



**MUSEUMS BOARD OF VICTORIA**  
Annual Report 2000/2001

# Contents

*Melbourne Museum's main entrance.*

*Scienceworks Museum,  
Spotswood.*

*The Impacts Gallery,  
Immigration Museum.*



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# Introduction

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## 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](http://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, Scienceworks 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.

A handwritten signature in black ink, which appears to read "George F. MacDonald". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

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

# Preparator



“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.”



**LORETTE FLEMING**  
PREPARATOR  
PRODUCTION STUDIO



## 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.
- Museum Victoria's Indigenous Cultures Program publishes the book *Reversing the Negatives: a portrait of Aboriginal Victoria*.

### 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.
- Museum Victoria records its **highest ever annual attendance figures** across three public museum campuses and its burgeoning web site ([www.museum.vic.gov.au](http://www.museum.vic.gov.au)).



*The Premier of Victoria, the Hon. Steve Bracks MP, with Wurundjeri Elder James Wandin, during Melbourne Museum's official opening ceremony.*

*Opening day, 21 October 2000, in Melbourne Museum's main foyer.*

*The historic Spotswood Sewerage Pumping Station against a Westgate Bridge skyline.*

## Awards

- Royal Australian Institute of Architects, Victorian Architecture Medal, Project of the Year: Melbourne Museum, Denton Corker Marshall, architects.
- Royal Australian Institute of Architects, Victorian Chapter, William Wardell Award (Institutional – New): Melbourne Museum, Denton Corker Marshall, architects.
- Arts Victoria, Arts Portfolio Leadership Award, Excellence in Leadership: Implementation of the Aboriginal Employment Strategy, Museum Victoria.
- Arts Victoria, Arts Portfolio Leadership Award, Excellence in Leadership: Partners in Reconciliation document, Museum Victoria.
- Australian Museum Eureka Science Book Prize, 2001: *Dinosaurs of Darkness*, Indiana University Press, Dr T.H. Rich and Professor P. Vickers-Rich.
- 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.
- American Association of Museums 2001 MUSE Awards, Education and Interpretation in History and Culture, Honourable Mention: The Melbourne Underbelly Sewer Tour, Australia Gallery, Melbourne Museum.
- Records Management Association of Australia and Public Record Office Victoria, Sir Rupert Hamer Award, Excellence and Innovation in Records Management within the Victorian Public Sector for 2000: Museum Victoria.
- Master Builders Association, 2001 Excellence in Construction Award, Most Innovative Construction Methods and Excellence in Health and Safety: Forest Gallery and Milarri Garden projects, J.A. Dodd Ltd, builders.
- Victorian Managed Insurance Authority program, Gold Medal rating, 2000: Immigration Museum, Moreland Annexe and Scienceworks Museum.

## The Year in Brief

### Key Outputs

	2000/01	1999/00	1998/99
Exhibitions presented	58	39	34
Publications by staff	98	80	76
Presentations and lectures by staff	150	104	177
Research projects	30	26	37

### 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

	2000/01	1999/00
Melbourne Museum	807,549	N/A
Scienceworks Museum and Melbourne Planetarium	284,014	352,981
Immigration Museum	88,194	76,491
Royal Exhibition Building	471,824	417,800
Outreach Services	15,309	17,128
Web site	1,264,378	790,815
<b>Total</b>	<b>2,931,268</b>	<b>1,655,215</b>

### 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

Employment Status	2000/01			1999/00	
	Male	Female	Total	Total	Variation
Ongoing	123	188	311	99	212
Fixed	54	92	146	333	-187
Casual	49	48	97	52	45
Total	226	328	554	484	70
FTE	185.6	261.54	447.14	426	21.14

## 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
Meet visitors' needs and expectations through public programs, services and facilities.	<ul style="list-style-type: none"> <li>- Extensive audience research was conducted to identify and monitor visitor expectations of facilities, services and experience at each of the three museum campuses.</li> <li>- 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.</li> </ul>
Develop exciting informative public programs comprising a dynamic mix of long and short-term offerings across all campuses and outreach services.	<ul style="list-style-type: none"> <li>- Delivered 18 long-term exhibitions and nine temporary exhibitions at Melbourne Museum.</li> <li>- Developed and produced two new planetarium shows: <i>Spinning Out</i> and <i>Escape from Andraxus</i>, completed the first stage of the Pumping Station redevelopment, and delivered six temporary exhibitions at Scienceworks Museum.</li> <li>- Delivered four Access Gallery exhibitions and associated activities in collaboration with the community as well as five temporary exhibitions at the Immigration Museum.</li> <li>- Conducted extensive and varied visitor programs at each campus, including well-attended school holiday programs.</li> </ul>
Establish evening programming at all campuses.	<ul style="list-style-type: none"> <li>- Evening programming was delivered at Melbourne Museum (Global Sounds at Sunset concert series), Scienceworks Museum (school sleepovers) and the Melbourne Planetarium (Thursday evening screenings).</li> </ul>
Establish clear identities for each campus and outreach service.	<ul style="list-style-type: none"> <li>- Audience research has shown the following identities have been achieved for each museum campus:  <b>Immigration Museum</b> – a place where one can discover the immigration history of Australia.  <b>Melbourne Museum</b> – 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.  <b>Scienceworks Museum</b> – 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.</li> </ul>

### LIFE-LONG LEARNING

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

Strategies	Results
Develop understanding and expertise in how people learn in the environments provided by Museum Victoria's campuses and services.	<ul style="list-style-type: none"> <li>- Market research continued to assess the effectiveness of learning strategies.</li> <li>- Staff undertook professional development to increase expertise in this area.</li> </ul>
Position Museum Victoria as a key content provider in the formal education and recreational learning market.	<ul style="list-style-type: none"> <li>- Museum Victoria's three museum campuses attracted almost 205,500 education visitors, in addition to those accessing educational resources via the ed-online service.</li> <li>- 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.</li> <li>- In its first eight months' operation Melbourne Museum attracted almost 80,000 school visitors and established strong tertiary and adult education markets.</li> <li>- More than 1000 teachers participated in professional development programs at Museum Victoria venues.</li> <li>- ed-online services were expanded and key projects were undertaken in partnership with the Department of Employment, Education and Training.</li> </ul>
Provide visitors with access to a variety of learning opportunities relevant to their stage of life and interests.	<ul style="list-style-type: none"> <li>- 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.</li> </ul>
Create and implement user friendly information systems to capture and provide access to Museum Victoria's knowledge bases.	<ul style="list-style-type: none"> <li>- InfoZone was opened at Melbourne Museum, providing direct public access to Museum Victoria's research data and knowledge resources.</li> <li>- The Bioninformatics section of the Museum's web site was expanded.</li> </ul>

**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.*

Strategies	Results
Develop a long-term Research Strategy for Museum Victoria.	<ul style="list-style-type: none"> <li>- A Research Committee of the Museums Board of Victoria was convened.</li> <li>- Museum Victoria's Research Policy was reviewed and the first stage of the development of a comprehensive Research Strategy was completed.</li> </ul>
Establish "Centres of Excellence" that will strategically focus Museum Victoria's research resources into areas of long-term relevance, benefit and interest to society.	<ul style="list-style-type: none"> <li>- A major review of the strategic directions and structure in the Division of Programs, Research and Collections (PRC) was completed.</li> <li>- Three primary curatorial departments were established with focussed research and collection responsibilities.</li> </ul>
Create an environment that encourages and values an innovative and multi-disciplinary approach to knowledge generation.	<ul style="list-style-type: none"> <li>- The strategic review of the PRC Division reaffirmed Museum Victoria's commitment to ongoing research.</li> <li>- Once complete, the Research Strategy will provide positive approaches to achieve this objective.</li> </ul>
Conduct collection-based research to ensure Museum Victoria collections are of a high quality and meet present and future needs.	<ul style="list-style-type: none"> <li>- Research into the collection continued, although the focus of research for the year was to ensure the completion of exhibitions for Melbourne Museum.</li> </ul>
Position Museum Victoria in leadership roles in state, national and international research programs.	<ul style="list-style-type: none"> <li>- Museum Victoria was successful in achieving funding for a number of collaborative projects at a national level.</li> <li>- Research staff achieved local and international awards in the areas of palaeontology and environmental conservation.</li> </ul>
Publish the results of research in media that are appropriate to Museum Victoria's target audience.	<ul style="list-style-type: none"> <li>- Research was published in over 90 papers, books and reports.</li> </ul>
Maximise external funding, sponsorship and contract research in areas recognised as strategic priorities of Museum Victoria.	<ul style="list-style-type: none"> <li>- Research grants worth almost \$500,000 were achieved at a national level, and additional work was supported by a number of external research contracts.</li> </ul>

**COMMUNICATING IN THE INFORMATION AGE**

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

Strategies	Results
Develop a capacity to reach a global audience through the use of appropriate technologies.	<ul style="list-style-type: none"> <li>- Museum Victoria's web site recorded more than 1.2 million users sessions for the year.</li> <li>- The site was independently rated second among Australian museum sites and rated consistently within the top 20 education web sites in Australia.</li> </ul>
Extend a culture within Museum Victoria where staff value data, information and knowledge as vital strategic resources to be managed.	<ul style="list-style-type: none"> <li>- Integrated collection management and administrative systems were implemented.</li> <li>- The new records management system earned an award for 'Excellence and Innovation in Records Management within the Victorian Public Sector'.</li> </ul>
Cost-effectively develop, store, retrieve and distribute Museum Victoria data, information and knowledge to both internal and external users. Provide technology and appropriate management and staffing structures that meet needs for information systems, business systems, productivity systems and public program multimedia systems.	<ul style="list-style-type: none"> <li>- 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.</li> <li>- The PIVoD 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.</li> </ul>
Develop systems that provide management information for effective and timely decision making.	<ul style="list-style-type: none"> <li>- An innovative records management and document retrieval system was introduced to new areas within the organisation.</li> <li>- The system facilitates interdepartmental information access through efficient search and retrieval functions.</li> </ul>

## 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.*

Strategies	Results
Provide an accessible, safe, comfortable and welcoming environment for visitors and staff in all campuses.	<ul style="list-style-type: none"> <li>- Museum Victoria maintained a Victorian Managed Insurance Authority Gold medal rating for three premises, and obtained Silver ratings for the remaining three venues.</li> <li>- 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.</li> </ul>
Establish campuses as key attractions in Victoria's cultural and built environment.	<ul style="list-style-type: none"> <li>- 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.</li> <li>- 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.</li> <li>- 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.</li> <li>- 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.</li> </ul>
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.	<ul style="list-style-type: none"> <li>- Ongoing maintenance, upgrades and rectification of building defects was undertaken at all sites.</li> <li>- Heritage restoration work was completed on the Pumping Station at Scienceworks Museum and the northern facade of the Royal Exhibition Building.</li> </ul>
Manage the acquisition, development and maintenance of the built facilities and infrastructure to optimise their long-term viability and flexibility.	<ul style="list-style-type: none"> <li>- Annual maintenance plans are in place and were implemented at all campuses.</li> </ul>
Establish five-year development plans for Scienceworks Museum and the Immigration Museum.	<ul style="list-style-type: none"> <li>- Development plans for these campuses are dependent upon additional funding becoming available in the future.</li> </ul>
Develop a conservation management plan as a component of a strategic plan for the Royal Exhibition Building.	<ul style="list-style-type: none"> <li>- A conservation management plan was developed and refurbishment and upgrade works were completed accordingly.</li> </ul>

## MANAGING CHANGE

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

Strategies	Results
Undertake long and short-term planning to ensure that the processes of change can be understood and managed at every stage.	<ul style="list-style-type: none"> <li>- 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.</li> </ul>
Monitor the economic, societal, political and industry environments in which Museum Victoria operates to identify changing trends.	<ul style="list-style-type: none"> <li>- 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.</li> </ul>

**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.*

Strategies	Results								
Develop Museum Victoria's Strategic Marketing Plan and within this framework develop marketing plans for campuses and services.	<ul style="list-style-type: none"> <li>- The Division of Museum Development was established to manage corporate marketing, public relations, development and fundraising, and the Membership Program.</li> <li>- Marketing and media/public relations plans were developed and implemented with considerable success for Melbourne Museum's opening year.</li> <li>- A corporate marketing plan will be prepared in the new financial year.</li> </ul>								
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.	<ul style="list-style-type: none"> <li>- Museum Victoria's internal market research capacity is highly developed and respected in the museum sector.</li> <li>- 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.</li> <li>- 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.</li> </ul>								
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.	<ul style="list-style-type: none"> <li>- New sponsorship agreements were achieved for Melbourne Museum to the value of \$1 million in cash and \$500,000 in kind.</li> <li>- 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.</li> <li>- Relationships were established with a number of organisations, including government departments, media, philanthropic and corporate sector bodies.</li> </ul>								
Positively manage Museum Victoria's image.	<ul style="list-style-type: none"> <li>- 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.</li> </ul>								
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.	<ul style="list-style-type: none"> <li>- Surveys recorded the following awareness levels among adult Melburnians at the end of the financial year:               <table border="0" style="margin-left: 20px;"> <tr> <td>- Melbourne Museum</td> <td style="text-align: right;">98 per cent</td> </tr> <tr> <td>- Scienceworks Museum</td> <td style="text-align: right;">92 per cent</td> </tr> <tr> <td>- Immigration Museum</td> <td style="text-align: right;">42 per cent</td> </tr> <tr> <td>- Melbourne Planetarium</td> <td style="text-align: right;">89 per cent</td> </tr> </table> </li> <li>- The Museum Victoria Magazine, a key communication tool, was redesigned and repositioned for distribution to all Museum Victoria stakeholders including members, sponsors and partners.</li> <li>- Relationships and information exchange with key Victorian Government departments were strengthened.</li> </ul>	- Melbourne Museum	98 per cent	- Scienceworks Museum	92 per cent	- Immigration Museum	42 per cent	- Melbourne Planetarium	89 per cent
- Melbourne Museum	98 per cent								
- Scienceworks Museum	92 per cent								
- Immigration Museum	42 per cent								
- Melbourne Planetarium	89 per cent								
Develop marketing campaigns that will position Museum Victoria and its campuses as essential components of the Melbourne experience.	<ul style="list-style-type: none"> <li>- Each campus embarked on strategic and targeted marketing campaigns, yielding success in terms of visitor numbers and broad reach across audience segments.</li> </ul>								
Develop admission price strategies for all campuses that optimise revenue generation and visitor numbers.	<ul style="list-style-type: none"> <li>- 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.</li> </ul>								

