuniary interests duly completed by all relevant officers.
- Details of shares held by a senior officer as nominee or held beneficially in a statutory authority or subsidiary.
- Details of publications produced by Museum Victoria about the Museum, and the places where publications can be obtained.
- Details of changes in prices, fees, charges, rates and levies charged by Museum Victoria.
- Details of major research and development activities undertaken by Museum Victoria.
- Details of overseas visits undertaken including a summary of the objectives and outcomes of each visit.
- Details of major promotional, public relations and marketing activities undertaken by Museum Victoria to develop community awareness of the Museum and the services it provides.
- Details of assessments and measures undertaken to improve the occupational health and safety of employees.
- A general statement on industrial relations within Museum Victoria and details of time loss through industrial accidents and disputes.
- A list of major committees sponsored by Museum Victoria, the purpose of each committee and the extent to which the purposes have been achieved.

National Competition Policy

Museum Victoria is committed to competitive neutrality principles ensuring fair and open competition. Many non-core activities, such as cleaning, food and beverage services, security, design, exhibition construction, car park management, facilities and events management have been outsourced.

Building and Maintenance Compliance


Building Works (over $50,000)
- Scienceworks Museum
  Fire service upgrade to comply with the Building Essential Services Act 1994.

Minor Works (under $50,000)
- Scienceworks Museum
  Urgent and essential works program to comply with the Building Essential Services Act 1994.
- Immigration Museum
  Urgent and essential works program to comply with the Building Essential Services Act 1994.
- 22 William Street
  Premises maintained to comply with lease conditions and the Building Essential Services Act 1994.
- Royal Exhibition Building - Earth Sciences
  Area maintained to comply with the Building Essential Services Act 1994.
- Royal Exhibition Building - Great Hall
  Area maintained to comply with the Building Essential Services Act 1994.
- Abbotsford Annexe
  Premises maintained to comply with the Building Essential Services Act 1994.
- Moreland Annexe
  Works program to provide safe access to elevated plant and equipment installations. Minor works program to improve safe operation of the main loading dock.
  Premises maintained to comply with the Building Essential Services Act 1994.
Introduction to Museum Victoria

Financial Statements for 2000/2001

Museum Victoria's report of operations and statement of accounts for 2000/01 comply with the statutory disclosure and other requirements of the Financial Management Act 1994, and a full index of compliance is tabled on page 110. Points of interest include:

Statement of Financial Performance
While the success of Melbourne Museum's launch and the excellent performance results across the organisation are clearly evidenced, in the body of this report, our financial statements this year show a net deficit of $13.2 million. It is important to view this result in its appropriate context. The deficit is not a cash loss and is primarily the result of having to factor in the depreciation of Museum Victoria’s newest asset, namely the $290 million Melbourne Museum complex. A lesser contributing factor was the increased level of expenditure required during 2000/01 to complete and commission Melbourne Museum. This additional expenditure was planned for and the organisation generated a surplus of $5.6 million in the 1999/2000 year with a view to offsetting the extraordinary demands on budget the following year. These key factors were expected, and do not impact on the operating viability of Museum Victoria.

Statement of Financial Position
The current assets of Museum Victoria disclosed a drop of $20.936 million. This is a result of the completion and commissioning of the Melbourne Museum. Accordingly, Museum Victoria’s non-current assets disclose an increase of $16.853 million which reflect the increased capital cost on Melbourne Museum.

Statement of Cash Flows
The cash flow statement disclosed a decrease of $23.475 million, which is a direct result of the completion and commission of Melbourne Museum.

Museums Board of Victoria

The Financial Statements have been prepared in accordance with the Financial Management Act 1994.

In our opinion, the Financial Statements present fairly the financial transactions during the 2000/01 financial year and the financial position as at 30 June, 2001 of the Museums Board of Victoria. At the date of this certificate the Board is not aware of any circumstances which would render any particulars included in the statements to be misleading or inaccurate.

However, the Board believes that it should be noted that the revenue as stated in the Financial Statements includes revenue of the nature of specific purpose donations and grants which are brought to account when received and not matched with expenditure which may occur in subsequent financial periods.

Professor David Penington AC
PRESIDENT

Mr Peter Hiscock
BOARD MEMBER

Mr Joseph Corponi
CHIEF ACCOUNTING OFFICER

DATED

27 August 2001
## Statement of Financial Performance

(FOR THE YEAR ENDED 30 JUNE 2001)

<table>
<thead>
<tr>
<th>NOTES</th>
<th>REVENUE FROM ORDINARY ACTIVITIES</th>
<th>2000/01</th>
<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Victorian Government Grants</td>
<td>3</td>
<td>54,394</td>
</tr>
<tr>
<td></td>
<td>Fees &amp; Charges</td>
<td></td>
<td>8,028</td>
</tr>
<tr>
<td></td>
<td>Sales</td>
<td></td>
<td>1,812</td>
</tr>
<tr>
<td></td>
<td>Grants</td>
<td>4</td>
<td>2,933</td>
</tr>
<tr>
<td></td>
<td>Other Income</td>
<td>5</td>
<td>8,212</td>
</tr>
<tr>
<td></td>
<td>Donations</td>
<td></td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Rent</td>
<td></td>
<td>700</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>76,093</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES FROM ORDINARY ACTIVITIES</th>
<th>2000/01</th>
<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Benefits</td>
<td>1(f)</td>
<td>22,581</td>
</tr>
<tr>
<td>Other Operating Expenses</td>
<td>6</td>
<td>28,332</td>
</tr>
<tr>
<td>Cost of Goods for Resale</td>
<td></td>
<td>964</td>
</tr>
<tr>
<td>Melbourne Museum Expenses</td>
<td></td>
<td>866</td>
</tr>
<tr>
<td>Capital Charge</td>
<td>1(i)</td>
<td>26,682</td>
</tr>
<tr>
<td>Depreciation &amp; Amortisation</td>
<td></td>
<td>9,935</td>
</tr>
<tr>
<td></td>
<td></td>
<td>89,360</td>
</tr>
</tbody>
</table>

Net Result For The Year | 9(b) | (13,267) | 6,342 |

The above statement of financial performance should be read in conjunction with the accompanying notes.
# Statement of Financial Position

(AS AT 30 JUNE 2001)

<table>
<thead>
<tr>
<th></th>
<th>2000/01</th>
<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NOTES</strong></td>
<td>$'000</td>
<td>$'000</td>
</tr>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash Assets 2(a),14.1</td>
<td>2,104</td>
<td>25,579</td>
</tr>
<tr>
<td>Receivables 7</td>
<td>2,855</td>
<td>711</td>
</tr>
<tr>
<td>Inventories 8 &amp;1(c)</td>
<td>799</td>
<td>337</td>
</tr>
<tr>
<td>Prepayments</td>
<td>0</td>
<td>67</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>5,758</td>
<td>26,694</td>
</tr>
<tr>
<td><strong>NON-CURRENT ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Property, Plant &amp; Equipment &amp; Exhibitions 10(b)&amp;(c)</td>
<td>371,368</td>
<td>354,485</td>
</tr>
<tr>
<td>Collections 10(a)</td>
<td>217,830</td>
<td>217,830</td>
</tr>
<tr>
<td>Other Financial Assets 2 (b)</td>
<td>0</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total Non-Current Assets</strong></td>
<td>589,198</td>
<td>572,345</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>594,956</td>
<td>599,039</td>
</tr>
<tr>
<td><strong>CURRENT LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payables 13</td>
<td>921</td>
<td>1,376</td>
</tr>
<tr>
<td>Provisions 12(a)</td>
<td>2,126</td>
<td>1,747</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>3,047</td>
<td>3,123</td>
</tr>
<tr>
<td><strong>NON-CURRENT LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provisions 12(b)</td>
<td>2,285</td>
<td>2,321</td>
</tr>
<tr>
<td><strong>Total Non-Current Liabilities</strong></td>
<td>2,285</td>
<td>2,321</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>5,332</td>
<td>5,444</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td>589,624</td>
<td>593,595</td>
</tr>
</tbody>
</table>

