

Museums Board of Victoria
Annual Report 2003/2004

Melbourne Museum
Scienceworks
Immigration Museum
Royal Exhibition Building





Building on 150 years
of excellence in collections,
research and exhibitions



Mother and child examine exhibit at Bugs Alive!
Exhibition, Melbourne Museum



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Profile of Museum Victoria

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

Museum Victoria's origins date back to 1854 with the founding of the National Museum of Victoria and later, 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 to form what is today known as Museum Victoria, governed by the Museums Board of Victoria.

Museum Victoria has a long history of research and collections and is custodian of Victoria's vast natural science, Indigenous, social history and science and technology collections. The size of these collections is in excess of 16 million individual items.

Museums

Museum Victoria operates three dynamic museums and is custodian for the heritage-listed Royal Exhibition Building (which recently achieved World Heritage status), Old Customs House and Spotswood Pumping Station. Museum Victoria also operates a separate collections storage facility.

Melbourne Museum

Opened 21 October 2000

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

Immigration Museum

Opened 12 November 1998

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

Scienceworks Museum

Opened 28 March 1992

Located in the grounds of and incorporating the historic Spotswood Pumping Station, the science and technology museum features modern interactive exhibition galleries, an outdoor arena, the Melbourne Planetarium and the recently opened, Victoria University High Voltage Theatre.

Moreland Annexe

Opened 30 October 1996

Museum Victoria's state-of-the-art off-site collection store houses the largest collection items and complements collection stores at Melbourne Museum and Scienceworks.

Services

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

Attractions

- Exhibitions and public activity programs
- Touring exhibitions
- Melbourne Planetarium
- IMAX theatre, Melbourne

Community

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

Research & Collections

- Research expertise in terrestrial and marine environments, earth science, science communication, Australian society and technology, and Indigenous cultures
- Custody and preservation of the State's over 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
- Electronic and physical access to collections and associated information for research purposes
- Collection development and management advice for other institutions
- Loans of collection items to other institutions
- Separate collection stores and viewing areas for sensitive Indigenous cultural material

Education

- Primary, secondary, tertiary, adult and pre-school education programs and resources
- Professional development programs for teachers
- Extensive online educational resources for Victorian schools

Commercial

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

Our Vision

Museum Victoria will contribute to our communities' understanding of the world, and ensure that our inheritance is augmented and passed to future generations. We will reach out to an increasingly diverse audience through our collections and knowledge using innovative programs that engage and fascinate.

Our Values

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

Stewardship

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

Professional Integrity

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

Innovation

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

Engagement in Life-long Learning

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

Social Responsibility

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

President's Message



On behalf of the Museums Board of Victoria, I am delighted to present the 2003/04 Annual Report detailing Museum Victoria's operations and achievements over the last twelve months.

Once again Museum Victoria has performed beyond expectations, with the reduced entrance fees enabling more people from Victoria and beyond to access the Museum's venues and be educated and entertained by the collections. We are delighted that this year the State's vast and priceless collection was explored by more visitors than ever before.

In March 2004, Museum Victoria celebrated 150 years of collections, research and exhibitions, with celebrations continuing throughout the calendar year. This period of celebration provided us with a wonderful opportunity to increase the number of dynamic exhibitions at the Museum Victoria venues and demonstrate the breadth and richness of the collections in our care. Particular highlights included the opening of *Bugs Alive!*, which was conceived, designed and developed by Museum staff and has been a great success since its March opening, and *Treasures*, a series of exhibitions held across all three Museum Victoria venues showcasing some of the hidden treasures within the Museums' storage collections.

Portrait of the President of the Museums Board of Victoria, Mr Harold Mitchell, AO, alongside Harry Johns' Boxing truck

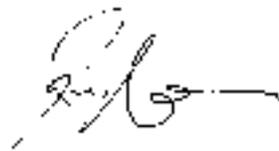
Corporate and philanthropic support continued to be an essential foundation for the organisation. Ongoing appreciation is extended to our corporate and philanthropic supporters who, through their generous support, enable us to create and present the superb array of galleries and exhibits on display, as well as continuing our important research and conservation work. The Museum Victoria Patrons and Museum Victoria Corporate Patrons programs continued to be well supported and I thank all those involved.

Museum Victoria's membership program experienced a year of change with a review of the membership program as a result of the reduced admission prices. A new program was launched in June and is already proving a success with existing and new members. I would like to thank the members as their ongoing support facilitates Museum Victoria's development.

Museum Victoria continued to cement its position as a leading cultural institution, receiving eighteen prestigious international and national awards for a range of disciplines including Indigenous culture, tourism, marketing, website development, public programs and volunteer support.

I would like to acknowledge the range of significant contributions made by individuals who support Museum Victoria's operations. This year Bob Weis retired from the board and I express my sincere thanks to him for his contribution.

I would especially like to thank the Minister for the Arts, Mary Delahunty MP, for her continued support; our excellent Ambassadors; the Museum Victoria members, Patrons and Corporate Patrons who continue to provide essential support; the Museums Board of Victoria and most importantly, the staff and Executive Management Team who ensure that Museum Victoria remains a world-leading and dynamic cultural organisation.



Harold Mitchell AO
President, Museums Board of Victoria



Message from the CEO

On the 9th March 2004, Museum Victoria celebrated the 150th anniversary since its predecessor, the National Museum of Victoria, opened its doors to the public for the first time. This year's anniversary celebrations provided an excellent opportunity to reflect upon 150 years of collecting, research, exhibitions and public programs, and to renew our commitment to the people of Victoria in the spirit of those pioneers who established the Museum.

In 1854, Victoria was an extraordinary place. Recently established as a colony in its own right (it was previously part of New South Wales), the State was in the grip of gold fever. As people arrived from all over the world to seek their fortunes, the population soared. Yet despite the fact that the settlement was only 19 years old, there existed in Melbourne a number of individuals who had a vision of what the inhabitants of a modern town required. One of these essential requirements was a museum - a place where wonders of the natural world of Victoria could be stored, documented and displayed to members of the public. This museum would also provide ideas that could be adopted by practitioners in the mining and agricultural sectors to advance the state's economy. In essence, this place would look beyond Victoria to the whole of the world.

Today, Museum Victoria remains true to the ideals of its founders. The title of the Museum's strategy Exploring Victoria: Discovering the World emphasises our commitment to research and exploration, both on land and off the coasts of Victoria, covering both the natural and man-made world, and considering an international perspective wherever possible. Integral to this approach has been ensuring that members of the public can share in these discoveries by exploring the galleries in the three museums, our discovery centres, our publications and our websites.

In the past year, 3.7 million visits were recorded at the different Museum venues and through the website. Audience research has shown that the Museum is reaching an increasingly wide cross-section of the community by providing more affordable entry prices, excellent new exhibitions, engaging public programs and effective marketing strategies. A particularly noteworthy result has been the increase in visits made by educational groups to the three museums, with nearly 300,000 visitors being part of organised parties. Much of Museum Victoria's popularity can be attributed to the provision of memorable educational experiences that are linked to the curriculum and supported by excellent web-based materials. We are determined to continue building on our success in this area.

As well as caring for 16 million collection items, Museum Victoria plays a significant role in the stewardship of four landmark buildings. Opened only four years ago, Melbourne Museum has since become one of the most successful Museum buildings to open at the turn of the millennium. The Sewage Pumping Station at Scienceworks is a notable survivor from the nineteenth century era of municipal improvement, made all the more valuable by virtue of the magnificent steam pumps in their original location. The Customs House, which graces the Flinders Street bank of the River Yarra, was carefully restored six years ago to house the Immigration Museum.

The largest building in the care of Museum Victoria is the Royal Exhibition Building, erected to house the Melbourne International Exhibition of 1880. This past year the museum celebrated two excellent achievements with regards to the Royal Exhibition Building: inscription on the UNESCO World Heritage register (the first building in Australia to gain this distinction) and being one of the first sites to be recognised on the new National Heritage List by the Australian Government.



Museum Victoria CEO, Patrick Greene alongside Holden car model 48-215 (FX) manufactured by General Motors in 1950

In this annual report readers will discover the astonishing breadth of Museum Victoria's activities. The achievements described can be attributed to the efforts of the Board, staff, volunteers and supporters from many organisations in Victoria and beyond. Everyone involved deserves a very special thankyou in our 150th year.

Patrick Greene

Dr J. Patrick Greene
Chief Executive Officer



Year of Highlights

July 2003

The Armenian Festival, held at the Immigration Museum, successfully attracted significant community participation, with over 1000 people attending the festival.

Museum Victoria was awarded a Smart Water fund grant to facilitate development of a new interactive exhibit to be launched in late 2004.

August 2003

The community exhibition *Safar-e- Ma: Our Journey*, celebrating 140 years of Afghan migration to Australia, was launched at the Immigration Museum.

Spinning Around, an exhibition about Australian popular music was launched at Melbourne Museum.

Stuffed and Mounted was launched at Melbourne Museum. This exhibition focused on the beauty of birds and the need for their conservation.

September 2003

Developed in partnership with the Centre for Adult Education, the exhibition *From There to Here* was launched at the Immigration Museum as part of Adult Education Week.

October 2003

The Museum Victoria exhibition *Spirit Country*, contemporary Australian Aboriginal art from the Gantner Myer Collection, opened in Japan.

November 2003

The Immigration Museum celebrated its 5th birthday with a program of cultural events and activities.

Death, Mortality and Religious Diversity, an exhibition developed in partnership with Deakin University and a variety of cultural communities, was launched at the Immigration Museum by Stephen Crittenden, broadcaster of ABC's Radio National Religion Report.

Museum Victoria launched a new website dedicated to Phar Lap: www.museum.vic.gov.au/pharlap/.

Earth's Fury opened at Scienceworks.

The Melbourne Planetarium show *Big Bang* was launched.

December 2003

The exhibitions *Cooking Stories* and *Embark Disembark* were launched at the Immigration Museum.

The Virtual Room, imaging technology to allow visitors to see around, above, below and through digital objects, was opened at Melbourne Museum.

Design in Italy 1945-2000 displayed 100 objects from the Triennale di Milano. This exhibition was launched as part of the *designed to inspire* program at Melbourne Museum.

An exhibition of artwork by Koori children, *Thookay Ngaweeyan – Young Voices* opened at Melbourne Museum.

January 2004

Museum Victoria commenced celebrations of its 150th Anniversary year with an event for stakeholders at the Royal Exhibition Building.

February 2004

The Immigration Museum confirmed two project partners for *Station Pier* and *Destination Australia* exhibitions. Visions of Australia and the Macpherson Smith Trust provided funds for the development of the exhibitions.

Global Sounds at Sunset concert series commenced at Melbourne Museum.

March 2004

150th anniversary re-enactment of the first telegraphic transfer in the Southern Hemisphere was held at the Immigration Museum, with a direct telecommunications link to Scienceworks. Telstra's Chief Executive Officer and Manager Director Dr Zygmunt Switkowski launched the anniversary event.

The Heart is Highland exhibition developed in partnership with the Victorian Highland Pipe Band Association was launched at the Immigration Museum by the Hon. Sir Rupert Hamer.

A new long term gallery, *Bugs Alive!* was launched at Melbourne Museum by Governor John Landy. The exhibition uniquely integrates live bug displays with an extensive entomology collection.

9th March was the official 150th birthday of Museum Victoria. Group photos of all staff and volunteers were taken and staff enjoyed a celebratory breakfast at Melbourne Museum.

The annual exhibition of VCE students work, *Top Designs*, was launched at Melbourne Museum.

Staff, volunteers and families took part in the Moomba parade, celebrating 150 years of Museum Victoria.

The exhibition *Etched on Bark 1854: Kulin Barks from Northern Victoria* brought together three 19th century bark etchings. It was on display in Bunjilaka at Melbourne Museum.

April 2004

The Victoria University High Voltage Theatre was launched at Scienceworks.

Innocent Victims exhibition was launched at the Immigration Museum.

May 2004

Over 1,300 participants contributed to the success of the Sri Lankan Festival at the Immigration Museum.

CSIRAC, the world's only surviving intact first generation computer returned to display at Melbourne Museum.

Museum Victoria published *Treasures of the Museum* to mark the 150th anniversary and promote the diverse collections.

Treasures: Museum Victoria celebrates 150 years, showcasing significant items from the Museum's collection, was launched by the Premier The Hon. Mr Steve Bracks at Melbourne Museum.

To complement the *Treasures* exhibition, a new website was launched: www.museum.vic.gov.au/treasures/.

Toys: Science at Play, exploring scientific concepts through the medium of toys, was opened at Scienceworks.

A Ship Reunion Day was held at the Immigration Museum.

June 2004

Settled and Unsettled community exhibition, developed with Atherton Gardens Housing Estate, was launched by Justice Julian Burnside at the Immigration Museum.

Outlawed was launched at Melbourne Museum, telling the stories of the world's bushrangers, rebels and revolutionaries.

Our Place: Indigenous Australia Now, developed in partnership with the Powerhouse Museum opened at the Athens Cultural Olympiad.

The interactive exhibition, *Muck Bunker Stormwater Experience* was opened in the Spotswood Sewage Pumping Station at Scienceworks.

The Royal Exhibition Building became the first building in Australia to be inscribed on the UNESCO World Heritage List.

Awards

2003 Australia Interactive Media Industry Association (AIMIA)

Best New Digital Content: Awarded to Melbourne Museum for *The Virtual Room* website www.vroom.org.au.

2003 Australian Writers Guild Award (AWGIE)

Awarded to Mr Tim Rolfe (Head, Production Studio) for the *Getting In* interactive theatre experience script at the Immigration Museum.

2003 Best Not-For-Profit Business Award

Greater Western Chamber of Commerce and Industry: Awarded to Scienceworks.

2003 Business of The Year Award

Greater Western Chamber of Commerce and Industry: Awarded to Scienceworks.

2003 City Pride Award

Hobson's Bay City Council: Awarded to Scienceworks.

2003 Victorian Tourism Awards

Major Tourism Attractions Category: Finalist Award for Melbourne Museum.

2003 Victorian Tourism Awards

Aboriginal & Torres Strait Islander Tourism Category: Awarded to Bunjilaka, the Aboriginal Centre at Melbourne Museum.

2003 Victorian Tourism Awards

Heritage and Cultural Tourism Category: Awarded To Immigration Museum.

2003 Victorian Tourism Awards

Significant Tourist Attraction Category: Awarded To Scienceworks.

2003 Victorian Arts Portfolio Leadership Awards

Leadership in Public Programs Award – Winner: Awarded to the Immigration Museum for the *Getting In* exhibition.

2003 Victorian Arts Portfolio Leadership Awards

Leadership in Community Award – High Commendation: Awarded to Museum Victoria for *Building Partnerships: The Repatriation of Aboriginal Cultural Property Program*.

2003 Victorian Arts Portfolio Leadership Awards

Volunteer Certificate of Appreciation: Awarded to Museum Victoria's Natural Science Volunteers for the Natural Science Research and Collections Enhancement Project.

2003 Victorian Arts Portfolio Leadership Awards

Volunteer Certificate of Appreciation: Awarded to the Scienceworks team for the Scienceworks and Melbourne Planetarium Sleepover Program.

2004 Museums Australia Publication Design Awards

Website (Level C) Category: Awarded to Melbourne Museum for the Phar Lap website: www.museum.vic.gov.au/pharlap

2004 Museums Australia Publication Design Awards

Multimedia (Level C) Category: Awarded to Melbourne Museum for the *Virtual Room*.

Australian Quarantine and Inspection Service (AQIS) 2004 Quarantine Certificate Of Commendation

Awarded to Museum Victoria for its Live Animal Exhibits and Entomology, and its contribution to the quarantine protection of Australia's agricultural industries and unique environment.

Museums Australia (Victoria) 2004 Museum Industry Recognition Award (MIRA)

Best Project: Awarded to Museum Victoria's DNA Lab Project.

Museums Australia (Victoria) 2004 Museum Industry Recognition Award (MIRA)

Meritorious Volunteer Achievement: Awarded to Rosalind Poole.

The Year in Brief

Key Outputs

	2003/04	2002/03
Exhibitions presented	68	70
Publications by staff	103	68
Presentations and lectures by staff	117	137
Research projects (<i>externally funded</i>)	26	27

Visitors

	2003/04	2002/03
Melbourne Museum	678,606	615,323
Scienceworks and Melbourne Planetarium	402,044	360,653
Immigration Museum	101,644	86,949
Non-ticketed entry*	254,905	170,830
Outreach Services	35,149	29,132
Website	2,537,144	2,058,271
Total	4,009,492	3,321,158

Notes:
During the 2003/04 financial year, each Museum Victoria Museum recorded its strongest full financial year ticketed attendance since their respective openings. This is the direct result of the Government's decision to reduce the entry price for Museum Victoria Museums, combined with the new exhibition contents.

*Non-ticketed entries are visitors who visited areas within the Museum's facilities not requiring a ticket. These areas include: InfoZone, the Melbourne Museum Shop, the Museum Café at Melbourne Museum, the Immigration Museum Discovery Centre, and the Tribute Garden and Ground Floor Foyer at the Immigration Museum.

Staff

			2003/04	2002/03	
Employment Status	Male	Female	Total	Total	Variation
Ongoing	163	231	394	354	+40
Fixed	34	51	85	75	+10
Casual	61	44	105	107	-2
Total	258	326	584	536	+48
FTE	189	251	440	424	+16

*FTE Full time equivalent

Memberships

The introduction of reduced admission charges to Museum Victoria venues in May 2003 resulted in a 90% decrease in new member enrolments. At 30 June 2004, there were 7,568 memberships, representing approx 28,000

individual members. To address this decline and maximise membership participation and revenue, a revised membership program was designed. This new program was launched on 15 June 2004.

	2003/04	2002/03
Memberships	7,568	11,408

Museum Victoria celebrates 150 years of collections, research and exhibitions

Museum Victoria celebrated its 150th Anniversary on 9th March 2004. On this day in 1854, Melbourne's Museum of Natural History, which also contained a Museum of Economic Botany, opened to the public. The Museum was located in the Government Assay Office in Latrobe Street and eventually evolved into Museum Victoria.





Display of Animals in McCoy Hall, featuring a lion
Source: State Library of Victoria, La Trobe Picture Collection

In March 2004, the Museum commenced an extensive program of events to celebrate the 150th Anniversary, including:

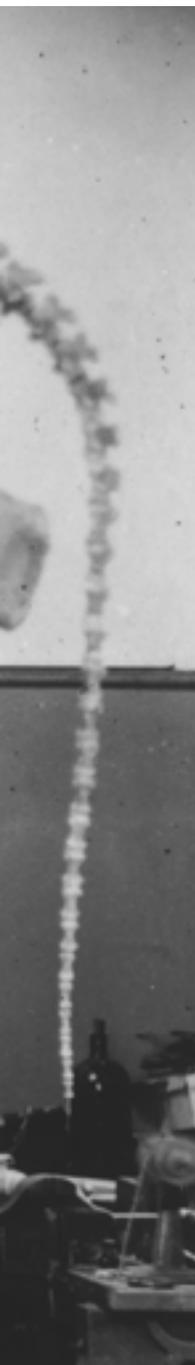
- *Treasures: Museum Victoria celebrates 150 years* - a spectacular and ambitious set of displays at Melbourne Museum, Immigration Museum and Scienceworks. Launched in May 2004, the exhibition showcases some of the most significant objects and specimens from the Museum's collection, in foyers and public spaces, as well as throughout the exhibition galleries.
- *Treasures of the Museum, Victoria, Australia* - a commemorative book, written, designed, illustrated and produced in-house, which highlights the institution's extensive and diverse collection. Published in May 2004, the book includes more than 200 treasured objects, along with expert accounts from staff and contributions from special guests.
- Launched in March 2004, *Bugs Alive!* is a state-of-the-art exhibition about the insect kingdom. It brings together the best of traditional museology - spectacular taxonomic collections, authoritative interpretation and fine model making - with contemporary design, audio-visual demonstrations and brilliantly presented live displays. This exhibition features live insects and spiders, hands-on activities and feeding demonstrations, along with the very best of the Museum's insect collection.
- *Etched on Bark 1854: Kulin Barks from Northern Victoria* was another exhibition specifically produced to celebrate the Museum's 150th Anniversary. Running from March-June 2004, the exhibition drew together the only three existing 19th Century bark etchings from south east Australia, held in the collections of the British Museum, the Kew Botanic Gardens and Museum Victoria. Displayed with original, contemporaneous photographs of the Aboriginal people from Boort in Northern Victoria, the exhibition aimed to reveal, in some detail, a moment in Victoria's history that corresponded with Museum Victoria's birth.
- *Station Pier* will open at the Immigration Museum in October 2004. This moving exhibition celebrates the memories and experiences of the many immigrants who have passed through Melbourne's Station Pier since opening in 1854.
- The *Victoria University High Voltage Theatre* opened at Scienceworks. This major new facility includes a giant Tesla coil to demonstrate the force of lightning.
- Scienceworks collaborated with Scitech Discovery Centre Perth to produce an interactive travelling exhibition *Toys: Science at Play*.

Interior of the Industrial and Technological Museum 1872
Source: State Library of Victoria, La Trobe Picture
Photographer: Charles Nettleton









Preparators preparing elephant skeleton c.1900

- Victorian individuals and members of community organisations displayed their wonderful and unusual collections at the Melbourne Museum exhibition *Community Collections*. Features of the exhibits included: Bow ties, Barbie Dolls and Shearing Tools, as well as The Beatles, Salvation Army and Town Crier memorabilia.
- Museum staff, their families and volunteers took part in a Museum Victoria Moomba Parade entry, which featured the Cowley Steam Traction engine under steam. Characters representing Victoria's immigration history, and 'bug' puppets inspired by the *Bugs Alive!* exhibition, also participated in the parade.
- Stakeholder events included events for Museum staff, volunteers, sponsors and corporate partners, and photographs of all staff and volunteers were taken on 9 March 2004, the official 150th Birthday of the Museum.
- The Museum announced the names of the first three students to receive Museum Victoria's 1854 Student Scholarships. The scholarship scheme was established to encourage the involvement of graduate and postgraduate students in the Museum's research activities.
- Museum Victoria designed and produced a special 150th Anniversary Souvenir Edition of the Museum Magazine.
- Museum Victoria collaborated with the Powerhouse Museum Sydney to produce *Our place: Indigenous Australia Now*, a gift from the Victorian and NSW State Governments to the Athens Cultural Olympiad program. Hosted at the newly refurbished Benaki Cultural Centre from 1st July to end August 2004, this exhibition provided a unique insight into one of the oldest living cultures and most dynamic contemporary art movements in the world.



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



1,182,294

unique experiences

Strategic Direction

Exploring Victoria: Discovering the World



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

01 Enhance access, visibility and community engagement

Position Museum Victoria so that:

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

02 Create and deliver great experiences

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

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

03 Pursue the development of strategic partnerships

Develop and maintain mutually beneficial collaborations that will:

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

04 Develop and maximise the value of our heritage collection

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

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

05 Manage our resources

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

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

Performance Overview

01 Enhance access, visibility and community engagement

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

Strategy

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

Actions and results

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

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

Strategy

Attract and engage diverse audiences.

Actions and results

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

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

Strategy

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

Actions and results

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

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

Strategy

Reach those who cannot easily come to us.

Actions and results

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

Strategy

Continue to meet the needs of the Victorian education sector.

Actions and results

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

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

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



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

Message stick, courtesy of the Wurrundjeri people

02 Create and deliver great experiences

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

Model carousel, created by Alfred Mervyn Smith



Strategy

Create exhibitions that are engaging, surprising and authoritative.

Actions and results

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

Strategy

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

Actions and results

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

Strategy

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

Actions and results

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

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

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

Strategy

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

Actions and results

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

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

Strategy

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

Actions and results

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

03 Pursue the development of strategic partnerships

Strategy

Develop partnerships that increase community involvement and support.

Actions and results

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

Strategy

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

Actions and results

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

Strategy

Develop partnerships that raise our profile both nationally and internationally.

Actions and results

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

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

- A key partnership during the year between Museum Victoria and the Powerhouse Museum resulted in the successful development of *Our Place: Indigenous Australia Now*, a new exhibition for the 2004 Athens Cultural Olympiad.

- Museum Victoria participated in, or was a member of, numerous national and international conferences and networks including: the Asia/Pacific Science Centres Association Conference, the Australia/New Zealand Science Centres Network, the International Planetarium Society, Australia's National Outreach Strategy Working Party, Museums Australia, and the Council of Australian Museum Directors.

Strategy

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

Actions and results

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

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

Strategy

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

Actions and results

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



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

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

Strategy

Develop partnerships that bring in funds and supplement existing resources.

Actions and results

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

Strategy

Further our relationship with Indigenous communities.

Actions and results

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

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



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

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

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

Strategy

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

Actions and results

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

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

Strategy

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

Actions and results

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

Strategy

Provide enhanced public access through a purpose built storage facility.

Actions and results

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

Strategy

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

Actions and results

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

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

Strategy

Expand the information available on the internet.

Actions and results

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

Strategy

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

Actions and results

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

05 Manage Our Resources

Strategy

Develop a motivated, dynamic, creative and skilled workforce.

Actions and results

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

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

Strategy

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

Actions and results

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

Strategy

Improve information management and communication systems.

Actions and results

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

Strategy

Ensure our facilities are well maintained and fit for purpose.

Actions and results

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

Strategy

Employ sound financial and risk management practices.

Actions and results

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

Future Priorities

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

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



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

Penny, proof (1930), Australian

Melbourne Museum performance
of The Marvellous Mr McCoy





1,234

questions solved
by Mr McCoy's
query confabulator

Review of Museum Operations

Melbourne Museum: Exhibitions and Programs

Museum Overview and Key Achievements

Melbourne Museum is a broad-based State museum with a national and international focus that covers the natural and physical sciences as well as social history and cultures. Exhibitions cover six major themes: Australian society, Indigenous cultures, the human mind and body, science, technology and the environment.

Melbourne Museum is spread over six levels – three of which contain public galleries and purpose-built amenities such as restaurants, cafes and education rooms. Through its exhibitions, Melbourne Museum aims to provide an interactive and exciting visitor experience to the broadest possible audience.

Melbourne Museum promotes public debate on concepts and issues relating to the natural environment, new technology and other changes occurring in our society. The Museum features excellent education and catering facilities, a state-of-the-art storage facility for some of the Museum's collections and a range of performance spaces.

Major features of Melbourne Museum include:

- Bunjilaka, the Aboriginal Centre, which explores issues relating to the experiences, rights and perspectives of Australia's Indigenous people.
- the Forest Gallery, which is a living gallery with temperate trees over 20 metres tall and thousands of other plants and a wide variety of living creatures including insects, birds, fish and snakes.
- the Children's Gallery, with exhibitions and activities designed for three to eight year-olds.
- a Touring Hall for major travelling exhibitions.
- Melbourne Museum Shop, which offers a wide variety of giftware, museum merchandise, books and educational materials.
- InfoZone, which enables the public to access information about the Museum's collections and research materials.
- an adjacent IMAX Theatre.
- Melbourne Museum's building and facilities serve as popular venues for corporate functions, events and performances. Such commercial activities contribute positively to the Museum's financial performance, while enhancing the Museum's public profile.
- Sidney Myer Amphitheatre, a 150-seat arena for the staging of large outdoor events.
- The Age Theatre.