## 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.*

Strategies	Results
Provide leadership to the Victorian museum sector.	<ul style="list-style-type: none"><li>- 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.</li></ul>
Through a collaborative and inclusive process develop strategic support for regional museums throughout Victoria.	<ul style="list-style-type: none"><li>- The Museum worked with Arts Victoria and other museum sector representatives to develop a strategic approach for the support of regional museums.</li></ul>
Further raise the profile and the standing of Museum Victoria as a leader nationally and internationally in museological practice.	<ul style="list-style-type: none"><li>- Museum Victoria participated in a wide range of national and international museum sector activities.</li><li>- 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.</li><li>- Collaborative projects were undertaken with Museums Australia, the National Museum of Australia (NMA), the Australian War Memorial and Art Exhibitions Australia.</li><li>- Extensive advice was provided to the NMA development project.</li></ul>
Establish long-term, mutually beneficial relationships with selected organisations that will significantly extend Museum Victoria's ability to achieve its mission.	<ul style="list-style-type: none"><li>- Museum Victoria continued to foster relations with other key institutions throughout the world. During the course of the year memorandums of understanding were signed with the Smithsonian Institution's National Museum of the American Indian, and SBS – Australia's national multicultural broadcaster.</li></ul>
Position Museum Victoria as a leader in indigenous issues in Australia.	<ul style="list-style-type: none"><li>- Museum Victoria provided increased industry and public leadership in relation to indigenous issues.</li><li>- 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.</li><li>- 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.</li><li>- The Bunjilaka Supporters Club was launched for indigenous Victorians, gaining an initial membership of 1450 (almost 7 per cent of the Victorian Aboriginal population).</li></ul>
Position Museum Victoria as a market leader of museum publications.	<ul style="list-style-type: none"><li>- Museum Victoria's approach to publishing was reviewed, with a change in emphasis from print to web-based publications.</li></ul>

## 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.*

Strategies	Results
Provide leadership of the highest quality in accordance with the principles, ethics and behaviours outlined in Museum Victoria's Enterprise Partnership Agreement.	<ul style="list-style-type: none"><li>- 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.</li></ul>
Establish a management culture that values the empowerment of staff and reinforces the importance of teamwork.	<ul style="list-style-type: none"><li>- 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.</li><li>- This system will foster effective collaboration within and between workgroups.</li></ul>
Create an organisational environment that encourages and rewards innovation and creativity.	<ul style="list-style-type: none"><li>- 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.</li></ul>
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.	<ul style="list-style-type: none"><li>- Plans were completed and implemented.</li></ul>
Develop business plans for undertaking evening programs and venue hire at all campuses of Museum Victoria.	<ul style="list-style-type: none"><li>- A number of successful evening events were held at Melbourne Museum, the Immigration Museum and Scienceworks Museum during the course of the year.</li><li>- A detailed review of evening programming was undertaken at Melbourne Museum and will inform future program initiatives.</li></ul>

**CARING FOR HERITAGE**

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

Strategies	Results
Develop collection management policies, procedures and practices that support the strategic priorities of Museum Victoria.	- Collection management policies and procedures are in place and will be reviewed during 2001/02.
Meet legislative obligations for management of heritage collections.	- 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.
Develop a Museum Victoria-wide data-base that integrates collection information and provides improved access to Museum Victoria's knowledge base.	- 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.
Support and promote access to heritage collections within a national and international framework.	- 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.
Develop collection conservation policies, procedures and practices that support the strategic priorities of Museum Victoria.	- Collection conservation policies, procedures and practices were in place and will be reviewed during 2001\02.
Assist and promote preservation of heritage in the community.	- Museum Victoria continued to provide advice and services to regional and specialist museums, as well as Victorian Aboriginal keeping spaces and communities.

**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.*

Strategies	Results
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.	- In collaboration with the Board, management and staff embarked on a review of the five year Strategic Plan.
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.	- 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.
Ensure there are clear lines of communication between the Board, Museum management and staff.	- 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.
Ensure that sound contemporary governance practices are implemented.	- 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.
Develop procedures that will assist the Board to ensure that Museum Victoria and its resources are effectively managed.	- Operating procedures were developed for all parts of Melbourne Museum. Where appropriate these were adopted by other campuses.





"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."



# Koori programs officer

**JOY SELLARS**

KOORI PROGRAMS OFFICER  
BUNJILAKA

# Review of Operations

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## 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

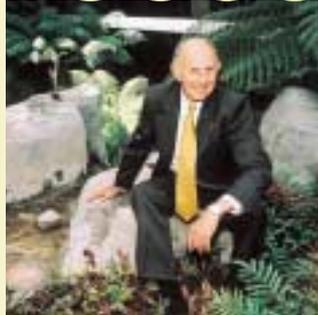
Melbourne Museum was open to the public for eight months of the 2000/01 financial year, although all galleries and facilities were not fully operational until May 2001. Most performance results, therefore, are based primarily on an extraordinary situation that cannot be accurately measured against most original targets.

# Melbourne Museum

*Customer Service staff wear uniforms featuring contemporary interpretations of original Indigenous designs from the Lake Condah district in Western Victoria.*

*Melbourne Museum's Patron, the Governor of Victoria, John Landy AC MBE, in the Forest Gallery.*

*Big Box – home to exhibitions and activities especially for children aged from three to eight.*



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 web-cast.
- 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.

### 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.

### 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 Clocked 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.

### 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.
- *Stilled Lives*, an evocative showcase installation by Sydney artist Janet Laurence that draws widely on Museum Victoria's diverse collections.
- 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.

# Administration officer



"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."

**SUZIE GASPER**  
ADMINISTRATION OFFICER  
TRIBUTE GARDEN  
IMMIGRATION MUSEUM



# 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.

# Immigration Museum

*Interior of the exhibition,  
From the Steps of Bonegilla,  
Immigration Museum.*

*Guests of the Bonegilla Reunion  
Day view the exhibition.*

*Performers from the Active for Life  
African Cultural Sunday.*



## 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.

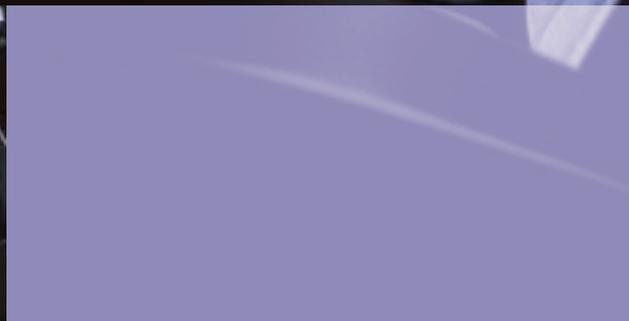
## Hellenic Antiquities Museum

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."

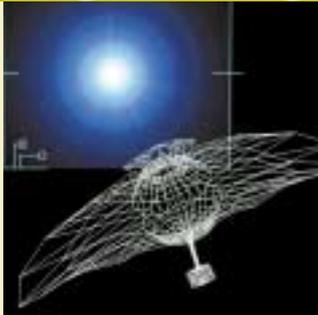


# Technical officer

**SIMON WAN**

TECHNICAL OFFICER  
MELBOURNE PLANETARIUM

# Scienceworks Museum



*Enjoying an 'Antarctic experience' in the Stayin' Alive exhibition, Scienceworks Museum.*

*Interior detail, Spotswood Pumping Station.*

*Digital projection graphics from the Melbourne Planetarium show Escape from Andraxus.*

## 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 supported 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

*'Silent Whispers – awaken heart', a mixed media installation by Karen Casey and Shin Watanabe, ?Lost and Found exhibition, Immigration Museum.*

*Shopkeeping, Nitty Gritty Super City exhibition Scienceworks Museum.*

*Image from the Body Art exhibition, Melbourne Museum Touring Hall.*



## **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.

**Settlings 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**

**29 September 2000 – 25 February 2001**

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**

*30 June 2001 – 28 January 2002*

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 theatre 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."

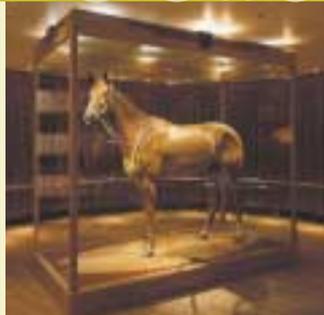
# Curator



**EMMA WILLOUGHBY**  
CURATOR,  
AUSTRALIAN SOCIETY  
AND TECHNOLOGY



# Programs, Research, and Collections



*Finches from the Museum Victoria Collection.*

*Phar Lap in the beautiful new showcase crafted by Museum Victoria staff.*

*1850s male papier-mâché anatomical model displayed in the Mind and Body Gallery and sourced from the Macleay Museum, University of Sydney.*

## 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*.

### **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.

### **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.

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 Pasifika* 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 for the exhibition 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.
- The purchase of a collection of baskets and fibre works by Sharon Edwards of Heywood, Victoria.
- A donation of artefacts and paintings from the Northern Territory in the 1960-1970s by Liz Wilson.
- 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.

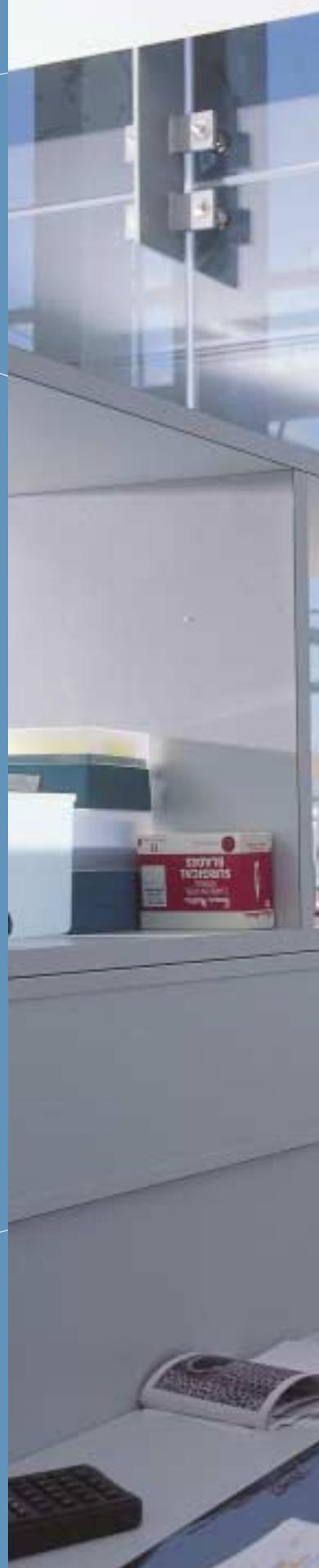
The Box-Ironbark biodiversity project received the David Ashton Biodiversity Award from the Victorian Department of Natural Resources and Environment. A three-year collaborative study to define the phylogeny of the bee genus *Lasioglossum* on a worldwide basis was established. A study into the effects 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*.

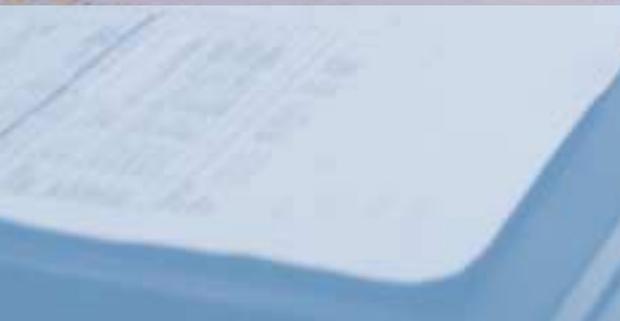
# PhD student



"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."



**JOSH MACKIE**  
UNIVERSITY OF MELBOURNE  
PHD STUDENT  
MELBOURNE MUSEUM



### **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 cuta 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 bar-coding 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.

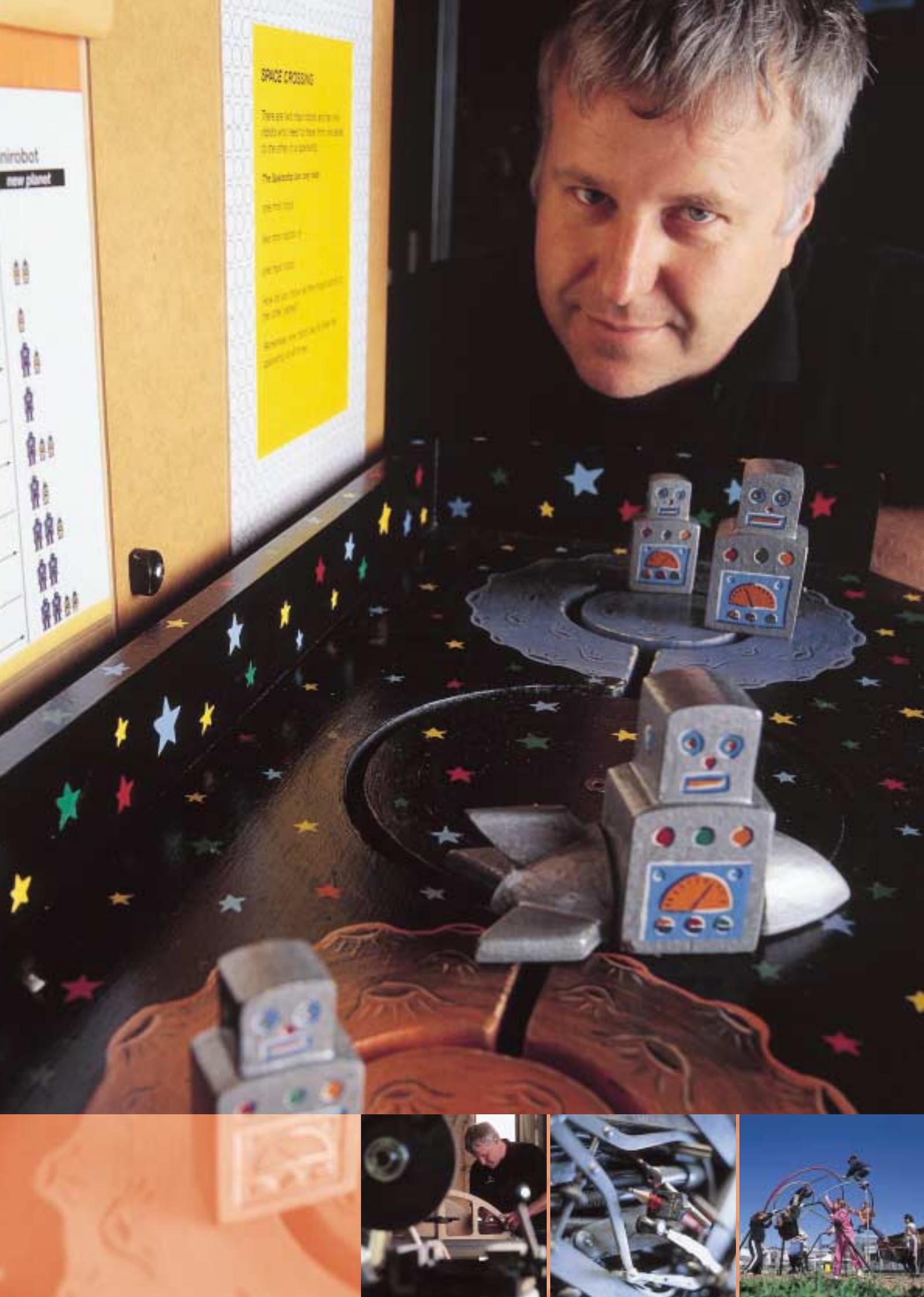
Numerous exhibits including skeletons, animal mounts, casts, replicas, and models were prepared, with staff contributing significantly to the installation of objects and subsequent maintenance of exhibitions at Melbourne Museum.