**EQUITY**

<table>
<thead>
<tr>
<th></th>
<th>2000/01</th>
<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributed Capital 9(a)</td>
<td>557,045</td>
<td>547,749</td>
</tr>
<tr>
<td>Accumulated Surplus 9(b)</td>
<td>27,223</td>
<td>26,688</td>
</tr>
<tr>
<td>Reserves</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trust Funds 9(c)</td>
<td>1,961</td>
<td>16,079</td>
</tr>
<tr>
<td>Externally Funded Special Projects 9(c)</td>
<td>1,519</td>
<td>1,203</td>
</tr>
<tr>
<td>Asset Revaluation Reserve 9(c)</td>
<td>1,876</td>
<td>1,876</td>
</tr>
<tr>
<td><strong>Total Equity</strong></td>
<td>589,624</td>
<td>593,595</td>
</tr>
</tbody>
</table>

The above statement of financial position should be read in conjunction with accompanying notes.
## Statement of Cash Flows

*FOR THE YEAR ENDED 30 JUNE 2001*

<table>
<thead>
<tr>
<th>CASH FLOWS FROM OPERATING ACTIVITIES</th>
<th>2000/01 ($'000)</th>
<th>1999/00 ($'000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receipts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants &amp; Donations</td>
<td>2,947</td>
<td>10,593</td>
</tr>
<tr>
<td>Interest</td>
<td>845</td>
<td>1,522</td>
</tr>
<tr>
<td>Fees &amp; Charges</td>
<td>5,839</td>
<td>2,341</td>
</tr>
<tr>
<td>Sales – Commercial Operations</td>
<td>4,001</td>
<td>887</td>
</tr>
<tr>
<td>Other</td>
<td>5,923</td>
<td>4,259</td>
</tr>
<tr>
<td><strong>Government Grants</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recurrent</td>
<td>54,394</td>
<td>56,165</td>
</tr>
<tr>
<td>Capital</td>
<td>9,296</td>
<td>27,470</td>
</tr>
<tr>
<td><strong>Total Receipts</strong></td>
<td>83,245</td>
<td>103,247</td>
</tr>
<tr>
<td>Payments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaries &amp; Associated Costs</td>
<td>(22,238)</td>
<td>(17,069)</td>
</tr>
<tr>
<td>Operating Expenses</td>
<td>(54,248)</td>
<td>(45,222)</td>
</tr>
<tr>
<td>Building Repairs &amp; Maintenance</td>
<td>(1,616)</td>
<td>(560)</td>
</tr>
<tr>
<td>Cost of Goods for Resale</td>
<td>(964)</td>
<td>(488)</td>
</tr>
<tr>
<td>Melbourne Museum Expenses</td>
<td>(866)</td>
<td>(1,437)</td>
</tr>
<tr>
<td><strong>Total Payments</strong></td>
<td>(79,932)</td>
<td>(64,776)</td>
</tr>
<tr>
<td><strong>Net Cash Inflow from Operating Activities</strong></td>
<td>14.2</td>
<td>3,313</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CASH FLOWS FROM INVESTING ACTIVITIES</th>
<th>2000/01 ($'000)</th>
<th>1999/00 ($'000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receipts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Movement in Other Financial Assets</td>
<td>30</td>
<td>52</td>
</tr>
<tr>
<td>Payments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Great Hall</td>
<td>(2,907)</td>
<td>(2,625)</td>
</tr>
<tr>
<td>Purchase of Property, Plant &amp; Equipment</td>
<td>(267)</td>
<td>(1,453)</td>
</tr>
<tr>
<td>Melbourne Museum Development</td>
<td>(23,459)</td>
<td>(32,654)</td>
</tr>
<tr>
<td>Scienceworks Land</td>
<td>(185)</td>
<td>0</td>
</tr>
<tr>
<td>Scienceworks Planetarium</td>
<td>0</td>
<td>(419)</td>
</tr>
<tr>
<td><strong>Net Cash (Outflow) from Investing Activities</strong></td>
<td>(26,788)</td>
<td>(37,099)</td>
</tr>
</tbody>
</table>

Net (Decrease)/Increase in Cash Held

<table>
<thead>
<tr>
<th>2000/01 ($'000)</th>
<th>1999/00 ($'000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(23,475)</td>
<td>1,372</td>
</tr>
</tbody>
</table>

Cash Held at Beginning of Financial Year

<table>
<thead>
<tr>
<th>2000/01 ($'000)</th>
<th>1999/00 ($'000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,579</td>
<td>24,207</td>
</tr>
</tbody>
</table>

Cash at the End of the Financial Year

<table>
<thead>
<tr>
<th>2000/01 ($'000)</th>
<th>1999/00 ($'000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>14.1</td>
<td>2,104</td>
</tr>
<tr>
<td>25,579</td>
<td>2,104</td>
</tr>
</tbody>
</table>

The accompanying statement of cash flows should be read in conjunction with accompanying notes.
Notes to and forming part of the Financial Statements

(FOR THE YEAR ENDED 30 JUNE 2001)

1. SIGNIFICANT ACCOUNTING POLICIES
   (a) This general-purpose financial report has been prepared in accordance with the Financial Management Act 1994, Australian Accounting Standards, Statement of Accounting Concepts and other authoritative pronouncements of the Australian Accounting Standards Board, and Urgent Issues Group Consensus Views.

   The financial report has been prepared under the historical cost convention and has not been adjusted to take account of changing money values, or except where stated, the current cost of specific assets or the impact of that cost on the operating result. The financial report has been prepared on an accrual and going concern basis.

   Museum Victoria is economically dependent on the Victorian State Government grant to assist in funding its operations.

   (b) NON-CURRENT ASSETS
      Property, Plant & Equipment
      The Museum periodically values its property, plant and equipment using the services of independent valuers.

      Heritage Collections
      During the 1996/97 financial year the Museum completed a project to determine the value of its collections using a stratified valuation method. This project formed the basis for the valuation of all the Museum collections. The collections have been valued in accordance with the principles set out in the Australian Accounting Standard AAS 10 – Accounting for the revaluation of non-current assets.

      The collection was valued utilising the deprival method of valuation (ie the cost of replacing the services rendered to the business by the particular asset). The effect of this valuation is disclosed in note 10(a).

      The Museum intends revaluing its collections every five years with any future acquisitions being valued at cost or valuation.

      Library
      During the 1996/97 financial year the Museum completed a project to determine the value of its library collection.

      The valuation for each collection was a combination of average values, established from specified sampling frames, in addition to itemised values for individual items that exceeded the defined threshold value.

      The Museum intends revaluing its library every five years with any future acquisitions being valued at cost or valuation.

   Depreciation
   Depreciation is charged on non-current assets at rates assessed to match the cost of these assets against their estimated economical lives to the entity. Depreciation is calculated on the straight-line method. No provision is made for the depreciation of the Collections.

   The Department of Treasury and Finance currently maintains a fund into which it allocates the cash equivalent of the depreciation and any future upgrade of the assets will be paid from this fund.