Entrance to Design in Italy with exhibition in background
Objects: Triennale di Milano



Highlights included

- over 678,600 visitors to Melbourne Museum, including the Touring Hall.
- *Bugs Alive!* opened in March 2004 and is proving to be one of Melbourne Museum's most popular exhibitions.
- *Treasures* displays and programs have enlivened the public spaces and galleries of the Museum.
- *The Virtual Room* had visitors spellbound with amazing visualisation experiences.
- *Design in Italy 1945-2000* was an important survey of international design, made possible by the Victorian Government's *State of Design* initiative.

Long-Term Exhibitions

Evolution Gallery

Dinosaurs in Time

Dinosaurs in Time is an exhibition about the history of life on earth. Presenting the fossil record as evidence for evolution, it covers the past 3,400 million years of life on earth, from ancient microfossils to trilobites, dinosaurs, mammals and plants.

Darwin to DNA

This exhibition explores the processes and mechanisms of evolution through three different themes: the history of evolution's discovery, the genetic mechanisms required for evolution to occur and how our understanding of human evolution and other organisms has changed through the study of DNA.

Mind and Body Gallery

Bodyscape

Bodyscape encourages visitors to journey through our evolving understanding of the human body's construction and the colourful history of dissection and anatomy.

Body Parts

Body Parts looks at the body's fundamental structure and processes by highlighting the circulatory, digestive, reproductive, hormonal, immune and musculoskeletal systems.

Biotech & Beyond

This exhibition examines the development and application of biotechnology, as well as issues associated with current and potential areas of research.

Medical Melbourne

Medical Melbourne showcases the incredible achievements of people working in the field of biomedical science and research in Melbourne.

Australia Gallery

Melbourne: Stories from a City

This exhibition explores the history of Melbourne, its people, neighbourhoods, workplaces and cultures.

Windows on Victoria

Illustrated with objects from the Museum's collection, this exhibition features eight key historical events that have made a lasting impact on Victorian society since European settlement.

Phar Lap: A True Legend

This exhibition pays tribute to Phar Lap, Australia's most famous racehorse and the country's first media star.

Te Pasifika Gallery

Te Vainui O Pasifika

Developed in partnership with the Pacific Islander community, *Te Vainui O Pasifika* displays watercraft objects from nearly every country in the Pacific. Its many features include a Solomon Islands' war canoe and three large crab claw sails painted in traditional and contemporary designs by Pacific Island artists.

Bunjilaka Gallery

Bunjilaka is the Aboriginal Centre at Melbourne Museum. It aims to present, interpret and celebrate Aboriginal and Torres Strait Islander cultures, philosophies and issues, with a focus on south-eastern Australia. Bunjilaka reflects the strong partnership between Museum Victoria and Aboriginal communities across Victoria.

Koori Voices

This exhibition recounts the stories of Aboriginal people in Victoria. It is a celebration of the survival of Aboriginal culture and the ways Aboriginal people have continually sought to maintain autonomous lifestyles, in spite of oppressive policies and welfare regimes. *Koori Voices* recognises the history of struggle to preserve rights and dignity within the machinations of daily life.



Melbourne Museum, Bunjilaka Gallery



Belonging to Country

This exhibition explores the complex relationships between Aboriginal people and land and waterways throughout Australia. The spiritual, economic and political connections are explored through a selection of objects from the collections.

Two Laws

Aboriginal perspectives on knowledge, law and property are explored. Artworks, artefacts and a video discussion between anthropologist Baldwin Spencer and Arrernte Leader Irrapmwe examine the differences between Indigenous and non-Indigenous laws and perceptions.

Science and Life Gallery

The Science & Life Gallery features exhibitions that explore digital technology, biodiversity, and the scientific principles behind physics, chemistry, geology and biology, and how they have changed our perceptions of the world.

Southern Diversity

Southern Diversity is a discovery of Australia's unique plants and animals. Familiar and lesser-known groups including kangaroos, cockatoos, sea jellies, ants and sharks are featured within through six Victorian environments. The Mallee, the Alps, river redgum, forests, rocky coasts, bays and the deep ocean are highlighted with backlit photographs, small models, animal sounds and real specimens.

Melbourne Museum, Science & Life Gallery, Bugs Alive





The Virtual Room

Opened December 2003

The Virtual Room uses experimental imaging technology to enable visitors to see around, above, below and through digital objects and moving images. Programs currently on offer include *Think Big* (on the human brain), *The Future of Virtualisation*, *Australian Polar Dinosaurs* and *Exploring Mars*.

Bugs Alive!

Opened March 2004

This exhibition features a unique integration of live bug displays with an extensive entomology collection, models, multimedia and staffed demonstrations to create a rich and popular experience for visitors. Over 100 live bug species are on show, from ants and cockroaches to stick insects and tarantulas.

CSIRAC

Opened May 2004

This CSIRAC exhibition which celebrates an international icon of the digital age has been redeveloped. CSIRAC is the world's only surviving intact first generation stored memory computer. It is recognised as a National Engineering Landmark.

Children's Gallery

Aimed at three to eight year-olds, this gallery consists of an exhibition space, the Children's Gallery, the Sidney Myer Amphitheatre, and the Tattersall's Children's Garden.

1, 2, 3 Grow

1, 2, 3 Grow illustrates the story of growth through the themes of size, colour and shape. Children see how plants, animals and humans grow through a wonderful selection of specimens from Museum Victoria's natural history collections.

Treasuring our Environment

This exhibition takes a closer look at the fascinating environments of the desert, sea and rainforest.

Forest Gallery

The Forest Gallery is a living example of Victoria's tall temperate forests. The gallery houses thousands of trees and plants, from more than 120 different species. The tall trees were salvaged from logging coupes and road reserves east of Melbourne. The Forest Gallery is also home to around 20 different vertebrate species, including snakes, birds, fish and frogs. The gallery's exhibition *Forest Secrets* is designed to convey a range of stories about forest life and how this environment changes over time. As Melbourne Museum's only 100-year exhibition, the Forest Gallery provides the promise of growth and change for generations to come.

Temporary Exhibitions

A Gap in Nature

30 November 2002 – 13 July 2003

A collaborative effort between Scientist Dr Tim Flannery and Artist Peter Schouten, this project sought to identify, interpret and produce life-size paintings of 103 species of fauna lost over the last 500 years.

Photo Voices

26 February – 13 July 2003

This exhibition displayed photographs and stories from Indigenous people aged 13–17 years from Mildura, Shepparton and Warrnambool. The exhibition presented a compelling sexual health educational opportunity and also highlighted possible solutions to some confronting issues facing indigenous youth in regional areas.

Top Designs 2003

27 March – 13 July 2003

Top Designs was an exhibition of outstanding VCE student art and design by students of Technology, Media and Visual Communication & Design.

CARE

1 June – 31 August 2003

This *Children Caring and Respecting their Environment* project was developed by The University of Melbourne Early Learning Centre to help young children appreciate and respect the environment.

Dinosaur Designs

3 June – 13 July 2003

This exhibition illustrated the beauty, uniqueness and diversity of Australian design company Dinosaur Designs. It featured over 300 jewellery and homeware designs by Louise Olsen, Stephen Ormandy and Liane Rossler from between 1985 and late 2002.

New Way Now

5 July – 10 October 2003

This exhibition of Koori design featured contemporary design products by Victorian Aboriginal artists.

Stuffed and Mounted

25 July – 12 October 2003

Developed in partnership with Birds Australia, this Museum Victoria exhibition promotes an appreciation of the beauty of birds and the need for their conservation.

Spinning Around:

50 Years of Festival Records

6 August – 23 November 2003

Spinning Around was a travelling exhibition from the Powerhouse Museum in Sydney that put the spotlight on the unique character of Australian popular music, from Johnny O'Keefe to Kylie Minogue.

Burial Sites

28 October 2003 – 11 January 2004

This exhibition displayed works by artist Gayle Maddigan as a celebration of Aboriginal survival.

Thookay Ngaweeyan:

Young Voices of Victoria

2 December 2003 – 8 March 2004

A Museum Victoria touring exhibition showing colourful and vibrant artwork by Koori children from all over Victoria.

Design in Italy 1945-2000

12 December 2003 – 8 March 2004

100 objects from the Italian Design Permanent Collection of the Triennale di Milano were exhibited as part of Museum Victoria's *designed to inspire* program and supported by the Victorian Government's The State of Design initiative.

BG Wildlife Exhibition 2002

13 December 2003 – 15 February 2004

The annual BG Wildlife Photographer of the Year competition is a prestigious wildlife photography competition. The exhibited images from the 2002 competition were astonishing and inspiring.



Spinning Around exhibition opening showing layout of display



Koori Kids

15 January – 26 March 2004

Koori Kids was held in conjunction with the *Thookay Ngaweeyan* travelling exhibition and is a collection of artworks by children from the Yappera Children's pre-school and the Thornbury Primary School. The theme was 'Who am I? Who are we?'

**Etched On Bark 1854 :
Kulin Barks from Northern Victoria**

18 March – 27 June 2004

Displayed in association with original contemporaneous photographs of the Aboriginal people from Boort in Northern Victoria, the exhibition aimed to reveal, in some detail, a moment in Victoria's history which corresponded with the Museum's birth.

Top Designs Exhibition 2004

26 March – 4 July 2004

This annual exhibition again featured outstanding works by media, technology and design students, as a component of the *VCE Season of Excellence*.

River Grass Series

2 April – 28 June 2004

Kim Lampton, a Yorta Yorta artist from Northern Victoria is strongly influenced by her family, traditional country and the stories that have been passed down from her elders. In this exhibition, Kim keeps alive the tradition of sand art and Victorian Aboriginal symbolism.

Diamonds are Precious to us too!

2 April 2004 – 2 Aug 2004

These sculptures by Aboriginal artist Kelly Koumalatsos are inspired by the material culture of south eastern Australia. The diamond and zig-zag designs are a visual language that directly connects Kelly to her cultural heritage, the Wergaia and Wamba Wamba.

**Treasures:
Museum Victoria Celebrates 150 years**

16 May – 31 December 2004

The exhibition showcases some of the most significant objects and specimens from the Museum's collection, displayed in foyers and public spaces, as well as throughout the exhibition galleries as part of Museum Victoria's 150th anniversary.

Outlawed

10 June – 10 October 2004

This exhibition from the National Museum of Australia, Canberra, tells the true stories and popular legends of bushrangers, rebels and revolutionaries from around the world.

**Alessi Tea and Coffee Towers:
Digital Dreams, Manufactured Realities**

18 June – 8 August 2004

Presented by lab.3000 at RMIT, this touring display featured prototypes of tea and coffee sets designed by 22 innovative and respected architects commissioned by Italian design manufacturer, Alessi.

Visitor Programs and Special Events

Ongoing Programs

The regular *What's On* at Melbourne Museum comprises daily tours of the Royal Exhibition Building as well as a Museum Highlights tour, weekend activities and presentations. The Museum's lecture program includes staff presentations, as well as lectures co-produced with a range of partners. These partners included: Anthropological and Archaeological Society of Victoria, Australian Geographic, Maths Association of Victoria and National Geographic. A key feature of the annual Calender of Events is the expanded program for school holidays and long weekends, which is themed to link with new exhibits.

Special Events

Design forums, lectures and workshops

Museum Victoria has developed a range of partnerships to present a national and international program of design events. These partnerships are with the Department of Innovation Industry and Regional Development, the City of Melbourne, Swinburne University, RMIT, Monash University and the Design Institute of Australia. Highlights of the program include Design and the National Economy, Milan/Melbourne Manufacturing Ideas and the Emerging Designers forums, and the Professor Arturo Dell'Acqua Bella Vista Design Masterclass.

150th Anniversary: Moomba Parade

Staff, their families and volunteers took part in a parade entry to celebrate Museum Victoria's 150th anniversary. Workshops for the participants were held at Melbourne Museum and Immigration Museum.

Bugs Rule! & A Bug's Eye View

Two new presentations were developed to link with the *Bugs Alive!* exhibit. *A Bug's Eye View*, aimed at children under eight years, features 'big bug' puppets and was developed for the Autumn Holiday program. *Bugs Rule!*, held in The Age Theatre, is now part of the regular weekend and holiday *What's On*. Both presentations encourage visitors of all ages to ask questions and interact with Museum staff.

Romp 'n Stomp

This new initiative is aimed at pre-school groups and families with children aged under five years. The activity program relates to the development of physical, cognitive and imaginative skills. The event is co-presented with the following partners: Early Learning Management Services, Kindergarten Parents Victoria, Lady Gowrie Child Centre Inc, Multicultural Resource Centre, Playgrouping Victoria and Playworks. The attendance for the day at 3,500 participants was more than double the standard daily visitation figure for the time of year.

Community Engagement

150th Anniversary: Community Collections

Held between March and August 2004, this new program presented the collections of over 90 community organisations and individuals.

Community Partnerships

The Museum continued its special events partnership with Club Wild; a music, performance and cultural development organisation by and for people with disabilities. This program co-presented a family day with the Victorian Services for Deaf Children and the Deaf Arts Network.



Melbourne Museum Galleria entrance showing visitors and display during Treasures exhibition to mark 150th anniversary



Immigration Museum: Exhibitions and Programs

Museum Overview and Key Achievements

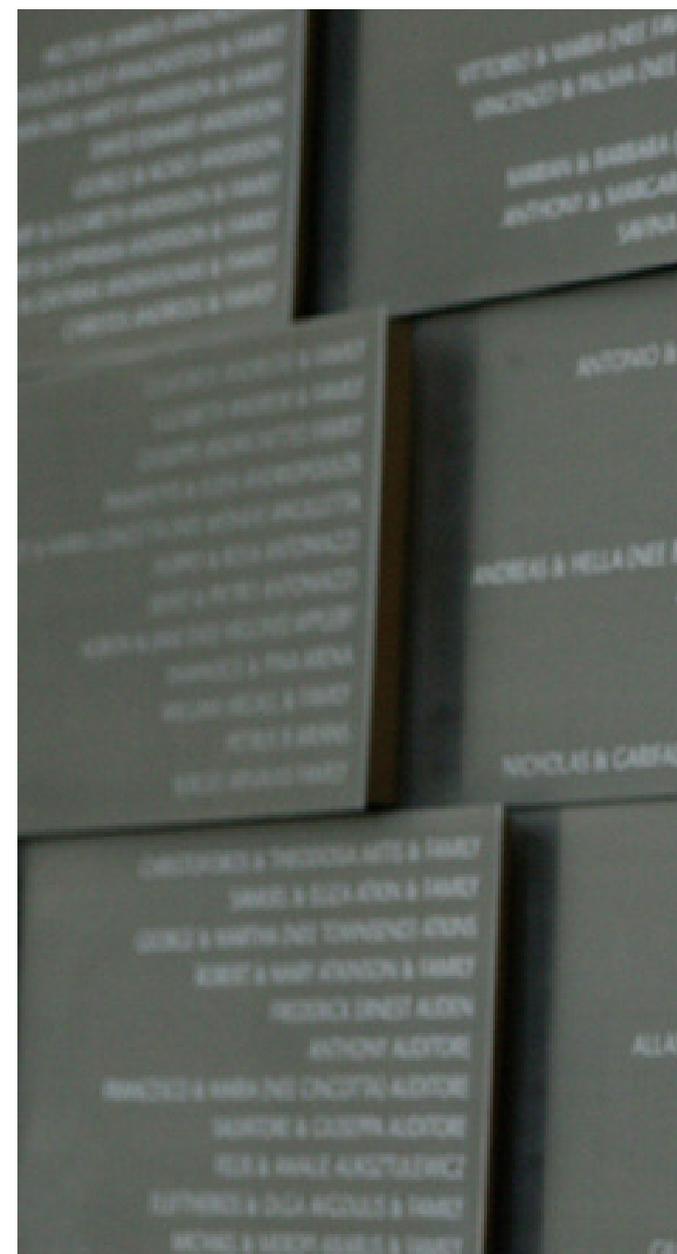
Recognised and celebrated as a dynamic and inclusive living cultural centre, the Immigration Museum is a contemporary social history Museum that explores Australia's immigration history, provides insights into the migrant experience, and contributes to a greater understanding of the many dimensions of our cultural heritage.

A particular feature of the Immigration Museum is its collaboration with Victoria's culturally and linguistically diverse communities. The Immigration Museum has continued to demonstrate commitment to building social capital by being a vehicle for self-determination, creative expression and social reflection. Community exhibitions and cultural programs are fundamentally community-based. Through its community partnership programs, the Immigration Museum has fostered community ownership, increased participation and made a contribution to building better, stronger communities across Victoria.

In November 2003 the Immigration Museum celebrated its 5th birthday. Since its opening in 1998, it has attracted well in excess of 500,000 visitors and experienced success in a number of key business areas. With continued innovations in product development and support by key marketing initiatives, the Museum achieved unprecedented media coverage and profile. Over 100,000 visitors during the past year has strengthened its position as one of the State's key cultural attractions.

Highlights Included

- 133,956 visitors (including ticketed and non-ticketed) experienced the Immigration Museum's exhibitions, activities and cultural events.
- 2003 Victorian Tourism Award for Heritage and Cultural Tourism.
- Strong partnerships developed with culturally and linguistically diverse communities to present a successful and well-received program of exhibitions and community cultural festivals.
- Education programs focussing on Australian society, immigration issues and cultural diversity positioned the Immigration Museum as a key education facility in Victoria. Over 39,000 students participated in programs.
- Major partnerships with Helen Macpherson Smith Trust, Visions of Australia and Victorian Multicultural Commission established to develop and present *Station Pier: Gateway to a new life* and the touring exhibition *Destination Australia: Ports of immigration*.
- Redevelopment of the ground floor to improve admissions and retail facilities, and improved signage in external and internal areas of the Museum completed.



Long-Term Exhibitions

Four permanent galleries house historical objects and stories that are enhanced by multimedia technology and interactive facilities. The resulting displays offer an engaging experience that brings to life the many dimensions of the immigration journey.

Leaving and Settling

These galleries explore the reasons people leave their home country, what they take with them, how they settle and what obstacles they have to overcome to start a new life in Victoria. Using sound, objects, and still and moving images, these galleries also explore significant historical milestones that are part of Australian immigration history.

The Journey

All immigrants are linked by the common experience of a journey, regardless of their time of arrival. Located in the Long Room of Old Customs House, the Journeys Gallery features a 17-metre replica ship, which recreates the long sea journey many migrants endured on their way to Australia. The Journeys Gallery also examines the changes in shipping accommodation – from the cramped steerage-class, square-rigger of the 1840s, to the luxurious, second-class saloon of a 1900s steamer and the cabin of a 1950s ocean liner.

Getting In

This gallery looks at the reasons why people are granted or refused entry. The exhibition features the award winning interactive theatre experience exploring Australia's immigration policies and processes from the 1800s to the present day.

Community Gallery

The Community Gallery is an important forum for presenting temporary exhibitions generated by Victoria's culturally and linguistically diverse community.

Immigration Discovery Centre

The centre provides resources for the study of Australia's immigration history and the social and cultural development of Australian society. It is also a resource for those researching their own family's history. The Ecumenical Migration Centre library is housed in the Centre.

Tribute Garden

Located in the Festivals Courtyard, the Tribute Garden records for posterity the names of over 7000 families who have made the journey to Australia.

Temporary Exhibitions

Journey through Diversity: the story of Armenian Migration

May to August 2003

This exhibition conveyed the immigration experience of Armenians in Melbourne. For many Armenians, arriving in Australia was their second experience of resettling in a new country. Having been forced to flee host countries as a result of persecution and economic and political instability, many Armenians were further estranged from their traditional culture. As a result, the Armenian community is influenced by other cultural groups as well as their own heritage.

Safar-e-Ma: Our Journey

August to November 2003

Safar-e-Ma: Our Journey celebrated 140 years of Afghan migration to Australia – from the first 'Ghan' cameleers, to contemporary young Afghan-Australians. Using personal objects and stories of individuals, against a historical landscape of war, occupation and devastation, this exhibition follows the successive waves of Afghan immigration to Australia, from the cameleers who arrived in Australia in the 1860s to immigrants in the 1990s.

Death: Mortality and Religious Diversity

November 2003 to February 2004

Different religions and cultures have diverse attitudes, protocols and rituals surrounding death, dying and bereavement. Using interactive displays, images and artefacts, this exhibition explored both traditional and contemporary attitudes to mortality from different religious and cultural perspectives.

The Heart is Highland

March to May 2004

Celebrating the 80th anniversary of the Victorian Highland Pipe Band Association, this exhibition explored the association's link to Scottish immigration and pays tribute to the strong tradition of Highland pipe bands and music in Victoria. It was opened by the former Premier of Victoria the Hon. Sir Rupert Hamer in one of his last public engagements.

Settled and Unsettled

June to September 2004

A multimedia installation developed with people who live in one of Melbourne's public housing estates, Atherton Gardens, this exhibition explored the negotiation between traditional cultures and identities within the contested landscape of public housing estates.

Immigration Museum's Embark Disembark exhibition



Immigration Museum's Cooking Stories display showing Afghan table setting



Cooking Stories

December 2003 to October 2004

This major community project documents significant moments involving food during the journeys of some 50 refugee arrivals to Australia. The collection of stories charts the experience of Chilean, El Salvadorian, Vietnamese, East Timorese, Iraqi, Afghani, Afar (African), Russian Jewish immigrants and refugees who have arrived in Australia from the 1970s up to the present day. This project was developed by Melbourne-based artist and writer Julie Shiels, in collaboration with many individuals and communities and the Immigration Museum. Like many community exhibitions presented at the Immigration Museum, *Cooking Stories* brings the motivations and experience of individuals to the fore. In doing so, it challenges the prevailing public and political notion of refugees as faceless, nameless statistics.

Special

Until August 2003

This photographic exhibition displayed the work of 44 refugee and immigrant children from the Western English Language School, in conjunction with acclaimed Australian photographer and artist, Nicola Loder.

From There to Here

September 2003 to March 2004

This collaborative exhibition focused on the personal histories of students from the Centre for Adult Education's Literacy and English as a Second Language programs, and their journey towards greater literacy. The show celebrated individual triumph over a lack of literacy in English – whether due to poverty, resettlement or other factors.

Recognise the Journey, Celebrate the Future

December 2003 to March 2004

The Immigration Museum hosted this national refugee advocacy project exhibition, which contained 72,000 messages of support for those seeking asylum in Australia. *Recognise the Journey: Celebrate the Future* is a project of The Forum of Australian Services for Survivors of Torture and Trauma (FASSTT), supported by The Body Shop.

Innocent Victims

April to July 2004

This vivid exhibition of drawings expresses the reality of everyday life, conditions and experience at Woomera as seen through the eyes of children who have lived in the immigration detention centre.

We are Australian

Until November 2003

This vibrant, travelling exhibition is a tribute to contemporary Australia's cultural diversity. It includes the work of 300 Australian artists, bringing together Aboriginal and Torres Strait Islanders artists with artists from over 140 different ethnic backgrounds.

Embark Disembark

November 2003 to June 2004

This exhibition explores how four Australian artists have been influenced by other cultures. This exposure to different cultures has occurred through travel and migration, as well as understanding family history and simply living as part of Australia's multicultural society.

Visitor Programs and Special Events

Ongoing Programs

The visitor program approach at the Immigration Museum fosters involvement of families, distinct communities and older adults, and reflects the issues and interests of our culturally diverse society. The Immigration Museum's special events and community engagement programs encourage participation and attract members of the public who would not normally visit the Museum. As part of the Museum's regular *What's On*, a range of activities have been developed to address the needs of families. These include the Immigration Adventures activity trail booklet and the school holiday workshop program *Around the World*.



Visitors in the Immigration Museum's Leaving Gallery



Special Events

5th Birthday Celebrations

This event was held on 9 November 2003 and included community groups who had been involved in previous Community Cultural Festivals. It featured musicians, dancers and demonstrations, such as the Italian woman's choir *La Voce Della Luna* and noodle maker Tommy Cheung.

Kids Fest!

Established two years ago, this family event introduces participants to the Museum and Calender of Events. Held on 18 January 2004, the event generated excellent publicity and attracted four times as many visitors as a regular Sunday.

Community Engagement

Community Cultural Festivals

These festivals develop ties with specific communities. The Armenian Festival, which linked with an Access Gallery exhibition, was presented in July 2003. The Sri Lankan Festival was presented in May 2003. Both attracted ticketed admissions in excess of 2,000 visitors.

Cooking Stories Tours

Offered as part of the Seniors Festival program and the Sri Lankan Festival, tours of the exhibition were conducted by Nga Diep, Joseph Peiris and Gonzalo Vilches, three community members featured in the exhibition.

Ship Reunions

Held in October 2003 and May 2004, these highly successful events included factual presentations on featured ships and an opportunity for audience members to reminisce and share their personal migration stories and family histories.