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 bar-coding 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.





### SPACE CROSSING

There are two robots on the table and one is on the planet.

The robots are on the table.

on the table.

on the table.

on the table.

on the table and one is on the planet.

on the table.

on the table and one is on the planet.

nirrobot  
new planet



## 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.

# Museum Development

*School children navigate Melbourne's subterranean world in the Sewer Tour, sponsored by Melbourne Water.*

*Phar Lap's historic night move to Melbourne Museum generated extensive national media interest.*

*The first issue of the new Museum Victoria Magazine featured an eye-catching photograph from the Mind and Body Gallery.*



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.
- Development of a comprehensive Government Relations Strategy for Museum Victoria.

**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*.

**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.

**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.



*Bright colours and a topsy-turvy shape define the Children's Museum's Big Box Gallery at Melbourne Museum.*



*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."



Volunteer

**LES BURLOCK**  
VOLUNTEER

# People in Museum Victoria

## 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

*Appointed 1994.*

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.

*Members of the Museums Board of Victoria  
in front of the Blue Whale skeleton,  
Melbourne Museum.*

*From left to right:  
Peter Hiscock AM, Tina McMeckan,  
Ian Sinclair, Terry Garwood,  
Sheila O'Sullivan, David Penington AC,  
Geoffrey Opat, Bob Weis.  
Absent: Deanne Weir, Jennifer Graves,  
Janet McCalman.*

# Museums Board of Victoria

**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 Immigration 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 Society 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 McMeckan**

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 February 2001.*

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.

## ATTENDANCE AT MEETINGS

Member	Museums Board of Victoria	Finance and Audit Committee	Nominations and Remuneration Committee	Aboriginal Cultural Heritage Advisory Committee
Professor David Penington AC	10		6	
Mr Ian Sinclair	7	10		
Mr Terry Garwood	8			7
Professor Jennifer Graves	7			
Mr Peter Hiscock AM	9		5	
Dr Janet McCalman	9			
Ms Tina McMeckan	10	9		
Professor Geoffrey Opat	9			
Ms Sheila O'Sullivan	7			
Ms Deanne Weir	2		2	
Mr Bob Weis	9	8		5
<b>Total number of meetings</b>	<b>10</b>	<b>11</b>	<b>6</b>	<b>10</b>

*Note: Ms Deanne Weir resigned from the Museums Board of Victoria in February.*

**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)  
Ms Tina McMeckan  
Mr Graham Cunningham  
Mr Bob Weis  
Ms Sally Sinton

**Nominations and Remuneration Committee**

**Committee:** responsible for advising the Board on all staffing matters.

**Aboriginal Cultural Heritage Advisory Committee**

**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**

**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



# Executive Management Team

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

*From left to right:  
George MacDonald, Robin Hirst,  
Gerardine Kerlin, Martin Hallett,  
Gaye Hamilton, James Dexter,  
Padmini Sebastian, Joseph Corponi,  
Timothy Hart.*

## Executive Management Team

### **Chief Executive Officer, Museum Victoria and Director, Melbourne Museum**

George F. MacDonald  
BA PhD LId FRSC FRSA  
*Appointed October 1998, commenced  
February 1999.*

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  
*Appointed January 1997.*

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)  
*Appointed May 2001.*

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.*

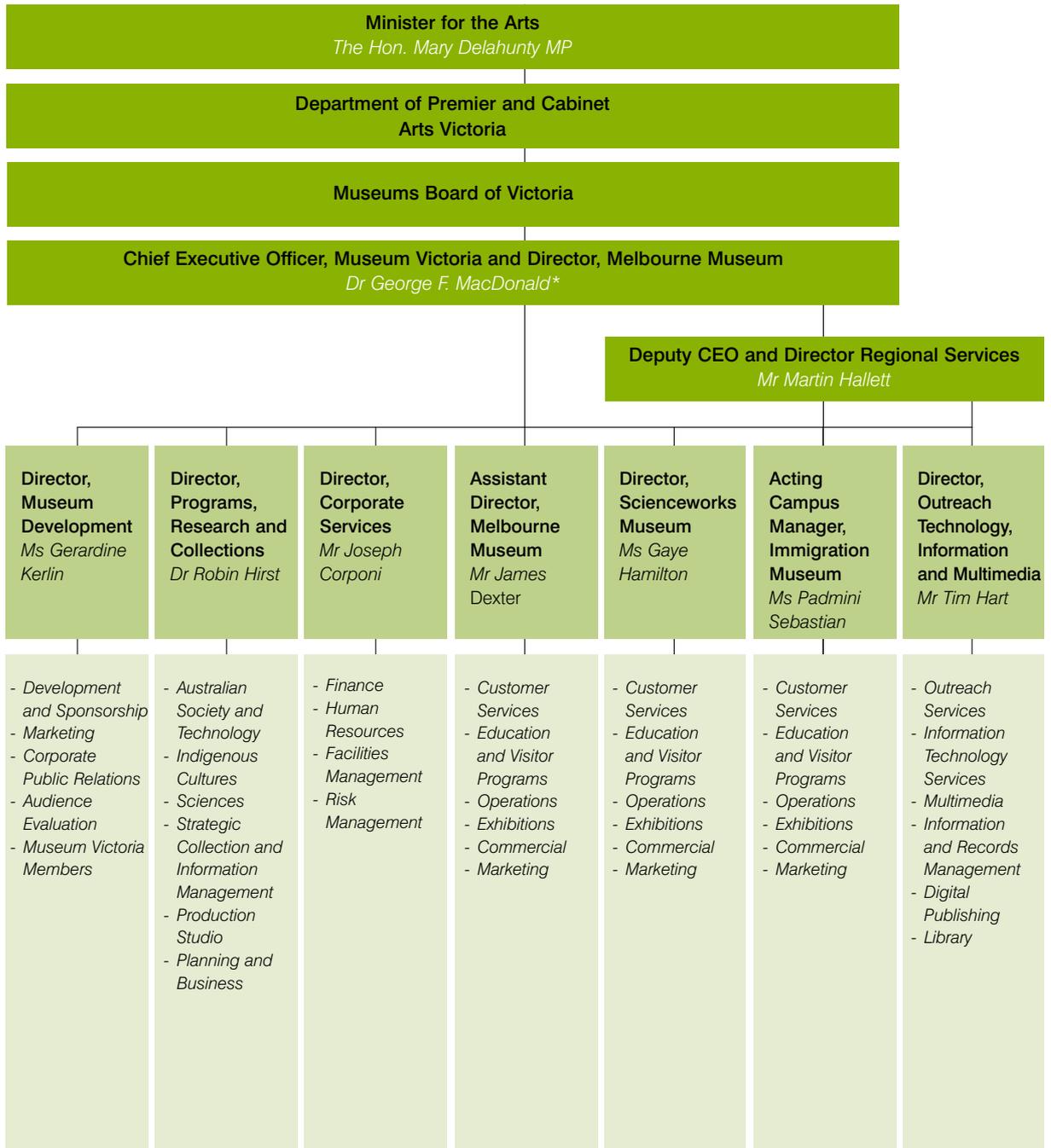
Responsible for public affairs and public relations, government relations, issues management, Museum Victoria membership, marketing and market research, fundraising and development. Aims to make Museum Victoria a leader in these fields.

### **Acting Campus Manager Immigration Museum and Hellenic Antiquities Museum**

Padmini Sebastian BA, Grad Dip Journ.  
*Appointed February 2001.*

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



\*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 Cottee'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 Cottee'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 Kypraios  
 Mr Cesare Leonardi  
 Mr Peter McMullin  
 Mr Ken Mahlab  
 Ms Gabrielle Pizzi  
 Mr Jack Scanlan  
 Ms Lousje 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 Phillip Law AC AO CBE  
Professor 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

#### *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. Kuitert  
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 Schodde  
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

Acciacarelli, Jacqueline	MM	Brodie, Robert	MM	Davies, Judy	MM	Gainsford, Pam	SW
Ada, Ian	MM	Brown, Bernice	MM	Davis, Sandra	SW	Gaiton, Claudia	MM
Adamache, Patricia	MM	Brown, Clare	MM	Day, Bernard	PRC	Galloway, Anna	MM
Adams, Anne	MM	Browne, Raymond	SW	de Gooyer, Tanyth	SW	Gamage, Chamitha	SW
Ager, Les	MM	Bryan, Harry	MM	Dethridge, Janene	MM	Gardner, Colleen	MM
Agriopoulos, Arthur	MD, MM	Buchanan, Chris	PRC	Devincentis, Rebecca	MD, MM	Gay, Mathew	MM
		Bullard, Sally	SW			Gengoult - Smith, Jillian	PRC
Alderson, Phyl	MM	Burlock, Les	MM	Dickie, William	SW	Georgopoulos, Victor	SW
Ambrose, Corrie	MM	Burn, Robert	PRC	Dickinson, Ruth	MM	Ghazali, Shahril	MM
Ambrus, Vivian	MM	Burt, Jennifer	SW	Dingle, Angelique	MM	Giatsios, Christina	SW
Angelini, Tania	OTIM	Butt, Marion	MM	Dixon, Colleen	MM	Gievski, Jasmina	MM
Anzil, Rebecca	MM	Caldwell, Vernon	SW	Doig, Judith	SW	Girdler, Janet	SW
Argo, Betty	PRC	Cally, Clare	MM, PRC	Donaldson, Anne	SW	Goetze, Diane	MM
Arnott, Warren	SW			Donnan, Bob	SW	Goncalves Da Silva, Jennifer	MM
Ashley, Mel	SW	Campbell, Guy	MM				
Attard, Mark	MM	Carkeek, Malcolm	MM, PRC	Doquile, Julie	MM	Gooding, Norman	SW
Austin, Jack	PRC			Doran, Pam	MM	Graham, Elsie	MM
Ayton, Keith	SW	Cauchi, Vince	SW	Dormer, Marion	OTIM	Grant, Heather	SW
Backhouse, Derek	PRC	Chandler, Barry	SW	Dornan, Roderick	MM	Green, Ken	PRC
Bailey, Christoff	MM	Cher, Carla	SW	Douglas, Jack	SW	Green, Lorraine	MM
Bailey, Ro	MM	Chettle, Peter	SW	Drummond, Anna	MM	Green, Peter	MM
Baines, Justin	SW	Childs, Jan	MM	Duggan, Gerry	PRC, MM	Green, Tony	SW
Baker, Fay	PRC	Chisholm, Sue	MM			Greene, Kate	MM
Balachandra, Lilanga	MM	Chung, Cissy	MM	Durham, Lance	SW	Greenfield, Mary	MM
Balai, Susan	PRC	Clear, Justine	OTIM	Durham, Laura	SW	Greenfield, Richard	MM
Balalas, Maria	MM	Cleland, Kay	MM, PRC	Durham, Leigh	SW	Grevatt, Alice	MM
Baldya, Darren	PRC			Dyton, Christine	MM	Griffiths, Tamara	SW
Barlow, Nicole	SW	Clemens, Alexia	MM	Eales, Barbara	MM	Gruskin, Sara	SW
Barry, Margaret	MM	Clifford, Kate	SW	Eccleston, Sarah	SW	Guthrie, Rosalie	PRC
Baszczyn, Elzbieta	MM	Codognotta, Kathleen	SW	Edwards, Rodney	MM	Hales, George	SW
Bathgate, Rachael	PRC	Coilett, May	PRC	Eisfelder, Kevin	SW	Halliwell, Sue	MM
Baxter, Christine	MM	Cole, Brian	SW	Elliot, Sean	SW	Hampton, Judith	MM
Baylis, Michael	SW	Cole, John	SW	Ellis, Claire	SW	Handreck, Clarrie	PRC
Beardsley, June	PRC	Cole, Peggy	PRC	Elston, Kylie	MM	Hanke, Andrea	MM
Beeson, Abigail	MM	Collins, Nina	MM	Erskine, Tracey	MM	Hardham, Helen	MM
Begley, Jessica	MM	Collins, Sarah	MM			Harrington, Helena	MM, PRC
Behjat Mohammadi, Parisa	MM	Condiilis, Anthea	SW	Evans, Gerry	SW		
Bell, Ken	PRC	Connors, Emily	OTIM	Evans, Krystal	SW	Harvey, Aaron	MM
Bewley, Kelly	PRC	Cook, Loris	MM	Ewing, Alice Dorney	PRC	Harwood, Walter	MM
Billett, Margaret	MM	Cook, Pat	MM	Fabry, Bert	SW	Haupt, Lyn	PRC
Bird, George	SW	Couche, Carmen	MM	Fahey, Monique	SW	Hawker, Dale	SW
Bird, Rita	SW	Crawford, Robert	MM	Fairbrother, Leanne	MM	Hayes, Phillip	SW
Birkett - Rees, Jessie	MM	Creaser, Louise	MM, PRC	Farmery, Helen	MM	Hayes, Raymond	SW
Birnbaum, Tosca	MM			Faulkner, Ben	MM	Hayes, Richard	SW
Blake, Trevor	PRC	Crockett, Pam	MM			Healy, Brian	SW
Bock, Philip	PRC	Crohn, Val	SW	Featherston, Rebecca	MM	Hebb, Elizabeth	PRC
Boon, Joyce	SW	Croker, John	MM	Finniss, George	MM	Hewish, Dr, Dean	PRC
Boothroyd, Ray	SW	Cross, Karen	MM	Flanagan, Luke	MM, PRC	Heydon, Jill	MM
Borgueta, Gladys	MM	Crouch, Jessica	MM			Hicks, Andrew	PRC
Borgueta, Noel	MM	Croxford, Peter	SW	Forrest, Robyn	MM	Hickson, Dorothy	MM
Bosson, Clifford	SW	Curnow, Angela	MM	Forshaw, Meryll	PRC	Hill, Barbara	MM
Bosworth, John	PRC	Cuthbert, Jean	PRC	Fox, Pam	MM	Hill, Helen	MM
Bradbury, Richard	MM	Dale, Jacqueline	MM	Fraser, Amber	MM	Hirst, Kay	MM
Breninger, Emily	MM	Dale, Matthew	PRC	Frazer, Jacqueline	MM	Ho, Francis	SW
Breninger, Martha	MM	Dale, Nick	MD, OTIM	Frisina, Belinda	MM	Ho, Raymond	MM, PRC
Brereton, Tom	SW	D'Amour, S'hi	MM	Frost, Viane	MM		
Brignall, Brigid	SW	D'Aprano, Seona	SW	Frueh, Anne	MM	Hodge, Gwenneth	SW
				Fry, Jan	MM		MM