   Estimates of remaining useful lives to the entity are made on a regular basis for all assets, with annual reassessments for major items. The expected useful lives are as follows:
   - Buildings 20-100 years
   - Plant and equipment 3–10 years
   - Exhibitions 5 years

   Exhibitions with a life of five years or less are expensed immediately. Exhibitions with an anticipated life of over five years are capitalised and depreciated accordingly. Major spares purchased specifically for particular plant and equipment are capitalised and depreciated on the same basis as the plant and equipment to which they relate.

   (c) INVENTORY
   Stocks have been valued at the lower of cost and net realisable value.

   (d) GRANTS
   Grants from Government and other sources are brought to account as revenue as and when received, with the exclusion of the Government grants for the construction of the new Melbourne Museum and Immigration Museum building and fitout costs which are treated as contributed capital. Expenditure from such grants is recognised when incurred.

   (e) CAPITAL DONATIONS
   Specific donations, for exhibition development have been treated in these financial statements as revenue.
1. SIGNIFICANT ACCOUNTING POLICIES (continued)

(f) EMPLOYEE ENTITLEMENTS
Provision is made in respect of the Museums Board’s liability for annual leave and long service leave at balance date.

Annual Leave
Annual leave entitlements for employees are based on current pay rates and on-costs as at 30 June, 2001.

Long Service Leave
A liability for long service leave is recognised, and is measured as the present value of expected future payments to be made in respect of services provided by employees up to the 30 June, 2001. Consideration is given, when assessing expected future payments, to expected future wage and salary levels, experience of employee departures and period of service.

The current liability proportion of the provision represents those employees with over ten year’s service who are anticipated to take long service leave within twelve months.

Long Service Leave is centrally financed by the Department of Treasury and Finance.

(g) ROUNDING
All figures in the financial statements and notes thereto have been rounded off to the nearest $1,000.

(h) TREATMENT OF CAPITAL CONTRIBUTION
The treatment of capital contributions is based on the requirements of Statement of Accounting Concept SAC 4, which requires capital appropriations to be treated as revenue. Exceptions to this policy, approved by the Minister of Finance, have been made in the case of contributions for the new museum (Melbourne Museum) and the Royal Exhibition Buildings upgrade.

(i) CAPITAL CHARGE
In accordance with Government policy, a departmental capital charge has been applied to distribute the centrally-funded annual cost of capital. The rate charged for the 2000/01 financial year was 8 per cent. This charge represents the interest which the Museum would have paid for the capital works portion of its grant. This charge has been recognised as revenue within the Government grant and disclosed separately as an expense within the financial statements.

(j) SUPERANNUATION
The Museum is required to recognise all superannuation payments as expenses in its operating statement. The Department of Treasury and Finance shall recognise the aggregate unfunded superannuation liability relating to employing entities in its financial statements of the 30 June, 2001 as the Victorian Government has assumed responsibility for this liability.

(k) OTHER FINANCIAL ASSETS
Investments are held for the purpose of gaining income and are not normally sold before maturity. They are recorded in the Statement of Financial Position at cost. No provision for diminution in value is made.

(l) RECEIVABLES AND REVENUE RECOGNITION
Revenue from the sale of goods and services is recognised upon delivery of the goods and services to the customer. Interest revenue is recognised on the proportional basis taking interest rates applicable to the financial assets.

Trade debtors are recognised at the amounts receivables, as they are due for settlement no more than 30 days from the date of recognition. Collectibility of trade debtors is reviewed on an ongoing basis. A provision for doubtful debts is raised where some doubt as to collection exists.

(m) PAYABLES
These amounts represent liabilities for goods and services provided to the economic entity prior to the end of the financial year and which are unpaid. The amounts are unsecured and are usually paid within 30 days following the month of recognition.

(n) LEASED ASSETS
Operating lease payments are charged to the statement of Financial Performance in the periods in which they are incurred, as this represents the pattern of benefits derived from leased assets.

The Museum had no financial lease obligations as at 30th June 2001.
Notes to and forming part of the Financial Statements

(FOR THE YEAR ENDED 30 JUNE 2001)

<table>
<thead>
<tr>
<th></th>
<th>2000/01</th>
<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$'000</td>
<td>$'000</td>
</tr>
<tr>
<td>2. CASH ASSETS &amp; OTHER FINANCIAL ASSETS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) CASH ASSETS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>1,324</td>
<td>2,470</td>
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<tr>
<td>Negotiable Certificates of Deposit, Interest Bearing Deposits</td>
<td>780</td>
<td>23,109</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,104</td>
<td>25,579</td>
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<tr>
<td>(b) OTHER FINANCIAL ASSETS</td>
<td></td>
<td></td>
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<tr>
<td>Semi Government Securities</td>
<td>0</td>
<td>30</td>
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<tr>
<td><strong>Total</strong></td>
<td>0</td>
<td>30</td>
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</table>

3. GOVERNMENT GRANTS

The Museums Board of Victoria received the following grants from the Victorian Government

<table>
<thead>
<tr>
<th></th>
<th>2000/01</th>
<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$'000</td>
<td>$'000</td>
</tr>
<tr>
<td>Recurrent Appropriation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Applied to Operations</td>
<td>26,038</td>
<td>23,131</td>
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<tr>
<td>Capital Charge</td>
<td>26,682</td>
<td>30,813</td>
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<tr>
<td>Superannuation</td>
<td>808</td>
<td>784</td>
</tr>
<tr>
<td>Melbourne Museum</td>
<td>866</td>
<td>1,437</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>54,394</td>
<td>56,165</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2000/01</th>
<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$'000</td>
<td>$'000</td>
</tr>
<tr>
<td>Melbourne Museum Funding</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Applied to Contributed Capital</td>
<td>6,389</td>
<td>26,282</td>
</tr>
<tr>
<td>Royal Exhibition Building</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Applied to Contributed Capital</td>
<td>2,907</td>
<td>2,625</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>63,690</td>
<td>85,072</td>
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## 4. GRANTS

<table>
<thead>
<tr>
<th>Sources</th>
<th>2000/01</th>
<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Grants from other Agencies</td>
<td>2,020</td>
<td>10,315</td>
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<tr>
<td>Commonwealth Grants</td>
<td>481</td>
<td>203</td>
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<tr>
<td>Other Grants</td>
<td>346</td>
<td>73</td>
</tr>
<tr>
<td>Accelerated Move †</td>
<td>86</td>
<td>126</td>
</tr>
</tbody>
</table>

### Total

| 2,933 | 10,717 |

* The grants indicated above were of an operating nature. The figures shown indicate the grants as received. Expenditure in relation to the grants is accounted for at the time it is incurred.

† Relocation of National Gallery to 328 Swanston Street accelerated move of Museum’s collections out of the site.

## 5. OTHER INCOME

<table>
<thead>
<tr>
<th>Source</th>
<th>2000/01</th>
<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest</td>
<td>880</td>
<td>1,521</td>
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<tr>
<td>Legal Settlement</td>
<td>1,883</td>
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<tr>
<td>Miscellaneous Income</td>
<td>5,449</td>
<td>1,761</td>
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### Total

| 8,212 | 3,282 |
## 6. OTHER OPERATING EXPENDITURE

<table>
<thead>
<tr>
<th>Description</th>
<th>2000/01 $'000</th>
<th>1999/00 $'000</th>
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</thead>
<tbody>
<tr>
<td>Building and Equipment Maintenance</td>
<td>1,616</td>
<td>560</td>
</tr>
<tr>
<td>Administration</td>
<td></td>
<td></td>
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<tr>
<td>Consumables</td>
<td>11,580</td>
<td>6,379</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>7,006</td>
<td>4,298</td>
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<tr>
<td>Consultants*</td>
<td>278</td>
<td>421</td>
</tr>
<tr>
<td>Audit Fees† – External</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>– Internal</td>
<td>65</td>
<td>23</td>
</tr>
<tr>
<td>Bad Debts</td>
<td>23</td>
<td>0</td>
</tr>
<tr>
<td>Exhibitions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contractors &amp; Display Costs</td>
<td>7,069</td>
<td>3,240</td>
</tr>
<tr>
<td>Research and Collections</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collection Management</td>
<td>589</td>
<td>331</td>
</tr>
<tr>
<td>Accelerated Move</td>
<td>86</td>
<td>126</td>
</tr>
<tr>
<td>Total</td>
<td>28,332</td>
<td>15,398</td>
</tr>
</tbody>
</table>

* Consultants engaged and paid over $100,000 during the year are disclosed in the Report of Operation in the Annual Report.