Scienceworks Museum: Exhibitions and Programs

Museum Overview and Key Achievements

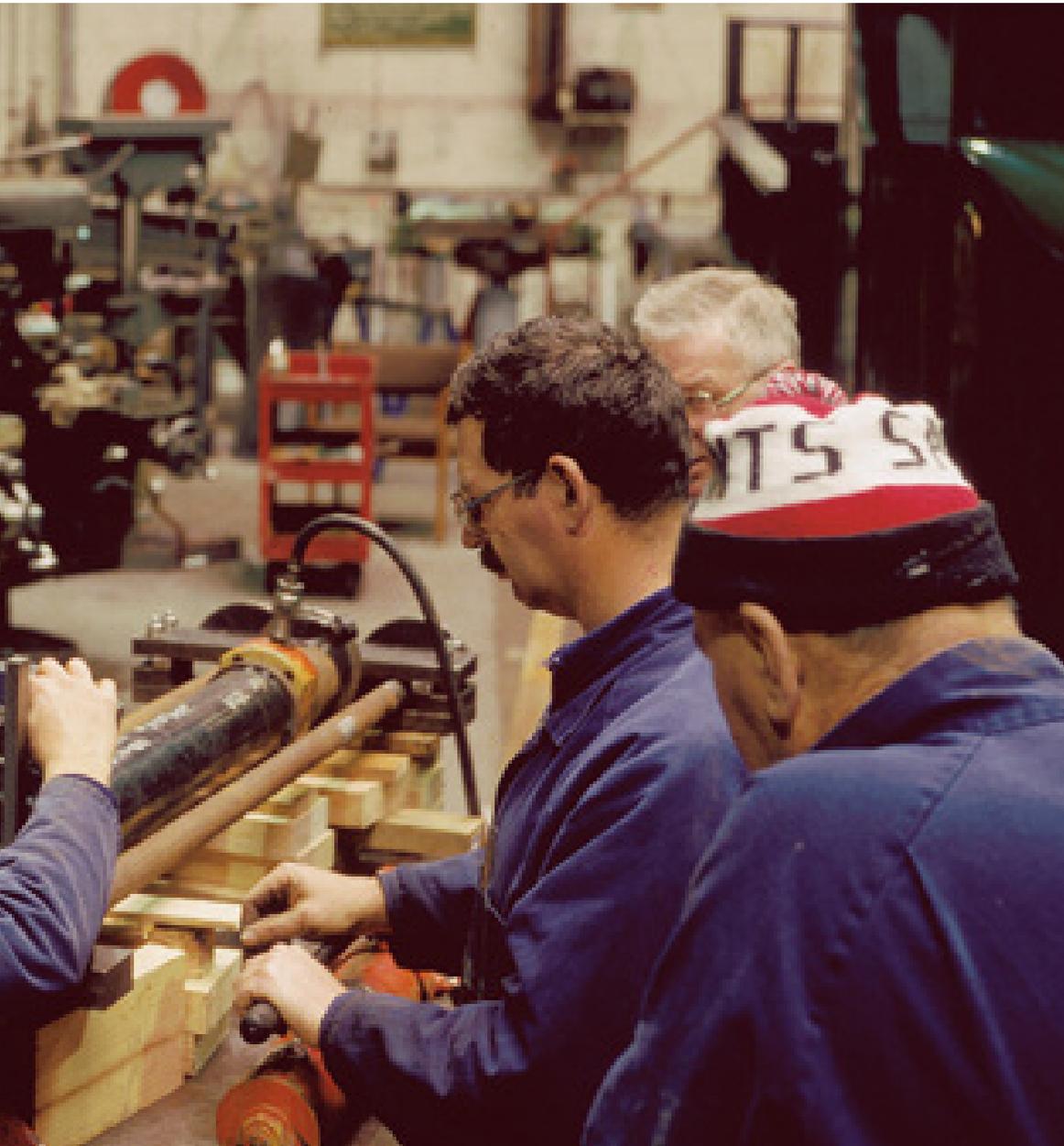
Scienceworks is a dynamic and interactive science and technology museum incorporating the Melbourne Planetarium, the new *Victoria University High Voltage Theatre* and the Spotswood Sewerage Pumping Station. Through hands-on exhibits, live demonstrations, activities and shows, Scienceworks visitors are encouraged to 'get a grasp of science and technology'.

The attendances for Scienceworks this year have been outstanding, with more than 400,000 visitors for the first time. This success is attributed to the popularity of the exhibition program, the quality of public programs and the reduced admission prices announced in May 2003.

Highlights included

- The commissioning in March 2004 of the *Victoria University High Voltage Theatre*. This purpose-built facility houses a huge Faraday Cage, containing the largest Tesla Coil on public display anywhere in the world. This equipment produces spectacular displays of lightning, which together with other electrical equipment, stars in an informative and entertaining show that runs up to five times per day, each with up to 120 participants. This high voltage equipment was donated by Telstra from its decommissioned research laboratory. Partnership funding for the Theatre has been contributed by Victoria University, AGL/Agility, SPI Powernet, Olex Cables and TXU, through a grants scheme offered by the Department of Innovation, Industry and Regional Development's Science, Technology and Innovation Infrastructure (STI) branch, and with in-kind assistance from Ed Bondarenko & Associates.
- The launch of the *Muck Bunker Stormwater Experience* exhibition, which was made possible by a \$187,000 award granted under the EPA's Stormwater Action Program to develop and deliver this program in the Pumping Station.





Long-Term Exhibitions

Main West Gallery

The exhibition *House Secrets* looks at the physics, chemistry and biology behind many of the familiar things in our homes.

Main South Gallery

Sports Works

The exhibition *SportsWorks* explores the science and technology of sport through the themes of fitness, movement and skills.

Mezzanine Level

Nitty Gritty Super City

This exhibition engages young children in a variety of activities designed to improve their understanding of the world.

Spotswood Sewage Pumping Station

Muck Bunker Stormwater Experience

Launched 7 June 2004

This interactive exhibition looks at the issues surrounding the stormwater system. It focuses on pollution causes and what can be done to improve the quality of the water in the system.

Temporary Exhibitions

Sea Chest Secrets

7 May 2003 – 5 October 2003

Using scientific principles, this exhibition investigates clues to help the visitor find the writer of an intriguing diary.

Speed: Science in Motion

26 May 2003 – 5 October 2003

This interactive exhibition explored the cutting-edge science and technology behind motor sports.

Earth's Fury

13 October 2003 – 8 August 2004

Earth's Fury focuses on the natural forces that shape the earth.

Science on the Move

18 October 2003 – 15 April 2004

Science on the Move provided extensive hands-on exhibits based around a variety of themes including ecology, human genetics, sound, force and motion, electricity and magnetism, fluids and logic.

Toys: Science at Play

8 May 2004 – 27 Jan 2005

This exhibition explores many scientific concepts through the medium of toys.

Melbourne Planetarium

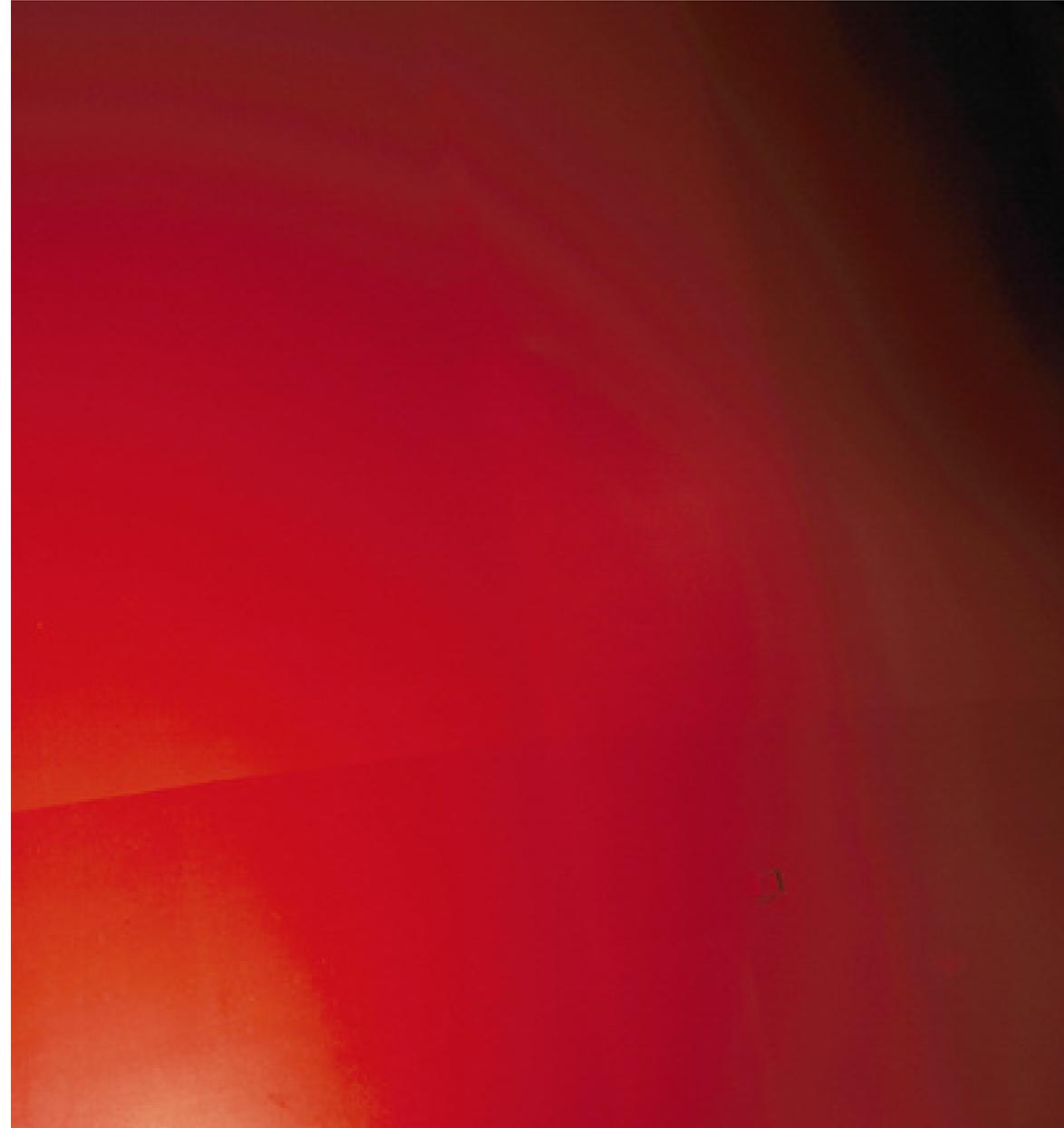
134,797 people attended the Planetarium during 2003/04, including 55,006 school students and teachers. Several shows were on offer, including *Escape from Andraxus*, *Spinning Out*, *Launch Pad*, *Tycho to the Moon*, *Tycho Stars Again*, *Out of Darkness*, *Cosmic Couriers*, and the new show launched in December 2003, *Big Bang*.

Highlights Included

A highly successful Thursday evening program, *Cruise the Constellations*, was launched and operated from January–April 2004. Over 2,026 people came to the Planetarium to see *Guiding Lights*, *Big Bang*, and *Out of Darkness*, and view the night sky through the Planetarium's volunteer-operated telescopes. These attendance figures saw an increase of more than 800 people from the previous year. This year, a special program was run for Valentines Day – and was fully booked out.

Victoria University High Voltage Theatre

Since the *High Voltage Theatre* opened on April 1 2004, 21,400 people attended two shows developed for schools and the general visitor: *Electrifying and Loud* and *Charged Up*. . Education materials have been developed to support these shows.



Visitor Programs and Special Events

Ongoing Programs

The regular *What's On* at Scienceworks comprises daily tours of the Pumping Station and Heritage Collection Store, weekend activities, science shows and presentations in the Planetarium and High Voltage Theatre. A key aspect of the annual Calendar of Events is the expanded program for school holidays and long weekends – periods that comprise 42% of the Scienceworks total attendance. This program is themed to link with new exhibits.

Special Events

Astronomy Short Courses

Melbourne Planetarium and Swinburne University have developed a short course partnership for interested members of the public. This course was offered in October 2003 and February 2004.

Transit of Venus

8th June 2004

Audience members safely viewed this unique astronomical event through telescopes and enjoyed an expert lecture on the history of the transit.

Working Machines

Machines in Action days were conducted at Scienceworks as part of the Melbourne Museum Out of the Vaults program. Various working machines were also displayed at local and regional community events.

Community Engagement

Morsecodians

Supported by Telstra, this community group presented Morse code demonstrations to celebrate the 150th anniversary of the first telegraphic message sent in Australia as part of the Seniors Festival program.

Model Solar Vehicle Challenge

The state finals of the Model Solar Vehicle Challenge were hosted by Scienceworks in October 2003. This weekend event occurs as a result of an ongoing partnership with Monash University and involved the participation of more than 100 schools and 4,353 people - 60% more than the previous year.

Explorer Club

The Explorer Children's Club maintained a regular newsletter of information and activity days, including an excursion to Melbourne Museum.

Winter Sleepout

As part of the Melbourne City Mission program, over 600 Girl Guides spent the night 'sleeping out' on the Scienceworks Arena in August 2003.



Education Programs

Melbourne Museum

Education visitors to Melbourne Museum numbered just over 147,000 (45% increase on 02-03) and participated in a variety of staff-led and self-guided education programs. Highlights included:

- New curriculum-based early learning programs in the Children's Gallery, for primary children up to grade three. These programs linked to exhibitions throughout the Museum.
- The new *Bugs Alive!* exhibition and associated education programs that have increased the depth of science offerings for students in years three to eight.
- A raft of programs that satisfy specific curriculum requirements of the Victorian Certificate of Education, including the workshops, seminars, lectures and floor talks associated with the *Top Designs* exhibition. These programs were developed with the support of the Victorian Curriculum and Assessment Authority, Victorian industry and the wider education community.
- Hosting the *Great Australian Science Show* during National Science Week. This week featured special exhibits and presentations from Victoria's research institutes, scientists, Museum Victoria curators and the CSIRO's *Talking Up Science*.

- *Genetech 2004*. Collaboratively developed by education staff at Melbourne Museum and external organisations, this program was designed to give years nine and ten students with a demonstrated interest in science, the chance to explore issues arising from the applications of scientific research and biotechnology.

Professional development for both practising and pre-service teachers continued to be an important part of the education program at Melbourne Museum. Workshops and seminars held on-site and at conferences addressed curriculum content and pedagogical issues such as the different ways that learning occurs in a museum setting. Almost 2,000 teachers and 1,200 pre-service teachers attended these sessions.

Immigration Museum

Education visitors to the Immigration Museum numbered 39,400 and participated in a range of formal education programs. This is a 26% increase on the previous financial year.

Education staff maintained emphasis on quality, staff-led Museum experiences, while refreshing and expanding the suite of programs on offer, including:

- New, free, self-guided pathways for primary, secondary and adult audiences.
- The conversion of education kits and other resource materials to a web-based format. These are now available free online to teachers and students and will help to more widely disseminate our materials.
- The completion of the outreach kit *What's Your Story*, which is proving to be popular with schools
- A new drama program, *Drama and Diversity*, developed in partnership with Drama Victoria. This program combines student-based workshops with teacher professional development activities
- Completion of development work on the website, *Small Object, Big Story* – an educational and community resource to record the wealth of immigration stories in the community.
- Revisions of core programs *Refugees* and *Waves of Migration* to keep them up to date for the specific curriculum requirements of the Victorian Certificate of Education and fresh for our repeat visitors.

By attending conferences organised by professional teacher bodies and extending networks and connections with peers in other cultural organisations, education officers are constantly developing their professional interests to expand the Immigration Museum's collaborative projects. One example is the *From there to here: stories of a lifetime* exhibition that was jointly developed with Council of Adult Education staff and students to mark the 2003 Adult Learner's Week.



Victoria University High Voltage Theatre show in progress at Scienceworks



Scienceworks

Along with the Immigration Museum and Melbourne Museum, Scienceworks also enjoyed increased education visits, with a total of 106,000 visitors (an increase of 7.6%). Of these visitors, 51,531 also attended a Planetarium show.

Adding to and refreshing the venue's suite of programs ensured a variety of new experiences engaged and excited repeat visitors and attracted new ones. In 2003/04 education staff:

- Played leading roles in the development and installation of the *High Voltage Theatre* and *Stormwater* exhibit.
- Developed education programs and materials for these projects.
- Developed education programs and materials for both long-term and temporary exhibitions including *House Secrets*, *Earth's Fury*, *Toys* and the Planetarium show, *Big Bang*.
- Developed new shows for Science Stage, Auditorium and the *House Secrets* demonstration area.
- Delivered science shows to Victorian regional schools and on the Royal Children's Hospital in-house TV channel using grant money from the Federal Department of Education Science and Training.
- Released education materials on CD-ROM.

The Sleepover program continues to be popular, with 904 students attending either Scienceworks or Planetarium sleepovers.

The popular STAR 6 program provided transport and program subsidies to 18,707 students, a 15.7% increase on 02/03. Thirty-seven percent of the schools (191) were from Melbourne metropolitan areas, with the remaining 63% (321) from rural and regional Victoria.

Offering professional development and other activities for teachers continued to be an important part of the education program at Scienceworks. The fifth annual Science Showcase for teachers was held in February to launch the 2004 Education Program. As a result, over 300 teachers have signed up for the 2004 Teacher Privilege Pass. Guest speaker was Dr Hugh Bradlow, Chief Technology Officer for Telstra and Managing Director of the Telstra Research Laboratories.

Website Education

Education material published on Museum Victoria's website - and accessed by Victorian, Australian and overseas teachers and students - includes: *Stuffed & Mounted - Bird Research in Australia*, *Italian Design LOTE Activities*, *Treasures Student Activities*, *Bugs! Student Activities and Exhibition Trails*, Scienceworks Museum *Curriculum Resources*, *Top Designs - VCE Student folios*, and Immigration Museum education kits.

Interactive education programs *Bug Catcher* and *Behind the Scenes* were developed in the form of an online 'game' involving tasks, resources and tools. These have been designed using a constructivist pedagogy approach. Each task makes a reference of both the resources provided to support the learner in responding to the task, and the digital tools necessary to engage students in the completion of that task.

Children at the House Secrets exhibition explore the house bugs interactive



Cross Venue Initiatives

There were a number of significant cross-venue initiatives over the year, including:

- The signing of a memorandum of understanding with COASIT for an Italian language teacher to work across the three venues and develop and deliver Italian language programs for school audiences, professional development activities for teachers and online resources. The impact has been immediate. Between January and June 2004, 150 teachers have already attended professional development activities, while 1,835 students have visited the venues to undertake various Italian language programs.
- The renewal of the *Active Minds* program, a partnership with the Onbass Foundation, that provides transport subsidies for disadvantaged government and Catholic primary schools visiting Melbourne Museum and Immigration Museum.
- The formalisation of the City Centre program, a partnership with the City Centre, providing subsidised programs for disadvantaged students from government secondary schools visiting Melbourne Museum and Immigration Museum.
- The inaugural appointment of an Indigenous student teacher cadetship for an Indigenous student enrolled in a teacher education course. The person is currently undertaking a one-year structured program that combines theories of learning in museums with hands-on involvement in educational and other public programs.

Commercial Operations

By delivering a wide diversity of products and services, Museum Victoria's commercial activities contribute important financial resources, enabling further development and enhancement of the Museum's world-class facilities.

Melbourne Museum

The retail, venue hire, catering and functions, car park and Royal Exhibition Building commercial operations contribute significantly to the ongoing operation of Melbourne Museum and Museum Victoria. The businesses also provide the public with services and experiences that enhance their visit to Melbourne Museum.

Cafés & Catering

The Melbourne Museum Café, operated by Peter Rowland Catering, underwent a major renovation this year, resulting in enhanced customer service and presentation. The Balcony Café, which overlooks the main foyer, has been operating during weekends and holidays and continues to be a popular destination for Melbourne Museum visitors.

Functions & Venue Hire

Private functions at the museum have continued to be popular this year, with hirers taking advantage of the Melbourne Museum's striking architecture and exciting exhibits. Almost 550 catered events were held in museum spaces including: corporate dinners, product launches and weddings. The venue has also proved popular with film crews from Australia and overseas.

Retail

Operating on two levels, the Museum Shop offers a broad range of gifts, souvenirs, books and toys that are predominantly Australian products. The mix of merchandise includes: authentic Indigenous art and artefacts (sourced whenever possible from communities in Victoria), Museum Victoria publications, children's toys and educational products, books for all ages and interests, and unique gifts and souvenirs relating to Melbourne and Melbourne Museum permanent and touring exhibitions.

To coincide with Museum Victoria's 150th anniversary, a range of postcards and bookmarks using images from the *Treasures* collections and publication were developed. Also to commemorate the 150th birthday, a unique mug and mouse mat were produced with artwork specially commissioned by Victorian artist Helen Leitch.

The Melbourne Museum Retail Department continues to develop original lines of merchandise and souvenirs for Museum Victoria, with a design focus on icons and objects within the Museum's collection such as Phar Lap, and the popular and successful *Bugs Alive!* exhibition.

IMAX

During the course of the year, IMAX screened an impressive range of international film titles. This giant-screen entertainment venue, operated by MTM Funds Management Limited, enhances the experience of visitors to the precinct and complements Melbourne Museum's exhibitions and educational programs.

Car Park

Car park usage business continues to grow by offering secure, value-for-money city parking to precinct visitors and city workers. In its third year the Park 'n' Ride scheme (an initiative partnership with Yarra Trams) aims to ease traffic congestion in the Central Business District by encouraging commuters to park on the city's outskirts and then use public transport into the city.

Immigration Museum

Cafés & Catering

White Card Corporate Catering has operated the Museum's Atrium café throughout the year. An exciting café renovation, relocating the café operation from the Atrium into the Museum foyer, commenced in late June.

Functions & Venue Hire

The Immigration Museum provides venue hire for corporate and private functions in the distinctive indoor and outdoor areas of the heritage-listed venue. Over the past year, functions held at Immigration Museum included formal dinners, cocktail parties, interactive workshops and product launches.

Retail

Stocking predominantly Australian-made items, the Immigration Museum Shop specialises in unique merchandise that supports the permanent and temporary exhibitions. A large range of books describing immigration experiences relevant to the Museum's content are also available.

Scienceworks

The commercial activities at Scienceworks include a retail shop, cafe and venue hire. All profits from these activities are used to further develop and enhance museum operations.

Cafés & Catering

White Card Corporate Catering continues to grow its business at Scienceworks Museum through understanding the demographics and demands of its visitors. This is reflected by a steady increase in catering revenue during 2003/04. Café operations capitalised on increased visitation by maintaining a high level of customer service, incorporating an innovative menu design and delivering exceptional food quality.

Functions & Venue Hire

Scienceworks Museum continues its popularity as a venue with a difference, attracting a range of clientele from large corporations to local not-for-profit organisations. The number of functions continued to increase this year with 85 functions hosted and over 8,000 new visitors attracted to the venue. As part of a strategic marketing initiative, Scienceworks continued to nurture its relationship with key bodies within the industry.

Retail

The gift shop offers a wide range of products that support the permanent and temporary exhibition programs at Scienceworks. The range of stock includes toys, books, educational products, gifts and souvenirs.

Royal Exhibition Building

Overview and Key Achievements



Royal Exhibition Building at night



In 2003/04 efforts were focused on the promotion and advancement of the nomination of the Royal Exhibition Building and Carlton Gardens for World Heritage listing. This effort was rewarded at the end of June 2004 in Suzhou, China, when the World Heritage Committee voted to add the Building and Gardens to the World Heritage List. The Royal Exhibition Building became the first building in Australia to be inscribed on the World Heritage List, and the first World Heritage place in Victoria.

Also in 2004, the Royal Exhibition Building and Carlton Gardens were placed on the National Heritage List, as part of a new system established under amendments to the *Environmental Protection and Biodiversity Conservation Act 1999*.

Partnerships were consolidated with other agencies throughout the year, including the Department of Environment and Heritage, Heritage Victoria and the City of Melbourne. A Memorandum of Understanding was signed with the City of Melbourne, formalising a Joint Management Committee between the two organisations. Its role is to ensure that the

Museum and the City of Melbourne work together to implement additional World Heritage and National Heritage requirements, and to ensure the co-ordinated management of the precinct. An updated Conservation Management Plan for the Royal Exhibition Building and the Carlton Gardens was commenced in 2003/04.

Capital works projects during 2003/04 on the Royal Exhibition Building included the installation of a new lift in the north transept and the fit out of the theatre and north-east tower.

Commercial operations continued during 2003/04, with another successful Melbourne International Flower and Garden Show (MIFGS) held in April. A new contract was signed for MIFGS, committing the show to the Carlton Gardens for the next five years.

Tours of the building are offered on a daily basis.

Beyond our Museums

Regional and Community Outreach

Regional and Community Outreach delivers programs to education and community groups throughout metropolitan and regional Victoria. These provide access to Museum Victoria's collections, exhibitions and programs. In the past year, the program had contact with more than 34,000 people, providing access to those Victorians who cannot visit the Museum for such reasons as geographical distance, age and incarceration. The program has two *Museum in a Van* vehicles to present a selection of collection and exhibition display material. The museum is currently developing a range of regional hub partners from a variety of sectors such as education, health and libraries.

Museum Victoria Touring Exhibitions

Thookay Ngaweeyan: Young Voices of Victoria Ended March 2004

An exhibition of artwork by Koori children, which ended its regional tour at Melbourne Museum, operated between December and March.

Spirit Country

20 July – 8 December 2003, Japan

Spirit Country celebrates the diverse and distinctive art of Indigenous Australians and their spiritual connection to the land. The Japan tour was a key component of the Australia Japan Exhibition Program, organised by Melbourne Museum, Art Front Gallery in Japan and Asialink. The venues included: the Museum of Natural Science, Matsunoyama (as part of the Echigo Tsumari Triennial 20 July – 7 September); Hillside Forum, Dikanyama, Tokyo (1 – 10 October); and Kushiro City Museum, Hokkaido (18 October – 8 December).

Our Place: Indigenous Australia Now

Opened June 2004, Athens

The exhibition and associated publication reflects the diversity of Indigenous people across Australia, while highlighting the importance of family, community and the land relationships that have kept their cultures and sense of identity strong. The exhibition includes a documentary produced by Museum Victoria about Greek migrant Alick Jackomos, a legendary figure in the Koori community. Produced in partnership with the Powerhouse Museum in Sydney, and hosted at the newly built touring wing of the Benaki Museum, Athens, *Our Place: Indigenous Australia now* was a joint gift of the Victorian and New South Wales Governments (representing Australia's two Olympic cities) to the Athens Cultural Olympiad.

Museum Victoria Websites

Museum Victoria websites recorded 2.8 million individual user sessions.

Key websites developed and upgraded include:

Treasures

www.museum.vic.gov.au/treasures/

This website promotes the *Treasures* exhibition and book. The site includes the *Behind the Scenes* online game.

Bugs Alive!

www.museum.vic.gov.au/bugs/

The website was launched prior to the exhibition's opening at Melbourne Museum, assisting exhibition promotion and delivering education materials for schools visiting Melbourne Museum.

Phar Lap

www.museum.vic.gov.au/pharlap/

The Phar Lap website was redeveloped and this popular site won the Museums Australia Publication Design Awards 2004 in the Website category (Level C).

The Royal Exhibition Building

www.museum.vic.gov.au/reb/

Redevelopment of the existing Royal Exhibition Building website was conducted to support the World Heritage nomination process.

The Virtual Room

www.vroom.org.au/

This website was delivered prior to opening of the *Virtual Room* exhibit, assisting project communication and promotion. The site won the Museums Australia Publication Design Awards 2004 in the Multimedia category (Level C).

Melbourne's Golden Mile Heritage Trail

Melbourne's key heritage trail, the *Golden Mile Trail*, is now included in all tourist maps and literature. Over 1,250 people walk the trail independently each month. A further 300 per month join a guided tour of the trail including approximately 200 in school groups.

Daily guided tours currently run from the Melbourne Visitor Centre at Federation Square to Melbourne Museum and are proving increasingly popular with tourists and locals. Museum Victoria also developed seven additional walking trails around Melbourne in collaboration with Federation Square Management.