Hofmann, Albert	SW	Marriott, Tim	MM	O'Bryan, Lindsay	MM	Saunders, Graham	SW
Holmes, Frank	PRC		SW	O'Callaghan, Jack	SW	Schmidt, Dennis	SW
Hopf, Toby	MM	Martin, Sue	MM	Oliver, Judith	MM	Schmidt, Thomas	SW
Hopmans, Claire	MM	Mascitti-Costanzo,		Opperman, Carol	MM	Schneider, Carroll	MM
Horney, Stan	SW	Roberta	MM	Osmond, David	SW	Schwarz, Pam	MM
Horrocks, Lucinda	MM	Mason, James	MM	Palmer, Geoff	SW	Scibilia, Jasmine	MM
Howlett, Sharon	SW	Mason, Jim	SW	Parker, Ronald	MM	Scott, Bruce	MM
Hoyne, Alina	MM	Matthews, Christine	MM	Parker, Sally	SW	Scott, Trudy	SW
Hunter, Molly	MM,	Matthies, Kate	MM	Parr, Liz	MM	See, Jason	SW
	PRC	Mayall, Emma	MM,	Parry, Ian	SW	Severino, Susan	MM
Huxley, Marion	MM		PRC	Parry, Kenneth	SW	Shaikh, Abdul	SW
Huynh, Ngan-Ngoc	SW	Mays, Corrinne	PRC	Pasini, Emanuela	MM	Shaikh, Mehrunissa	MM
Ioualitene, Yasmin	IM	McCaughey, Laurie	SW	Paterson, Joanne	MM		SW
Jackman, Peter	SW	McClellande, Claire	MM	Paynter, Natalie	MM	Shaw, Ron	MM
Johnson, Barbara	MM	McCluskey, Rachael	MM	Pennel, Michael	MM	Sidari, Frances	SW
Johnson, Ken	SW	McCulloch, Ellen	PRC	Pepperell, Lynn	MM	Simon, Naomi	MM
Johnston, William	PRC	McFadden, Paul	MM	Perillo, Analia	MM	Simpson, Carol	SW
Johnstone, Peter	SW	McGeehan, Helen	SW	Perry, Marlo	MM	Sinclair, Kim	MM
Jones, Claire	MM	McGinley, Rose	MM	Pickthall, Colin	SW	Skingsley, Jill	SW
Karras, Christine	MM	McGowan, Ian	MM	Polkington, Jacqui	PRC	Skinner, Jack	SW
Kelly, Tony	PRC	McLean, Robyn	MM	Poole, Rosalind	PRC	Smith, Beverley	MM
Kemp, Michael	MM	McNabb, Wendy	MM	Pooley, Rona	MM	Smith, Hayley	MM
Kershaw, David	SW	McNeill- Young, Eliza	MM	Porter, Ken	SW	Snape, Jennette	MM
Kerss, Graeme	SW	McQuillan, Beatrice	MD,	Potter, Sonia	MM	Soundias, Deonisia	SW
Kidd, Janet	MM		MM	Prasek, Chris	SW	Steuart, Frank	PRC
Knight, Toni	PRC	Menhennitt, Harry	SW	Pratt, Liz	MM	Stevens, Sue	MM
Krautschneider, Astrid	MM	Merrit, Helen	MM	Presland, Gary	MM	Su, Jerry	MM
Krois, Jack	SW	Micallef, Maria	SW	Priestly, Pauline	SW	Szalek, Pat	MM
Kwong, Anita	MM	Millbourne, Margaret	SW	Purdon, Cathy	MM	Szoeke, Jason	PRC
La, Tinh Thanh	MM	Miller, Anne	MM	Quail, Annie	MM	Taft, Leon	SW
Lamond, Joan	PRC		SW	Quartel, Peter	SW	Tait, Bob	SW
Lancel, Prue	MM	Miller, Toby	MM	Quincho, Monica	SW	Tang, Leah	MM
Lane, Walter	MM	Mills, Stuart	PRC	Raadik, Ivy	PRC	Targan, Targan	MM
Lau, Jackie	MM	Mitchell, Olivia	MM	Rebellato, Mara	MD,	Taylor, Brian	SW
Launikonis, Margaret	SW	Moffatt, Kate	MM		MM	Taylor, Howard	SW
Leach, Jack	PRC	Montesano, Nancy	MM	Reed, Stuart	SW	Taylor, Marion	SW
Leach, Mark	MM	Moon, Traudl	MM,	Reid, Mandy	PRC	Thanopoulos, Panayiotis	MM
Leggett, Fiona	MM		PRC	Reiner, Karen	SW		SW
Lehmann, Sherri	PRC	Moore, Dawn	MM	Remington, Steve	MM	Thompson, Fleur	MM
Lennox, Francis	MM	Moore, Natalie	MM	Retallack, Nick	SW	Thompson, Robert	PRC
Lewis, Bill	SW	Moore, Stephen	PRC	Rich, Pamela	MM	Thornton, Marlene	MD,
Lewis, Kirsty	MM	Mordech, Alan	MM	Richardson, Neil	SW	Tisher, Elaine	MM
Lewis, William G	MM		SW	Riley, Dorothy	SW	Tisher, Richard	MM
Linden, Liba	MM	Morey, Anthony	PRC	Robb, Ann	PRC	Todaro, Anna	MM
Long, Janet	SW	Morgan, Isobel	MM	Robinson, Frank William	PRC	Tomelty, Alison	MM
Lord, Wayne	SW	Morton, Ted	SW	Rooke, Joan	MM	Toplek, Bianca	MM
Lovallo, Silvana	MM	Muir, Graham	MM	Rooke, Ray	MM	Tran, Chau	MM
Lovett, Edward	SW	Mulcahy, Joy	SW	Rose, Wendy	MM	Trikojus, Nina	PRC
Low, Elizabeth	MM	Munro, Debbie	MM	Rossetti, James	SW	Trinh, Hang	MM
Lowenstein, Alice	MM	Murray, Liz	MM	Rowe, Kate	MM	Tsaimos, Maria	MM
Loy, Betty	MM	Mutimer, Jade	MM	Rumba, Anita	MM	Tunchon, Peter	SW
Lumsden, Ramona	MM	Ness, Robert	SW	Rumney, Aruna	MM	Tutera, Peter	PRC
Mac Lennan, Ellen	MM	Nguyen, My	MM	Ruse, Pauline	MM	Utmar, Gary	MM
MacDonald, Patricia	MM	Ngyuen, Hanh Thao	MM,	Ryan, Bernard	MM	Vadivelloo, Yoges	MM
Mallillin, Sheryn	SW		PRC	Ryan, Delwyn	MM,	Vafilidies, Platon	PRC
Maplestone, Bruce	MM	Nicholls, Brod	MM		PRC	Van De Waalle,	
Marcolin, Sergio	MM	Nicholson, Kerry	MM	Samman, Nasser	MM	Margaret	MM
Marek, Dagmar	MM	Nunnold, Justin	SW	Satchell, Mary	SW	van Klaveren, Lianne	MM
Marriott, Peter	PRC	O'Brien, Clare	SW	Saunders, Amy	MM	Vanderlinde, Sarah	MM

Vicino, Sheryl	MM
Vivio, Dawn	MM
Vodicka, Sonya	SW
Volosinas, Alexandra	SW
Wagner, Sonja	SW
Wain, Angela	MM
Walker, Chris	PRC
Walker, Hannah	MM
Walker, Judith	PRC
Wallace, Bronwyn	PRC
Walshe, Jean	MM
Walton, Thelma	MM
Wan, Edwin	SW
Wardrop, Alison	MM
Warren, Amy	MM
	SW
Watson, Christie	MM
Webb, Barry	SW
Webb, Cathryn	MM
Webb, Laura	SW
Weybury, Jean	SW
Whelan, Maureen	MM
Whitecross, Katie	MM
Whitehorn, Roy	MM
Whitelaw, Shay	MM
Whittingham, Heather	SW
Wilks, Vic	SW
Williams, Emma	MM
Williams, Leonie	MM
Williams, Pauline	SW
Willmer, Len	SW
Wills, Barbera	MM
Wilson, Jenny	MM
Wilson, Marita	MM
Wolstenholme, Graham	SW
Woodward, Bill	PRC
Woolnough, Jo	MM
Wu, Rebecca	SW
Yew, Mei	SW
Younan, Anna	MM
Young, Kylie	SW
Zagorski, Jack	SW
Zang, Christina	MM

## 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.
- Discounts at the Melbourne Planetarium, Immersion Cinema Experience theatre, Museum Shops, IMAX Melbourne and the Melbourne Museum car park.
- Reciprocal free general admission to a number of interstate museums.

**Membership Fees outlined on page 112**

## Museum Victoria Staff

- \* *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  
*Executive Assistant to the Deputy Chief Executive Officer*
- Marion Thompson  
*Senior Research & Project Officer*

### PROGRAMS, RESEARCH & COLLECTIONS

#### Directorate

- Robin Hirst  
*Director*
- Linda Cook  
*Project Assistant*

#### Planning & Business

- Andrea Beattie  
*Manager*
- Timothy Stranks  
*Project Officer*

#### Australian Society & Technology

- Richard Gillespie  
*Head*
- Carolyn McLennan  
*Project Assistant*
- Edward Butler-Bowdon  
*Senior Curator Social & Domestic Life*

- 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*
- Janet Pathe  
*Assistant Collection Manager*
- Alison Raaymakers  
*Assistant Collection Manager*
- Michael Reason  
*Assistant Curator, Australian Society*
- Ursula Richens  
*Assistant Collection Manager*
- John Sharples  
*Senior Curator, Numismatics*
- Elizabeth Willis  
*Senior Curator, Public & Institutional Life*
- Emma Willoughby  
*Curator, Federation*

#### Melbourne's Golden Mile Heritage Trail

- 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\**

- 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 Ikingier  
*Collection Manager*
- Mary Morris  
*Collection Manager*
- Melanie Raberts  
*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*

- Lina Frigo  
*Collection Manager, Mammals*
- Martin Gomon  
*Senior Curator, Ichthyology*
- Vanessa Hayes  
*Curator, Molecular Biology*
- Dermot Henry  
*Collection Manager, Minerals & Fossils*
- Tanya Hill  
*Curator, Astronomy*
- Simon Hinkley  
*Assistant Collection Manager, Entomology & Arachnology*
- David Holloway  
*Senior Curator, Invertebrate Palaeontology*
- Andrea Horvath  
*Senior Curator, Human Mind & Body*
- Peter Lillywhite  
*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*
- Rory O'Brien  
*Assistant Collection Manager, Ornithology*
- Timothy O'Hara  
*Research Scientist, Marine Biology*
- Katherine Phillips  
*Senior Curator, Science Communication*
- Gary Poore,  
*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*
- Genefer Walker-Smith  
*Scientist, Marine Biology*
- Robin Wilson  
*Senior Curator, Marine Invertebrates*
- Alan Yen  
*Senior Curator, Terrestrial Invertebrates*

#### **Strategic Collection & Information Management**

- Maryanne McCubbin  
*Head*
- Michelle Berry  
*Conservator*
- Leah Breninger,  
*Manager, Exhibition Collections Co-ordination*
- Caroline Carter  
*Collection Manager, Loans*
- John Clarke  
*Assistant Conservator*
- David Coxsedge  
*Co-ordinator, Integrated Pest Management*
- Steve Eather  
*Assistant Manager, Moreland Annexe*
- Penelope Edmonds  
*Senior Conservator*
- Natalia Fraser  
*Inventory & Locations Officer*
- Debra Frost  
*Assistant Collection Manager*
- Rodney Gray  
*Moreland Annexe Support Officer*
- Sally Groom  
*Conservator*
- Nancy Ladas  
*Collections Project Officer*
- Catherine Lovelock  
*Conservator*
- Penelope Nolton  
*Assistant Conservator*
- Neville Quick  
*Manager, Moreland Annexe*

- 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 Frewen  
*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 Zetlin  
*Planetarium Production Manager*

**OUTREACH,  
TECHNOLOGY,  
INFORMATION &  
MULTIMEDIA**

**Directorate**

- Timothy Hart  
*Director*
- Bridie Berry  
*Project & Administration  
Officer*
- Matthew Nickson  
*Creative Producer,  
Special Projects*

**Outreach Services**

- William Coppinger  
*Group Manager*
- Sheree Clements  
*Web Services Co-ordinator*
- Louis Marshall  
*Digital Publishing Officer*
- Veronica Scholes  
*Digital Publishing Officer*
- Patrick Worsley  
*Education Producer*
- Janet Marlow  
*Manager, Online Education*
- Cathy Accurso  
*Assistant Curator,  
Online Project*
- Heather Martin  
*Assistant Curator,  
Online Project*
- Marjorie Rawlinson  
*Assistant Curator,  
Online Project*

**Information Technology Services**

- Mark Bean  
*Personal Computer  
Support Officer*
- Daniel Davy  
*Personal Computer  
Support Officer*
- Robert Forbes  
*Network Manager*
- Donna Fothergill  
*Electronic Museum  
Project Officer*
- Forbes Hawkins  
*Collections Systems  
Administrator*
- Herbert Lim  
*Helpdesk Manager*
- Bradley Morris  
*New Technology  
Systems Manager*
- Kathleen McConville  
*Administrative  
Support Officer*

- Kyleigh Nicholls  
*Personal Computer  
Support Officer*
- Sean Ryan  
*Business Systems  
Support Officer*
- David Schultz  
*Personal Computer  
Support Officer*
- Xiang Zhang  
*Unix Systems Administrator*

**Library Services**

- Frank Job  
*Manager*
- Valerie Hogan  
*Research &  
Reference Officer*
- Sandra Winchester  
*Librarian*

**Multimedia**

- Jonathan Brownbill  
*Manager*
- Tack-Foon Lim  
*Systems Administrator*

**Outreach Program**

- Peggy Cole  
*Outreach Presenter*
- Sarah Edwards  
*Coordinator Public Programs*
- Raoul Jones  
*Outreach Presenter*
- Brian Miller  
*Outreach Presenter*
- Lee-Anne Raymond  
*Project Officer,  
Outreach Programs*

**Records & Information  
Management**

- Alison McNulty  
*Manager*

**CORPORATE SERVICES**

**Directorate**

- Joseph Corponi  
*Director*
- Madeleine Oakes  
*Executive Projects Officer*
- Sally Scott  
*Personal Assistant*