† Audit Fees payable to the Victorian Auditor-General’s Office relating to the audit for the year ended 30th June 2001 were $20,000 ($20,000 1999/2000).

## 7. RECEIVABLES

<table>
<thead>
<tr>
<th>Description</th>
<th>2000/01 $'000</th>
<th>1999/00 $'000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Debtors</td>
<td>2,744</td>
<td>635</td>
</tr>
<tr>
<td>Less Provision for Doubtful Debts</td>
<td>(20)</td>
<td>(20)</td>
</tr>
<tr>
<td></td>
<td>2,724</td>
<td>615</td>
</tr>
<tr>
<td>Interest Receivable</td>
<td>131</td>
<td>96</td>
</tr>
<tr>
<td>Total Receivables</td>
<td>2,855</td>
<td>711</td>
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</table>

## 8. INVENTORIES

<table>
<thead>
<tr>
<th>Description</th>
<th>2000/01 $'000</th>
<th>1999/00 $'000</th>
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</thead>
<tbody>
<tr>
<td>Stock of Goods for Resale</td>
<td>811</td>
<td>349</td>
</tr>
<tr>
<td>Less Provision for Stock Obsolescence</td>
<td>(12)</td>
<td>(12)</td>
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<tr>
<td>Total</td>
<td>799</td>
<td>337</td>
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</table>
## Notes to and forming part of the Financial Statements

**(FOR THE YEAR ENDED 30 JUNE 2001)**

<table>
<thead>
<tr>
<th>9. EQUITY</th>
<th>2000/01 $'000</th>
<th>1999/00 $'000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(a) CONTRIBUTED CAPITAL</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balance at beginning of year</td>
<td>547,749</td>
<td>520,279</td>
</tr>
<tr>
<td><strong>Capital Receipts</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Victorian Government</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Melbourne Museum Development</td>
<td>6,389</td>
<td>24,845</td>
</tr>
<tr>
<td>Royal Exhibition Building</td>
<td>2,907</td>
<td>2,625</td>
</tr>
<tr>
<td><strong>Balance at End of the Year</strong></td>
<td>557,045</td>
<td>547,749</td>
</tr>
</tbody>
</table>

**(b) ACCUMULATED SURPLUS**

| Balance at beginning of year                                            | 26,688        | 19,970        |
| **(Deficit)/Surplus for the Year**                                      |               |               |
| Museums Board of Victoria                                              | (13,267)      | 6,342         |
| **Transfer Between Reserves**                                           |               |               |
| Transfer from Trust Funds                                              | 14,118        | 274           |
| Transfer (to)/from Externally Funded Special Projects                   | (316)         | 102           |
| **Balance at End of the Year**                                          | 27,223        | 26,688        |

**(c) RESERVES**

| Trust Funds†                                                            |               |               |
| Balance at beginning of the year                                        | 16,079        | 16,353        |
| **Transfer Between Reserves**                                           |               |               |
| Transfer (to)/from Accumulated Surplus                                  | (14,118)      | (274)         |
| **Balance at End of the Year**                                          | 1,961         | 16,079        |

**EXTERNALLY FUNDED SPECIAL PROJECTS§**

| Balance at beginning of year                                            | 1,203         | 1,305         |
| **Transfer between Reserves**                                           |               |               |
| Transfer from (to) Accumulated Surplus                                  | 316           | (102)         |
| **Balance at end of the year**                                          | 1,519         | 1,203         |

**Asset Revaluation Reserve**

| Balance at the beginning & end of the year                              | 1,876         | 1,876         |

* "Contributed Capital" consists of capital funds provided by the Victorian Government for the building of the new Melbourne Museum, Immigration Museum and Royal Exhibition Building. Ministerial approval has been received for the treatment of these amounts as Contributed Capital.

† "Trust Funds" consist of those funds which may be used by the Museums Board for Museum purposes defined by the relevant Trust deed or will.

§ "Externally Funded Special Projects" consist of unexpended Government and other grants tied to a specific purpose.
### Notes to and forming part of the Financial Statements

*(FOR THE YEAR ENDED 30 JUNE 2001)*

<table>
<thead>
<tr>
<th></th>
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<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$'000</td>
<td>$'000</td>
</tr>
<tr>
<td><strong>10(a) COLLECTIONS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AT VALUATION (1997 INDEPENDENT VALUATION)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indigenous Collections</td>
<td>71,190</td>
<td>71,190</td>
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<tr>
<td>History &amp; Technology Collections</td>
<td>19,230</td>
<td>19,230</td>
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<tr>
<td>Natural Science Collections</td>
<td>120,730</td>
<td>120,730</td>
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<tr>
<td>Library</td>
<td>5,612</td>
<td>5,612</td>
</tr>
<tr>
<td><strong>AT COST</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>1,068</td>
<td>1,068</td>
</tr>
<tr>
<td><strong>Total Collections</strong></td>
<td><strong>217,830</strong></td>
<td><strong>217,830</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2000/01</th>
<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$'000</td>
<td>$'000</td>
</tr>
<tr>
<td><strong>10(b) PROPERTY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AT VALUATION</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Land</td>
<td>36,085</td>
<td>35,900</td>
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<tr>
<td>Buildings</td>
<td></td>
<td></td>
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<tr>
<td>Abbotsford Building (i)</td>
<td>1,500</td>
<td>1,500</td>
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<tr>
<td>Scienceworks Museum (ii)</td>
<td>14,646</td>
<td>16,843</td>
</tr>
<tr>
<td>Royal Exhibition Building (iii)</td>
<td>23,532</td>
<td>20,625</td>
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<tr>
<td>Immigration Museum (v)</td>
<td>13,275</td>
<td>13,275</td>
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<tr>
<td>Moreland Store (vi)</td>
<td>7,560</td>
<td>7,560</td>
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<tr>
<td>IMAX (vii)</td>
<td>14,446</td>
<td>14,446</td>
</tr>
<tr>
<td><strong>Total Land and Building at Valuation</strong></td>
<td><strong>111,044</strong></td>
<td><strong>110,149</strong></td>
</tr>
<tr>
<td>Less Accumulated Depreciation</td>
<td></td>
<td></td>
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<tr>
<td>Abbotsford Building</td>
<td>300</td>
<td>225</td>
</tr>
<tr>
<td>Scienceworks Museum</td>
<td>771</td>
<td>413</td>
</tr>
<tr>
<td>Royal Exhibition Building</td>
<td>986</td>
<td>765</td>
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<tr>
<td>Immigration Museum</td>
<td>530</td>
<td>265</td>
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<tr>
<td>Moreland Store</td>
<td>604</td>
<td>453</td>
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<tr>
<td>IMAX</td>
<td>289</td>
<td>144</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>2,265</strong></td>
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<tr>
<td><strong>Total Land and Building at Valuation</strong></td>
<td><strong>107,564</strong></td>
<td><strong>107,884</strong></td>
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</table>

**AT COST**

<table>
<thead>
<tr>
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<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$'000</td>
<td>$'000</td>
</tr>
<tr>
<td>Buildings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Melbourne Museum (iv)</td>
<td>213,968</td>
<td>236,399</td>
</tr>
<tr>
<td>Less Accumulated Depreciation</td>
<td>1,605</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Buildings at Cost</strong></td>
<td><strong>212,363</strong></td>
<td><strong>236,399</strong></td>
</tr>
</tbody>
</table>

**Total**

<table>
<thead>
<tr>
<th></th>
<th>2000/01</th>
<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$'000</td>
<td>$'000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>319,927</strong></td>
<td><strong>344,283</strong></td>
</tr>
</tbody>
</table>
10(b) PROPERTY (continued)

(i) Abbotsford Building
A valuation was undertaken by the Valuer-General for the Museum in June 1997. The valuation stated that the land and building was valued at $1.5 million.