Museum Outreach program presenter Raoul Jones in the classroom



Milari garden eel pond with Customer Service Officer
Bunjilaka, Melbourne Museum





6,570

handfulls of
fresh eel feed

Research and Collections

Research

The chestnut racehorse is one of Australia's most popular sporting champions and the subject of legend, having won 37 of his 51 races between 1928 and 1932, before an untimely death during an ill-fated venture to the United States. Today, Phar Lap stands proudly in the Australia Gallery. The surrounding walls are cloaked in his carmine, black and white racing colours. It is a remarkable experience to visit Phar Lap and watch the different generations walk slowly around him, look up and speak in whispers, as if paying homage in a sacred space. The people have made sure Phar Lap's spirit endures. The people have made Phar Lap a treasure.



Phar Lap portrait
Treasures of the Museum

Museum Victoria is responsible for maintaining a collection in excess of 16 million items. The collection is developed through research and acquisition, and accessed by scholars and communities. Information on Museum Victoria's collection and research focus, including details of current research programs and projects, is available on Museum Victoria's website.

During the year, Museum Victoria focused on the implementation of key aspects of the Research Strategy, which was approved by the Museums Board in September 2001. Museum Victoria constantly aims to expand its research capacity by building on existing research partnerships with key universities and research institutions. Additionally, Museum Victoria aims to secure further research grants and increase involvement in graduate student education.

Research Highlights

- In 2003/04, Museum Victoria researchers received funding support from a variety of sources including: the Australian Research Council; Australian Biological Resources Study; National Oceans Office; Department of the Environment and Heritage; Department of Agriculture, Fisheries and Forestry; Department of Infrastructure; Australian Academy of Sciences; Smart Water Fund; The Ian Potter Foundation; The Hermon Slade Foundation; and the Global Biodiversity Information Facility.
- Museum Victoria received funding for a further three years from the Smart Water Fund for ongoing support of the Water Smart House

interactive display, which will be launched in September 2004. The additional funding is for public events, website maintenance and annual updating of the interactive, which highlights effective water-saving approaches by Melbourne residents.

- Museum scientists ran a 'DNA Laboratory' in the Science and Life Gallery at Melbourne Museum during the Summer Holiday Program in January 2004, providing visitors with an opportunity to learn about 'back-of-house' research activity. Generous support for the DNA Laboratory came from the Ian Potter Foundation, Amersham Biosciences, Australian Geographic Society, Corbett Research and Deakin University. The initiative received a 2004 Museums Industry Recognition Award for Best Project.
- The 2004 Thomas Ramsay Science and Humanities Fellowship was awarded to Mr John Kean, whose project 'Victorian natural history illustration at the Museum', includes a study of an important collection of illustrations of biological specimens commissioned by the Museum's first Director, Professor Frederick McCoy.

Graduate and Postgraduate Student Supervision Highlights

- Four honours and 30 postgraduate students were supervised by Museum Victoria staff.
- Museum Victoria has awarded three 1854 Student Scholarships, to encourage the involvement of graduate and postgraduate students in research on the Museum's

collections. The scholarship scheme was established as part of Museum Victoria's 150th Anniversary program.

Publications Highlights

- Museum Victoria finalised a Publications Strategy in March 2004. This strategy includes a program for publishing monographs and collections of articles on areas of research, particularly those outlined in the Museum Victoria Research Strategy, along with non-specialist publications. The first title in the new publication program is the *The Royal Exhibition Building, Melbourne: A Guide*.
- The Museum published a commemorative book entitled *Treasures of the Museum* to mark the 150th Anniversary and promote the institution's extensive and diverse collection. The book was written, designed, illustrated and produced in-house.
- The *Memoirs of Museum Victoria* Volume 60(2) was produced, featuring a series of scientific papers on marine and terrestrial invertebrates.
- 104 papers, reports, books and theses were produced, and 171 lectures and talks were presented.

Visitors looking at display of Indigenous baskets
Bunjilaka, Melbourne Museum



Australian Society and Technology

Greek shadow puppetry evolved from the Turkish model, which dates back to at least the 16th century. Dimitris Katsoulis, a master of the genre, migrated to Melbourne in 1974, hoping to foster the tradition in Australia. The central figure is the roguish Karaghiozis (main image), and he and a variety of characters are involved in humorous moral tales that make satirical observations about social and political life.



Puppet representing Karaghiozis from the traditional Greek shadow puppet theatre. Donated to the Museum by Dimitri Katsoulis
Treasures of the Museum

Through the Australian Society and Technology Department, Museum Victoria conducts research and develops collections that document Victoria's history in a national and international context, to facilitate the community's understanding of the past and engagement with issues affecting our future.

Highlights

- Museum Victoria is developing a web project to celebrate the 150th Anniversary of the Victorian Railways. The *Tracks through Time* website will draw on the Museum's rich image collections, as well as images held by the Public Record Office, and provide a valuable public and educational resource on the impact of the railways on Victoria's history and communities. The project, scheduled for completion in September 2004, has been supported by the Department of Infrastructure.
- Curatorial staff provided content and direction for development of the Melbourne Museum exhibitions, *Etched on Bark, 1854: Kulin barks from Northern Victoria* and *CSIRAC: presenting the world's only surviving intact first generation computer*. Additionally, two new migration stories featured at the Immigration Museum as well as a *Treasures* display at each Museum campus.
- A Curator of Design was appointed as part of the Museum's *designed to inspire* program, with funding from the Victorian Government's *State of Design* initiative. An extensive program of design forums, events and family activities was developed. This brought together design educators, professional designers, students and manufacturers, as well as participants from Italy, England and Sweden.
- Two websites were completed. The new Phar Lap website features historical pages, collections and multimedia, and has won a multimedia design award from Museums Australia. The Customs House website is a new feature of the Immigration Museum website, outlining the history of the building and some of the extraordinary stories associated with customs and migration history.
- The Museum participated in the 15th Women on Farms Gathering held at Horsham in March 2004, which was attended by over 250 women from across Victoria. In partnership with the Gathering, the Museum developed two portable display units that present artefacts, images and oral histories of past gatherings, and can be transported to future gatherings.

- A project to improve the documentation of the Museum's major collection of Australian Medals was undertaken, drawing on the expertise of a numismatics specialist and a social historian. Over 2,200 medals were photographed and given detailed numismatic and historical descriptions on the new EMu collection database.
- A review of the *Printing Machinery and Type Collection* was undertaken with advice from printing industry specialists. The report will enable detailed registration of significant items, and the de-accession of duplicate and less significant material.
- Curators undertook a wide range of research projects, many of which will lead to publication and exhibition. They include: *Women in agriculture; Sustainable water practices; Photography in the late 19th and early 20th centuries; the Royal Exhibition Building; Development of television in Australia; War and public memory; Glory boxes of immigrant women; History of telegraphy; Immigrant ships; History of computing in Victoria; Lives of women in Melbourne's "Little Lon"; and the Melbourne Observatory.*
- Significant acquisitions included Phar Lap's racing saddle, used by jockey Billy Elliott, including at his final win in the Agua Caliente Handicap, Mexico in 1933. Held under a joint arrangement between Museum Victoria and

the Australian Racing Museum, the saddle was acquired with support from the National Cultural Heritage Account. A major acquisition of documentary and photographic material relating to agricultural equipment manufacturer H.V. McKay was obtained from AGCO Australia - the McKay collection now spans from 1884 to the end of the 20th century. A cast-iron steam cylinder and steam chest from a stationary steam engine made by Langlands Bros & Co's Port Phillip Foundry, circa 1863, and used on Woods Point goldfields, was acquired with the assistance of Heritage Victoria. As a result of the Victorian Government's handgun buyback scheme, 45 firearms were added to the collection; primarily 19th century pistols, many with high levels of workmanship and decoration.

Advisory Committee

- Professor Kate Darian-Smith, Director, The Australian Centre, University of Melbourne.
- Professor Graeme Davison, School of Historical Studies, Monash University.
- Professor Peter Thorne, Computer Science & Software Engineering, University of Melbourne.
- Dr David Turnbull, School of Humanities, Deakin University.

Studying the weather of Antarctica has been an important scientific goal since the earliest days of exploration, and one that could help ensure an expedition's survival. This barometer was used by Andrew Keith Jack on the western party of Shackleton's 1914–17 Transcontinental Expedition. Disaster struck this party when its ship was driven from shore before adequate supplies could be landed. The expeditioners spent two winters on minimal supplies before being rescued.



Barometer used for the Australian Antarctic Expedition (c 1910)
Treasures of the Museum

Indigenous Cultures

The Aboriginal people of Central Australia produced a variety of body ornaments for both ceremonial and decorative purposes. Headbands, armbands, aprons, pubic tassels, pendants, neckbands and other ornaments were made from materials such as human-hair string, feathers, animal bones and spinifex resin. In some cases, these ornaments were 'sung' to give them certain magical powers and were traded between neighbouring groups.



Headband (1902) made from Kangaroo teeth embedded in a resin pendant with hair-string
Treasures of the Museum

Museum Victoria works with Indigenous peoples in Australia and the South Pacific to improve our understanding of Indigenous people and their cultures.

Highlights

- The Museum Victoria touring exhibition *Thookay Ngaweeyan*, which features Aboriginal children's art, ended its regional tour at Melbourne Museum.
- Development of the exhibition *Our Place: Indigenous Australia Now*, in conjunction with the Powerhouse Museum, Sydney. Indigenous Cultures staff also contributed to the exhibitions *Etched on Bark, 1854* at Melbourne Museum, and *Boorong Night Sky* for the Planetarium (scheduled to open in November 2004). Other exhibitions in development include *Twined Together*, an exhibition promoting contemporary fibrecraft from northern Australia, and *Colliding Worlds: Episodes of first contact between the Pintupi and Europeans: 1956–1984*.
- Fieldwork was undertaken on the Australian Research Council Linkage Grant project *Anthropological and Aboriginal perspectives on the Donald Thomson Collection: material culture, collecting and identity*, and supported by significant input from the collection management team. Research was also carried out on the Officer collection (Solomon Islands) and the history of Melbourne Aboriginal community organisations.
- During 2003/04, the Roving Curator program developed and managed the *Twined Together Weaving Workshop*; developed and ran an Aboriginal Jewellery Workshop; undertook discussions with the Koori Records Taskforce, Public Records Office and Australian Archivist Society regarding an Aboriginal community archive project; developed a portable display for south-western Victorian communities; and barcoded Museum Victoria assets in use at regional Aboriginal organisations.
- *Donald Thomson in Arnhem Land* was published and launched in early 2004. A draft reprint of *The Aboriginal Photographs of Baldwin Spencer* is currently being revised for publication in 2005. Preparations for the web publication of the *Fiji Online* project were finalised, and the site will be launched in the upcoming year.
- Major acquisitions during the year included David Morrisey's Lake Tyers collection of photographs and children's works. The department also finalised the acquisition of the Gantner-Myer collection.
- There continues to be a very high demand for external access to the collections and for copies of photographs. Scanning and registration of 3,500 images in the Donald Thomson Pintupi Collection was completed. Further work was also completed on Thomson's map collection, and significant progress towards a full data enhancement of the manuscript collection was achieved.
- Loans from the Indigenous Cultures collection were processed at the request of the National Art Gallery and the Art Gallery of New South Wales.

Repatriation

With funding assistance from the Commonwealth Department of Communications, Information Technology and the Arts (DoCITA), Museum Victoria repatriated Aboriginal ancestral remains and associated grave goods from the State Collection to representatives of the Dja Dja Wurrung, Framlingham, Gunditjmarra, Kirrae Wurrung (all Victoria) and Barkindji (NSW) Aboriginal communities. Approval was also obtained to repatriate ancestral remains to the Ngarrindjeri community (SA) and to communities in the Pilbara and the Kimberly regions (WA), via the Western Australian Museum. Further archival research of the State's ancestral remains collection was conducted in support of the repatriation effort.

Supported by new agreements recently negotiated with the Strehlow Research Centre in Alice Springs, Museum Victoria has finalised arrangements for the repatriation of 105 secret-sacred objects to a number of Central Australian Aboriginal communities. Eighty-five restricted objects have also been forwarded on loan to the Western Australian Museum for future repatriation (nine of which have since been repatriated).

Research into the provenance of remains included in the Berry Collection was pursued by Museum Victoria staff in conjunction with representatives from the University of Melbourne, under a funding arrangement with the University. Data recorded on some of the currently unprovenanced remains should enable the estimation of their provenance to at least a regional level, thereby assisting in their appropriate repatriation to the Aboriginal community.

A collection of Aboriginal ancestral remains has also been received from Freemasons Victoria, and negotiations are in progress to obtain financial support for their management and eventual repatriation.

Advisory Committee

Museum Victoria continued to receive advice through the following committees:

- Aboriginal Cultural Heritage Advisory Committee (ACHAC).
- Pacific Islands Advisory Group.
- Donald Thomson Collection Administration Committee (in association with the University of Melbourne).

Bicornial baskets, made of split lawyer vine, come from the rainforest and adjacent coastal areas of north-eastern Queensland around Cairns. Both men and women made these baskets, and carried food and personal belongings in them. The two-cornered base made the basket ideal to use as a trap and sieve when secured in a stream. They were traded from Cardwell north to Port Douglas and exchanged for bark blankets with people from the Tully River area. Anthropologist Ursula McConnell recorded an important story place at Mission Bay that includes a representation of a 'lawyer cane dilly bag'.



Painted Bi-cornial basket made from split lawyer vine, 1980s (Wragge Collection). From coastal regions of north-eastern Queensland
Treasures of the Museum

Sciences

The Pig-footed Bandicoot was collected from north-western Victoria and first described in 1836 by Sir Thomas Mitchell. The Blandowski Expedition collected a specimen in 1857, across the Murray River, in New South Wales. The bandicoot was noted by one member of the expedition, Gerard Krefft, as becoming scarce in areas where it grazed. It became extinct in this area in the 1860s but lasted until 1907 in Central Australia. It is believed that competition for grazing by introduced stock hastened its extinction. Very little of the biology of this species was ever recorded.



Pig-footed Bandicoot (*Chearopus ecaudatus*)
collected by William Blandowski (c. 1857)
Treasures of the Museum

Museum Victoria aims to promote an understanding of the natural sciences, the human mind and body, and science communication.

Highlights

- Sciences staff provided content and played leading roles in the successful development at Melbourne Museum of *Bugs Alive!*. Staff also contributed to the display of *Treasures* at Melbourne Museum, in particular with a range of type specimens named after Museum staff; *Toys: Science at Play*, and the *Big Bang* show at the Planetarium.
- Staff were involved with two major publications. In *Geology of Victoria*, Museum staff edited and contributed a number of chapters. This publication is now the primary reference source for Victorian geology. An interactive guide to the identification of polychaete marine worms was also produced on CD-ROM.
- Upgrading of the X-ray Diffraction Laboratory in Geosciences took place in December 2003, with the purchase of a new diffractometer system equipped with state-of-the-art, computer-based analysis and identification software. This equipment underpins research programs based on the mineralogical collections.
- Staff continued to develop and improve the OZCAM (Online Zoological Collections in Australian Museums) project with the addition of public access to this distributed database platform. The establishment of the OZCAM website led to the successful application for funding for the Global Biodiversity Information Facility (GBIF) to image capture the primary types of Australian Vertebrate and Mollusca species. These images and their associated data are freely available through the OZCAM website.
- Significant funding was received from the Department of Environment and Heritage to data capture sections of the entomology collection. This data will be used to assess major conservation issues confronting Australia.
- The successful ongoing monthly seminar series, the Melbourne Systematics Forum, continued with participants from Museum Victoria, several Melbourne universities, Royal Botanic Gardens and the Department of Sustainability and Environment.
- High international interest continued in southern marine wildlife and the specific research activities of Museum Victoria research staff and students. A number of film production networks visited Melbourne and/or attended field research trips organised by marine staff, including: National Geographic Film and TV, Channel 5 ITV (UK), PBS (USA), Japan Underwater Films/NHK, and TBS Japan. Research staff also provided scientific advice for BBC productions.

- National television networks also demonstrated their interest in the marine research group, with segments and specials on ABC TV (*From the Heart*, series special on the south coast and *George Negus Tonight*, program segment on deep-sea life), Channel 7 (*Coxy's Big Break*, a marine parks special) and Channel 10 (*Totally Wild*, a children's program).
- Staff undertook fieldwork at locations in Victoria, New South Wales and South Australia, as well as deep-sea sampling off western Tasmania. Overseas fieldwork was undertaken on Chatham Island, New Zealand, and in Alaska, USA.
- Science collections accessioned more than 39,408 lots. Highlights of these include: over 1,200 lots of deepwater specimens from the NORFANZ cruise to the eastern Tasman Sea; a 2.5 m great white shark from eastern Bass Strait; a 522 carat faceted citrine (yellow quartz) from Beechworth; a tooth of a multi-tuberculate mammal from the Cretaceous of South Gippsland (this was the first record of multi-tuberculates from the southern hemisphere); and an excellent selection of objects from the Commonwealth Serum Laboratories (CSL).

Advisory Committee

- Associate Professor Janet McCalman, Department of History & Philosophy of Science, and, Centre for the Study of Health & Society, University of Melbourne.
- Professor John McKenzie, Faculty of Sciences, University of Melbourne.
- Professor Fred Mendelsohn, Howard Florey Institute, University of Melbourne.
- Dr Gareth Nelson, School of Botany, University of Melbourne.

The Commonwealth Serum Laboratories (CSL) was founded in 1916 to provide life-saving products to a country isolated by war. The organisation is renowned for its work in the areas of penicillin, antivenoms, hormones, vaccines and blood products. In 1994, CSL Ltd was listed on the Australian Stock Exchange and has achieved considerable success in the international market for bioproducts. The museum's CSL collection covers the period from 1916 to 1984. The objects were originally collected by CSL staff and volunteers for the CSL Museum, which was once located at the CSL site at Parkville.



CSL collection, Tiger snake anti-venom, 1956
Treasures of the Museum

Collection Management

The Bornemissza Collection in Bugs Alive!



The Museums Board of Victoria endorsed a Collections Strategy and Action Plan. Some of the major projects to emerge from the Strategy, such as the Collection Inventory System, the EMu database transfer program, and web collection projects continue to be implemented according to plan. Museum Victoria is currently planning to implement Collection Registration as a major project from July 2004 through to 2014.

The *Treasure House* concept is being developed as a major strategy to open the collections to the public and to address long-term collection storage needs. Various measures were implemented in a concerted effort to increase security for the collections.

Museum Victoria loaned sets of the 2001 Federation Handbells to over 80 organisations and individuals.

Collection Information Systems

The EMu project continued to be implemented according to plan, with 12 collection databases, including the Technology, Herpetology, Marine, and associated loan databases transferred from old electronic systems into EMu. Seventy-five percent of the Museum's disciplines now have their main collection databases on EMu. The Entomology, Image, Sound and Document collections, as well as the exhibition collection, conservation and location databases, are due to be transferred into EMu in the forthcoming year.

The Collection Inventory System (CIS) was implemented according to plan. The Australian Society and Technology collection at Moreland was completed, along with part of the same collection at Scienceworks, creating 10,900 new inventory records. As well as providing accurate location data in real-time, the implementation of CIS also provides accurate figures for unregistered and unidentified collection items.

Conservation

Museum Victoria conserved the Victorian Railways Union Eight Hour Day banner as a major project, with funding from the Department of Infrastructure and the Bus, Rail and Tram Union, Victorian Branch. The banner was stabilised and consolidated for display purposes.

Artworks from the *Spirit Country* collection were prepared for travel and exhibition in Matsumoyama, Tokyo, and Kushiro, Japan. The exhibition *Our Place: Indigenous Australia Now*, was prepared for display in Athens. Conservation staff travelled to Japan and Greece to install and demount the works.

Major treatments and preparations were undertaken for objects featuring in the *Treasures* exhibition. These included the Melbourne stained glass window and CSIRAC for display at Melbourne Museum, and the Symphonion, currently displayed at Scienceworks.

The entire collection of natural science specimens located at the Moreland store was treated by freezing as part of an integrated pest management program.

Production

- Design and production of the exhibitions *Bugs Alive!* at Melbourne Museum; the *Muck Bunker Stormwater Experience* at Scienceworks; and *Treasures: Museum Victoria Celebrates 150 years* at all three museums.
- Design and production commenced on the *Station Pier* exhibition at the Immigration Museum.
- Photography, design and publication of a commemorative book entitled *Treasures of the Museum* to mark the 150th Anniversary and promote the institution's extensive and diverse collection.
- Design and photography for the special 150th Anniversary issue of the Museum Magazine.
- Image capture of the Museum Victoria's major collection of Australian medals, involving over 4,000 images.
- Preparators travelled to Nagle College, Bairnsdale to mould and cast Aboriginal Grinding Grooves for the Gippsland/East Gippsland Aboriginal Cooperative and Aboriginal Affairs Victoria.
- A new centralised design unit was created in our production studio and a Design Manager recruited. Exhibition Fabrication was also established in the department.

The Murray Spiny Crayfish (*Euastacus armatus*) was drawn by Ludwig Becker and labelled *Astacopsis serratus*. The specimen drawn for the Prodrromus is the largest known at 32 centimetres long. Although the species can still be found in the Murray River and its tributaries, it is no longer 'very common' as McCoy reported, and fishing has ensured that none this big remains today. McCoy's interest in the crayfish was perhaps stimulated by the 'considerable quantity' sent to the Melbourne market.



McCoy's specimen, Murray Spiny Crayfish (*Euastacus armatus*)
Treasures of the Museum

Viewing Australian Polar Dinosaurs, The Virtual Room,
a state-of-the-art multimedia display environment
located in Melbourne Museum's Science and Life Gallery





98,593

sets of 3D glasses
have been worn

Corporate Activities

Corporate Services

The Corporate Services Division is responsible for the development, support and welfare of three of our essential resources: the people who work for Museum Victoria, the financial resources necessary to get things done and the buildings, plant and equipment entrusted to Museum Victoria. It is also responsible for the management of risk, of legal services, and the provision of a framework for good planning and reporting.

Human Resources Management

Museum Victoria continued to implement a new model of organisation structure which will enable greater collaboration and open communication across the organisation. A Leadership Team comprising twenty-six Department Heads and five Executives was established and appointments made to all leadership positions. Following this, Departmental reviews commenced and realignments processes were developed and implemented. This work is ongoing.

The biennial Staff Survey was conducted and provided an overwhelmingly positive response. Areas for improvement included staff training and development, the application of merit, equity and fairness, the performance of senior leaders and staff recognition. These were taken up by the Staff Consultative Committee and relevant organisation development initiatives

included in the new Museum Victoria Staff Partnership Agreement. The Agreement between staff, Museum Victoria and the Community and Public Sector Union is all but finalised and will herald implementation of a new pay and classification structure throughout Museum Victoria.

A significant program of corporate training and development commenced. The program focused on three areas: leadership and management development; understanding organisation systems; and skills enhancement. The program attracted over 350 participants.

Occupational Health and Safety

Museum Victoria continued to apply rigorous standards in managing health and safety across all museums and facilities. Museum Victoria's health and safety program is managed in accordance with the *Occupational Health and Safety Act 1985*, Regulations and the Board of Museum Victoria approved policy and Safety Management Plan.

Museum Victoria's management of Occupational Health and Safety included the following achievements:

- Maintenance and testing programs were carried out in accordance with the *Building Essential Services Act 1994*.
- Emergency evacuation drills were undertaken during the 2003/04 financial year.

- Employee Hearing Tests were undertaken in accordance with the Occupational Health and Safety (Noise) Regulations 2003.
- Museum Victoria's Contractor Safety Management Plan was applied across all campuses resulting in no lost time incidents.
- The Melbourne Museum Cooling Tower Risk Management Plan was audited and approved in accordance with the Health (Legionella) Regulations 2001.
- Museum Victoria in consultation with Hazcon Pty Ltd developed a Manual Handling Training Program in accordance with WorkSafe Victoria guidelines. The employee training program was put into practice across all museums.
- Museum Victoria provided employee operator training (plant & equipment) to meet competency or licensing standards in accordance with the Occupational Health and Safety (Plant) Regulations 1995.
- Hazards and safety risks identified across all campuses were treated or eliminated in accordance Museum Victoria's established procedure.
- Museum Victoria's Occupational Health and Safety Committee continued to meet regularly and provide advice and direction on safety procedures and practice across all museums.

A process of hazard identification and risk control shall continue to be applied across all Museum Victoria museums.



Immigration Museum facade at night



Finance and Administration

The additional support from government to develop new exhibitions at Melbourne Museum and the Immigration Museum and to reduce entry prices, achieved the desired result with strong attendance numbers and revenue for each campus. From an organisational perspective, expenditure has been well managed in accordance with forecast, and directed towards the achievement of the objectives stated in the 2003/04 Business Plan. During the year, there was a major upgrade to the financial reporting system which has provided additional functionality and reporting capability.

Buildings and Facilities

A long-term storage strategy has been determined and a proposal for a new collection store is being developed for submission in the 2005/06 Budget cycle. The store would have expansion capacity for the next 25 years and would incorporate public access, research facilities and a Discovery Centre. *Treasure House* would offer an innovative solution to meet the public demand for access to the State's hidden collections. The project would combine a large-scale publicly accessible storage facility with an existing museum.

The Strategic Facilities Management Plan is almost complete, with further detailed work being done on options and costs throughout the year. The Plan will look ahead at predicted facilities maintenance costs over 25 years and will contain strategies for meeting Museum Victoria's facilities needs into the future. It will be an important planning and management tool and will be a dynamic document, with regular reviews and updates.

There are still a number of unresolved defects relating to the construction of Melbourne Museum. Rectification solutions are still being investigated by Major Projects Victoria for the two major outstanding defects, the concrete paving and the Plaza water leaks. Once appropriate solutions have been determined, a strategy for rectification works will be developed and implemented.

Environmental management remains a priority, with continuing investigations into methods of reducing energy consumption and accessing green power. Water audits of all campuses have been commissioned. The audits will identify the patterns of water consumption and recommendations will be made for reducing water use, including the capture and re-use of rainwater. Two sites already have rainwater tanks installed. Museum Victoria is part of the Commonwealth Government's 'Greenhouse Challenge'. Energy and water efficiency and conservation initiatives across all museums resulted in the following outcomes:

- Museum Victoria was given a 'Green Light' status by Sustainable Energy Authority Victoria for achieving its 15% mandatory energy reduction targets set by the State Government in November 2001.
- An over 9% overall reduction in water consumption through efficiency and conservation.
- An over 5% reduction in electricity consumption at Scienceworks and Moreland Store.
- An over 4% reduction in electricity consumption and greenhouse emission at Immigration Museum.

Compliance and Risk Management

Museum Victoria participated in the State Public Sector Site Risk Survey Program undertaken by the Victorian Managed Insurance Authority (VMIA).

The VMIA program seeks to create an organisational risk profile where life safety, property damage, public and other liabilities, environmental, security and operational risk exposures are identified and risk mitigation options are recommended.

Museum Victoria works closely with the VMIA in the development of an effective risk mitigation program across all campuses which has resulted in Museum Victoria retaining its VMIA Gold Medal Rating for all campuses.