**Facilities Management**

- Kim Reason  
*Manager*
- Graeme Broad  
*Receipt &  
Dispatch Controller*

- Kathrin Brunnemann  
*Administrative Assistant*
- Laurence Carter  
*Manager, Corporate Risk  
and Occupational Health  
& Safety*
- David Couper  
*Mail Coordinator*
- Anthony Di Berardino  
*Manager, Construction  
Workshop*
- Peter Hunt  
*Manager, Building  
Supervision & Services*
- Kamran Jafari  
*Facilities  
Management Officer*
- Glen Miners  
*Cabinet Maker*
- Andrew Moritz  
*Project Manager,  
Major Projects*
- Paul Susnjara  
*Display Painter*
- Pasquale Vitoli  
*Loading Area Manager*
- Annette Winkler  
*Cabinet Maker*
- Peter Young  
*Building Maintenance  
Engineer*

**Finance & Administration**

- Catherine Richards  
*Manager*
- Catherine Daniels  
*Finance Officer*
- Alexander Duncan  
*Contract Coordinator*
- Joseph Forbes  
*Purchasing & Fleet  
Management*
- Maria Hammill  
*Finance Officer*
- Marcel Khoury  
*Finance Officer*
- Ljubica McEune  
*Finance System  
Administrator*
- Sebastiano Morda  
*Manager, Accounting  
Operations*
- Vikki Schipper  
*Accounting  
Operations Leader*
- Sheila Scott  
*Finance Officer*
- Susan Scott  
*Finance Officer*

**Human Resources**

- Peter Brown  
*Manager, Employee  
Relations*
- Fleur Bourke  
*Human Resources Officer*
- Grace D'Agostino  
*Manager, Organisation  
Development*
- Elyse Davies  
*Human Resources Officer*
- Paul Davies  
*Manager, Organisation,  
Classification & Recruitment*
- Carolyn Harvey  
*Manager, Employee Services*
- Melissa Holloway  
*Human Resources Officer*
- Keti Icovski  
*Human Resources Officer*
- Aileen Sinclair  
*Human Resources Officer*
- Pamela Victoire  
*Human Resources Officer*

**MUSEUM DEVELOPMENT**

**Directorate**

- Gerardine Kerlin  
*Director*
- Annie Barker  
*Executive Assistant*
- Evan Spurway  
*Business Manager*

**Corporate Development**

- Erin McMahon  
*Project Officer*
- Tony McShanag  
*Administration Officer*

**Market Research & Evaluation**

- Carolyn Meehan  
*Manager*
- Cindy Ferguson  
*Research Officer*
- Kim Glover  
*Research Officer*
- Hannah Walker  
*Study Coordinator*
- Elizabeth Beyer  
*Data Collation Officer\**

**Marketing**

- Rosemary Hiscock  
*Manager*
- Fay Valcanis  
*Senior Marketing Officer*

- Maree Martin  
*Tourism Marketing Officer*
- Emanuela Ciavarella  
*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 Brereton  
*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 Kisilewsky  
*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 Gerdtz  
*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*
- Adrienne 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 Coutts  
*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 Aitken  
*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 Miljavec  
*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*

- George Ferraro  
*General Hand*
- Linda French  
*Finished Artist & Mac Operator*
- Richard Glover  
*Senior Designer*
- Mark Gray  
*Technician°*
- Rolf Greve  
*Technician°*
- Brenton James  
*Head Technician*
- Luisa Laino  
*Designer*
- Allan Maguire  
*Technician°*
- Jason Morffew  
*Technician°*
- Brendan O'Connor  
*Technician°*
- Grant Porteous  
*Technician°*
- John Robison  
*Technician°*
- Matthew Scott  
*Technician°*
- Philip Spinks  
*Technician*
- Liam Sutherland  
*Technician°*
- Guy Tyrle  
*Technician°*
- Visitor Services**
- Jack Crawford  
*Group Manager, Customer Relations*
- Justin Byrne  
*Team Leader, Customer Service*
- Loretta Calverley  
*Team Leader, Front of House & Call Centre*
- Katherine Danylak  
*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*
- Marcello Bernardi  
*Customer Service Officer°*
- Claire Blewitt  
*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*
- Rheimia Cerezo  
*Customer Service Officer*
- Renae Clinton  
*Customer Service Officer*
- Anita Dal Tio  
*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*
- Alicia Giacomello  
*Customer Service Officer*
- Sacha Giacomello  
*Customer Service Officer*
- Christina Giatsios  
*Customer Service Officer*
- Matthew Gleeson  
*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*
- Eliisa Hunt  
*Customer Service Officer°*
- Dot Jackson  
*Customer Service Officer*
- Kim Kaal  
*Customer Service Officer*
- Glenn Kellam  
*Customer Service Officer*
- Catherine Kerr  
*Customer Service Officer*
- Anuwat Kongmun  
*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 Lumsden  
*Customer Service Officer*
- John Manolopoulos  
*Customer Service Officer*
- David Marsh  
*Customer Service Officer*
- Trevor Mason  
*Customer Service Officer°*
- Philip Masters  
*Customer Service Officer*
- Emma Mayall  
*Customer Service Officer*
- Anthony McAleer  
*Customer Service Officer*
- Veegan 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 Pennell  
*Customer Service Officer°*
- Robert Peoples  
*Customer Service Officer*
- Nicole Pomroy  
*Customer Service Officer°*
- Susie Prestney  
*Customer Service Officer*
- Michael Quin  
*Customer Service Officer°*
- Jennifer Reardon  
*Customer Service Officer°*
- Mara Rebellato  
*Customer Service Officer°*
- Amy Reese  
*Customer Service Officer*
- Rena Rennie  
*Customer Service Officer°*
- Tracey Rigney  
*Customer Service Officer*
- Edward Roberts  
*Customer Service Officer°*
- Britt Romstad  
*Customer Service Officer*
- Dylan Salamon  
*Customer Service Officer*

- Julie Saylor  
*Customer Service Officer*
- Melissa Sharp  
*Customer Service Officer*
- Nicholas Smith  
*Customer Service Officer*
- Michelle Stewart  
*Customer Service Officer*
- Matthew Stylianou  
*Customer Service Officer*
- Carla Tadich  
*Customer Service Officer*
- Yuki Tanaka  
*Customer Service Officer*
- Hayley Townsend  
*Customer Service Officer*
- Willie Tang  
*Customer Service Officer*
- Alice Unmack  
*Customer Service Officer*
- Katherine Williams  
*Customer Service Officer*
- Jeremy Williamson  
*Customer Service Officer*
- Sonie Wilson  
*Customer Service Officer*
- Simone Wolski  
*Customer Service Officer*

**SCIENCEWORKS  
MUSEUM**

**Directorate**

- Gaye Hamilton  
*Director*
- Helen McVay  
*Executive Assistant*

**Administration**

- Glenda Bateman  
*Business Manager*
- Vesna Schubert  
*Administration Assistant*
- Elizabeth Thompson  
*Administration Assistant*

**Operations**

- Russell Marshall  
*Manager*
- Gary Dole  
*General Hand*
- Wayne Dole  
*General Hand*
- Mark Evans  
*General Hand*
- Greg Gregoire  
*Operations Co-ordinator*

**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 Office*
- 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 Tsourdalakis  
*Customer Service Officer*
- Regina Kaluzny  
*Customer Service Officer*
- Christina Plantek  
*Customer Service Officer*

- Christina Giatsios  
*Customer Service Officer*
- David Pascall  
*Customer Service Officer*
- Cinzia Pamich  
*Customer Service Officer*
- Nicole Grenfell  
*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 Arnott  
*Steam Engine Driver*
- Neil Brimsmead  
*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 Kimpton  
*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\**
- Lucy Carroll  
*Education Officer\*\**
- Patricia D'Agrosa  
*Planetarium Education Officer*
- Roderick Dunstan  
*Education Officer\**
- Faye Grant  
*Booking Officer*
- Helen Lapiejko  
*Assistant Booking Officer*
- Christine Mulvany  
*Education Officer*
- Peter Pentland  
*Education Officer\**

**Promotions**

- Melanie Dow  
*Manager, Marketing*
- Vaneta Leventis  
*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*<sup>o</sup>
- Katherine Toohey  
*Visitor Programs Officer*<sup>o</sup>
- Genevieve Wadham  
*Visitor Programs Officer*

**Retail**

- Christian Heurteau  
*Shop Manager*
- Amber Currie  
*Shop Assistant*<sup>o</sup>
- Justin Devlin  
*Shop Assistant*<sup>o</sup>
- Danielle Gibbins  
*Shop Assistant*<sup>o</sup>
- James Gregson  
*Shop Assistant*<sup>o</sup>
- Kristy Haass  
*Shop Assistant*
- Shaun Rogers  
*Shop Assistant*<sup>o</sup>
- Padmaja Uppu  
*Shop Assistant*<sup>o</sup>

**IMMIGRATION MUSEUM**

**Directorate**

- Padmini Sebastian  
*Acting Campus Manager*
- Joanna Madden  
*Executive Assistant*
- Lorna Solar  
*Receptionist & Administration Assistant*

**Customer Service**

- Kim Heffernan  
*Co-ordinator*
- Anne Adkins  
*Customer Service Officer*
- Janelle Dunstan  
*Customer Service Officer*
- Jason Franklin  
*Customer Service Officer*
- Tola 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 Sartinias  
*Customer Service Officer*
- Katelyn Stanyer  
*Customer Service Officer*

**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*
- Eleftheria 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*

# Additional Information

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## Research Grants

*The following research projects attracted external funding:*

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

Australian Society and Technology Department. Centenary of Federation project: funding to appoint research curator position for 2001. Centenary of Federation, Victoria.

Christidis, L. Identification of mitochondrial DNA markers for assessing population structure in Western Long-Billed Corellas. Conservation and Land Management, Western Australia.

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

Holloway, D.J. Travel grant to attend the 3rd International Conference on Trilobites and their Allies, Oxford, England. Ian Potter Foundation.

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.

Norman, J. and Christidis, L. Conservation genetic studies on the Eyre Peninsula population of the Yellow-Tailed Black Cockatoo. National Parks and Wildlife Service, South Australia.

O'Hara, T.D. Community analysis of selected benthic invertebrate groups collected by Museum Victoria's Bass Strait Survey (1979-1983). Australian Geological Survey Organisation.

Poore, G.C.B. Identification of Crustacea from Port of Melbourne survey for introduced species. Marine and Freshwater Resources Institute.

Poore, G.C.B. Identification of Crustacea from Port Kembla survey for introduced species. NSW State Fisheries.

Sculthorpe, G. Museum Support Program and Community Support Program, Return of Indigenous Cultural Property Program 2000-2001. Department of Communications, Information Technology and the Arts.

Sebastian, P. Education, Access, Representation: Museums as Centres for Social Change, a report on Museological trends in the UK as part of the 2000 Churchill Fellowship.

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. Eastern Freeway extension. Butterfly and carabid beetle survey. VicRoads.

Yen, A.L. Survey on the effects of plague locust spraying on non-target invertebrates. Department of Natural Resources and Environment.

Yen, A.L. Survey on invertebrates of conservation significance in a proposed extension to Hazelwood Power Mine. Hazelwood Power.

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. Study of invertebrate indicators of farm forests. West Gippsland Catchment Management Authority.

Yen, A.L. Flora and Fauna Guarantee Action Statements. Department of Natural Resources and Environment.

Yen, A.L. Strzelecki Burrowing Crayfish survey. Hancock Victorian Plantations.

Yen, A.L. Giant Gippsland Earthworm project. VicRoads.

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

Yen, A.L. Uluru fauna survey. Parks Australia.

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. *Peronomyrmex* 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 Ghastly 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

Birch, W.D. 2001. Native zinc from Brunswick, Victoria, Australia: the case for and against a type locality. *Australian Journal of Mineralogy*, 7, 27-33.

Birch, W.D. & Henry, D.A. 2000. The geology collections of Museum Victoria, Melbourne. *Australian Journal of Mineralogy*, 6, 83-91.

Birch, W. D., Kolitsch, U., Witzke, T., Nasdala, L. & Bottrill, R. 2000. Petterdite, the Cr-dominant analogue of dundasite; a new mineral from Dundas, Tasmania, Australia, and Callenberg, Saxony, Germany. *Canadian Mineralogist*, 38, 1467-1476.

Cytowicz, B. 2000. Ruth Bishop. *Australasian Science*, October 2000, 46.

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## Lectures and Presentations

### Conference Presentations

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Birch, W. 2000. The Diamond-Sapphire-Zircon association in Victoria. 15th Australian Geological Convention (Sydney, 3-7 July).

Birch, W.D. 2001. Beechworth and St Arnaud: contrasting diamond occurrences in Victoria. 24th Annual Mineralogical Societies' Seminar (Hobart, 9-10 June).

Byrne, T. 2001. Flying Machines across the Curriculum. Department of Employment, Education and Training Early Years Conference (Melbourne, 17-18 June).

Byrne, T. 2000. The Science and Technology of Toys. Conference of the Australian Science Teachers Association (Bundoora, July).

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

Byrne, T. 2000. Integrating Toys in the Curriculum. Department of Employment, Education and Training Early Years Conference (Bundoora, 12-13 November).

Byrne, T. 2000. The Natural History of the Moon. Science Teachers' Association of Victoria Conference (Bundoora, 31 November-1 December).

Cardinal, B. 2000. Systematics of the Large Bentwing Bat (*Miniopterus schreibersii*) in Australia. Genetics Society of Australia, 47th Annual Meeting (Canberra, July).

Carroll, L. & Anderson, M. 2000. The Waves that Shaped Australia. Geography Teachers' Association Conference (Camberwell, August).

Christidis, L. & Norman, J. 2000. Genetics, systematics and the conservation of birds in Asia. 2nd Pan-Asian Ornithological Conference (Sri Linka, October).

D'Agrosa, P. 2001. Practical Astronomy. Science Teachers' Association of Victoria Conference (Parkville, 17-18 June).

D'Agrosa, P. & Byrne, T. 2000. Sundials. Annual Conference of Mathematics Association of Victoria (Clayton, 7-8 December).

Demant, D. 2000. Balancing integrity with viability: ensuring a future harvest. ICOM/CECA Conference (New Zealand, October).

Demant, D. 2001. Play Internet games: without a screen in sight. Science Teachers' Association of Victoria, Primary Teachers' Conference (Melbourne, June).