(ii) Scienceworks Museum
The Museum at Scienceworks has been constructed on the Spotswood pumping station land leased from Melbourne Water for 50 years from 20th March, 1989, for the nominal sum of $1.00 per annum. During the year 1998-99 a valuation of the buildings was undertaken by the Australian Valuation Office.

(iii) Royal Exhibition Buildings and Land
A valuation was undertaken by the Valuer-General for the Museum of Victoria in April, 1996.

(iv) Melbourne Museum
A quantity surveyor valuation was undertaken by Rider Hunt for the Museum in June 2001.

(v) Immigration Museum
The Immigration Museum was valued in June 1999 by the Australian Valuation Office.

(vi) Moreland Store
A valuation was completed on the above store by Slattery Australia in August 1997.

(vii) IMAX
A quantity surveyor valuation was undertaken by Rider Hunt for the Museum in June 1999.

<table>
<thead>
<tr>
<th>2000/01</th>
<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td>$'000</td>
<td>$'000</td>
</tr>
<tr>
<td>10(c) PLANT, EQUIPMENT &amp; EXHIBITIONS</td>
<td></td>
</tr>
<tr>
<td>FURNITURE &amp; FITTINGS AND EQUIPMENT AT VALUATION</td>
<td></td>
</tr>
<tr>
<td>Furniture &amp; Equipment</td>
<td>11,392</td>
</tr>
<tr>
<td>Less accumulated depreciation</td>
<td>(2,715)</td>
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<tr>
<td></td>
<td>8,677</td>
</tr>
<tr>
<td>EXHIBITION DEVELOPMENT AT VALUATION</td>
<td></td>
</tr>
<tr>
<td>Melbourne Museum at cost</td>
<td>44,875</td>
</tr>
<tr>
<td>Less accumulated depreciation</td>
<td>(5,074)</td>
</tr>
<tr>
<td>Scienceworks Museum at cost</td>
<td>1,917</td>
</tr>
<tr>
<td>Less accumulated depreciation</td>
<td>(1,751)</td>
</tr>
<tr>
<td>Immigration Museum at cost</td>
<td>4,663</td>
</tr>
<tr>
<td>Less accumulated depreciation</td>
<td>(1,866)</td>
</tr>
<tr>
<td>Total Exhibition development</td>
<td>42,764</td>
</tr>
<tr>
<td>Total Property, Plant &amp; Equipment, &amp; Exhibitions</td>
<td>371,368</td>
</tr>
</tbody>
</table>
### 10(d) PROPERTY, PLANT AND EQUIPMENT RECONCILIATION

#### 2001

<table>
<thead>
<tr>
<th></th>
<th>Crown land $'000</th>
<th>Freehold Land $'000</th>
<th>Buildings $'000</th>
<th>Plant &amp; Equipment $'000</th>
<th>In course of Exhibitions $'000</th>
<th>Total $'000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrying amount at start of year</td>
<td>30,000</td>
<td>5,900</td>
<td>71,984</td>
<td>6,146</td>
<td>4,056</td>
<td>236,399</td>
</tr>
<tr>
<td>Additions</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Disposal</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Revaluation</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Transfer</td>
<td>–</td>
<td>–</td>
<td>211,953</td>
<td>3,030</td>
<td>44,875</td>
<td>(259,858)</td>
</tr>
<tr>
<td>Depreciation</td>
<td>–</td>
<td>–</td>
<td>(2,874)</td>
<td>(894)</td>
<td>(6,167)</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carrying amount at end of year</td>
<td>30,000</td>
<td>6,085</td>
<td>283,970</td>
<td>8,549</td>
<td>42,764</td>
<td>371,368</td>
</tr>
</tbody>
</table>

#### 2000

<table>
<thead>
<tr>
<th></th>
<th>Crown land $'000</th>
<th>Freehold Land $'000</th>
<th>Buildings $'000</th>
<th>Plant &amp; Equipment $'000</th>
<th>In course of Exhibitions $'000</th>
<th>Total $'000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrying amount at start of year</td>
<td>30,000</td>
<td>5,900</td>
<td>70,168</td>
<td>5,520</td>
<td>5,284</td>
<td>203,745</td>
</tr>
<tr>
<td>Additions</td>
<td>–</td>
<td>–</td>
<td>3,044</td>
<td>1,453</td>
<td>–</td>
<td>32,654</td>
</tr>
<tr>
<td>Disposal</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>(29)</td>
<td>–</td>
<td>(29)</td>
</tr>
<tr>
<td>Revaluation</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Transfer</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Depreciation</td>
<td>–</td>
<td>–</td>
<td>(1,228)</td>
<td>(798)</td>
<td>(1,228)</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carrying amount at end of year</td>
<td>30,000</td>
<td>5,900</td>
<td>71,984</td>
<td>6,146</td>
<td>4,056</td>
<td>236,399</td>
</tr>
</tbody>
</table>
### Notes to and forming part of the Financial Statements

**FOR THE YEAR ENDED 30 JUNE 2001**

<table>
<thead>
<tr>
<th>11. CONTINGENT LIABILITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building works have now been completed, however, additional costs may be charged to the Melbourne Museum project due to outstanding contractual disputes with the builder. At this time the quantity is undetermined.</td>
</tr>
<tr>
<td>The Museum has the following contingent liabilities on its exhibition development projects:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MUSEUM VICTORIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Expenditure – Melbourne Museum</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>12. PROVISION FOR EMPLOYEE ENTITLEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(a) CURRENT LIABILITIES</strong></td>
</tr>
<tr>
<td>Employee Entitlements</td>
</tr>
<tr>
<td>Annual Leave</td>
</tr>
<tr>
<td>Long Service Leave</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>(B) NON-CURRENT LIABILITIES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Entitlements</td>
</tr>
<tr>
<td>Long Service Leave</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

**Total (including on-costs) – Refer Note 1(f)** | $4,411 | $4,068 |

<table>
<thead>
<tr>
<th>13. PAYABLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Creditors</td>
</tr>
<tr>
<td>Other Creditors</td>
</tr>
<tr>
<td><strong>Total Payables</strong></td>
</tr>
</tbody>
</table>
Notes to and forming part of the Financial Statements

(FOR THE YEAR ENDED 30 JUNE 2001)