Museum Victoria also undertook a comprehensive corporate risk assessment with the assistance of Deloitte Touche Tohmatsu in May 2004. The corporate risk assessment process updated the 2003 risk register to reflect progress against its program of risk reduction, identified any new risks assessed the risk, developed a risk control plan and assigned management responsibility.

The Finance Audit and Risk Committee of the Board of Museum Victoria will hold a copy of the 2004 risk register and receive regularly updates against the corporate risk control program.



Marketing, Public Relations and Partnership Development

The Marketing and Public Relations teams strive to positively manage Museum Victoria's profile with the media, general public and stakeholders.

Public Relations

Public Relations successfully implemented communication strategies for Museum Victoria's three museums.

Highlights

- Independent analysis of Museum Victoria's 2003/04 media coverage revealed the value to be \$12,516,641. Of this, 95.5% involved positive reporting, with a further 3% neutral and 1.5% negative.
- The launch of *Bugs Alive!* by John Landy, Governor of Victoria, generated both print and television coverage.
- Media launch highlights at the Immigration Museum included the launch of *The Heart is Highland* by Sir Rupert Hamer in one of his last public appearances, and the highly successful launch of *Cooking Stories*.
- The *Victoria University High Voltage Theatre*, officially opened by The Hon. John Brumby MP, was a media success for Scienceworks. Media outlets that reported this event included the Herald Sun, MX, Good Morning Australia with Bert Newton, Channel Nine, Channel 10 and Totally Wild.
- Museum Victoria hosted 200 international visiting journalists from countries including Japan, the United Kingdom, Malaysia, France, United Arab Emirates, Egypt and China.

- A concerted effort towards expanding the Museums' coverage in community, ethnic and other language media significantly increased the Museums' exposure.

Marketing

Museum Victoria undertakes strategic marketing activities to maximise visitation and resources across each venue.

Highlights

- Museum Victoria won the following Victorian Tourism awards: Aboriginal and Torres Strait Islanders (Melbourne Museum), Significant Tourist Attraction (Scienceworks and Melbourne Planetarium), and Cultural Attraction (Immigration Museum).
- Media support for the financial year was valued at over \$600 000, with support from Seven Network, The Age, Prime Television, ABC Radio and Network Ten.
- Melbourne Museum and the Immigration Museum undertook Barriers and Drivers research to determine new audience segmentation. As a result, Melbourne Museum launched a new positioning campaign *Come and See the Real Thing*, and the Immigration Museum launched *Moving Stories*.
- The *designed to inspire* program continued with the aim of positioning Melbourne Museum as a centre for excellence in design.

- Successful marketing campaigns were developed and delivered for the launch of the *High Voltage Theatre*, *Bugs Alive!*, *Treasures*, and *Toys: Science at play*.

Membership

The Museum Victoria membership program was relaunched on 15 June to reflect the museum's reduced pricing structure. The relaunch has had an immediate result, with a total membership at the end of the financial year of 7,568.

The Museum Victoria stakeholder and member publication, *Museum*, was dedicated to a 150th anniversary souvenir edition.

Market Research & Evaluation

Understanding and satisfying our visitors continued to be the focus for the museum's audience research program. Thirty-two audience research and evaluation studies investigated potential and existing audiences, exhibitions and programs.

Major studies included: visitor profile tracking to identify changes resulting from the reduced entry initiative; a barrier and motivation study at the Immigration Museum to inform potential audiences; and a proposed exhibition and programs popularity sort.

To facilitate a program of continuous improvement, existing exhibitions were also evaluated in relation to their interest and relevance to our visitors.

Partnership Development

Museum Victoria is committed to developing long-term corporate and philanthropic partnerships, which greatly contribute towards the ongoing growth of Museum Victoria. Partners include corporate sponsors, philanthropic organisations and individuals, government funding bodies, media and suppliers.

The Museum Victoria Patrons Program is designed for individuals and corporate entities who want to belong to the Museum Victoria community and contribute towards its future. The Program consists of two subscription programs: Museum Victoria Patrons and Museum Victoria Corporate Patrons.

Museum Victoria has established a number of partnership opportunities, including sponsorship of galleries, exhibitions, collections and programs.

Highlights included

- The 150th Anniversary Cocktail party was held in January to officially launch this special year and to thank supporters for their contributions in the past. Over 700 supporters of Museum Victoria attended, including sponsors, patrons and Government representatives.
- An exclusive tour of the collection store at Moreland Annexe was also held for supporters of Museum Victoria.

A full list of Museum Victoria's supporters, including Partners, Patrons and Ambassadors, appears on page 98 of this report.

Information, Multimedia and Technology

Information Technology Services

Over the past twelve months, a number of efficiency improvements have occurred to ensure internal information technology costs are minimised, whilst maintaining or enhancing existing services. Advances in technology and business processes have resulted in financial savings in the following areas:

- Wide Area Network (WAN) replacement – expensive redundancy and bandwidth has been replaced by a lower cost, yet equally effective, managed Ethernet service, achieving savings of \$300,000 per year.
- Local Area Network (LAN) replacement – all network equipment has been replaced with equipment that significantly improves function while achieving savings of \$20,000 per year.
- Server consolidation – centralised servers have been replaced and consolidated to improve service levels, while reducing lease and maintenance costs by approximately \$30,000 per year.
- Desktop computers – 80% of the old, ineffective Museum Victoria computers have been replaced by new desktops that are considerably cheaper (due to falling desktop hardware prices) and offer far greater performance.

Other achievements include:

- Completion of an Information Technology Strategic Plan in August 2003, which outlines key objectives and initiatives for the next three years.

- Completion of an Information Technology Business Impact Analysis, which outlines key risk areas and identifies prioritised enhancements. Key enhancements already been implemented include: upgrades to the security of the central computer room and the establishment of a secondary computer room for use in the event of a serious disaster.
- The continuing conversion of disparate collection databases into the corporate KE EMu collection management system. This project is due for completion in 2006.
- The establishment of a fee-paying support service for institutions that choose to use the internally developed Museum Victoria Collection Inventory System (MVCIS). In June 2004, MVCIS was installed at the Powerhouse Museum, Sydney.
- Improved integration of key Museum Victoria business systems.
- Implementation of a Storage Area Network (SAN) solution to provide corporate disk capacity for the next four years.

Public Information Delivery

As part of the Museum Victoria staff realignment, a new department, Public Information Delivery, was created within the Information Multimedia and Technology Division. This new department comprises: Online Publishing (responsible for Web-based program delivery); Multimedia (responsible for Museum venue multimedia development & delivery); and Information Centres, including InfoZone at Melbourne

Museum and the Immigration Discovery Centre at the Immigration Museum. The purpose of the department is to position the organisation to creatively deliver dynamic information to Museum visitors and online audiences.

Website Development: <http://www.museum.vic.gov.au>

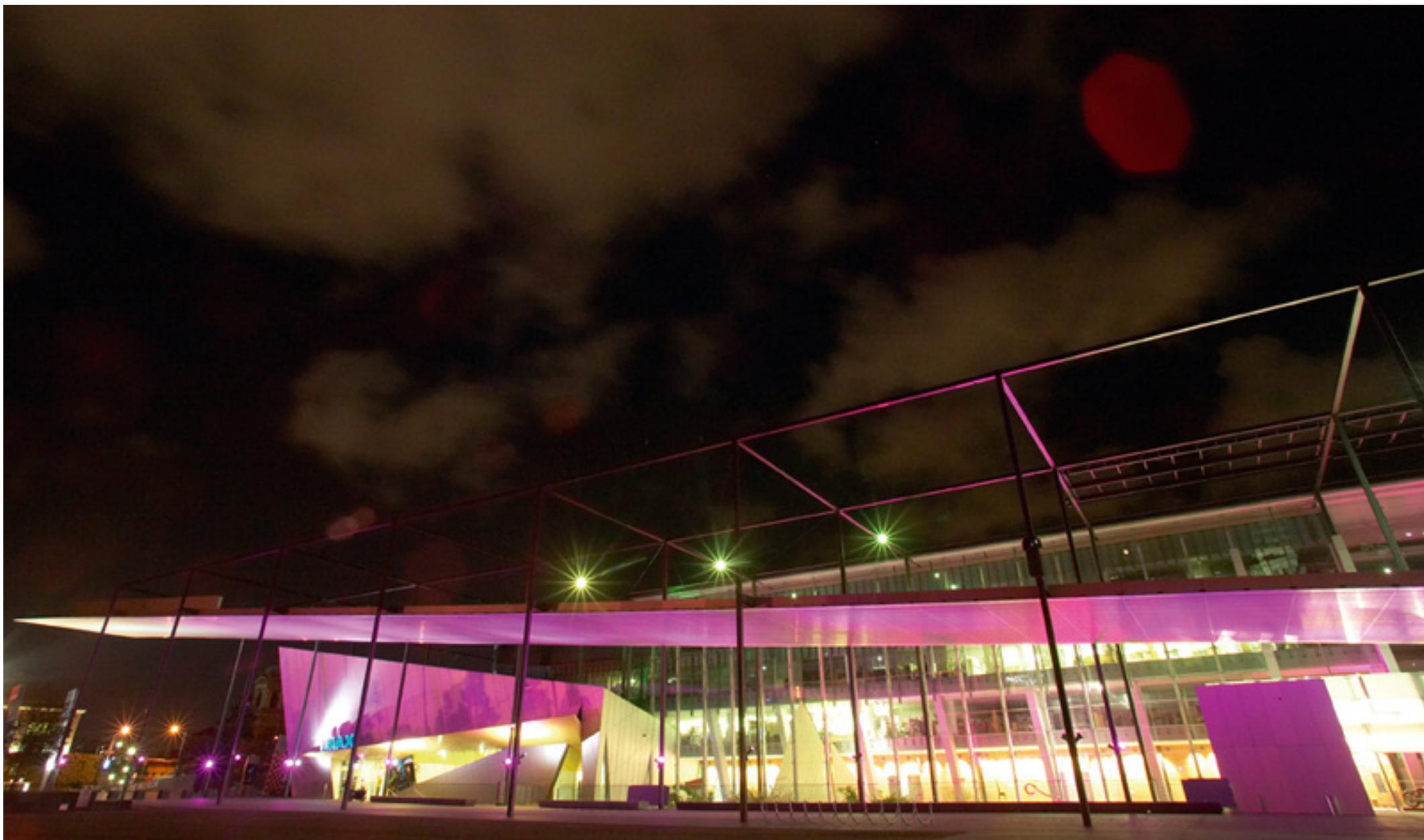
The last financial year saw the Online Publishing team implement Microsoft's new .NET platform for website and system development. This new technology enables faster project development and deployment, as well as allowing significant improvements in our delivery of interactive and accessible websites. This technology was used to develop the *Bugs Alive!* and *Treasures* websites, and in the redeveloped Museum Wide Enquiries, E-News and Design competition systems listed below.

Key websites developed and upgraded include:

- The *Treasures* website, which enhances access to the Museum's collections, promotes the 150th Anniversary events, and promotes the *Treasures* exhibition and book. This site includes the Behind the Scenes online game, which provides an interactive experience featuring Museum objects and bar-code access to collection management information.

- The *Bugs Alive!* website was launched prior to the exhibition's opening at Melbourne Museum, assisting exhibition promotion and delivering education materials for schools visiting Melbourne Museum. The BugCatcher online learning game was developed - this is about classification and features the Entomology collection.
- The Phar Lap website was redeveloped and this popular site won the Museums Australia Publication Design Awards 2004 in the Website category (Level C).
- Redevelopment of the existing Royal Exhibition Building website was conducted to support the World Heritage nomination process. This included adding information on the history of the buildings and gardens, and publishing the nomination booklet and venue hire details.
- *The Virtual Room* website was delivered prior to opening of the exhibit, assisting project communication and promotion. The site won the Museums Australia Publication Design Awards 2004 in the Multimedia category (Level C).
- Delivery of online case studies for design students, including *Top Design*, Design Innovation and *Design in Italy*.
- Development and delivery of online learning materials for schools, supporting SOSE, LOTE Italian, and Science curricula.

Melbourne Museum plaza lit for 150th anniversary celebrations



A number of infrastructure and system development projects were undertaken, including:

- Introduction of Microsoft's new .NET development platform.
- Upgrade of web-servers hardware and software.
- The development and quarterly delivery of E-News, Museum Victoria's online newsletter and a website subscription database with around 5,500 current subscriptions.
- Updating of the Museum-wide online public enquiries system.
- Development of an online exhibition competition and entrant database for *Design in Italy*.
- Participation in the pilot Victorian Government website survey, including implementation of website code and liaison with project consultants to improve data collection.
- Copyright verification and data entry for over 12,000 Bioinformatics multimedia files and subsequent transfer into EMu MMR.

Visitation figures for all Museum Victoria websites: 2,841,694

Multimedia

The past twelve months have been busy for the Multimedia Unit, with extensive involvement in a number of high profile projects. These ranged from the development of exhibition multimedia to stand-alone multimedia experiences. In all cases the multimedia unit has been an integral part of the exhibition planning process from the beginning and have made use of cutting-edge technology to deliver high-quality experiences to the visitor.

- As a groundbreaking new exhibit for the Museum, *The Virtual Room* pushes the boundaries of multimedia presentation by displaying 3D visualisation in the round.
- *Federation Bells* is an example of a stand-alone exhibit, which has been enhanced by the use of multimedia. The addition of a multimedia PC and speakers gives the visitor a sample of these unique musical instruments on the hour, every hour.
- *Bugs Alive!* is the Museum's most multimedia-intensive gallery experience and uses multimedia technology to present information in a way that engages young and old visitors alike.
- *Max Muck's Stormwater Experience*, based in Scienceworks' pumping station, uses multimedia to set the scene as well as presenting educational material in an entertaining manner.

- The numerous temporary and touring exhibitions that appeared at Museum Victoria, such as *Design in Italy*, *Top Designs 2004* and *Outlawed* have required considerable involvement from the Multimedia Unit.

In addition to presenting great multimedia experiences for the visitor, the Multimedia Unit has been continually improving and reviewing the Museums' systems and processes, including the replacement of two multimedia servers at a saving of \$100,000 per year.

Information Centres

InfoZone and the Immigration Discovery Centre service the research and information needs of a diverse range of visitors to Melbourne Museum and the Immigration Museum. A realignment initiative for 2004 saw the Immigration Discovery Centre operations adopt the InfoZone public enquiries service and systems. All enquiries received by the information centres via telephone, email, in-person, fax and post are now logged into a centralised web-based public enquiries database. The database, developed by the Online Publishing team, is used to track progress of an enquiry and to identify frequently asked questions. This financial year, InfoZone and the Immigration Discovery Centre logged 5,000 enquiries. Of these, 60% were completed by using information centre resources and 40% were referred to Museum expert staff.

InfoZone: Melbourne Museum

This financial year approximately 50,900 people visited the InfoZone research centre. A team of 18 volunteers contributed 1,168 hours of work.

An active partnership has been developed with Charles Sturt University, which for the last three years, has featured InfoZone on its annual study tour. Several librarian and University alumni groups have organised visits to InfoZone during the year.

Program highlights for the year include:

- Inside Stories program, showcasing staff activities from behind the scenes. Featured staff members included: Gary Foley, Skeletons in the Closet; Dermot Henry, Alien Rocks with Impact; Penny Ikingier and Crispin Howarth, Pacific Impressions; Wayne Gerdtz, It came from the Firehole; David Demant, In 90 years, there's bound to be a bit of fluff and Just because its Technology doesn't mean it can't be warm and fuzzy; Liza Dale-Hallett, Making Peace with the Past – Commemorating the Coniston Massacre; Alan Henderson and Nicole Kearney, Bugs Alive!; Lindy Allen and Ron Vanderwal, Gulf, Gove and Garma; Crispin Howarth, Collecting Artificial Curiosities; and Yolande Kerridge and David Jay, From Bog Man to Saint Oliver Plunkett: exhibiting 'the object' around Europe.
- Adult Learners Week September 2003.
- Internet for Seniors sessions were held during Senior Citizens Week in March 2004

- Military Memorabilia Day featuring the Military Historical Society of Australia and Lt Col Neil Armstrong AM was organised to celebrate ANZAC Day in April 2004
- Object Day with Conservation staff, held on International Museums Day on 18 May 2004, saw many personal collections brought to Melbourne Museum for free advice on restoration and caring for personal collections.

Immigration Discovery Centre

This financial year, 28,741 people visited the Immigration Discovery Centre (IDC) to research family and immigration history.

Innovations in the Immigration Discovery Centre include:

- The recruitment of four volunteers in the Immigration Discovery Centre added value to service within the centre.
- The implementation of an enquiries system, that enabled all enquiries to be logged and monitored onto the InfoZone enquiries database.
- An increase in security with the installation of computer terminal enclosures.
- The installation of a photocopying system.

Program Highlights for the year include:

- Sri Lankan Festival - 16 May 2004. Of the 1,302 visitors who visited the Immigration Museum, 500 visited the Immigration Discovery Centre, providing an overwhelming response to the cultural-group-specific information normally unavailable in the mainstream media.
- Ship Reunion Day - 30 May 2004. With a presentation by shipping enthusiast, Rod Fraser, on the two clipper ships, the program attracted 120 people who accessed ship lists and information using the indexes online.
- Ship Reunion Day - 5 October 2003. Including a presentation by curator Matthew Churchward on postwar liners; the program attracted over 200 people.
- Internet workshops for Seniors Week Festival (14-21 March 2004) saw 25 people attend one hour workshops each day.

Partnerships with related organisations are being developed by the Immigration Discovery Centre and include: The State Library of Victoria, The Victorian Archives Centre, Genealogical Societies, The Department of Immigration and Multicultural Affairs, and the Genealogical Society of Victoria. These partnerships assist the IDC by providing informed answers and referrals to public enquiries.

Information Management

The information management realignment brought the functions of Records and the Research Library together into the new Information Management Department.

Records

Museum Victoria staff added both hard-copy and electronic documents to TRIM, the records management system. All staff members can access Museum Victoria records using a web-based interface, via the Museum's intranet. At the end of the 2003/04 year, there were 18,689 records in TRIM.

Research Library

The Research Library provides reference materials and undertakes bibliographic searches for Museum Victoria staff. These are performed when assisting the following: research and professional development; the development and management of the collections; the planning and preparation of public programs; and the development of education programs. The Research Library also provides access to the collection for external researchers and members of the public, by appointment.

In the past year, the library added 1,315 new books to the collection and accessioned 2,470 new journals. Staff made 622 loans from the collection. Fifty-three staff members attended Library induction sessions. Forty-three external visitors used the Library for research purposes.

The Library began an operations review to improve organisation service provision. A new Library Management System was purchased and will be implemented in 2004/05.

Museum Victoria Archive

The completion of an archival project focusing on the records of the National Museum of Victoria and Science Museum of Victoria (the predecessors of Museum Victoria) has resulted in a total of 4,413 archival records being made available to staff via the TRIM Records Management System. These records have proven to be an important source of information for curatorial and collection management staff and external researchers.



Volunteers in the Scienceworks machinery workshop



People in Museum Victoria

48,999

hours were contributed
by volunteers

Harry Johns was a boxing and wrestling entrepreneur who toured the agricultural shows of Australia's eastern states between the 1930s and 1960s. This vehicle reflects his lengthy involvement in the business. The cabin and chassis, from the International AR 160 Series, were purchased new by Johns around 1954; the rear section was grafted from his previous truck.



Harry John's Boxing truck.
International AR 160 series truck (c. 1953) restored
to how it would have looked when the show ended in 1969
Treasures of the Museum

Left to Right
Members of the Museums Board of Victoria
Terry Garwood, Sheila O'Sullivan, Bob Weis, Prof Janet McCalman,
Harold Mitchell, Dr Gael Jennings, Susan Heron and Peter Hiscock.
Absent: Peter McMullin, Prof Daine Alcorn, The Hon Joan Kirner



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 (Vic)*. It consists of a maximum of 11 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.

Museums Board of Victoria

President

Mr Harold Mitchell AO

Appointed 2001

Harold is the Chairman and CEO of Mitchell & Partners, Australia's largest independent media consultancy, established in 1976. Mitchell & Partners was voted 'Media Agency of the Year 2000'. His work in establishing the Harold Mitchell Foundation, which supports the health and arts sectors, has earned him wide-ranging respect throughout the community. He is actively involved in a number of significant community and arts organisations and holds the following positions: Chairman, National Gallery of Australia; and Board Member of the Opera Australia Council.

Deputy President

Mr Peter McMullin

LLB BCom (Melb) FAIM
Appointed 2001

Peter is a practising solicitor specialising in mediation, administrative and commercial law. He is a former Deputy Lord Mayor of Melbourne, and is involved with a number of community organisations, holding the following positions: Fellow of the Australian Institute of Management; Chairman of Melbourne International Comedy Festival Board; Council Member of Philanthropy Australia and Victoria University; Board Member of Melbourne Community Foundation, Turning Point, Melbourne Convention and Visitors' Board, Victorian Employers' Chamber of Commerce & Industry and Education Foundation; Commissioner, Local Government Best Value Commission; Member, Victorian Casino and Gaming Authority; and Member, Victorian Curriculum and Assessment Authority. Peter was also awarded the Centenary Medal in 2003 for service to the Centenary of Federation celebrations in Victoria.

Treasurer (Acting)

Ms Susan Heron

BEd Dip Appl Sc
Appointed 2001

Susan is currently Interim Chief Executive, Australian Institute of Management. Susan has extensive management experience across diverse industry sectors, including medical, shipping, finance and higher education. She is currently on a number of boards, including Deputy Chair of the Country Fire Authority.

Professor Daine Alcorn

PhD, MSc, BSc (Hons)
Appointed 2002

Daine is currently a Professor of Anatomy and Pro Vice-Chancellor (Science, Engineering & Technology) at RMIT University. Daine has a background in research and teaching and has been published over 100 times specialising in the biomedical sciences, including embryology, cell biology, and developmental biology. Daine has extensive experience serving on Boards and committees and is currently a Member of the Baker Medical Research Institute Board, and is the former Chair of the Research Fellowships Committee and Member of the Research Committee of the National Health and Medical Research Council.

Mr Terry Garwood

Diploma of Arts GradDipEd (Secondary)

Appointed 1997

Terry is a member of the Yorta Yorta people and was Director of Aboriginal Affairs Victoria for seven years, concluding at the end of 1996. He has long been involved with Museum Victoria 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 Museums 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 has been involved with many Aboriginal community organisations and is a Life Member of the Koorie Heritage Trust.

Mr Peter Hiscock AM

FCCA FCIS

Appointed 1996

Peter was Director of Sovereign Hill at Ballarat for 22 years. In that time he vigorously promoted the cause of regional museums through the Museums Advisory Board of which he was Chair. He is a former Chairman of the Victorian Tourism Commission and chaired the Immigration Museum through its building phase and its initial two years of operations. He currently chairs the Regional & Specialist Museums Advisory Committee of Museum Victoria. An accountant by profession, Peter spent 15 years in financial and general management positions with Petersville Limited.

Dr Gael Jennings

B.Sc (Hons.), Dip.Ed., Ph.D.

Appointed 2002

Gael is a former research scientist with a PhD in Immunology from the Walter and Eliza Hall Institute and is a multi-award winning television current affairs presenter, radio host, science and medical journalist, author, speaker, media and documentary consultant and university lecturer.

She has anchored the national TV current affairs programme 'Insight' on SBS, ABC Radio Metro programs, and made thousands of science/medical reports on national ABC TV for News, 'The 7.30 Report' and 'Quantum'. She has won 14 national and state journalism awards, and written the award-winning book *Sick As – Bloody Moments in the History of Medicine*.

Gael has held many honorary community and corporate positions and is currently on the Board of the Cancer Council Australia, the Old Treasury Building and Gold Museum Board, and the North Carlton Primary School Council.

The Hon. Joan Kirner AM

Appointed 2003

Joan has been a community activist for 37 years. Joan became a Member of Parliament in 1982, served as Minister for Conservation from 1985-88 and was instrumental in establishing LandCare. In 1988 Joan moved to the Lower House and became Minister of Education, then Deputy Premier. Between August 1990-1992 she was the first female Premier of Victoria and Minister for Women's Affairs. After a short time as Leader of the Opposition, she left Parliament in 1994.

During 1994-1996 her activities included: President of the ALP in Victoria; Chair of the Prime Minister's Centenary of Federation Advisory Committee; and Chair of the Employment Services Regulatory Authority. She is currently a member of the following boards: Australian Children's Television Foundation and the Malthouse Playbox Theatre. She is also a Patron of many organisations, including; The Living Museum of the West, the Women's Circus and Positive Women; and she is a Matron of the Women's Electoral Lobby and Co-Convenor of EMILY's List (Australia).

Professor Janet McCalman

BA PhD FAHA

Appointed 2000

Janet is Head of the Department of History and Philosophy of Science and Professor in the Centre for the Study of Health and Society at the University of Melbourne. Published widely in Australian and British social history, she has won a number of literary and scholarly awards. She is chair of the Museum Victoria Research Committee.

Ms Sheila O'Sullivan

BA FPRIA

Appointed 2000

A highly-regarded leader in communications and public relations, with multiple awards from the Public Relations Institute of Australia (PRIA), Sheila has a strong commitment to developing excellence in the public relations profession. She is Chair of the RMIT Public Relations Advisory Committee and Chair of the Public Relations Institute of Australia National Examination Board.

Sheila has extensive knowledge of and experience in issues management in the public and community sectors. She has served as a member of many advisory bodies including the Administrative Review Council and the Ministerial Advisory Council of the Arts.

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. Bob was Chairman of the Australian Film Institute and President of the Screen Producers Association of Australia, a Council member of the Australian Film, TV and Radio School, a Board member of Film Victoria and is currently Chairman of the Australian Art Orchestra.

Committees

The Board has established a number of committees under the *Museums Act 1983*.

Finance Audit and Risk Committee: assists the Board in fulfilling its responsibilities with regard to financial reporting, audit activities, accounting and reporting practices, and financial and operational risk management as prescribed by the *Museums Act 1983*.

Organisational Structure

Members:

Ms Susan Heron (Chair)
 Mr Bob Weis
 Ms Sally Sinton
 Professor Daine Alcorn

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

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

Regional and Specialist Museums Advisory Committee: responsible for advising the Minister on matters relating to museums and the co-ordination 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.

Immigration Museum Advisory 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.

The Museums Board of Victoria is also represented on the following Committees:

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.

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

Minister of the Arts : Department of Premier & Cabinet & Arts Victoria : Museums Board of Victoria



Left to Right
Museum Victoria's Executive Management Team
Tim Hart, Patrick Greene, Robin Hirst, Gaye Hamilton and Joe Corponi

Vinyl car seats sticky with sweat and gritty with sand; tripping over guy ropes while weaving between camp sites; the hiss of the gas light; and the smell of fresh fish cooking on small stoves – memories of the great Aussie holiday. In 1957, Richard and Jean Hayes paid £183 for a modest cream-coloured caravan with a mint-green roof and black trim from Skyline Caravans in Caulfield, Melbourne.