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- Henry, D.A. 2001. Big holes: Australian impact structures. 24th Annual Mineralogical Societies' Seminar (Hobart, 9-10 June).
- Hill, T.L. 2000. The Melbourne Planetarium. International Planetarium Society (Montreal, Canada, 10-14 July).
- Hirst, R. 2001. New museums - new buildings. Museums Australia Annual Conference (Canberra, April).
- Holloway, D. 2001. The trilobite subfamily Monorakinae (Pterygomtopidae). 3rd International Conference on Trilobites and their Relatives (Oxford, England, 2-6 April).
- Hunt, G. 2000. Economy, Environment and Ecological Sustainability. Conference of the Victorian Commercial Teachers' Association (Bundoora, 29 November).
- Hunt, G. 2000. Sixteen Million Stories - learning in Melbourne Museum. Conference of the Science Teachers' Association of Victoria (Bundoora 30 November).
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- Hunt, G. 2001. Hush puppies, dog droppings and environmental education. Keynote address, From the mountains to the sea; a feast of ideas and Inspiration, Tasmanian Environmental Education Conference (Hobart, 23 March).
- Jay, D. 2000. Mapping Melbourne Museum. 34th Annual Geography Teachers' Association of Victoria Conference, (Camberwell, August).
- Jay, D. 2000. Laying it Bare. Annual History Teachers' Association of Victoria Conference, Processes in History workshop (Moorabbin, November).
- Jay, D. 2000. People, Land and Law: Indigenous Histories at Melbourne Museum. Annual History Teachers' Association of Victoria Conference, workshop (Moorabbin, November).
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- Kerridge, Y. 2001. Pushing the boundaries: the place of art at Melbourne Museum. Museums Australia Conference (Canberra, April).
- McCubbin, M. 2000. Museum Victoria and the Local Community. Preserving the Past for the Future: Community History, Collections and Collecting Forum (Richmond, 3 September).
- McCubbin, M. 2001. The Conceptual Development of the Melbourne Exhibition. Historians in Museums Special Interest Group, Museums Australia Annual Conference (Canberra, April).
- MacDonald, G. 2001. Museums and Education in the Digital Age. Australian Education Assembly Conference (Carlton, April).
- McDonald, H. & Tence, M. 2001. Points of View: Community Voices in Museums. Museums Australia Conference (Canberra, May).
- McFadzean, M. 2000. The Glory Box: Memory and Material Culture. Life Stories and Personal Narratives Conference (Melbourne, 15-16 July).
- McFadzean, M. 2001. Museums: Social Mirrors, Social Commentators? Or Who's Telling Whose Stories? Museum 2000 Confirmation or Challenge Seminar Series (Uddevalla, Sweden, 5 April).
- Mackie, J. 2000. Colonial colonials - contrasting patterns of mitochondrial DNA variation in three introduced bryozoans suggest two different introduction histories. Genetics Society of Australia, 47th Annual Meeting (Canberra, July).

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- Marchant, R. 2000. How efficient is extraction of stream insect larvae from quantitative benthic samples? 39th Congress of the Australian Society for Limnology (Darwin, July).
- Meehan, C. 2000. Buying wisely - consultants and cultural institutions. Museums Australia Conference (Canberra, April).
- Meehan, C. 2000. What price evaluation? Museums Australia Conference (Canberra, April).
- Meehan, C. 2000. What should be at Melbourne Museum is... Museums Australia Conference (Canberra, April).
- Moore, G. 2000. Museum Victoria's Bioinformatics Website. Australasian Computers in Education Conference (Melbourne 7 July).
- Moore, G. 2000. Biodiversity at Melbourne Museum. Science Teachers' Association of Victoria Conference (Bundoora, 31 November-1 December).
- Moore, G. 2001. Biodiversity at Melbourne Museum. Science Teachers' Association of Victoria Biology Teachers' Conference (Clayton, 16 February).
- Moore, G. 2001. Dinosaurs in the Curriculum. Science Teachers' Association of Victoria Primary Science Teachers' Conference (Parkville, 18 June).
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- Pentland, P. 2000. Natural Disasters and Earth Science Activities. Science Teachers' Association of Victoria Conference (Bundoora, 31 November - 1 December).
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- Rich, T. 2000. The Garden of Eden Hypothesis. 15th Australian Geological Congress (Sydney, 5 July).
- Sandford, A.C. 2001. A revision of Nephranomma (Phacopidae), with new species from Victoria. 3rd International Conference on Trilobites and their Relatives (Oxford, England, 2-6 April).
- Sandford, A.C. 2001. Homalonotid trilobites from the Silurian and Early Devonian of southeastern Australia and New Zealand. 3rd International Conference on Trilobites and their Relatives (Oxford, England, 2-6 April).
- Sculthorpe, G. 2000. Indigenous issues for museums. ATSIC Conference on Art for Money's Sake: Protecting the Cultural Rights of Indigenous Arts (Melbourne, July).
- Sculthorpe, G. 2000. Reconciling Aboriginal and Western Values of Place in Australia. International Symposium on Cultural Heritage and Diversity (Tokyo, Japan, December).
- Sculthorpe, G. 2001. Developing Exhibitions in Bunjilaka. Museums Australia Annual Conference (Canberra, April).
- Stewart, J. 2000. Museum Victoria on-line. Australian Computer Education National Conference (Melbourne, July).
- Stewart, J. & Demant, D. 2000. Digital technology. Australian Computer Education National Conference (Melbourne, July).
- Stewart, J. 2000. Education on-line. Computing in Education Conference (Ballarat, July).
- Stewart, J. 2000. Towards a sustainable future. 34th Annual Geography Teachers' Association of Victoria Conference, (Camberwell, August).
- Stewart, J. 2000. Museum on-line. Gippsland Learning Technologies Conference (Moe, September).
- Stewart, J. 2000. Learning with objects. Science Teachers' Association of Victoria Annual Conference, (Bundoora, 31 November-1 December).
- Stewart, J. & Demant, D. 2000. Internet games without a screen. Science Teachers' Association of Victoria Annual Conference (Bundoora, 31 November-1 December).
- Stewart, J. 2001. Learning with the Melbourne Museum collections. Primary Science Teachers' Conference (Parkville, June).
- Stewart, J. & Demant, D. 2001. Chips or paper tape - it doesn't matter to a computer. Australian Institute of Physics Teachers' Conference (Clayton, February).
- Stewart, J. & Demant, D. 2001. Internet games without a screen. Primary Science Teachers' Conference (Parkville, June).
- Stewart, J. & Marlow, J. 2001. Museum Victoria on-line. Computing in Education Conference (Ballarat, June).
- Tadich, I. 2001. Family Learning. Museums Australia Annual Conference. (Canberra, April).

- Walker, K. 2000. Public interactions with Museum Victoria's legacy database sets. US NFS - Australian Interaction on Bioinformatics Workshop (Washington DC, USA, 10-14 July).
- Wholley, A. 2000. Federation's Child: the roles of real children and children's images in Federation. Australian Historical Association Conference (Adelaide, 5-9 July).
- Wilson, R. 2001. Biogeographic data and Earth history. International Workshop on Global Wrench Tectonics. (Oslo, Norway, 9-11 May).
- Lectures**
- Allen, L. 2000. The Hermannsburg story: watercolour artists painting in the Namatjira style. Fine Arts, University of Melbourne (11 August).
- Allen, L. 2001. Aboriginal art at Melbourne Museum. Fine Arts, University of Melbourne (March).
- Allen, L. 2001. Aboriginal representation in the Belonging to Country exhibition. Anthropology, La Trobe University (18 May).
- Butler-Bowdon, E. & McFadzean, M. 2001. Social diversity in the Australia Gallery exhibitions. Museum Studies, Deakin University (Melbourne, 19 March).
- Caple, S. 2000. Phylogeography of the Noisy Miner *Manorina melanoccephala* throughout eastern Australia. Biological & Chemical Sciences, Deakin University (31 October).
- Caple, S. 2001. Comparative phylogeography of birds in south-eastern Australia. Genetics, University of Melbourne (4 June).
- Cardinal, B. 2001. Population genetics of bats and flies. Genetics, University of Melbourne (29 March 2001).
- Cardinal, B. 2001. Phylogeography of *Miniapterus* species. Biological & Chemical Sciences, Deakin University (30 March).
- Cardinal, B. 2001. Bats and Genetics. Dame Margaret Blackwood Soroptimists (Melbourne, 31 March).
- Christidis, L. 2000. Lectures on: Molecular data and phylogenetic trees; Molecular phylogenetic methods; Comparative phylogeography. Genetics, University of Melbourne (October).
- Churchward, M. & Riddett, R. 2000. Down by the Falls: the history and conservation of Dight's Mill, Collingwood. Institution of Engineers Australia, Heritage Branch (Melbourne, 14 September).
- Demant, D. 2000. Play Internet games: without a screen in sight. Science Teachers' Association of Victoria (Melbourne, November).
- Demant, D. 2001. Learning on the periphery. Computer Science, University of Melbourne (8 May).
- Gomon, M. 2000. Ichthyological research and the development of Public Program projects for Melbourne Museum. Marine Research Group of Victoria (Melbourne, November) and, Australia and New Guinea Native Fishes Association (Melbourne, December).
- Henry, D.A. 2000. The Geology Collections of Museum Victoria. Mineralogical Society of Victoria (Melbourne, 5 July).
- Henry, D.A. 2000. The Ranger uranium mine. Waverley Gem and Mineral Club (Melbourne, 10 October).
- Hill, T.L. 2000. Monsters in galaxies. Astronomical Society of Frankston (Melbourne, August).
- Hill, T.L. 2000. Staburst or Seyfert? Probing the energy sources of active galaxies. Astrophysics Group, University of Melbourne (August).
- Hill, T.L. 2000. Experiences as a female astronomer. Women in Physics Workshop, (Parkville, September).
- Hill, T.L. 2000. Monsters in galaxies. Astronomical Society of Victoria (Melbourne, November).
- Hill, T.L. 2001. Life as an astronomer. Zonta International, Western Region (Melbourne, March).
- Hinkley, S. 2000. Box ironbark ecology. Puckapunyal Army Base (Victoria, 28 October-2 November).
- Hirst, R. 2001. A decade of change in Museum Victoria. Leadership Victoria (Spotswood, 20 June).
- Hiscock, R. 2000. Launching Melbourne Museum. Victorian College of the Arts Tourism and Marketing Course, (Carlton, 15 August).
- Hobbs, S. 2001. Public Relations in Museum Victoria. Deakin University Museum Studies post-graduate course, (Melbourne Museum, May).
- Horvath, A. 2001. The Human Mind and Body Gallery at Melbourne Museum. Templestowe Probus Group (10 May).
- Hunt, G. 2001. Directions for environmental education. Greening Australia (Victoria) forum - Future of Environmental Community Education (Heidelberg, 18 May).
- Hunt, G. 2001. 16 Million Stories - learning through objects at Melbourne Museum, Australian Education Assembly (Melbourne, 20 July).
- Kean, J. 2000. Karramarranendi Tandanya's 10th anniversary exhibition. National Aboriginal Cultural Institute (Adelaide, 3 December).
- Kerridge, Y. 2000. Learning Through Objects and Ways of Seeing. Workshop sessions for Melbourne Museum volunteers, students and general public (Carlton, August - October).
- Kerridge, Y. 2001. Gold and Civilisations. Joint presentation for primary and secondary teachers with Sovereign Hill, Minerals Victoria, Old Melbourne Gaol, and the Gold Treasury Museum (Carlton, July).
- Kinsey, F. 2001. The CSIRAC computer and the processes involved in developing the Museum's CSIRAC exhibition. Computer Science, University of Melbourne (8 May).
- McFadzean, M. 2001. Development of Melbourne Museum. Museum of Scotland (Edinburgh, 7 September).

- McFadzean, M. 2001. Representing cultural diversity in Australian museums. Goteborg University (Sweden, 3 April).
- McPhee, C. 2000. Spiders. Urban pest control. Northern Metropolitan Institute of TAFE (Melbourne, October).
- Marchant, R. 2000. Secondary production of freshwater invertebrates. Freshwater Ecology, Monash University (August).
- Marchant, R. 2001. Multivariate statistics. Biology, Victoria University of Technology (May).
- Meehan, C. 2000. Touring exhibitions - making and measuring audience impact. Museums Australia Workshop (Melbourne, August).
- Meehan, C & Ferguson, F. 2000. Describing audiences. Museums Australia Workshop (Melbourne, August).
- Moore, G. 2001. Fabulous Fossils. Science Teachers' Association of Victoria Schools Day/National Science Week (Werribee, 7 May).
- Moore, G. 2001. Dinosaurs and Fossils. Melbourne Museum Professional Development for Teachers (Carlton, 22 May).
- Murray, S. 2001. The phylogenetic approach to comparative biology and its application to the study of Gerygone. Genetics, University of Melbourne (10 May).
- Neville, P. 2001. Invertebrates as indicators of forest plantations. West Gippsland Landcare Group (March).
- O'Hara, T. 2001. Victorian marine biodiversity. Friends of National Parks Conference, (Tidal River, Victoria, 1 April).
- O'Hara, T. 2001. Patterns of diversity for subtidal reef assemblages of Victoria, Australia. Zoology, University of Melbourne (Parkville, 2 May).
- Osborne, M. 2000. Molecular evolution of possums. Genetics, La Trobe University (Bundoora, 27 October).
- Pentland, P. 2001. Forces and energy activities. Science, University of Melbourne. (Parkville, 10 April).
- Pickering, M. 2001. Hunter-gatherer settlement patterns in a subhumid to semi-arid environment. Southern Illinois University, Carbondale, Illinois, USA. (delivered in absentia, March).
- Pickering, M. 2001. On Aboriginal cannibalism: a critical review of the literary evidence. Archaeological and Anthropological Society of Victoria (Parkville, March).
- Pickering, M. 2001. Exhibitions in Bunjilaka. History, Monash University (Clayton, March).
- Poore, G. 2001. Marine biodiversity downunder. Zoological Museum and Institute, University of Hamburg (Germany, 3 April).
- Rich, T. 2000. A career in vertebrate palaeontology. St Leonards College, (Brighton, Victoria, 28 July).
- Rich, T. 2001. Victorian Early Cretaceous Polar Dinosaurs and the Associated Fauna. (Carnegie Museum, Pittsburgh, Pennsylvania; University of Alaska, Anchorage, USA; National Science Museum, Tokyo, January).
- Rourke, M. 2001. Gene genealogy and gene flow in the White-browed Babbler, *Pomatostomus superciliosus*. Biological & Chemical Sciences, Deakin University (Geelong, 19 April).
- Sculthorpe, G. 2000. Changes in Museum Victoria's approach to indigenous issues. Australian Academy of Sciences, (Melbourne, November).
- Sebastian, P. 2000. Immigration Museum: the challenges of working with culturally diverse communities. Museum of London (London, UK, July).
- Veis, N. 2001. The Mind and Body Gallery at Melbourne Museum. Knox Probus Group (Knox, February).
- Walker, K. 2000. Bioinformatics at Museum Victoria. USA/Australian Bilateral Biological Informatics seminar series, (Virginia, USA, July).
- Willis, E. 2000. Presenting Little Lon: an introduction to the Australia Gallery. History, University of Melbourne (Parkville, 17 October).
- Willis, E. 2001. The history of the treatment of clients with psychiatric illnesses in Victoria. Social Work, RMIT University (Melbourne, 26 April).
- Willis, E. 2001. What is the value of the past? St Judes Anglican Church (Carlton, 17 May).
- Yen, A. 2001. Introduction to invertebrates. South Gippsland Secondary College (Foster, Victoria, May).
- Yen, A. 2001. Lectures on: Introducing Museum Victoria; and, Invertebrate Survey: invertebrate ecology at the museum. National Museum of Natural Science (Taiwan, April).
- Yen, A. 2001. Invertebrate survey for conservation and land management. Entomology, National Chung Hsing University (Taiwan, April).
- Yen, A. 2001. Lectures on: Introducing Museum Victoria and bioinformatics; and, Applied environmental research: the box-ironbark forest project. Shanghai Museum of Natural History (China, April).