<table>
<thead>
<tr>
<th></th>
<th>2000/01 $'000</th>
<th>1999/00 $'000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. NOTES TO THE CASH FLOW STATEMENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.1 RECONCILIATION OF CASH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>For the purposes of the Statement of Cash Flows, the Museums Board of Victoria considers cash to include cash on hand and in banks and investments in money market instruments. Cash at the end of the reporting period, as shown in the Statement of Cash Flows, is reconciled to the related items in the Balance Sheet as follows:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>1,324</td>
<td>2,470</td>
</tr>
<tr>
<td>Other Financial Assets</td>
<td>780</td>
<td>23,109</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,104</strong></td>
<td><strong>25,579</strong></td>
</tr>
<tr>
<td><strong>Total</strong> – refer Note 2(a)</td>
<td><strong>2,104</strong></td>
<td><strong>25,579</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.2 RECONCILIATION OF NET CASH USED IN OPERATING ACTIVITIES TO OPERATING RESULT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating (Deficit)/Surplus</td>
<td>(13,267)</td>
<td>6,342</td>
</tr>
<tr>
<td>Add (Less) items classified as Investing/Financing activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loss on Sale of Non-current Assets</td>
<td>0</td>
<td>30</td>
</tr>
<tr>
<td>Add (Less) non cash items</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government Contributed Capital</td>
<td>9,296</td>
<td>27,470</td>
</tr>
<tr>
<td>Depreciation &amp; Amortisation</td>
<td>9,935</td>
<td>3,254</td>
</tr>
<tr>
<td>Provisions</td>
<td>343</td>
<td>780</td>
</tr>
<tr>
<td><strong>Net cash used in operating activities before change in assets and liabilities</strong></td>
<td><strong>6,307</strong></td>
<td><strong>37,876</strong></td>
</tr>
<tr>
<td>Increase/(Decrease) in Creditors &amp; Accruals</td>
<td>(455)</td>
<td>315</td>
</tr>
<tr>
<td>(Increase)/Decrease in Receivables</td>
<td>(2,109)</td>
<td>257</td>
</tr>
<tr>
<td>(Increase)/Decrease in Inventories</td>
<td>(462)</td>
<td>(69)</td>
</tr>
<tr>
<td>Increase/(Decrease) in Interest Receivable</td>
<td>(35)</td>
<td>11</td>
</tr>
<tr>
<td>(Increase)/Decrease in Prepayments</td>
<td>67</td>
<td>81</td>
</tr>
<tr>
<td><strong>Net cash provided by operating activities</strong></td>
<td><strong>3,313</strong></td>
<td><strong>38,471</strong></td>
</tr>
</tbody>
</table>
15. RELATED PARTY TRANSACTIONS

(a) THE MINISTER, THE DIRECTOR & BOARD MEMBERS OF THE MUSEUM BOARD OF VICTORIA

The Minister for the Museums Board of Victoria is the Hon. Mary Delahuntly MLA. The names of each person holding the position of Board member of the Museums Board of Victoria during the financial year are Professor David Penington AC, Ms Sheila O’Sullivan, Mr Terry Garwood, Mr Peter Hiscock AM, Professor Geoffrey Opat, Mrs Sarah Myer, Mr Ian Sinclair (retired 30th June 2001), Dr Janet McCalman, Ms Tina McMeckan, Professor Jennifer Graves, Mr Bob Weiss and Ms Deanne Weir (retired February 2001). The Chief Executive Officer of the Museum is Dr George MacDonald. There were no related party transactions by the Minister, the Chief Executive Officer and Board Members.

(b) There are no other related party transactions

<table>
<thead>
<tr>
<th></th>
<th>2000/01</th>
<th>1999/00</th>
<th>2000/01</th>
<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$'000</td>
<td>$'000</td>
<td>$'000</td>
<td>$'000</td>
</tr>
<tr>
<td>Intra</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inter</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(c) TRANSACTIONS WITH OTHER GOVERNMENT CONTROLLED ENTITIES

During the 2000/01 financial year, transactions were undertaken with other Victorian controled entities. These transactions are summarised as follows:

<table>
<thead>
<tr>
<th></th>
<th>2000/01</th>
<th>1999/00</th>
<th>2000/01</th>
<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$'000</td>
<td>$'000</td>
<td>$'000</td>
<td>$'000</td>
</tr>
<tr>
<td>Assets</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Liabilities</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Revenue</td>
<td>26,846</td>
<td>23,915</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Expenses</td>
<td>0</td>
<td>0</td>
<td>1,280</td>
<td>1,087</td>
</tr>
</tbody>
</table>

* Intra transactions are between entities within the portfolio of the Department of Premier and Cabinet.
† Inter transactions are with entities outside the portfolio of the Department and controled by the Victorian Government.
Notes to and forming part of the Financial Statements

(FOR THE YEAR ENDED 30 JUNE 2001)

16. RESPONSIBLE PERSONS REMUNERATION

(a) RESPONSIBLE PERSONS

Persons who hold the above positions of Responsible Persons in relation to the Board at any time during the reporting period are:

Responsible Minister – Hon. Mary Delahunty MLA
Accountable Officer – Dr George MacDonald
Board Members – As disclosed in note 15 (a).

(b) REMUNERATION OF RESPONSIBLE PERSONS

Members of the Board act in an honorary capacity.

The remuneration of Accountable Officers, who are not Members of the Board, is reported below.

<table>
<thead>
<tr>
<th></th>
<th>2000/01</th>
<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

17. SUPERANNUATION

The Museum of Victoria has, in its staffing profile, a number of employees who are members of the following public sector superannuation schemes:

(a) STATE SUPERANNUATION FUND (REVISED SCHEME & NEW)

Employer contributions paid to the above Schemes were $652,158 (1999/00 $647,686). Contributions outstanding at 30 June 2001 were $Nil. The contributions rate for the above Schemes is not available to the Museum.

(b) STATE SUPERANNUATION FUND (VICSUPER SCHEME)

Employer contributions paid to the above Scheme were $992,590 (1999/00 $591,903). Contributions outstanding at 30 June 2000 were $Nil. This represented a contribution rate of 8% of normal salary. Employee contributions were $Nil.
Notes to and forming part of the Financial Statements
(FOR THE YEAR ENDED 30 JUNE 2001)

18. LEASING COMMITMENTS
OPERATING LEASE COMMITMENTS
Non-Cancellable Operating Leases contracted for but not capitalised in the accounts
Payable:
not longer than 1 year 1,895 624
longer than 1 year but not longer than 5 years 2,301 2,073
longer than 5 years 0 0
Total 4,196 2,697

19. FINANCIAL INSTRUMENTS
(a) CREDIT RISK EXPOSURES
The credit risk on financial assets of the economic entity which have been recognised on the balance sheet, other than investment in shares, is generally the carrying amount, net of any provisions for doubtful debts.

(b) INTEREST RATE RISK EXPOSURE
The economic entity’s exposure to interest rate risk and the effective weighted average interest rate for each class of financial assets and liabilities is set out below.
Exposures arise predominantly from assets and liabilities bearing variable interest rates as the economic entity intends to hold fixed rate assets and liabilities to maturity.