Caravan (1957), plywood, Skyline Caravans
Treasures of the Museum



Executive Management Team

Chief Executive Officer, Museum Victoria

Dr J Patrick Greene
 OBE BSc PhD FSA FMA FTA
 Commenced August 2002

Since taking up his post, Patrick has led a comprehensive review of the organisation, realigning it to meet the needs of visitors and to maximise the effectiveness of staff. He has widespread knowledge of museums internationally and is a former chairman of the European Museum Forum. He has authored and contributed to a number of books, and lectures widely on museum and archaeological subjects.

Director, Corporate Services

Mr Joseph Corponi
 Bbus GradDiplT
 Appointed 1993

Responsible for the provision of financial, human resources, property and legal services, development of policy, maintenance of a risk-free environment for staff and visitors, business and strategic planning and ensuring the effective and efficient management of Museum Victoria's resources and assets.

Director, Museum Operations

Ms Gaye Hamilton
 BSc (Ed)
 Appointed October 1996 – Director Scienceworks;
 December 2002 – Director Museum Operations

Responsible for implementation of the Museum Victoria Strategic Plan through the provision of daily access for all of our various audiences, to a range of innovative, high quality experiences and programs at Melbourne Museum, Scienceworks, Immigration Museum and Royal Exhibition Building, as well as through Outreach activities across Victoria. Responsibilities also include liaising with the Victorian Department of Education and Training and the Catholic Education Office to provide extension education services throughout Museum Victoria.

Director Collections Research and Exhibitions

Dr Robin Hirst
 BSc (Hons) PhD DipEd
 Appointed August 1999 – Director Programs Research and Collections; December 2002 – Director Collections Research and Exhibitions

Responsible for the Museum's Research Program; the development, management and conservation of the collections; and the development of Museum Victoria exhibitions, publications, production of planetarium shows, online content and other public programs.

Director Information, Multimedia and Technology

Mr Timothy Hart
 BSc Arch (Hons)
 Appointed May 2001- Director Outreach, Technology, Information and Multimedia; December 2002 – Director Information, Multimedia and Technology

Responsible for Museum Victoria's information technology, information and knowledge management infrastructure and systems, websites and digital publishing, discovery centres at the Immigrations Museum and Melbourne Museum and the development and management of the Museum's multimedia installations, including networks and systems. Tim is also responsible for providing leadership in the innovative uses of technology across Museum Victoria.

Museum Victoria Supporters

Museum Victoria undertakes various corporate and philanthropic partnerships. These partnerships greatly contribute towards the ongoing growth of Museum Victoria.

Gold Partners

The Age
Channel Seven Melbourne
Commonwealth Bank
Melbourne Water
The Sidney Myer Fund
Tattersall's
The Grollo Family
Western Region Waste Management Group

Silver Partners

Ansell Limited
Bristol-Myers Squibb
Cadbury Schweppes
GlaxoSmithKline
The Ian Potter Foundation
The Helen MacPherson Smith Trust
The Menzies Foundation
Nestle Peters Ice Cream
Network Ten
Telstra
Tooheys New
Victoria University

Bronze Partners

774 ABC
Agility
Amersham Biosciences
The Jack Brockhoff Foundation
Catholic Education Office
The Danks Trust
The Myer Foundation
Peter Rowland Catering
Sofitel Melbourne
Dame Elisabeth Murdoch AC DBE
Mr Baillieu and Mrs Sarah Myer
The Onbass Foundation
Rugs Carpets By Design

Supporting Partners

ACI
AGL
BP Oil Australia Limited
Esso Australia Pty Ltd
Mobil Oil Australia Pty Ltd
The Harold Mitchell Foundation
JC Decaux
Melbourne Port Corporation
Mr Richard and Mrs Catherine Price
The Russell and Mab Grimwade Miegunyah
Fund Committee of the University of Melbourne
SPI Powernet
TXU

Public Partners

Arts Victoria
Australia Council for the Arts
Australian Research Council
City of Melbourne
Commonwealth Government through the National Cultural Heritage Account
Community Support Fund
Department of Communication Information Technology and the Arts
Department of Education, Employment and Training
Department of Innovation, Industry and Regional Development
Environment Protection Authority
Heritage Victoria
State Government of Victoria
University of Melbourne
VicHealth for SmokeFree
Victoria Police

Cultural Partners

The Boite World Music
The Melbourne Early Music Festival
Melbourne International Arts Festival

Research Supporters

Museum Victoria undertakes an extensive research program with generous support from various funding organisations.

Aboriginal and Torres Strait Islander Commission
Alfred P. Sloan Foundation, USA
Alfred Wegener Institute, Germany
The American Malacological Society
Arts Victoria
Australian Academy of Sciences
Australian Antarctic Division
Australian Biological Resources Study
The Australian Racing Museum
Australian Research Council
Cooperative Research Centre for Freshwater Ecology
CSL Ltd
Deakin University
Department of Agriculture, Fisheries and Forestry
Department of Communication, Information Technology and the Arts
Department of the Environment and Heritage
Department of Infrastructure
Geological Society of Victoria
Global Biodiversity Information Facility, Denmark
The Hermon Slade Foundation
The Ian Potter Foundation
Linnean Society of New South Wales
The Malacological Society of London

Melbourne Museum plaza lit up for 150th anniversary celebrations

National Geographic Society
Natural Heritage Trust
National Oceans Office
Palaeontological Association, UK
Plant Health Australia
Royal Society of London, UK
Smart Water Fund
The University of Melbourne
Victorian Folklife Association Public Fund
Visions of Australia

Other Supporters

A number of other organisations have supported Museum Victoria during 2003/04.

Ed Bondarenko & Associates
Gobotech
Harry the Hirer
Lightmoves Australia
Olex Cables
Resolution X
Royal Australian Chemical Institute
Telstra
Universal Peace Charity Foundation
Unique Electrical



Museum Victoria Patrons and Museum Victoria Corporate Patrons programs are designed for those who wish to belong to the Museum Victoria community and contribute towards its future.

Museum Victoria Corporate Patrons

Foundation Gold Patrons

Denton Corker Marshall
Distinguished Vineyards
Langdon Ingredients
Interprint Digital
Millmaine Entertainment
Mitchell & Partners
Peter Rowland Catering

Gold Patrons

Arts Events Management Australasia

Silver Patrons

Baci
Freehills
Haycom Staging Pty Ltd
Kevin O'Neill Florist
KPMG
Melbourne Magazine

Bronze Patrons

The Sarah & Baillieu Myer Family Foundation

Museum Victoria Patrons

Anonymous (2)
Mr Peter and Mrs Marlyn Bancroft
Mr Anthony Berger and Ms Marita Quinn
Mr John and Mrs Janet Calvert-Jones
Ms Joyce Flowers
Mr Geoff and Mrs Helen Handbury
Ms Margaret Heffernan
Mrs Tina McMeckan
Dame Elisabeth Murdoch AC DBE
Ms Patricia Quinn
Mr Ralph and Mrs Ruth Renard
Ms Rosiland Russell
Ms Julie Skewes
Ms Ricci Swart
Mr Ralph and Mrs Barbara Ward-Ambler
Mrs Lyn Williams AM

Museum Victoria Ambassadors

Museum Ambassadors are a dedicated group of people from diverse backgrounds who act as advocates for Museum Victoria.

Ambassadors

Ms Sally Browne
Ms Ita Buttrose AO
Mrs Margot Capp
Mr Ray D'Cruz
Ms Helen Gee

Mr George Kypraios
Mr Cesare Leonardi
Mr Peter McMullin
Mr Ken Mahlab
Ms Gabrielle Pizzi
Mr Richard Price
Ms Maria Prendergast
Mr Jack Scanlan
Ms Lousje Skala
Mrs Doreen Stockdale
Mr Robert Wallace
Mr Simon Westcott

Honorary Appointments

Honorary Life Fellows (33)

Granted to those individuals of high academic distinction or public standing, considered to have made a significant contribution to the intellectual standing or other significant development of Museum Victoria.

Prof. Margaret Cameron AM
Prof. John Coghlan AO
Mr Graham Cunningham
Mrs Amanda Derham
Mr Bob Edwards AO
Mr Jack Ellis
Ms Phyllis Fry
Ms Jill Gallagher
Prof. Jennifer Graves

Prof. Rod Home
Mr Steve Howard
Mr John Kendall AM
Dr Phillip Law AC AO CBE
Prof. Daryl Le Grew
Ms Jenny Love
Ms Tina McMeckan
Dr Ray Marginson AM
Dr Angus Martin
Mr Graham Morris
Mr Phillip Morrison
Prof. John Mulvaney AO
Mrs Sarah Myer
Prof. David Penington AC
Prof. Marian Quartly
Mrs Caroline Searby
Mr Richard Searby
Mr Ian Sinclair
The Hon. Haddon Storey QC
Prof. John Swan
Prof. James Warren
Ms Deanne Weir
Dr Barry Wilson
Mr Garry Woodard

Curators Emeritus (8)

Granted to those curators who retire after having given distinguished service to the Museum for a minimum of 10 years, and have made a distinguished contribution in an appropriate curatorial or research field.

Mrs J. Hope Black
Mr John Coventry
Dr Thomas Darragh
Ms Joan Dixon
Dr Chung-Cheng Lu
Dr Arturs Neboiss
Mr John Sharples
Dr Brian Smith

Honorary Associates (62)

Granted to those individuals who can be called upon to provide specialist professional advice and assistance to the Board, management or staff on an honorary basis.

Australian Society and Technology

Major Royston (Bill) Billett
Dr Andrew Brown-May
Mr Eddie Butler-Bowdon
Dr Kate Darian-Smith
Dr Gwenda Davey AM
Prof. Graeme Davison
Dr June Factor
Dr Geoffrey Holden
Mr Euan McGillivray

Mr Ken Porter
Mr Gary Presland
Prof. Peter Thorne

Indigenous Cultures

Dr Anthony Birch
Dr David Dorward
Mr Mark Dugay-Grist
Dr Louise Hamby
Dr Colin Hope
Prof. Marcia Langton
Ms Joanne MacDonald
Dr John Morton
Dr Gaye Sculthorpe

Sciences

Prof. Neil Archbold
Mr Ken Bell
Mr Philip Bock
Ms Suzanne Boyd
Mr Robert Burn
Dr Patricia Cook
Dr Lawrence Cookson
Dr John Douglas
Dr Andrew Drinnan
Dr Ross Field
Dr Dean Hewish
Dr Jean Just
Mr Rudie Kuitert
Dr Anthony Lee

Assoc. Prof. Murray Littlejohn
Mr William Loads
Prof. John Lovering
Mr Charles McCubbin
Dr James MacDonald
Mrs Mary Lee MacDonald
Mr John Neil
Dr Gareth Nelson
Dr Tim New
Mr Ken Norris
P. Mark O'Loughlin
Dr Robert Paddle
Dr Joyce Richardson
Dr Richard Schodde
Dr Bronwen Scott
Mr John Seebeck
Mr David Staples
Assoc. Prof. Roy Swain
Prof. John Talent
Ms Elizabeth Thompson
Prof. Patricia Vickers-Rich
Mr Robert Warneke
Dr Jeanette Watson
Mr H. Eric Wilkinson
Dr Alan Yen

Museology: IT and Multimedia

Prof. Gregory Egan
Dr Gregor Kennedy

Research Associates (18)

Granted to scholars who undertake research work at Museum Victoria for a finite period, and who require some official status in the building and some degree of administrative support.

Australian Society and Technology

Ms Debbie Anderson
Ms Christine Deftereos
Dr Sara Wills

Indigenous Cultures

Ms Penelope Edmonds

Sciences

Dr Melanie Archer
Dr Christopher Burridge
Mr Mark Dupal
Dr Bryan Fry
Mr Francis Crome
Mr David Pickering
Ms Rhyllis Plant
Dr Beverley van Praagh
Ms Wendy Roberts
Dr Martin Tymms
Assoc. Prof. Michael Westerman

Scienceworks (VUHVT)

Mr Edward Bondarenko
Ms Sandra Charles
Prof. Akhtar Kalam

Volunteers

Museum Victoria's Volunteer Programs offer a means by which the Victorian community can support their State Museum.

Museum Victoria Volunteer Programs are accessible to people with a variety of skills, experience and knowledge. The work of volunteers enhances and augments the visitor experience and care of collections for all of Museum Victoria's museums.

In 2003/04 a total of 425 volunteers contributed their time and skills to Museum Victoria.

Melbourne Museum

In 2003/04 volunteers contributed a total of 27,243 hours at Melbourne Museum, providing assistance in a range of areas and activities. These include: tour guiding, collections and research tasks, assisting with administration and School Education groups, Gallery Explainers and supporting special events and performances.

In addition to regular roles there have been a number of opportunities for volunteers to be involved in the Museums 150th Anniversary Celebrations. Some of these opportunities have included participation in the Moomba Parade, 150th Events, *Bugs Alive!* and *Treasure* Exhibition briefings; and volunteer tour guides have been delivering special 'Treasure Highlights Tours' for Museum visitors.

Scienceworks

At Scienceworks volunteers contributed 21,413 hours. Apart from regular programs (such as tour guiding, explaining, activities, hosting school groups, Planetarium and Telescope attendants), volunteers made significant contributions to a number of special events including: *Machines in Action* days, *Model Solar Vehicle Challenge*, *Great Australian Science Show*, *Moomba*, *Flower & Garden Show* and festivals at Immigration Museum. In addition, volunteers were trained as *Victoria University High Voltage Theatre* attendants, Video Microscope attendants and to conduct Symphonion demonstrations. Volunteers provided collections and curatorial assistance, with a new Telecommunications team being recruited. Volunteers also assisted with engineering & restoration projects. Volunteers working with Sleepovers were also recognised for their special team role with a *Certificate of Appreciation* under the Victorian 2003 Arts Portfolio Leadership Awards.

Immigration Museum

The Melbourne Museum Volunteer Program has recently expanded their program to incorporate regularly-rostered volunteers at the Immigration Museum. In June 2004 regularly rostered dedicated volunteers were recruited to assist in the Information Discovery Centre. In addition to these volunteers, a dedicated longstanding administration volunteer who has completed almost 700 hours has also become part of the program.

The Immigration Museum also draws on volunteers on an ad hoc basis from both the Scienceworks and Melbourne Museum volunteer pools to assist with the delivery of Cultural Festivals. These great festivals represent the richness and diversity of Victoria's broader community. In total, 343 hours were contributed by volunteers.

Financial Statements

Museums Board of Victoria

MUSEUMS BOARD OF VICTORIA

We certify that the attached financial statements for the Museums Board of Victoria have been prepared in accordance with Standing Direction 4.2 of the Financial Management Act 1994, applicable Financial Reporting Directions, Australian accounting standards and other mandatory professional reporting requirements.

We further state that, in our opinion, the information set out in the statement of financial performance, statement of financial position, statement of cash flows and notes to and forming part of the financial statements, presents fairly the financial transactions during the year ended 30 June 2004 and financial position of the Board as at 30 June 2004.

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.

Museum Victoria receives a substantial proportion of its revenue from Government. The revenue received does not fully fund depreciation, and accordingly Museum Victoria will inevitably show a deficit result for the year. This does not impact on Museum Victoria's ability to operate as a going concern.

We are not aware of any circumstance which would render any particulars included in the financial statements to be misleading or inaccurate.



Mr Harold Mitchell
PRESIDENT



Ms Susan Heron
BOARD MEMBER



Dr J Patrick Greene
CHIEF EXECUTIVE OFFICER



Mr Joseph Corponi
CHIEF FINANCIAL OFFICER

10 August 2004

DATED

Statement of Financial Performance

For the year ended 30 June 2004

	Notes	2003/04 \$'000	2002/03 \$'000
Revenue From Ordinary Activities			
Victorian Government Grants	2	73,312	66,886
Fees & Charges		5,304	9,679
Sales		1,982	2,752
Grants	3	3,321	2,911
Other Income	4	2,756	3,296
Donations		274	291
Rent		1,609	1,937
		88,558	87,752
Expenses From Ordinary Activities			
Employee Benefits	1(f)	23,873	22,456
Other Operating Expenses	5	26,417	24,262
Cost of Goods for Resale		713	957
Capital Charge	1(i)	30,885	32,337
Depreciation & Amortisation	9	20,655	19,905
		102,543	99,917
Net Result For The Year	13(b)	(13,985)	(12,165)
Net Increase in Asset Revaluation Reserve	13(c)	0	2,070
Total changes in equity other than those resulting from transactions with Victorian State Government in its capacity as owner		(13,985)	(10,095)

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

Statement of Financial Position

As at 30 June 2004

	Notes	2003/04 \$'000	2002/03 \$'000
Current Assets			
Cash Assets	6, 15.1	11,764	6,851
Receivables	7	2,247	1,881
Inventories	8 & 1(c)	672	838
Total Current Assets		14,683	9,570
Non-Current Assets			
Property, Plant & Equipment & Exhibitions	9(b),(c) & (d)	409,709	424,063
Collections	9(a)	228,791	228,682
Total Non-Current Assets		638,500	652,745
Total Assets		653,183	662,315
Current Liabilities			
Payables	10	3,215	898
Provisions	11(a)	2,241	2,051
Interest Bearing Liability	12(a)	6	0
Total Current Liabilities		5,462	2,949
Non-Current Liabilities			
Provisions	11(b)	2,992	2,603
Interest Bearing Liability	12(b)	45	0
Total Non-Current Liabilities		3,037	2,603
Total Liabilities		8,499	5,552
Net Assets		644,684	656,763
Equity			
Contributed Capital	13(a)	587,770	585,864
Accumulated Deficit	13(b)	(42,310)	(28,049)
Reserves			
Trust Funds	13(c)	4,229	2,917
Externally Funded Special Projects	13(c)	2,795	3,831
Asset Revaluation Reserve	13(c)	92,200	92,200
Total Equity		644,684	656,763

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

Statement Of Cash Flows

For the year ended 30 June 2004

	Notes	2003/04 \$'000	2002/03 \$'000
Cash Flows from Operating Activities			
Receipts			
Grants & Donations		3,595	3,202
Interest		551	206
Fees & Charges		5,269	9,706
Sales – Commercial Operations		2,001	2,748
Other		3,332	4,072
Goods and Services Tax on Receipts		1,013	1,089
Goods and Services Tax recovered from the ATO		1,498	1,242
Government Grants: recurrent		73,312	66,886
Total Receipts		90,571	89,151
Payments			
Salaries & Associated Costs		(22,854)	(21,835)
Operating Expenses		(51,993)	(55,863)
Building Repairs & Maintenance		(2,942)	(1,397)
Cost of Goods for Resale		(557)	(882)
Goods and Services Tax on Expenditure		(2,848)	(2,431)
Total Payments		(81,194)	(82,408)
Net Cash Inflow from Operating Activities	15.2	9,377	6,743

	Notes	2003/04 \$'000	2002/03 \$'000
Cash Flows from Investing Activities			
Receipts			
Sale of Plant & Equipment		0	45
Payments			
Great Hall		(408)	(514)
Scienceworks		(110)	0
Melbourne Museum Development		(1,906)	0
Property, Plant & Equipment		(1,317)	(827)
Exhibitions		(2,519)	(405)
Collections		(108)	0
Net Cash (Outflow) from Investing Activities		(6,368)	(1,701)
Cash Flows from Financing Activities			
Receipts			
Government Contributed Capital	13(a)	1,906	0
Payments			
Finance Lease		(2)	0
Net Cash Inflow from Financing Activities		1,904	0
Net Increase in Cash Held		4,913	5,042
Cash at the Beginning of the Financial Year		6,851	1,809
Cash at the End of the Financial Year	15.1	11,764	6,851

The above statement of cash flows should be read in conjunction with accompanying notes.

Notes to the Financial Statements

For the year ended 30 June 2004

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

Museum Victoria has progressively valued all its assets under the provisions of Victorian Government Policy – Revaluation of Non-Current Physical Assets – June 2002. Since the policy was issued, Museum Victoria has completed revaluation of its land, buildings and its collections.

Property, Plant & Equipment

Museum Victoria periodically values its property using the services of independent valuers. Any costs incurred between valuations are deemed to an increase in the fair value of the property and are recorded at cost.

Plant and equipment is valued at cost.

A net revaluation increment relating to a class of non-current assets is credited to an asset revaluation reserve except that, to the extent that the increment reverses a revaluation decrement previously recognised as an expense in respect of the same class of assets, it is recognised as revenue.

A net revaluation decrement relating to a class of non-current assets is recognised as an expense – except that, to the extent that a credit balance exists in the asset revaluation reserve in respect of that same class of assets, the revaluation decrement is debited directly to the revaluation reserve.

Revaluations are assessed annually and supplemented by independent valuations at least every three years.

Collections

During the 2001-2002 financial year Museum Victoria arranged for the revaluation 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 AASB 1041- Revaluation of Non-Current Assets.

The collection was valued utilising the fair value method of valuation. The effect of this valuation is disclosed in note 9(a).

Museum Victoria intends revaluing its collections every three years with any future acquisitions being valued at cost until the next valuation.

Library

During the 2002-2003 financial year Museum Victoria arranged for the revaluation of its library collections. The valuation included an itemised valuation of individual items which exceeded a defined threshold value, an index taken from these items has been applied to the remaining rare books collection. The general collection has been revalued by reference to the acquisition records maintained by the Museum since the 1997 valuation. The collections have been valued using the fair value method of valuation.

Depreciation

Depreciation is charged on non-current assets, other than land, 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 or for the Library – rare books collection as they are heritage assets and are deemed to have an indefinite useful life.

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
Library – general collection	3-5 years
Exhibitions	3-5 years

Exhibitions with a life of one year or less are expensed immediately. Exhibitions with an anticipated life of more than one year are capitalised and depreciated over their remaining useful life.

(c) Inventory

Stocks have been valued at the lower of cost and net realisable value.

(d) Receivables

Trade debtors are recognised at the amount receivable, 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. A debt is written off when there appears no possibility of the account being collected.

(e) 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 into account interest rates applicable to the financial assets.

Grants from Government and other sources are brought to account as revenue as and when received, with the exception of Government grants for the construction of the new Melbourne Museum and Immigration Museum building and fitout costs which have been treated as contributed capital in line with Note 1 (h). Expenditure from such grants is recognised when incurred.

Specific donations, for exhibition development have been treated in these financial statements as revenue.

(f) Employee Benefits

Provision is made in respect of the Museum Victoria's liability for annual leave and long service leave at balance date.

Annual Leave

Annual leave entitlements for employees are measured at nominal value and are determined after taking into consideration the estimated future increase in wages and salaries. Related on-costs are included.

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 to 30 June 2004. 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 who are anticipated to take long service leave within twelve months.

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

Notes to the Financial Statements

For the year ended 30 June 2004

(g) Rounding

All figures in the financial statements and notes thereto have been rounded to the nearest \$1,000.

(h) Treatment Of Capital Contribution

Consistent with UIG Abstract 38 Contributions by Owners to Wholly-owned Public Sector Entities appropriations for additions to net assets have been designated as contributed capital. Other transfers that are in the nature of contributions or distributions have also been designated as contributed capital.

(i) Capital Charge

In accordance with Government policy, a capital charge has been applied to distribute the centrally-funded annual cost of capital. The rate charged for the 2003/04 financial year was 8 per cent. This charge represents the interest which Museum Victoria 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) 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.

(k) Payables

These amounts represent liabilities for goods and services provided 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.

(l) 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.

Finance leases are capitalised. A leased asset and liability are established at the present value of minimum lease payments. Lease payments are allocated between the principal component of the lease liability and the interest expense. The finance lease facility was ratified by Cabinet as part of the new Vic Fleet facility as is restricted to vehicle acquisitions.

(m) Events After Balance Date

Museum Victoria is not aware of any material events after balance date which would effect these financial statements.

(n) Impact Of Adopting AASB Equivalents To IASB Standards

For interim and annual reporting periods ending on or after 30 June 2004, AASB 1047 Disclosing the Impacts of Adopting Australian Equivalents to International Financial Reporting Standards (IFRS) requires an explanation of how the transition process is being managed and a narrative explanation of the key differences in accounting policies that are expected to arise from the adoption of Australian equivalents to IFRS. Refer to Note 21 for further details.

2. Victorian Government Grants

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

	2003/04 \$'000	2002/03 \$'000
Recurrent Grant		
Applied to Operations	42,427	34,549
Capital Charge	30,885	32,337
	73,312	66,886
Melbourne Museum Funding		
Applied to Contributed Capital	1,906	0
Total	75,218	66,886

3. Grants

Grants from other Agencies	2,671	1,980
Commonwealth Grants	468	687
Other Grants	182	244
Total	3,321	2,911

4. Other Income

Interest	625	222
Miscellaneous Income	2,131	3,074
Total	2,756	3,296

Notes to the Financial Statements

For the year ended 30 June 2004

5. Other Operating Expenses

	2003/04 \$'000	2002/03 \$'000
Building and Equipment Maintenance	2,942	1,397
Administration		
Consumables	12,615	10,422
Miscellaneous*	6,002	4,678
Consultants**	14	96
Audit Fees ***		
- External	38	40
- Internal	136	67
Bad/Doubtful Debts	515	160
Interest	1	0
Exhibitions		
Contractors & Display Costs	3,880	6,978
Research and Collections		
Collection Management	274	244
Accelerated Move	0	180
Total	26,417	24,262

*The majority of the expenses in this category fall into two areas: Corporate Charges and Advertising.

**No Consultants were engaged or paid over \$100 000 during the year.

*** Audit Fees payable to the Victorian Auditor-General's Office relating to the audit for the year ended 30 June 2004 were \$38,530 (\$39,800 2002/03).