## Graduate and Post-graduate supervision

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

Butcher, Rhonda – Monash University, PhD. Project – Invertebrate conservation in wetlands in western Victoria.

Caple, Sarah – Department of Biological and Chemical Sciences, Deakin University, BSc(Hons). Project – Phylogeography of the Noisy Miner *Manorina melanocephala* throughout southeastern Australia.

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 schreibersii*.

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.  
Project – Seeing Melbourne: the Centennial International Exhibition of the Cyclorama of Early Melbourne.

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

Maroske, Sara – University of Melbourne, PhD.  
Project – Science by correspondence: Ferdinand Mueller (1825-1896).

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.

Raadik, 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).  
Project – Population genetic structure and patterns of gene flow in the White-browed Babbler *Pomatostomus superciliosus*.

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 (Parasphecodes) olgae* 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).

Tsyrlin, Edward – Monash University, PhD.  
Project – Revision of two genera of Gripopterygid stoneflies.

Walker-Smith, Genefer – 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

Compliance with building and maintenance provisions of the *Building Essential Services Act 1994*.

### 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*. Risk Management works towards purchase of land from Melbourne Water.

#### *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*

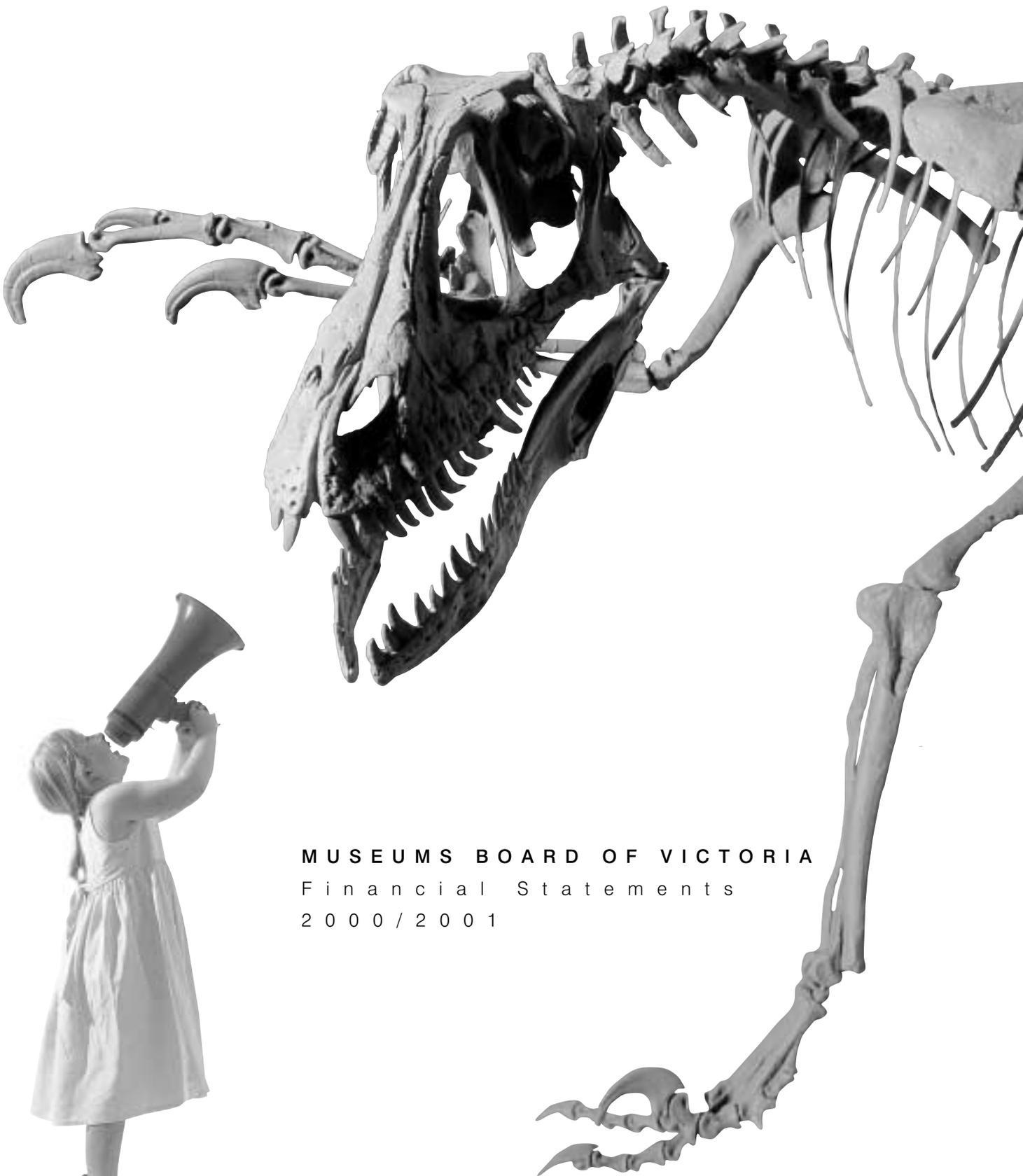
Area maintained to comply with the *Building Essential Services Act 1994*.

#### *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*.



**MUSEUMS BOARD OF VICTORIA**  
Financial Statements  
2000/2001

## 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.



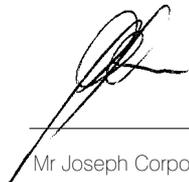
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Professor David Penington AC  
PRESIDENT



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Mr Peter Hiscock  
BOARD MEMBER



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Mr Joseph Corponi  
CHIEF ACCOUNTING OFFICER

27 August 2001

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DATED

## Statement of Financial Performance

(FOR THE YEAR ENDED 30 JUNE 2001)

	NOTES	2000/01 \$'000	1999/00 \$'000
<b>REVENUE FROM ORDINARY ACTIVITIES</b>			
Victorian Government Grants	3	54,394	56,165
<b>Museum Operations</b>			
Fees & Charges		8,028	3,750
Sales		1,812	887
Grants	4	2,933	10,717
Other Income	5	8,212	3,282
Donations		14	2
Rent		700	832
		76,093	75,635
<b>EXPENSES FROM ORDINARY ACTIVITIES</b>			
Employee Benefits	1(f)	22,581	17,903
Other Operating Expenses	6	28,332	15,398
Cost of Goods for Resale		964	488
Melbourne Museum Expenses		866	1,437
Capital Charge	1(i)	26,682	30,813
Depreciation & Amortisation		9,935	3,254
		89,360	69,293
<b>Net Result For The Year</b>	9(b)	<b>(13,267)</b>	<b>6,342</b>

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

## Statement of Financial Position

(AS AT 30 JUNE 2001)

	NOTES	2000/01 \$'000	1999/00 \$'000
<b>CURRENT ASSETS</b>			
Cash Assets	2(a),14.1	2,104	25,579
Receivables	7	2,855	711
Inventories	8 &1(c)	799	337
Prepayments		0	67
<b>Total Current Assets</b>		<b>5,758</b>	<b>26,694</b>
<b>NON-CURRENT ASSETS</b>			
Property, Plant & Equipment & Exhibitions	10(b)&(c)	371,368	354,485
Collections	10(a)	217,830	217,830
Other Financial Assets	2 (b)	0	30
<b>Total Non-Current Assets</b>		<b>589,198</b>	<b>572,345</b>
<b>Total Assets</b>		<b>594,956</b>	<b>599,039</b>
<b>CURRENT LIABILITIES</b>			
Payables	13	921	1,376
Provisions	12(a)	2,126	1,747
<b>Total Current Liabilities</b>		<b>3,047</b>	<b>3,123</b>
<b>NON-CURRENT LIABILITIES</b>			
Provisions	12(b)	2,285	2,321
<b>Total Non-Current Liabilities</b>		<b>2,285</b>	<b>2,321</b>
<b>Total Liabilities</b>		<b>5,332</b>	<b>5,444</b>
<b>Net Assets</b>		<b>589,624</b>	<b>593,595</b>
<b>EQUITY</b>			
Contributed Capital	9(a)	557,045	547,749
Accumulated Surplus	9(b)	27,223	26,688
<b>Reserves</b>			
Trust Funds	9(c)	1,961	16,079
Externally Funded Special Projects	9(c)	1,519	1,203
Asset Revaluation Reserve	9(c)	1,876	1,876
<b>Total Equity</b>		<b>589,624</b>	<b>593,595</b>

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)

	NOTES	2000/01 \$'000	1999/00 \$'000
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>			
<b>Receipts</b>			
Grants & Donations		2,947	10,593
Interest		845	1,532
Fees & Charges		5,839	2,341
Sales – Commercial Operations		4,001	887
Other		5,923	4,259
<b>Government Grants</b>			
Recurrent		54,394	56,165
Capital		9,296	27,470
<b>Total Receipts</b>		<b>83,245</b>	<b>103,247</b>
<b>Payments</b>			
Salaries & Associated Costs		(22,238)	(17,069)
Operating Expenses		(54,248)	(45,222)
Building Repairs & Maintenance		(1,616)	(560)
Cost of Goods for Resale		(964)	(488)
Melbourne Museum Expenses		(866)	(1,437)
<b>Total Payments</b>		<b>(79,932)</b>	<b>(64,776)</b>
<b>Net Cash Inflow from Operating Activities</b>	14.2	<b>3,313</b>	<b>38,471</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>			
<b>Receipts</b>			
Movement in Other Financial Assets		30	52
<b>Payments</b>			
Great Hall		(2,907)	(2,625)
Purchase of Property, Plant & Equipment		(267)	(1,453)
Melbourne Museum Development		(23,459)	(32,654)
Scienceworks Land		(185)	0
Scienceworks Planetarium		0	(419)
<b>Net Cash (Outflow) from Investing Activities</b>		<b>(26,788)</b>	<b>(37,099)</b>
Net (Decrease)/Increase in Cash Held		(23,475)	1,372
Cash Held at Beginning of Financial Year		25,579	24,207
<b>Cash at the End of the Financial Year</b>	14.1	<b>2,104</b>	<b>25,579</b>

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.

# Notes to and forming part of the Financial Statements

(FOR THE YEAR ENDED 30 JUNE 2001)

## 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)

	2000/01 \$'000	1999/00 \$'000
<b>2. CASH ASSETS &amp; OTHER FINANCIAL ASSETS</b>		
<b>(a) CASH ASSETS</b>		
Cash	1,324	2,470
Negotiable Certificates of Deposit, Interest Bearing Deposits	780	23,109
<b>Total</b>	<b>2,104</b>	<b>25,579</b>
<b>(b) OTHER FINANCIAL ASSETS</b>		
Semi Government Securities	0	30
<b>Total</b>	<b>0</b>	<b>30</b>
<b>3. GOVERNMENT GRANTS</b>		
The Museums Board of Victoria received the following grants from the Victorian Government		
<b>Recurrent Appropriation</b>		
Applied to Operations	26,038	23,131
Capital Charge	26,682	30,813
Superannuation	808	784
Melbourne Museum	866	1,437
	<b>54,394</b>	<b>56,165</b>
<b>Melbourne Museum Funding</b>		
Applied to Contributed Capital	6,389	26,282
<b>Royal Exhibition Building</b>		
Applied to Contributed Capital	2,907	2,625
<b>Total</b>	<b>63,690</b>	<b>85,072</b>

## Notes to and forming part of the Financial Statements

(FOR THE YEAR ENDED 30 JUNE 2001)

	2000/01 \$'000	1999/00 \$'000
<b>4. GRANTS</b>		
<b>SOURCES*</b>		
State Grants from other Agencies	2,020	10,315
Commonwealth Grants	481	203
Other Grants	346	73
Accelerated Move <sup>†</sup>	86	126
<b>Total</b>	<b>2,933</b>	<b>10,717</b>

\* 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.

<b>5. OTHER INCOME</b>		
Interest	880	1,521
Legal Settlement	1,883	0
Miscellaneous Income	5,449	1,761
<b>Total</b>	<b>8,212</b>	<b>3,282</b>

## Notes to and forming part of the Financial Statements

(FOR THE YEAR ENDED 30 JUNE 2001)

	2000/01 \$'000	1999/00 \$'000
<b>6. OTHER OPERATING EXPENDITURE</b>		
<b>Building and Equipment Maintenance</b>	<b>1,616</b>	<b>560</b>
<b>Administration</b>		
Consumables	11,580	6,379
Miscellaneous	7,006	4,298
Consultants*	278	421
Audit Fees <sup>†</sup> – External	20	20
– Internal	65	23
Bad Debts	23	0
<b>Exhibitions</b>		
Contractors & Display Costs	7,069	3,240
<b>Research and Collections</b>		
Collection Management	589	331
<b>Accelerated Move</b>	<b>86</b>	<b>126</b>
<b>Total</b>	<b>28,332</b>	<b>15,398</b>
<p>* Consultants engaged and paid over \$100 000 during the year are disclosed in the Report of Operation in the Annual Report.</p> <p>† 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).</p>		
<b>7. RECEIVABLES</b>		
Debtors	2,744	635
Less Provision for Doubtful Debts	(20)	(20)
	2,724	615
Interest Receivable	131	96
<b>Total Receivables</b>	<b>2,855</b>	<b>711</b>
<b>8. INVENTORIES</b>		
Stock of Goods for Resale	811	349
Less Provision for Stock Obsolescence	(12)	(12)
<b>Total 799</b>	<b>337</b>	

## Notes to and forming part of the Financial Statements

(FOR THE YEAR ENDED 30 JUNE 2001)