<table>
<thead>
<tr>
<th>Notes</th>
<th>2000/01</th>
<th>1999/00</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$'000</td>
<td>$'000</td>
</tr>
<tr>
<td>2001</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and deposits</td>
<td>2,13.1</td>
<td>1,324</td>
</tr>
<tr>
<td>Receivables</td>
<td>7</td>
<td>131</td>
</tr>
<tr>
<td>Investments</td>
<td>2</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>1,455</td>
<td>780</td>
</tr>
<tr>
<td>Weighted average interest rate</td>
<td>4.80%</td>
<td>6.98%</td>
</tr>
<tr>
<td>Financial liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and other creditors</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>921</td>
<td>921</td>
</tr>
<tr>
<td>Weighted average interest rate</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Net Financial Assets (liabilities)</td>
<td>1,455</td>
<td>780</td>
</tr>
</tbody>
</table>
Notes to and forming part of the Financial Statements

(FOR THE YEAR ENDED 30 JUNE 2001)

19. FINANCIAL INSTRUMENTS

(b) INTEREST RATE RISK EXPOSURE

2000

Financial Assets

<table>
<thead>
<tr>
<th>Notes</th>
<th>Floating Interest rate</th>
<th>Fixed interest maturing in:</th>
<th>Non-interest bearing</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$'000</td>
<td>1 year or less $'000</td>
<td>Over 1 to 5 years $'000</td>
<td>Over More than 5 years $'000</td>
</tr>
<tr>
<td>Cash and deposits</td>
<td>2, 13.1</td>
<td>2,527</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Receivables</td>
<td>7</td>
<td>96</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Investments</td>
<td>2</td>
<td>–</td>
<td>23,052</td>
<td>30</td>
</tr>
</tbody>
</table>

Total 2,623 23,052 30 – 615 26,320

Weighted average interest rate 5.27% 6.35% 7.1% 0%

Financial Liabilities

<table>
<thead>
<tr>
<th>Notes</th>
<th>Floating Interest rate</th>
<th>Fixed interest maturing in:</th>
<th>Non-interest bearing</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$'000</td>
<td>1 year or less $'000</td>
<td>Over 1 to 5 years $'000</td>
<td></td>
</tr>
<tr>
<td>Trade and other creditors</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
</tbody>
</table>

Total – – – – 1,376 1,376

Weighted average interest rate 0% 0% 0% 0%

Net Financial Assets (Liabilities) 2,623 23,052 30 0 (761) 24,944

2000/01 1999/00

$'000 $'000

RECONCILIATION OF NET FINANCIAL ASSETS TO NET ASSETS

Net Financial Assets as above 4,038 24,944

Non-Financial Assets as Liabilities:

<table>
<thead>
<tr>
<th>Notes</th>
<th>Floating Interest rate</th>
<th>Fixed interest maturing in:</th>
<th>Non-interest bearing</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$'000</td>
<td>1 year or less $'000</td>
<td>Over 1 to 5 years $'000</td>
<td></td>
</tr>
<tr>
<td>Inventories</td>
<td>799</td>
<td>371,368</td>
<td>217,830</td>
<td>4,411</td>
</tr>
<tr>
<td>Property, plant &amp; equipment</td>
<td>337</td>
<td>354,485</td>
<td>217,830</td>
<td>67</td>
</tr>
<tr>
<td>Collections</td>
<td>4,411</td>
<td>(4,068)</td>
<td>217,830</td>
<td></td>
</tr>
<tr>
<td>Provisions</td>
<td>0</td>
<td>67</td>
<td>217,830</td>
<td></td>
</tr>
</tbody>
</table>

Net Assets per Balance Sheet 589,624 593,595

(c) NET FAIR VALUE OF FINANCIAL ASSETS AND LIABILITIES

On-balance sheet

The net fair value of cash and cash equivalents and non-interest bearing monetary financial assets and financial liabilities of the economic entity approximates their carrying value.

The net fair value of other monetary financial assets is based upon market prices where a market exists or by discounting the expected future cash flows by the current interest rates for assets with similar risk profiles.
Auditor's Report

AUDITOR-GENERAL'S REPORT

To the Members of the Parliament of Victoria, the responsible Ministers and the Members of the Museums Board of Victoria

Audit Scope

The accompanying financial report of the Museums Board of Victoria for the financial year ended 30 June 2001, comprising a statement of financial performance, statement of financial position, statement of cash flows and notes to the financial statements, has been audited. The Members of the Museums Board of Victoria are responsible for the preparation and presentation of the financial report and the information it contains. An independent audit of the financial report has been carried out in order to express an opinion on it to the Members of the Parliament of Victoria, the responsible Ministers and the Members of the Museums Board of Victoria as required by the Audit Act 1994.

The audit has been conducted in accordance with Australian Auditing Standards to provide reasonable assurance as to whether the financial report is free of material misstatement. The audit procedures included an examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial report, and the evaluation of accounting policies and significant accounting estimates. These procedures have been undertaken to form an opinion as to whether, in all material respects, the financial report is presented fairly in accordance with Australian Accounting Standards and other mandatory professional reporting requirements and complies with the requirements of the Financial Management Act 1994, so as to present a view which is consistent with my understanding of the Board’s financial position, the results of its operations and its cash flows.

The audit opinion expressed in this report has been formed on the above basis.

Audit Opinion

In my opinion, the financial report presents fairly the financial position of the Museums Board of Victoria as at 30 June 2001 and the results of its operations and its cash flows for the year ended on that date in accordance with Australian Accounting Standards and other mandatory professional reporting requirements and complies with the requirements of the Financial Management Act 1994.

MELBOURNE
29/8/2001

J.W. CAMERON
Auditor-General
## Index of Compliance

The Department of Treasury and Finance requires the following details to comply with reporting requirements in terms of Part 7 of the Financial Management Act 1994.

### Index to disclosure requirements 1997/98

The annual report is prepared in accordance with the Financial Management Act 1994 and the directions of the Minister for Finance.

<table>
<thead>
<tr>
<th>CLAUSE</th>
<th>DISCLOSURE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Report of operations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.1.3 (i) (a)</td>
<td>Manner of establishment and relevant minister</td>
<td>2-3, 60, 66</td>
</tr>
<tr>
<td>9.1.4</td>
<td>Objectives, functions, powers and duties</td>
<td>2-3, 14-19, 60</td>
</tr>
<tr>
<td>9.1.3 (i) (c)</td>
<td>The nature and range of services provided by the entity including the persons or section of the community served by the entity</td>
<td>2-3, 60</td>
</tr>
<tr>
<td><strong>Management and structure</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.1.3 (i) (d) (i)</td>
<td>Names of governing board members, audit committee and chief executive officer</td>
<td>60-65</td>
</tr>
<tr>
<td>9.1.3 (i) (d) (ii)</td>
<td>Names of senior office holders and brief description of each office</td>
<td>65</td>
</tr>
<tr>
<td>9.1.3 (i) (d) (iii)</td>
<td>Organisational structure chart</td>
<td>66</td>
</tr>
<tr>
<td>9.1.3 (e)</td>
<td>Workforce data and application of merit and equity principles</td>
<td>13, 52</td>
</tr>
<tr>
<td>9.1.3 (f)</td>
<td>Application and operation of FOI Act 1982</td>
<td>88</td>
</tr>
<tr>
<td><strong>Financial and other information</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.1.3 (ii) (b)</td>
<td>Summary of significant changes in financial position</td>
<td>90</td>
</tr>
<tr>
<td>9.1.3 (ii) (c)</td>
<td>Operation objectives for the year and performance against those objectives</td>
<td>13-19, 22-56</td>
</tr>
<tr>
<td>9.1.3 (ii) (d)</td>
<td>Major changes or factors affecting the year’s achievement of objectives</td>
<td>5-7, 14-17</td>
</tr>
<tr>
<td>9.1.3 (ii) (e)</td>
<td>Events subsequent to balance date that may have significant effects in subsequent years</td>
<td>N/A</td>
</tr>
<tr>
<td>9.1.3 (ii) (g)</td>
<td>Number and total cost of consultancies costing less than $100,000</td>
<td>88</td>
</tr>
<tr>
<td>9.1.3 (ii) (h)</td>
<td>Extent of compliance with Building Act 1993</td>
<td>88</td>
</tr>
<tr>
<td>9.1.3 (ii) (i)</td>
<td>Statement that information listed in Part 9.1.3 (iv) is available on request</td>
<td>88</td>
</tr>
<tr>
<td>9.1.3 (ii) (j)</td>
<td>Compliance index identifying the extent of compliance with statutory disclosure and other requirements</td>
<td>110</td>
</tr>
<tr>
<td>9.1.3 (ii) (k)</td>
<td>A statement on the extent of progress in implementation and compliance with National Competition Policy including</td>
<td>88</td>
</tr>
<tr>
<td>9.1.3 (ii) (k) (ii)</td>
<td>The Victorian Government Timetable for the Review of Legislative Restriction on Competition and subsequent reforms</td>
<td>88</td>
</tr>
<tr>
<td><strong>Financial statements</strong></td>
<td></td>
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<tr>
<td>9.2.3 (i) (a)</td>
<td>Operating revenue by class</td>
<td>91</td>
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<tr>
<td>9.2.3 (i) (b)</td>
<td>Investment income by class</td>
<td>96</td>
</tr>
<tr>
<td>9.2.3 (i) (c)</td>
<td>Proceeds from material revenue arising from sale of non current assets and associated expenses</td>
<td>N/A</td>
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<tr>
<td>9.2.3 (i) (d)</td>
<td>Revenues arising from exchanges of goods or services</td>
<td>91, 95</td>
</tr>
<tr>
<td>9.2.3 (i) (e)</td>
<td>Depreciation, amortisation or diminution in value</td>
<td>91, 94, 100-102</td>
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<tr>
<td>9.2.3 (i) (f)</td>
<td>Bad and doubtful debts</td>
<td>98</td>
</tr>
<tr>
<td>9.2.3 (i) (g)</td>
<td>Financing costs</td>
<td>91, 95</td>
</tr>
<tr>
<td>9.2.3 (i) (h)</td>
<td>Increment or decrement in Profit and Loss Statement</td>
<td>91</td>
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<tr>
<td>9.2.3 (i) (i)</td>
<td>Audit fees paid to the Auditor General for auditing accounts</td>
<td>98</td>
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### Statement of Financial Position