6. Cash Assets

Cash Assets	2003/04 \$'000	2002/03 \$'000
Cash	1,217	800
Negotiable Certificates of Deposit and Interest Bearing Deposits	10,547	6,051
Total	11,764	6,851

7. Receivables

	2003/04 \$'000	2002/03 \$'000
Debtors	2,732	1,977
Less Provision for Doubtful Debts	(659)	(180)
	2,073	1,797
Accrued Revenue	174	84
Total Receivables	2,247	1,881

8. Inventories

	2003/04 \$'000	2002/03 \$'000
Stock of Goods for Resale	915	925
Less Provision for Stock Obsolescence	(243)	(87)
Total	672	838

9. Non Current Assets

9(a) Collections

At Valuation

	2003/04 \$'000	2002/03 \$'000
Indigenous Collections	77,100	77,100
History & Technology Collections	20,900	20,900
Natural Science Collections	123,000	123,000
Library	7,682	7,682
At Cost	109	0
Total Collections	228,791	228,682

Notes to the Financial Statements

For the year ended 30 June 2004

9(b) Property

	2003/04 \$'000	2002/03 \$'000
Property At Valuation (i)		
Land	97,090	97,090
Buildings		
Abbotsford Building	4,000	4,000
Scienceworks Museum	15,724	15,724
Royal Exhibition Building	23,000	23,000
Immigration Museum	15,014	15,014
Moreland Store	5,500	5,500
IMAX	16,400	16,400
Melbourne Museum	183,200	183,200
	359,928	359,928
At Cost		
Scienceworks Museum	110	0
Royal Exhibition Building	922	515
Melbourne Museum	1,906	0
	2,938	515
	362,866	360,443
Less Accumulated Depreciation		
Abbotsford Building	(400)	(200)
Scienceworks Museum	(786)	(393)
Royal Exhibition Building	(465)	(230)
Immigration Museum	(601)	(300)
Moreland Store	(220)	(110)
IMAX	(328)	(164)
Melbourne Museum	(3664)	(1,832)
	(6,464)	(3,229)
Total Land and Building at Valuation net of Accumulated Depreciation	356,402	357,214

(i) Abbotsford, Scienceworks, Royal Exhibition Building, Moreland, Immigration Museum, IMAX & Melbourne Museum. The Australian Valuation Office undertook a valuation of Museum Victoria's land and buildings at fair value in June 2002.

9(c) Plant, Equipment & Exhibitions

	2003/04 \$'000	2002/03 \$'000
Plant & Equipment		
Plant & Equipment at cost	60,824	59,723
Less accumulated depreciation	(23,163)	(16,116)
Total	37,661	43,607
Plant & Equipment under finance lease		
Plant & Equipment under finance lease at cost	53	0
Less accumulated amortisation	(3)	0
Total	50	0
Total Plant & Equipment	37,711	43,607
Exhibitions		
Melbourne Museum at cost	46,323	44,875
Less accumulated depreciation	(32,011)	(23,024)
Scienceworks Museum at cost	2,369	1,359
Less accumulated depreciation	(1,145)	(899)
Immigration Museum at cost	4,723	4,663
Less accumulated depreciation	(4,663)	(3,732)
Total Exhibitions	15,596	23,242
Total Property, Plant & Equipment, & Exhibitions	409,709	424,063

Notes to the Financial Statements

For the year ended 30 June 2004

9(d) Property, Plant & Equipment Reconciliation

	Crown land	Freehold land	Buildings	Plant & Equipment	Exhibitions	Total
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
2004						
Carrying amount at start of year	91,005	6,085	260,123	43,607	23,243	424,063
Additions	0	0	2,424	1,369	2,518	6,311
Disposal	0	0	0	(10)	0	(10)
Depreciation	0	0	(3,235)	(7,255)	(10,165)	(20,655)
Carrying amount at end of year	91,005	6,085	259,312	37,711	15,596	409,709
2003						
Carrying amount at start of year	91,005	6,085	262,838	49,502	32,801	442,231
Additions	0	0	514	826	405	1,745
Disposal	0	0	0	(9)	0	(9)
Depreciation	0	0	(3,229)	(6,712)	(9,963)	(19,904)
Carrying amount at end of year	91,005	6,085	260,123	43,607	23,243	424,063

10. Payables

	2003/04 \$'000	2002/03 \$'000
Trade Creditors	1,864	335
Other Creditors	799	450
Accrued Salaries	552	113
Total Payables	3,215	898

11. Provision For Employee Benefits

11(a) Current Liabilities

Employee Benefits		
Annual Leave	1,909	1,762
Long Service Leave	332	289
Total	2,241	2,051

11(b) Non-Current Liabilities

Employee Benefits		
Long Service Leave	2,992	2,603
Total	2,992	2,603

Total (including on-costs) – Refer Note 1 (f)	5,233	4,654
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Notes to the Financial Statements

For the year ended 30 June 2004

12. Interest Bearing Liabilities

	2003/04 \$'000	2002/03 \$'000
12(a) Current Secured		
Lease liabilities (Note 19)	6	0
Total	6	0
12(b) Non - current Secured		
Lease liabilities (Note 19)	45	0
Total	45	0
Total interest bearing liabilities	51	0

Lease liabilities are effectively secured as the rights to the leased assets revert to the lessor in the event of default

12(c) Assets pledged as security

The carrying amounts of non – current assets pledged as security are:

Finance lease

Plant & equipment under finance lease (Note 9(c))	50	0
Total non – current assets pledged as security	50	0

13. Equity

13 (a) Contributed Capital*

Balance at beginning of year	585,864	585,864
Capital Receipts		
Victorian Government		
Melbourne Museum Development	1,906	0
Balance at End of the Year	587,770	585,864

13 (b) Accumulated Deficit

	2003/04 \$'000	2002/03 \$'000
Balance at beginning of year	(28,049)	(14,013)
Deficit for the Year	(13,985)	(12,165)
Transfers Between Reserves		
Transfer (to) from Trust Funds	(1,312)	81
Transfer from (to) Externally Funded Special Projects	1,036	(1,952)
Balance at End of the Year	(42,310)	(28,049)

13 (c) Reserves

Trust Funds**

Balance at beginning of the year	2,917	2,998
Transfer Between Reserves		
Transfer from (to) Accumulated Deficit	1,312	(81)
Balance at End of the Year	4,229	2,917

Externally Funded Special Projects***

Balance at beginning of year	3,831	1,879
Transfer between Reserves		
Transfer (to) from Accumulated Deficit	(1,036)	1,952
Balance at end of the year	2,795	3,831

Asset Revaluation Reserve

Balance at beginning of year	92,200	90,130
Add Increment	0	2,070
Balance at end of the year	92,200	92,200

* '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 of Victoria 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 the Financial Statements

For the year ended 30 June 2004

14. Contingent Liabilities And Contingent Assets

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 Melbourne Museum believes that there are no contingent assets.

15. Notes To The Cash Flow Statement

15.1 Reconciliation of Cash

For the purposes of the Statement of Cash Flows, Museum 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 Statement of Financial Position as follows:

	2003/04 \$'000	2002/03 \$'000
Cash	1,217	800
Other Financial Assets	10,547	6,051
Total (refer to Note 6)	11,764	6,851

15.2 Reconciliation of Operating Result to Net Cash Inflow from Operating activities

Operating Deficit	(13,985)	(12,165)
Add (Less) items classified as Investing/Financing activities		
(Profit) Loss on Sale of Non-current Assets	10	(36)
Add non cash items:		
Depreciation & Amortisation	20,655	19,905
Provisions	1,215	797
Net cash provided by operating activities before change in Assets and liabilities	7,895	8,501
Increase/(Decrease) in Creditors & Accruals	2,317	(641)
(Increase)/Decrease in Receivables	(755)	(1,003)
(Increase)/Decrease in Inventories	10	(121)
(Increase)/Decrease in Accrued Revenue	(90)	7
Net cash provided by operating activities	9,377	6,743

16. 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 Mary Delahunty MP. The names of each person holding the position of Board member of the Museums Board of Victoria during the financial year are Mr Harold Mitchell, Mr Peter McMullin, Ms Sheila O'Sullivan, Mr Terry Garwood, Mr Peter Hiscock AM, Dr Janet McCalman, Ms Tina McMeckan, Dr Gael Jennings, Professor Daine Alcorn, Mr Bob Weiss, Ms Susan Heron and the Hon. Joan Kirner AM (appointed October 2003). The Chief Executive Officer of the Museum is Dr J Patrick Greene. There were no related party transactions by the Minister, the Chief Executive Officer and Board Members.

(b) There are no other related party transactions

17. Responsible Persons Remuneration

(a) Responsible Persons

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

Responsible Minister – Mary Delahunty MP

Accountable Officer – Dr J Patrick Greene

Board Members – As disclosed in note 16 (a).

(b) Remuneration of Responsible Persons

Members of the Board act in an honorary capacity.

The remuneration of the Accountable Officer, who is not a Member of the Board, is reported below.

(c) Executives Officers Remuneration

Income Band	Total Remuneration		Base Remuneration	
	2004 No.	2003 No.	2004 No.	2003 No.
\$100,000 - \$109,999	0	1	0	1
\$110,000 - \$119,999	0	0	2	3
\$120,000 - \$129,999	2	3	2	1
\$130,000 - \$139,999	1	1	0	0
\$140,000 - \$149,999	1	2	0	1
\$150,000 - \$159,999	0	1	0	0
\$180,000 - \$189,999	1	0	1	0
Total Numbers	5	8	5	6
Total amount	\$716,000	\$1,065,000	\$667,000	\$855,000

Notes to the Financial Statements

For the year ended 30 June 2004

18. Superannuation

Museum 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 \$638,268 (2002/03 \$614,385). Contributions outstanding at 30 June 2004 were \$Nil. The contributions rate for the above Schemes is not available to Museum Victoria.

(b) State Superannuation Fund (VicSuper Scheme)

Employer contributions paid to the above Scheme were \$1,268,298 (2002/03 \$1,175,334). Contributions outstanding at 30 June 2004 were \$Nil. This represented a contribution rate of 9% of normal salary. Employee contributions were \$Nil.

Museum Victoria 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 30 June 2004 as the Victorian Government has assumed responsibility for this liability.

19. Leasing Commitments

	2003/04 \$'000	2002/03 \$'000
Operating Leases		
Non-Cancellable Operating Leases contracted for but not capitalised in the accounts		
Payable:		
not longer than 1 year	624	1,110
longer than 1 year but not longer than 5 years	1,011	612
Total	1,635	1,722
Finance Leases		
Commitments in relation to finance leases are payable as follows:		
within 1 year	9	0
longer than 1 year but not longer than 5 years	49	0
Minimum lease payments	58	0
Less future finance charges	7	0
Recognised as a liability	51	0
Representing lease liabilities:		
Current (Note 12)	6	0
Non-Current (Note 12)	45	0
Total	50	0

20. Financial Instruments

(a) Credit Risk Exposures

The credit risk on financial assets which have been recognised on the Statement of Financial Position, is generally the carrying amount, net of any provisions for doubtful debts.

(b) Interest Rate Risk Exposure

Museum Victoria'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.

Fixed interest maturing in: 2004

	Notes	Floating Interest rate \$'000	1 year or less \$'000	Over 1 to 5 years \$'000	More than 5 years \$'000	Non- interest bearing \$'000	Total \$'000
Financial Assets							
Cash and deposits	6	1,173	0	0	0	44	1,217
Receivables	7	121	0	0	0	2,126	2,247
Investments	6	5,547	5,000	0	0	0	10,547
		6,841	5,000	0	0	2,170	14,011
Weighted average interest rate							
		5.27%	5.44%	0%	0%		
Financial liabilities							
Trade and other creditors		0	0	0	0	3,215	3,215
Finance lease		0	6	45	0	0	51
		0	6	45	0	3,215	3,266
Weighted average interest rate							
		0%	6.50%	6.50%	0%		
Net Financial Assets (Liabilities)							
		6,841	4,994	(45)	0	(1,045)	10,745

Notes to the Financial Statements

For the year ended 30 June 2004

Fixed interest maturing in:

2003	Notes	Floating Interest rate \$'000	1 year or less \$'000	Over 1 to 5 years \$'000	More than 5 years \$'000	Non- interest bearing \$'000	Total \$'000
Financial Assets							
Cash and deposits	6	800	0	0	0	0	800
Receivables	7	47	0	0	0	1,834	1,881
Investments	6	5,298	753	0	0	0	6,051
		6,145	753	0	0	1,834	8,732
Weighted average interest rate		4.54%	4.84%	0%	0%		
Financial Liabilities							
Trade and other creditors		0	0	0	0	898	898
		0	0	0	0	898	898
Weighted average interest rate		0%	0%	0%	0%		
Net Financial Assets (Liabilities)		6,145	753	0	0	936	7,834

Reconciliation of Net Financial Assets to Net Assets

	2003/04 \$'000	2002/03 \$'000
Net Financial Assets as above	10,745	7,834
Non-Financial Assets and Liabilities:		
Inventories	672	838
Property, Plant & Equipment	409,709	424,063
Collections	228,791	228,682
Provisions	(5,233)	(4,654)
Net Assets per Statement of Financial Position	644,684	656,763

(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 Museum Victoria 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. In the 2003-04 financial year Museum Victoria did not have any financial assets in this class.

21. Impact Of Adopting AASB Equivalents To IASB Standards

For reporting periods beginning on or after 1 January 2005, all Australian reporting entities are required to adopt the financial reporting requirements of the Australian equivalents to International Financial Reporting Standards (IFRS).

This requirement also extends to any comparative financial information included within the report. The first day of the comparative period, 1 July 2004, effectively becomes the transition date for Museum Victoria. Any adjustments arising from changes in the recognition or measurement of assets and liabilities at the transition date arising from the adoption of IFRS will be made against accumulated funds at the transition date.

Museum Victoria has taken the following steps in managing the transition to Australian equivalents to IFRS:

- established a steering committee for the oversight of the transition to and implementation of the Australian equivalents to IFRS;
- commenced a review of Museum Victoria's current accounting policies and the proposed new standards to identify key issues and the likely impacts resulting from the adoption of Australian equivalents to IFRS;
- commenced an education and training process for all stakeholders to raise awareness of the changes in reporting requirements and the processes to be undertaken; and
- commenced a review of Museum Victoria user systems and processes to meet new requirements.

Museum Victoria has identified a number of changes to the existing accounting policies that may have a material impact on the future financial position and performance following the adoption of the requirements of Australian equivalents to IFRS (the new standards). These include:

Notes to the Financial Statements

For the year ended 30 June 2004

- **Valuation of assets**

In accordance with the Victorian Government Policy – Revaluation of Non-Current Physical Assets, Museum Victoria currently measures its non-current physical assets, other than plant, equipment and vehicles, at fair value subsequent to initial recognition. Plant, equipment and vehicles are measured on a cost basis. Revaluations are assessed annually and supplemented by independent assessments at least every three years. The new standard continues to offer a choice for measuring each class of non-current physical assets either at cost or at fair value. However, non-current assets measured at fair value will only be required to be revalued at least every three to five years and all assets in a class must be revalued at the same time. The Victorian government has not yet concluded whether it will make any changes to the valuation basis of any class of asset or the methodology or frequency at which revaluations are performed. The financial effects of any such changes are unknown.

- **Impairment of assets**

Under the new standards, an asset will be required to be assessed for impairment each year. If indicators of impairment exist, the carrying value of an asset will need to be assessed to ensure that the carrying value does not exceed its recoverable amount, which is the higher of its value-in-use and fair value less costs to sell. For Museum Victoria, value-in-use of an asset is its depreciated replacement cost. Other than inventories, financial assets and assets arising from construction contracts, impairment testing will apply to all assets regardless of whether they are measured on a cost or fair value basis. Where the carrying value of an asset exceeds its recoverable amount, the difference will be written-off as an impairment loss to the statement of financial performance except to the extent that the write-down can be debited to an asset revaluation reserve amount applicable to that class of asset. Any impairment losses at transition date will be adjusted against the accumulated funds.

- **Finance Leases**

Existing Australian accounting standards require a lessee of a finance lease to recognise a lease asset and a lease liability equal to the present value of minimum lease payments at the beginning of the lease term. Under the new standard on leases, the asset and liability recognised would be equal to the lower of the present value of minimum lease payments and fair value of the leased asset. This may result in a write down of Museum Victoria's lease assets and liabilities at the date of transition if the present value of minimum lease payments exceeds the fair value of the leased asset with the resulting adjustment made against accumulated funds. In addition, the guidance on whether a lease is a finance or operating lease is less prescriptive and there is a greater emphasis on the substance of the transaction when making a judgement.

In addition, a number of other changes in requirements have been identified which are expected to lead to changes in methodology or processes, increased disclosures and possibly changes in measurement of assets or liabilities. The changes are not expected to have a material impact.

Auditor-General's Report



AUDITOR GENERAL VICTORIA

AUDITOR-GENERAL'S REPORT

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

Matters relating to the electronic presentation of the Audited Financial Report

This audit report relates to the financial report of the Museums Board of Victoria for the financial year ended 30 June 2004 included on its web site. The Museums Board of Victoria is responsible for the integrity of the web site. I have not been engaged to report on the integrity of the web site. The audit report refers only to the statements named below. An opinion is not provided on any other information which may have been hyperlinked to or from these statements. If users of this report are concerned with the inherent risks arising from electronic data communications they are advised to refer to the hard copy of the audited financial report to confirm the information included in the audited financial report presented on this web site.

Audit Scope

The accompanying financial report of the Museums Board of Victoria for the financial year ended 30 June 2004, 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 Board 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, responsible Ministers and Members of the Board 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 Accounting Standards and other mandatory professional reporting requirements in Australia, and the financial reporting requirements of the *Financial Management Act 1994*, so as to present a view which is consistent with my understanding of the Museums Board of Victoria's financial position, and its financial performance and 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 in accordance with applicable Accounting Standards and other mandatory professional reporting requirements in Australia, and the financial reporting requirements of the *Financial Management Act 1994*, the financial position of the Museums Board of Victoria as at 30 June 2004 and its financial performance and cash flows for the year then ended.

MELBOURNE
15 September 2004


J.W. CAMERON
Auditor-General

Victorian Auditor-General's Office Level 34, 140 William Street, Melbourne Victoria 3000
Telephone (03) 8601 7000 Facsimile (03) 8601 7010 Email comments@audit.vic.gov.au Website www.audit.vic.gov.au

Auditing in the Public Interest

Financial Review of Operations and Financial Condition

Five year financial summary

	2003/04	2002/03	2001/02	2000/01	1999/00
	\$'000	\$'000	\$'000	\$'000	\$'000
Revenue	88,558	87,752	81,219	76,093	75,635
Expenditure	102,543	99,917	93,835	89,360	69,293
(Deficit)/Surplus	(13,985)	(12,165)	(12,616)	(13,267)	6,342
Assets	653,183	662,315	672,489	594,956	599,039
Liabilities	8,499	5,552	5,631	5,332	5,444
Equity	644,684	656,763	666,858	589,624	593,595

The Museums Board of Victoria significant changes in its financial position throughout the year are as follows:

Museum Victoria

Museum Victoria received additional contributions from the Victorian Government of \$8.7 million which will put Museum Victoria on a sustainable footing and assist with broadening access for all three museums. A key component of this contribution was to enable Museum Victoria to lower adult admission prices and remove all other admission prices.

New Capital Funding Initiatives

Museum Victoria received contributions of \$2.6 million from the Victorian Government to assist with the redevelopment and renewal of exhibitions at Melbourne Museum and the Immigration Museum to ensure that the two museums remain vibrant and relevant and to facilitate greater return visitation.

Disclosure Index

The Annual Report of Museum Victoria is prepared in accordance with all relevant Victorian legislation. This index has been prepared to facilitate identification of the Museum's compliance with statutory disclosure requirements.

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Additional Information

Research Grants

Externally Funded Projects:

The following projects received external funding and were underway during the year:

Birch, William. Geology and mineralogy of Victoria project. Geological Society of Victoria.

Churchward, Matthew. 150 years of Victorian Railways project grant: Sandridge Railway Line. Department of Infrastructure.

Churchward, Matthew. 150 years of Victorian Railways project grant: *Tracks Through Time* website. Department of Infrastructure.

Dale-Hallett, Liza. Water Smart Lifestyles in and around Melbourne project. Smart Water Fund.

Finn, Julian. Australia's Argonauts: taxonomy, biology and a revision of the Family Argonautidae. Four grants from: The American Malacological Society; The Hermon Slade Foundation; Linnean Society of New South Wales; and The Malacological Society of London.

Gillespie, Richard. Contribution from the National Cultural Heritage Account towards the purchase of the Phar Lap Saddle. The Australian Racing Museum; and Department of the Environment and Heritage.

Gillespie, Richard. Contribution towards the Dorothy Howard publication. Victorian Folklife Association Public Fund.

Henry, Dermot. Travel grant to attend the 5th International Mineralogy and Museums Conference, France, September 2004. The Ian Potter Foundation.

Indigenous Cultures Department. Operational grant to support the Roving Curator Program. Aboriginal and Torres Strait Islander Commission – Aboriginal and Torres Strait Islander Services.

Marchant, Richard. Analysis of aquatic insect biodiversity in Victorian streams. Cooperative Research Centre for Freshwater Ecology.

Melville, Jane. A molecular phylogenetic study of the evolution of ecological specialisation in Amphibolurinae agamid lizards. Discovery Project. Australian Research Council.

Melville, Jane. 2004 Award for Research on the Conservation of Endangered Australian Vertebrate Species: Conservation genetics and ecology of Victoria's earless dragons. Australian Academy of Sciences.

Norman, Mark. Databasing of Australian land snails. Department of the Environment and Heritage.

Poore, Gary. Travel grant to attend the Census of Marine Life workshop on deep sea diversity, Coos Bay, Oregon, USA, August 2003. Alfred P. Sloan Foundation, USA.

Poore, Gary. Travel grant to attend the Antarctic-Magellanic marine biology meeting, Ushuaia, Argentina, November 2004. Alfred Wegener Institute, Bremerhaven, Germany.

Schmidt, Rolf. Travel grant to attend the 13th International Bryozoology Conference, Chile, January 2004. The Ian Potter Foundation.

Sciences Department. Digitisation of vertebrate and mollusc primary types held in Australian institutions. Grant awarded to the Council of Heads of Australian Faunal Collections, administered by Museum Victoria. Global Biodiversity Information Facility.

Sciences Department. Contribution to the digitisation of vertebrate and mollusc primary types held in Australian Institutions Project. National Oceans Office.

Strategic Collection & Information Management Department. Storage and community loan program for the Federation 2001 Bells. Arts Victoria.

Veis, Nurin. Cataloguing and storage of the Commonwealth Serum Laboratories collection. CSL Ltd.

Walker, Ken. Pest and disease library project. Department of Agriculture, Fisheries and Forestry.

Walker, Ken. Pest and disease image library training. Plant Health Australia.

Walker, Ken. Databasing of Australian carabid beetles. Department of the Environment and Heritage.

Walker, Ken. Databasing of entomology type collection. Department of the Environment and Heritage.

Watson, Jeanette. Hydroids of the British, Australian and New Zealand Antarctic Research Expeditions (BANZARE), 1916-1931. Australian Antarctic Division.

Wilson, Robin. Australian Nereididae bioinformatics: PARTNER project. Australian Biological Resources Study.

Wilson, Robin. Feasibility study for Australian port survey data integration into Australian museums. Natural Heritage Trust, Department of the Environment and Heritage.

Wilson, Robin. Travel grant to attend The New Concepts in Global Tectonics Workshop, Italy, August 2004. The Ian Potter Foundation.

The following collaborative projects administered by other institutions received external funding and were underway during the year:

Gomon, Martin. Validation of national demersal fish datasets for the regionalisation of the Australian continental slope and outer shelf. National Oceans Office. This grant is administered by CSIRO Marine Research.

Holloway, David. Trilobites of the Family Scutelluidae from the Silurian of central western New South Wales. Two grants from: Palaeontological Association (UK); and Royal Society of London. These grants are administered by Keele University, UK.

Norman, Janette. Molecular evolution of colubrid snake venom toxins. Australian Research Council Discovery Project. This grant is administered by The University of Melbourne.

Norman, Janette. Genetic assessment of breeding structure and dispersal in the Powerful Owl. Deakin University Collaborative Research Grants Scheme. This grant is administered by Deakin University.

Rich, Thomas. Origin and early history of Australian mammals and birds. National Geographic Society Expeditions Council. This grant is administered by Monash University.

Research Supervision

Graduate and Post-Graduate Supervision:

Anderson, Debbie: PhD, University of Melbourne. Supervisors: *Liza Dale-Hallett*, Kate Darian-Smith, Peter Christoff. Project: Drought, risk and rural endurance: rethinking the Australian climate.

Blamey, Libby: MA, Public History, Monash University. Supervisors: Deborah Tout-Smith, Seamus O'Hanlon. Project: Material evidence of immigrant depots and camps in mid-19th century Victoria.

Buchanan, Lucas: PhD, Monash University. Supervisors: Thomas Rich, Patricia Vickers-Rich. Project: Australian fossil crocodiles from the Rundle Oil Shale of Queensland: mirrors of past climate & ecological associations.

Cohn, Helen: PhD, University of Melbourne. Supervisors: Thomas Darragh, Rod Home. Project: Novelty to rarity: a history of the National Herbarium of Victoria.

Consoli, Christopher: PhD, Monash University. Supervisors: Thomas Rich, Jeffrey Stilwell, Patricia Vickers-Rich. Project: Late Cretaceous environments and biotas of the Chatham Islands: Old fragments of the Gondwana supercontinent.

Deftereous, Christine: PhD, University of Melbourne. Supervisors: Richard Gillespie, Kate Darian-Smith. Project: Australian Children's Folklore Collection.

Dolman, Gaynor: PhD, University of Queensland. Supervisors: Jeremy Austin, Sandie Degnan, Craig Moritz. Project: Speciation in *Carlia* skinks from the wet tropics.

Finn, Julian: PhD, La Trobe University. Supervisors: Mark Norman, Simon Goldsworthy. Project: Systematics and biology of argonauts (Family Argonautidae).

Fitzgerald, Erich: PhD, Monash University. Supervisors: Thomas Rich, Patricia Vickers-Rich. Project: The morphology, palaeobiology, and phylogeny of Oligocene Cetacea (Mammalia) from Australia.

Gallego-Martinez, Susana: BSc(Hons), Department of Zoology, University of Melbourne. Supervisors: Gary Poore, David MacMillan. Project: New genera of antarcturid isopods from deep water in Australia and their relationships (Crustacea).

Hansen, Amber: MEnvSc, University of New South Wales. Supervisors: Tim O'Hara, Ronnie Harding. Project: Cryptic speciation in the eleven-armed seastar, *Coscinasterias muricata*.

Harding, Lucy: PhD, University of Melbourne. Supervisors: Thomas Darragh, Stephen Gallagher. Project: Early Pliocene molluscan palaeontology and palaeoenvironments of the Marine Plain Area (Antarctica).

Harris, Collette: MA, Public History, Monash University. Supervisors: Richard Gillespie, Seamus O'Hanlon. Project: The relationship between design and manufacturing in Victorian industry.

Hogan, Fiona: PhD, Deakin University. Supervisors: Janette Norman, Raylene Cooke, Chris Burrigge, Chris Austin. Project: Genetic variability of Powerful Owls in the south-east Australian forests.

Hoskin, Conrad: PhD, University of Queensland. Supervisors: Jeremy Austin, Hamish McCallum, Craig Moritz. Project: The roles of historical isolation and ecological gradients in generating reproductive isolation in wet tropics frogs.

Kefford, Ben: PhD, RMIT University. Supervisors: Richard Marchant, Dayanthi Nugegoda. Project: The role of salinity in structuring stream invertebrate communities.

Lees, Joannah: PhD, University of Canberra. Supervisors: Janette Norman, Stephen Sarre, James Robertson, Terry Chesser. Project: Molecular methods for the diagnosis of Glossy Black-Cockatoo populations and their application in forensics.