	2000/01 \$'000	1999/00 \$'000
<b>9. EQUITY</b>		
<b>(a) CONTRIBUTED CAPITAL*</b>		
Balance at beginning of year	547,749	520,279
<b>Capital Receipts</b>		
Victorian Government		
Melbourne Museum Development	6,389	24,845
Royal Exhibition Building		
Royal Exhibition Building Upgrade	2,907	2,625
<b>Balance at End of the Year</b>	<b>557,045</b>	<b>547,749</b>
<b>(b) ACCUMULATED SURPLUS</b>		
Balance at beginning of year	26,688	19,970
<b>(Deficit)/Surplus for the Year</b>		
Museums Board of Victoria	(13,267)	6,342
<b>Transfer Between Reserves</b>		
Transfer from Trust Funds	14,118	274
Transfer (to)/from Externally Funded Special Projects	(316)	102
<b>Balance at End of the Year</b>	<b>27,223</b>	<b>26,688</b>
<b>(c) RESERVES</b>		
<b>Trust Funds†</b>		
Balance at beginning of the year	16,079	16,353
<b>Transfer Between Reserves</b>		
Transfer (to)/from Accumulated Surplus	(14,118)	(274)
<b>Balance at End of the Year</b>	<b>1,961</b>	<b>16,079</b>
<b>EXTERNALLY FUNDED SPECIAL PROJECTS §</b>		
Balance at beginning of year	1,203	1,305
<b>Transfer between Reserves</b>		
Transfer from (to) Accumulated Surplus	316	(102)
<b>Balance at end of the year</b>	<b>1,519</b>	<b>1,203</b>
<b>Asset Revaluation Reserve</b>		
<b>Balance at the beginning &amp; end of the year</b>	<b>1,876</b>	<b>1,876</b>

\* "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)

	2000/01 \$'000	1999/00 \$'000
<b>10(a) COLLECTIONS</b>		
<b>AT VALUATION (1997 INDEPENDENT VALUATION)</b>		
Indigenous Collections	71,190	71,190
History & Technology Collections	19,230	19,230
Natural Science Collections	120,730	120,730
Library	5,612	5,612
<b>AT COST</b>		
Other	1,068	1,068
<b>Total Collections</b>	<b>217,830</b>	<b>217,830</b>
<b>10(b) PROPERTY</b>		
<b>AT VALUATION</b>		
<b>Land</b>	<b>36,085</b>	<b>35,900</b>
<b>Buildings</b>		
Abbotsford Building (i)	1,500	1,500
Scienceworks Museum (ii)	14,646	16,843
Royal Exhibition Building (iii)	23,532	20,625
Immigration Museum (v)	13,275	13,275
Moreland Store (vi)	7,560	7,560
IMAX (vii)	14,446	14,446
	111,044	110,149
<b>Less Accumulated Depreciation</b>		
Abbotsford Building	300	225
Scienceworks Museum	771	413
Royal Exhibition Building	986	765
Immigration Museum	530	265
Moreland Store	604	453
IMAX	289	144
	3,480	2,265
<b>Total Land and Building at Valuation</b>	<b>107,564</b>	<b>107,884</b>
<b>AT COST</b>		
<b>Buildings</b>		
Melbourne Museum (iv)	213,968	236,399
Less Accumulated Depreciation	1,605	0
<b>Total Buildings at Cost</b>	<b>212,363</b>	<b>236,399</b>
<b>Total</b>	<b>319,927</b>	<b>344,283</b>

## Notes to and forming part of the Financial Statements

(FOR THE YEAR ENDED 30 JUNE 2001)

### 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.

	2000/01 \$'000	1999/00 \$'000
<b>10(c) PLANT, EQUIPMENT &amp; EXHIBITIONS</b>		
<b>FURNITURE &amp; FITTINGS AND EQUIPMENT AT VALUATION</b>		
Furniture & Equipment	11,392	7,912
Less accumulated depreciation	(2,715)	(1,766)
	<b>8,677</b>	<b>6,146</b>
<b>EXHIBITION DEVELOPMENT AT VALUATION</b>		
Melbourne Museum at cost	44,875	0
Less accumulated depreciation	(5,074)	0
Scienceworks Museum at cost	1,917	1,917
Less accumulated depreciation	(1,751)	(1,591)
Immigration Museum at cost	4,663	4,663
Less accumulated depreciation	(1,866)	(933)
<b>Total Exhibition development</b>	<b>42,764</b>	<b>4,056</b>
<b>Total Property, Plant &amp; Equipment, &amp; Exhibitions</b>	<b>371,368</b>	<b>354,485</b>

## Notes to and forming part of the Financial Statements

(FOR THE YEAR ENDED 30 JUNE 2001)

	<b>Crown land \$'000</b>	<b>Freehold Land \$'000</b>	<b>Buildings \$'000</b>	<b>Plant &amp; Equipment \$'000</b>	<b>Exhibitions \$'000</b>	<b>In course of construction \$'000</b>	<b>Total \$'000</b>
<b>10(d) PROPERTY, PLANT AND EQUIPMENT RECONCILIATION</b>							
<b>2001</b>							
<b>Carrying amount at start of year</b>	<b>30,000</b>	<b>5,900</b>	<b>71,984</b>	<b>6,146</b>	<b>4,056</b>	<b>236,399</b>	<b>354,485</b>
Additions	–	185	2,907	267	–	23,459	26,818
Disposal	–	–	–	–	–	–	–
Revaluation	–	–	–	–	–	–	–
Transfer	–	–	211,953	3,030	44,875	(259,858)	–
Depreciation	–	–	(2,874)	(894)	(6,167)	–	(9,935)
<b>Carrying amount at end of year</b>	<b>30,000</b>	<b>6,085</b>	<b>283,970</b>	<b>8,549</b>	<b>42,764</b>	<b>–</b>	<b>371,368</b>
<b>2000</b>							
<b>Carrying amount at start of year</b>	<b>30,000</b>	<b>5,900</b>	<b>70,168</b>	<b>5,520</b>	<b>5,284</b>	<b>203,745</b>	<b>320,617</b>
Additions	–	–	3,044	1,453	–	32,654	37,151
Disposal	–	–	–	(29)	–	–	(29)
Revaluation	–	–	–	–	–	–	–
Transfer	–	–	–	–	–	–	–
Depreciation	–	–	(1,228)	(798)	(1,228)	–	(3,254)
<b>Carrying amount at end of year</b>	<b>30,000</b>	<b>5,900</b>	<b>71,984</b>	<b>6,146</b>	<b>4,056</b>	<b>236,399</b>	<b>354,485</b>

## Notes to and forming part of the Financial Statements

(FOR THE YEAR ENDED 30 JUNE 2001)

	2000/01 \$'000	1999/00 \$'000
<b>11. CONTINGENT LIABILITIES</b>		
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.		
The Museum has the following contingent liabilities on its exhibition development projects:		
<b>MUSEUM VICTORIA</b>		
Capital Expenditure – Melbourne Museum	3,346	2,988
<b>Total</b>	<b>3,346</b>	<b>2,988</b>
<b>12. PROVISION FOR EMPLOYEE ENTITLEMENTS</b>		
<b>(a) CURRENT LIABILITIES</b>		
<b>Employee Entitlements</b>		
Annual Leave	1,872	1,489
Long Service Leave	254	258
<b>Total</b>	<b>2,126</b>	<b>1,747</b>
<b>(B) NON-CURRENT LIABILITIES</b>		
<b>Employee Entitlements</b>		
Long Service Leave	2,285	2,321
<b>Total</b>	<b>2,285</b>	<b>2,321</b>
<b>Total (including on-costs) – Refer Note 1(f)</b>	<b>4,411</b>	<b>4,068</b>
<b>13. PAYABLES</b>		
Trade Creditors	77	221
Other Creditors	844	1,155
<b>Total Payables</b>	<b>921</b>	<b>1,376</b>

## Notes to and forming part of the Financial Statements

(FOR THE YEAR ENDED 30 JUNE 2001)

	2000/01 \$'000	1999/00 \$'000
<b>14. NOTES TO THE CASH FLOW STATEMENT</b>		
<b>14.1 RECONCILIATION OF CASH</b>		
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:		
Cash	1,324	2,470
Other Financial Assets	780	23,109
<b>Total</b> – refer Note 2(a)	<b>2,104</b>	<b>25,579</b>
<b>14.2 RECONCILIATION OF NET CASH USED IN OPERATING ACTIVITIES TO OPERATING RESULT</b>		
Operating (Deficit)/Surplus	(13,267)	6,342
<b>Add (Less) items classified as Investing/Financing activities</b>		
Loss on Sale of Non-current Assets	0	30
<b>Add (Less) non cash items</b>		
Government Contributed Capital	9,296	27,470
Depreciation & Amortisation	9,935	3,254
Provisions	343	780
<b>Net cash used in operating activities before change in assets and liabilities</b>	<b>6,307</b>	<b>37,876</b>
Increase/(Decrease) in Creditors & Accruals	(455)	315
(Increase)/Decrease in Receivables	(2,109)	257
(Increase)/Decrease in Inventories	(462)	(69)
Increase/(Decrease) in Interest Receivable	(35)	11
(Increase)/Decrease in Prepayments	67	81
<b>Net cash provided by operating activities</b>	<b>3,313</b>	<b>38,471</b>

## Notes to and forming part of the Financial Statements

(FOR THE YEAR ENDED 30 JUNE 2001)

### 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 Delahunty 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

	2000/01 \$'000 Intra*	1999/00 \$'000 Intra*	2000/01 \$'000 Inter†	1999/00 \$'000 Inter†
<b>(c) TRANSACTIONS WITH OTHER GOVERNMENT CONTROLLED ENTITIES</b>				
During the 2000/01 financial year, transactions were undertaken with other Victorian controlled entities. These transactions are summarised as follows:				
<b>Assets</b>	0	0	0	0
<b>Liabilities</b>	0	0	0	0
<b>Revenue</b>	26,846	23,915	0	0
<b>Expenses</b>	<b>0</b>	<b>0</b>	<b>1,280</b>	<b>1,087</b>

\* 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 controlled 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.

	2000/01	1999/00
<b>(c) EXECUTIVES OFFICERS REMUNERATION</b>		
The number of executives officers of the Museum and their relevant remuneration bands for the reporting period are as follows:		
\$ 18,000 – \$18,999	1	0
\$ 59,000 – \$59,999	1	0
\$ 80,000 – \$89,999	1	1
\$ 90,000 – \$99,999	1	2
\$ 100 000 – \$109,999	2	3
\$ 110,000 – \$119,999	1	1
\$ 120,000 – \$129,999	1	0
\$ 180,000 – \$189,999	0	1
\$ 190,000 – \$190,999	1	0
The total remuneration received or due and receivable from the Museum by Executive Officers of the Museum is:	\$899,984	\$766,236

## 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)

	2000/01 \$'000	1999/00 \$'000
<b>18. LEASING COMMITMENTS</b>		
<b>OPERATING LEASE COMMITMENTS</b>		
Non-Cancellable Operating Leases contracted for but not capitalised in the accounts		
<b>Payable:</b>		
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
<b>Total</b>	<b>4,196</b>	<b>2,697</b>

## 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.

	Notes	Floating Interest rate \$'000	Fixed interest maturing in: 1 year or less \$'000	Over 1 to 5 years \$'000	More than 5 years \$'000	Non- interest bearing \$'000	Total \$'000
<b>2001</b>							
<b>Financial Assets</b>							
Cash and deposits	2,13.1	1,324	–	–	–	–	1,324
Receivables	7	131	–	–	–	2,724	2,855
Investments	2	–	780	–	–	–	780
		<b>1,455</b>	<b>780</b>	<b>–</b>	<b>–</b>	<b>2,724</b>	<b>4,959</b>
Weighted average interest rate		4.80%	6.98%	0%	0%		
<b>Financial liabilities</b>							
Trade and other creditors		–	–	–	–	921	921
		<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>921</b>	<b>921</b>
Weighted average interest rate		0%	0%	0%	0%		
<b>Net Financial Assets (liabilities)</b>		<b>1,455</b>	<b>780</b>	<b>0</b>	<b>0</b>	<b>1,803</b>	<b>4,038</b>

## Notes to and forming part of the Financial Statements

(FOR THE YEAR ENDED 30 JUNE 2001)

	Notes	Floating Interest rate \$'000	Fixed interest maturing in: 1 year or less \$'000	Over 1 to 5 years \$'000	More than 5 years \$'000	Non- interest bearing \$'000	Total \$'000
<b>19. FINANCIAL INSTRUMENTS</b>							
<b>(b) INTEREST RATE RISK EXPOSURE</b>							
<b>2000</b>							
<b>Financial Assets</b>							
Cash and deposits	2, 13.1	2,527	–	–	–	–	2,527
Receivables	7	96	–	–	–	615	711
Investments	2	–	23,052	30	–	–	23,082
		<b>2,623</b>	<b>23,052</b>	<b>30</b>	<b>–</b>	<b>615</b>	<b>26,320</b>
Weighted average interest rate		5.27%	6.35%	7.1%	0%		
<b>Financial Liabilities</b>							
Trade and other creditors		–	–	–	–	1,376	1,376
		–	–	–	–	1,376	1,376
Weighted average interest rate		0%	0%	0%	0%		
<b>Net Financial Assets (Liabilities)</b>		<b>2,623</b>	<b>23,052</b>	<b>30</b>	<b>0</b>	<b>(761)</b>	<b>24,944</b>

	2000/01 \$'000	1999/00 \$'000
<b>RECONCILIATION OF NET FINANCIAL ASSETS TO NET ASSETS</b>		
Net Financial Assets as above	4,038	24,944
Non-Financial Assets as Liabilities:		
Inventories	799	337
Property, plant & equipment	371,368	354,485
Collections	217,830	217,830
Provisions	(4,411)	(4,068)
Prepayments	0	67
<b>Net Assets per Balance Sheet</b>	<b>589,624</b>	<b>593,595</b>

### (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  
VICTORIA

### 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

  
Per 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.

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## Fees and Charges

### *Campus Fees*

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

	ADULT	CHILD	CONCESSION	FAMILY
Melbourne Museum	\$15.00	\$ 8.00	\$11.00	\$35.00
Melbourne Museum & IMAX	\$25.50	\$19.50	\$15.50	\$65.50
Scienceworks Museum	\$ 9.00	\$ 4.50	\$ 7.00	\$23.00
Scienceworks Museum & Melbourne Planetarium	\$15.00	\$ 8.00	\$11.50	\$38.50
Immigration Museum	\$ 7.00	\$ 3.50	\$ 5.50	\$17.50

### **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*

	1 year	2 years
Household	\$90.00	\$144.00
Joint Adult	\$80.00	\$128.00
Adult	\$54.00	\$ 86.00
Senior/Concession	\$36.00	\$ 57.00
Child	\$18.00	\$ 29.00

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.

**Web Site**

[www.museum.vic.gov.au](http://www.museum.vic.gov.au)

**Museum Victoria**

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**Immigration Museum**

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*Design*

Nuttshell Graphics

*Staff/volunteer profiles and*

*Museums Board and*

*Executive Management*

*Photographs*

Mark Chew

*Other Photography*

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Eamon Gallagher  
John Gollings  
Ian Hill  
Andrew Hobbs  
James Lauritz  
Marcus Lee Design  
David Loram  
Melbourne Water  
Rodney Start  
Ben Wrigley