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<th>Description</th>
<th>Pages</th>
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</thead>
<tbody>
<tr>
<td>9.2.3(iii)(a)(ii)</td>
<td>Cash at bank or in hand</td>
<td>92, 96, 104</td>
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<tr>
<td>9.2.3(iii)(a)(iii)</td>
<td>Inventories by class</td>
<td>92, 94, 98</td>
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<tr>
<td>9.2.3(iii)(a)(iv)</td>
<td>Receivables, including trade debtors, loans and other debtors</td>
<td>92, 98</td>
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<tr>
<td>9.2.3(iii)(a)(v)</td>
<td>Other assets, including prepayments</td>
<td>92</td>
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<tr>
<td>9.2.3(iii)(a)(vi)</td>
<td>Investments by class</td>
<td>92, 96</td>
</tr>
<tr>
<td>9.2.3(iii)(a)(vii)</td>
<td>Property, plant and equipment</td>
<td>92, 100-102</td>
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<tr>
<td>9.2.3(ii)(b)(i)</td>
<td>Overdrafts</td>
<td>N/A</td>
</tr>
<tr>
<td>9.2.3(ii)(b)(ii)</td>
<td>Trade and other creditors</td>
<td>92, 103</td>
</tr>
<tr>
<td>9.2.3(ii)(b)(v)</td>
<td>Provisions, including employee entitlement</td>
<td>92, 103</td>
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<tr>
<td>9.2.3(ii)(d)</td>
<td>Reserves and transfers to and from reserves</td>
<td>92, 99</td>
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<tr>
<td>9.2.3(ii)(d)(i)</td>
<td>Asset revaluation reserve</td>
<td>92, 99</td>
</tr>
<tr>
<td>9.2.3(ii)(d)(ii)</td>
<td>General reserve</td>
<td>92, 99</td>
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<tr>
<td>9.2.3(ii)(d)(iv)</td>
<td>Special purpose reserve</td>
<td>92, 99</td>
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<td>92, 99</td>
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</table>

### Statement of cash flows

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
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</thead>
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<tr>
<td>9.2.2(i)(c)</td>
<td>A statement of cash flows during the year</td>
<td>93, 104</td>
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### Notes to the financial statements

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<th>Description</th>
<th>Pages</th>
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<tbody>
<tr>
<td>9.2.3(iv)(d)</td>
<td>Government grants received or receivable</td>
<td>91, 96</td>
</tr>
<tr>
<td>9.2.3(iv)(e)</td>
<td>Employee superannuation funds</td>
<td>95, 106</td>
</tr>
<tr>
<td>9.2.3(iv)(f)</td>
<td>Assets received without adequate consideration</td>
<td>N/A</td>
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</table>

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
<th>Pages</th>
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</thead>
<tbody>
<tr>
<td>9.4</td>
<td>Transaction with Responsible persons and their related parties</td>
<td>106</td>
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</table>
Fees and Charges

Campus Fees
The following fees and charges applied at Museum Victoria’s public museum campuses as at 30 June 2001.

<table>
<thead>
<tr>
<th></th>
<th>ADULT</th>
<th>CHILD</th>
<th>CONCESSION</th>
<th>FAMILY</th>
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<tbody>
<tr>
<td>Melbourne Museum</td>
<td>$15.00</td>
<td>$ 8.00</td>
<td>$11.00</td>
<td>$35.00</td>
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<tr>
<td>Melbourne Museum &amp; IMAX</td>
<td>$25.50</td>
<td>$19.50</td>
<td>$15.50</td>
<td>$65.50</td>
</tr>
<tr>
<td>Scienceworks Museum</td>
<td>$ 9.00</td>
<td>$ 4.50</td>
<td>$ 7.00</td>
<td>$23.00</td>
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<tr>
<td>Scienceworks Museum &amp; Melbourne Planetarium</td>
<td>$15.00</td>
<td>$ 8.00</td>
<td>$11.50</td>
<td>$38.50</td>
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<tr>
<td>Immigration Museum</td>
<td>$ 7.00</td>
<td>$ 3.50</td>
<td>$ 5.50</td>
<td>$17.50</td>
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</tbody>
</table>

Notes
- Melbourne Museum entry includes one free session in the ICE Theatre per person; ICE Theatre-only tickets are $4.50 per person.
- Due to its staged opening, Melbourne Museum admission was heavily discounted from 23 October to 10 March.
- Tours of the Royal Exhibition Building: adult $5.00 or $3.00 as add-on to Melbourne Museum ticket, child $1.00
- Special fees apply for various ticket options such as combined ICE and IMAX Theatres, Melbourne Planetarium and school bookings, special activities and programs. Surcharges apply for some special touring exhibitions.

Museum Victoria Membership Fees

<table>
<thead>
<tr>
<th></th>
<th>1 year</th>
<th>2 years</th>
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</thead>
<tbody>
<tr>
<td>Household</td>
<td>$90.00</td>
<td>$144.00</td>
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<tr>
<td>Joint Adult</td>
<td>$80.00</td>
<td>$128.00</td>
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<tr>
<td>Adult</td>
<td>$54.00</td>
<td>$ 86.00</td>
</tr>
<tr>
<td>Senior/Concession</td>
<td>$36.00</td>
<td>$ 57.00</td>
</tr>
<tr>
<td>Child</td>
<td>$18.00</td>
<td>$ 29.00</td>
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</tbody>
</table>

Membership provides: unlimited entry to all campuses, discounts for touring exhibitions, Melbourne Planetarium, IMAX Theatre and retail outlets, free admission to a number of interstate museums and Museum Victoria’s quarterly magazine.