Lockett, Matthew: PhD, University of Technology, Sydney. Supervisors: Martin Gomon, David Booth. Project: Comparative biology of introduced gobies in Sydney and Melbourne estuaries.

Mangnall, Elizabeth: BSc(Hons), School of Biological Sciences, Monash University. Supervisors: Janette Norman, Les Christidis, Allan Lill. Project: Geographic variation in the Variegated Fairy-wren *Malurus lamberti*.

Maroske, Sara: PhD, University of Melbourne. Supervisors: Thomas Darragh, Rod Home. Project: Science by correspondence: Ferdinand Mueller (1825-1896).

Mills, Stuart: PhD, University of Melbourne. Supervisors: Bill Birch, David Phillips, Ian Grey. Project: Secondary minerals in the Broken Hill deposit, New South Wales.

Nicholls, James: PhD, University of Queensland. Supervisors: Jeremy Austin, Anne Goldizen, Craig Moritz. Project: Examining the ecological and evolutionary causes of call variation in Satin Bowerbirds.

Piper, Katarzyna Julia: PhD, Monash University. Supervisors: Thomas Rich, Patricia Vickers-Rich. Project: Analysis of the early-mid Pleistocene Portland mammalian fauna.

Plant, Rhyllis: MA, Visual Arts, La Trobe University. Supervisors: Thomas Darragh, James McArdle, John Robinson. Project: Natural history illustration: woodblock to website.

Raadik, Tarmo: PhD, University of Canberra. Supervisors: Martin Gomon, Arthur Georges, Mark Adams. Project: Conservation biology and systematics of the mountain galaxias.

Rheindt, Frank: PhD, University of Melbourne. Supervisors: Janette Norman, Les Christidis, Jon Martin. Project: Speciation in neotropical tyrannids: the *Eleania* complex.

Robinson, Lynette: BSc(Hons), Department of Zoology, La Trobe University. Supervisors: Tim O'Hara, Fiona Bird. Project: The cryptic speciation of the Brittle Star, *Clarkcoma canaliculata* (Echinodermata: Ophiuroidea).

Sandford, Andrew: PhD, University of Melbourne. Supervisors: David Holloway, Stephen Gallagher, Malcolm Wallace. Project: Stratigraphy, environments and systematics of the homalonotid and phacopid trilobites from

the Upper Silurian–Lower Devonian of central Victoria, Australia.

Schwartz, Leah: PhD, Monash University. Supervisors: Thomas Rich, Patricia Vickers-Rich. Project: The Bullock Creek mid-Cainozoic small mammal assemblage.

Storey, Melissa: PhD, University of Melbourne. Supervisors: Gary Poore, David Macmillan. Project: Systematics and biogeography of the isopod family Serolidae (Crustacea).

Syme, Anna: PhD, University of Melbourne. Supervisors: Gary Poore, David Macmillan. Project: Systematics and biogeography of cylindroleberidid ostracods (Crustacea) in southern Australia.

Taylor, Joanne: PhD, University of Melbourne. Supervisors: Gary Poore, David Macmillan. Project: Systematics and biogeography of the amphipod family Phoxocephalidae (Crustacea).

Walker-Smith, Genefor: PhD, University of Melbourne. Supervisors: Gary Poore, David Macmillan. Project: Harpacticoida (Copepoda) of Port Phillip Bay and their utilisation by post-settlement King George Whiting.

York, Kate: BSc(Hons), Department of Genetics, University of Melbourne. Supervisors: Janette Norman, Belinda Appleton. Project: Microsatellite analysis of the Bentwing Bat, *Miniopterus schreibersii*.

Research Publications

Publications – Refereed Journals

Ahyong, S.T. & Poore, G.C.B. 2004. The Chirostylidae of southern Australia (Crustacea: Decapoda: Anomura). *Zootaxa*, 436, 1-88.

Ahyong, S.T. & Poore, G.C.B. 2004. Deep-water Galatheidae (Crustacea: Decapoda: Anomura) from southern and eastern Australia. *Zootaxa*, 472, 1-76.

Allcock A.L., Hochberg, F.G. & Stranks, T.N. 2003. Re-evaluation of *Graneledone setebos* (Cephalopoda: Octopodidae) and placement in the genus *Megaleledone*. *Journal of the Marine Biological Association, United Kingdom*, 83, 319-328.

Austin, J.J., Arnold, E.N. & Jones, C.G. 2003. Reconstructing an island radiation using ancient and recent DNA: the extinct and living day geckos (*Phelsuma*) of the Mascarene islands. *Molecular Phylogenetics & Evolution*, 31, 109-122.

Birch, W.D. & Samuels, L. 2003. The Ballarat meteorite, a fossil 1AB iron from Victoria. *Proceedings of the Royal Society of Victoria*, 115, 67-75.

Brandt, A. & Poore, G.C.B. 2003. Higher classification of the flabelliferan and related Isopoda based on a reappraisal of relationships. *Invertebrate Systematics*, 17, 893-923.

Chapple, D.G., McCoull, C.J. & Swain, R. 2004. Effect of tail loss on sprint speed and growth in newborn skinks, *Niveoscincus metallicus*. *Journal of Herpetology*, 38, 137-140.

Churchward, M. 2001. Foundries, federation and free trade. *Australian Journal of Multi-Disciplinary Engineering*, 2, 27-44.

Dale-Hallett, L., Fahey, C. & Lack, J. 2003. Resurrecting the Sunshine Harvester Works: re-presenting and reinterpreting the experience of industrial work in twentieth-century Australia. *Labour History*, 85, 9-28.

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- Other**
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Lectures and Presentations

Conference Presentations

Batty, P. 2004. White redemption rituals: the repatriation of Aboriginal cultural heritage. Museums Australia National Conference (Melbourne, 18 May).

Christidis, L. 2004. Southern continents and the evolutionary diversification of birds. 4th Southern Connections Conference (Capetown, South Africa, 19-23 January).

Dale-Hallett, L. 2003. Crossing boundaries and creating links: the Women on Farms Gatherings Project. Royal Agricultural Society Symposium: Bringing the City and Country Together (Ballarat, August).

Dale-Hallett, L. 2003. Keynote address to the Clearwater Summit (Echuca, November).

Dale-Hallett, L. 2004. Sustainable futures: sustainable museums. Museums Australia National Conference (Melbourne, 17 May).

Demant, D. 2003. Hitting the audience where they really are. CIMUSET Conference on the Future of Science and Technology Museums (Ljubljana and Zagreb, Slovenia, 12-18 September).

Demant, D. 2004. What has posterity done for us? Making collection documentation accessible to users in the future. Museums Australia National Conference (Melbourne, 21 May).

Fitzgerald, E. 2003. Oligocene Cetacea (Mammalia) from the southern margin of Australia. 17th Victorian Universities Earth Sciences Conference (Melbourne, 5 September).

Greene, J.P. 2003. Context and contention: can museums present controversial issues? Contest and Contemporary Society: Redefining Museums in the 21st Century Symposium (University of Sydney, 28 November).

Greene, J.P. 2004. Of material advantage: the evolution of Museum Victoria's purpose from 1854 to 2004. Museums Australia National Conference (Melbourne, 17 May).

Greene, J.P. 2004. Roundtable discussion: Design or content? Putting museum objects in context. Perspectives: the future of museums in the 21st Century Symposium. Foundation Museum of Contemporary History of the Federal Republic of Germany (Bonn, Germany, 14 June).

Kearney, M. 2003. Calculating the fundamental niche: physiology, climate, global warming and the distribution of nocturnal lizards across Australia. Australian Society of Herpetologists Conference (Darwin, 3-7 December).

King, R. & Poore, G. 2003. A phylogenetic review of the Arcturidae (Isopoda: Valvifera). The Crustacean Society Annual Meeting (Williamsburg, Virginia, USA, 3 June).

Kinsey, F. 2003. In focus: women, cycling and photography at the turn of the 20th century. Art Association of Australia and New Zealand Annual Conference (Canberra 5-6 December).

McFadzean, M. 2004. Beyond the label: museums, histories and new technologies. The *Getting In* interactive theatre experience at Melbourne's Immigration Museum. Festival Audiovisual International Musées et Patrimoine, Committee for Audiovisual Image and Sound New Technologies (AVICOM), International Council of Museums (ICOM) (Taipei, Taiwan, 3-7 May).

Melville, J. 2003. Using molecular phylogenetics to investigate evolutionary convergence of ecology and morphology in desert lizard assemblages. International Congress of Genetics (Melbourne, July).

Melville, J. 2003. Community of desert lizards or Australia and North America. Australian Society of Herpetologists Meeting (Darwin, December).

Melville, J. 2004. Using comparative phylogenetics to investigate transcontinental community convergence in desert lizards. American Society of Ichthyologists and Herpetologists Meeting (Norman, Oklahoma, USA, May).

Norman, J. 2003. DNA-based species identification in birds. 16th Australasian Wildlife Enforcement Conference (Brisbane, 21-22 October).

Norman, J. 2004. Evolution of Australia's arid-adapted avifauna. 4th Southern Connections Conference (Capetown, South Africa, 19-23 January).

Norman, M. 2004. Our deep-sea life. Coastcare/Coast Action Conference (Queenscliff, 2 May).

O'Hara, T. 2003. The *Ophiocoma erinaceus* complex: another case of cryptic speciation in echinoderms. 11th International Echinoderm Conference (Munich, Germany, 9 October).

O'Hara, T. 2004. Gondwana: a marine myth. Conference on Evolution, Spéciation et Adaptation: l'exemple des Echinodermes. Muséum national d'Histoire Naturelle (Paris, France, 10 May).

O'Hara, T. 2004. Cryptic speciation in echinoderms. Conference on Evolution, Spéciation et Adaptation: l'exemple des Echinodermes. Muséum national d'Histoire Naturelle (Paris, France, 17 May).

O'Hara, T. 2004. Evolution and diversity in ophiuroids. Conference on Evolution, Spéciation et Adaptation: l'exemple des Echinodermes. Muséum national d'Histoire Naturelle (Paris, France, 24 May).

Poore, G. 2003. A new analysis of relationships of peracarid orders. The Crustacean Society Annual Meeting (Williamsburg, Virginia, USA, 3 June)

Poore, G. 2003. Phylogenetic and biogeographic relationships between the deep-sea faunas of two Gondwanan continents, Australia and Antarctica. IMBANT-ANDEEP meeting (Ushuaia, Argentina, 20-24 October).

Thorn, S. 2004. Circles and cycles. Keynote address at The Young Designers Month, Leading Voices Forum 2004 (Hobart, 13 February).

Thorn, S. 2004. Capitalizing on culture. Keynote address at VISTA: Association of Vocational Education & Training (VET) Professionals Forum (Melbourne, 21 April).

Tout-Smith, D. 2004. Museum Victoria's clothing and textiles collection. Costume Special Interest Group, Museums Australia National Conference (Melbourne, 15 May).

Unger, I. 2004. Rights management for images. Museums Australia National Conference (Melbourne, 20 May).

Wallis, E. 2004. Online zoological collections of Australian museums: towards a national distributed research museum. Museums Australia National Conference (Melbourne, 20 May).

Wilson, R. 2003. Trans-Tasman biogeography. 7th Australian Bryophyte Workshop (Rawson, Victoria, 7 October).

Lectures

Allen, L. 2003. The Donald Thomson ARC Project. Garma Festival of Traditional Culture (Gulkula, Arnhem Land, 11 August).

Austin, J. 2003. Dodos to DNA. Bird Observers Club of Australia (21 August).

Austin, J. 2003. Dodos to DNA. Victorian Ornithological Research Group (Melbourne, 5 November)

Batty, P. 2003. The Coniston Massacre. Public Lecture Series commemorating the Coniston Massacres of 1928 (InfoZone, Melbourne Museum, 12 December).

Batty, P. 2004. But is it Art? Public Symposium on Clifford Possum. NGV Australia (Melbourne, April).

Batty, P. 2004. Colliding worlds: first meetings between the Pintupi people of Central Australia and Europeans, 1931-1984. Archaeological and Anthropological Society of Victoria (Melbourne, May).

Birch, W. 2003. The allanite subgroup, minerals in need of revision. Joint Annual Mineralogical Societies Seminar (Adelaide, 7-8 June).

Birch, W. 2004. Pegmatite minerals in alkaline rocks in Greenland and Canada. Joint Annual Mineralogical Societies Seminar (Melbourne, 12-13 June).

Bray, D. 2003. Managing Museum Victoria's fish collection with KE EMU. Te Papa National Museum of New Zealand (Wellington, NZ, 2 July).

Bray, D. 2004. The NORFANZ expedition: a survey of seamount biodiversity along the Norfolk Ridge and Lord Howe Rise, Tasman Sea. Marine Zoology course, University of Melbourne (Queenscliff, 7 February).

Christidis, L. 2003. Three lectures: Methods of Phylogenetic Reconstruction, Case Studies in Phylogenetics; and Phylogeography. Department of Genetics, University of Melbourne (Parkville, October).

- Churchward, M. 2003. Herbert Thomson and the story of the Thomson Motor Company. Geelong Historical Society (5 November).
- Churchward, M. 2004. Of pumps, pipes and people. History and the Meaning of Things Seminar Series (InfoZone, Melbourne Museum, 9 June).
- Dale-Hallett, L. 2003. Capturing history while it happens: community partnerships and contemporary collecting. Museum Studies, Deakin University (September).
- Dale-Hallett, L. 2004. Water Smart Lifestyles. Water Education Forum, Melbourne Museum (April).
- Dale-Hallett, L. & Batty, P. 2003. Making peace with the past: the 75th Commemoration of the Coniston Massacre. Public Lecture Series commemorating the Coniston Massacres of 1928 (InfoZone, Melbourne Museum, 12 December).
- Demant, D. 2003-04. Museum Victoria's information and communication collection: an interactive presentation. Nine lectures to: East Brighton Probus Club (8 August); Bundoora VIEW Club (12 August); Castlemaine VIEW Club (28 October); Rotary Club of Eltham (30 October); Probus Club of Brighton (10 March); Ashburton Legacy Widows Club (17 March); Hall and Wilcox Lawyers Luncheon Talk (16 April); Combined Probus Group of Woodend and District (6 May); Victorian Gas Association (3 June 2004).
- Demant, D. 2004. Exhibitions and learning. Deakin University (Melbourne Museum, 22 March).
- Fitzgerald, E. 2003. Oligocene Cetacea (Mammalia) from the southern margin of Australia. Melbourne Systematics Forum (Melbourne Museum, 4 September).
- Fitzgerald, E. 2004. Fossil whales in southeast Australia. Field Naturalists Club of Victoria (Melbourne, 24 March).
- Foley, G. 2003. Race from a Koori perspective. Koori Interactions Lecture Series. Leo Baëck Synagogue (Kew, 20 July).
- Foley, G. 2003. Aboriginal political movement in Australia. Social Work course, RMIT University (Melbourne, 12 August).
- Foley, G. 2003. Protocol arrangements and Indigenous film. Masters of Arts Management students, University of Melbourne (Parkville, 9 September).
- Foley, G. 2003. Ideas at the Powerhouse: 'The 2003 ideas game show' and 'When will we ever learn.' Powerhouse Museum (Sydney, 16 August).
- Foley, G. 2003. Lecture and screening of "Backroads": Australians for Native Title and Reconciliation (ANTaR) (Fitzroy, 20 September).
- Foley, G. 2004. Lecture for Introductory Academic Program for international postgraduate students. Language and Learning Skills Unit, University of Melbourne (Parkville, 5 February).
- Foley, G. 2004. Current issues for Indigenous Australians. Lecture for US overseas students. Australian Centre, University of Melbourne (Parkville, 16 February).
- Foley, G. 2004. Representations of Culture and Identity. Lecture for US overseas students. Australian Centre, University of Melbourne (Parkville, 19 February).
- Foley, G. 2004. Lecture for Government and Society Seminar Series. Department for Victorian Communities (Melbourne, 24 February).
- Foley, G. 2004. Lecture to 'Students for Change.' University of Melbourne (Parkville, 11 March).
- Foley, G. 2004. The Aboriginal rights movement. Politics Department, University of Melbourne (Parkville, 22 March).
- Foley, G. 2004. Memory and oral history. History Department, University of Melbourne (Parkville, 22 March).
- Foley, G. 2004. Lecture to Faculty of Education students. Monash University (Clayton, 29 March).
- Foley, G. 2004. Two lectures to students and staff. School of Education, La Trobe University (Bendigo, 24 March).
- Foley, G. 2004. The Indigenous Rights Struggle 1938-1988. Victorian College of the Arts (Melbourne, 19 April).
- Foley, G. 2004. Koori history. Victorian Trades Hall (Carlton, 20 April).
- Gertsakis, J. 2003. Design for H2O: innovations in water conservation and the evolution of household objects. History and the Meaning of Things Seminar Series (InfoZone, Melbourne Museum, 9 July).
- Gillespie, R. 2003. Treasures of the Museum. Kew Historical Society (10 September).
- Gomon, M. 2003. Australian initiatives in areas of cooperative ichthyological research, OZCAM and the CAAB system. Te Papa National Museum of New Zealand (Wellington, NZ, 2 July).
- Green, M. 2004. Recent experiences of anthropological field work in Papua New Guinea. Archaeological and Anthropological Society of Victoria (The Age Theatre, Melbourne Museum, 6 May).
- Greene, J.P. 2004. The museum has come a long way in 150 years – so where to next? (Royal Society of Victoria, 13 May).
- Henry, D. 2003. Uranium minerals in the Northern Territory. Joint Annual Mineralogical Societies Seminar (Adelaide, 7-8 June).
- Henry, D. 2003. Kongsberg: another Silver City. Mineralogical Society of Victoria (Melbourne, 2 July).
- Horvath, A. 2003. Presenting with impact. School of Graduate Studies, University of Melbourne (Parkville, 13 August).
- Horvath, A. 2003. Everyday inventions and major medical research achievements. University of Melbourne Summer School (Scienceworks, 8 December).
- Horvath, A. 2004. The seven habits of highly effective medical scientists in history. Walter and Eliza Hall postgraduate program (Morrington Peninsula, 30 April).
- Horvath, A. 2004. Medical research to science communication. Baker Institute of Medical Research Postgraduate Program (Morrington Peninsula, 11 May).
- Horvath, A. 2004. Communicating with peers, public and the media. Australian Society of Medical Research (Parkville, 9 June).
- Kean, J. 2003. Spatial representation of Victorian environments at Museum Victoria. Museum Studies course, University of Melbourne (Parkville, August).
- Kean, J. 2003. Clifford Possum Tjapaltjarri and the Papunya painters. Art Gallery of South Australia (Adelaide, 22 November).
- Kean, J. 2004. Clifford Possum Tjapaltjarri: mapping the Dreaming. NGV Australia (Melbourne, 24 April).
- Kean, J. 2004. Clifford Possum at Papunya: re-collections. Art Gallery of New South Wales (Sydney, 10 May).
- Kean, J. 2004. Working with communities. Department of Fine Arts, University of Melbourne (Parkville, 26 May).
- Kearney, M. 2003. Why give up sex in the desert? Melbourne Museum (11 July) (also presented at South Australian Museum/University of Adelaide, 12 November).
- Kearney, M. 2004. The origin and spread of the parthenogenetic grasshopper, *Warramaba virgo*. Genetics Department, La Trobe University (31 May). Also presented at School of Botany and Zoology, Australian National University (11 June), and School of Biological Sciences, University of Sydney (17 June).
- Kinsey, F. 2003. In focus: women, cycling and photography in late-nineteenth century Australia. History and the Meaning of Things Seminar Series (InfoZone, Melbourne Museum, 8 October).
- Longmore, N.W. 2004. Feathered facts. Birds Australia (Melbourne, 10 June).
- McFadzean, M. 2003. Rushing from all corners ... Gold and immigration: an overview. Melbourne's Golden Mile Lecture Series (Melbourne Museum, 23 July).
- McFadzean, M. 2003. Gold, immigration and the Immigration Museum. Rye Beach Probus Club (14 October).
- McFadzean, M. 2003. The Glory Box: the object of memory. History and the Meaning of Things Seminar Series (InfoZone, Melbourne Museum, 12 November).
- McFadzean, M. 2004. Representations of migration at Melbourne's Immigration Museum. Migrant Nation course (Australian Centre, University of Melbourne, 6 April).

McFadzean, M. & Reeves, A. 2004. Museums and public history. Cultural Heritage Unit, Department of History, University of Melbourne (Parkville, 22 April).

Marchant, R. 2003. Secondary production. Department of Biological Sciences, Monash University (Clayton, 7 & 11 August, 2 lectures).

Marchant, R. 2004. Dams and stream invertebrate communities. Field Naturalists Club of Victoria (8 April).

Melville, J. 2003. Using molecular systematics and field ecology to investigate evolution in desert lizard communities. Department of Zoology, University of Melbourne (Parkville, 13 August)

Melville, J. 2004. Using comparative phylogenetics to investigate transcontinental community convergence in desert lizards. Melbourne Systematics Forum (InfoZone, Melbourne Museum, 4 March).

Melville, J. 2004. Desert dragons: insights into the remarkable lizard diversity on two continents. Field Naturalists Club of Victoria (April).

Norman, J. 2003. Wildlife forensics. Two lectures to the Department of Biological and Chemical Sciences, Deakin University (Geelong, 8 September).

Norman, J. 2003. Phylogenetic tests of avian speciation. Academy of Natural Sciences (Philadelphia, USA, 8 August).

Norman, J. 2004. Wildlife forensics: combating wildlife crime. Genetech 2004, Melbourne Museum (Melbourne, 20 May).

Norman, M. 2003. The deep-sea life of the Tasman Sea: the NORFANZ voyage. BHP Billiton Science Students, Melbourne Museum (6 October).

Norman, M. 2003. Deep-sea life. Victorian Malacological Society (South Melbourne, 20 October).

Norman, M. 2003. Identifying Victorian marine life. Reef Watch training series (Marine Discovery Centre, Queenscliff, 25 October).

Norman, M. 2004. Introducing the marine life of Wilsons Promontory. Parks Victoria (Wilsons Promontory National Park, 2 January).

Norman, M. 2004. Deep-sea life and the NORFANZ voyage. Rural Australians for Refugees (Torquay, 13 January).

Norman, M. 2004. Victoria's shallow and deep-sea marine life. Parks Victoria (Wilsons Promontory National Park, 21 January).

Norman, M. 2004. Cephalopods: from pygmy octopuses to giant squid. Queen Victoria Museum (Launceston, 2 April).

Norman, M. 2004. Identifying cephalopods. Reefwatch training series, Melbourne Aquarium (Melbourne, 26 April).

O'Hara, T. 2003. Gondwana: a marine myth? Melbourne Systematics Forum (InfoZone, Melbourne Museum, 4 December).

O'Hara, T. 2004. Victorian marine biodiversity. Geelong Field Naturalists Club (Geelong, 3 February).

Poore, G. 2003. Estimating the species universe in the deep sea. Census of Marine Life Workshop (Newport, Oregon, USA, 21-24 August).

Poore, G. 2004. Crustacea of southern coasts. Reefwatch training series, Melbourne Aquarium (Melbourne, 28 June).

Rich, T. 2003. Origin and history of the Australian mammal fauna. Two lectures at Monash University (Clayton, September).

Rich, T. 2003. Victoria's polar dinosaurs. McKinnon High School (20 November).

Rich, T. 2004. Victoria's polar dinosaurs. A series of 32 lectures at high schools in north-western Victoria (5-28 May).

Rich, T. 2004. Recent developments in mammalian evolution. Department of Genetics, La Trobe University (Bundoora, 10 May).

Thorn, S. 2004. Design and Designed to Inspire at Melbourne Museum. Northern Melbourne Institute of TAFE (Fairfield, 5 February).

Veis, N. 2003. Museum Victoria: in and out of fashion. The Optimists Society (Queenscliff, 18 November).

Willis, E. 2003. Women of Little Lon: objects and stories. History and the Meaning of Things Seminar Series (InfoZone, Melbourne Museum, 13 August).

Willis, E. 2004. Creating, remembering and celebrating: The Deans Marsh Hall curtains, 1948 and 2000. Ian Potter Centre, NGV Australia, 26 May.

Wilson, R. 2003. The NORFANZ cruise to Tasman Sea seamounts. Australian Marine Sciences Association, Victorian Branch (Queenscliff, 15 August).

Wilson, R. 2003. Identifying marine invertebrates. Marine Naturalist Workshop (Queenscliff, 25 September).

Wilson, R. 2004. Seamounts. Field Naturalists Club of Victoria (Blackburn, 9 February).

Wilson, R. 2004. Nudibranchs and flatworms: 'butterflies of the sea'. Reefwatch training series (Melbourne, 31 May).

Additional Publications and Presentations

Publications

Byrne, T. 2004. Shadow phenomena. *Let's Find Out, Science Teachers of Victoria*, 20(3), 9-12.

Byrne, T., Christies, P., Dunstan, R., Hammond, R., Horvath, A., Pentland, P., Stoyles, P. & Watt, P. 2004. Science supplements in *The Sunday Age*: Poster #1, Exploring Mars (23 May); Poster #2, Science and Technology of Sport (30 May); Poster #3, Home Science (6 June); and Poster #4, Crime Scene Science (13 June).

Dalton, S. 2003. A collaborative journey through adult learning. *ARIS Bulletin, Quarterly Journal of the Adult Basic Education Resource and Information Service*, July.

Dalton, S. 2004. From there to here: a reflection on the journey. *ARIS Bulletin*, January.

Dalton, S. 2004. Cooking stories: a journey from the stomach to the heart. *ARIS Bulletin*, April.

Kenderdine, S. 2003. Parables for the virtual museum. *Proceedings of the Workshop on Dramaturgy in the Virtual Museum*. Swiss National Museum, Zurich, Switzerland. CD-ROM.

Kenderdine, S. & Hart, T. 2003. This is not a Peep Show! The Virtual Room at the Melbourne Museum. *Proceedings of the International Cultural Heritage Informatics Meeting (ICHIM)*. Museum Archives and Informatics, Paris, France. CD-ROM.

Thompson, B. 2004. InfoZone: a library with a difference. *Connections, Quarterly Newsletter of the Schools Catalogue Information Service*, 49, 12.

Presentations

Birthisel, D. 2004. Museums: sustainability in a corporate environment. Museums Australia National Conference (Melbourne, 17 May).

Byrne, T. 2003. Earth, moon and sun. Annual Conference of the Australian Science Teachers Association (CONASTA) (University of the Sunshine Coast, 6-11 July) (Also presented at the Conference of the Laboratory Technicians Branch of the Science Teachers Association of Victoria (LABCON), Monash University, 4-5 December).

Byrne, T. 2003. Toying with science. Science Teachers Association of Victoria Primary Science Teachers Conference (Richmond, 20-21 July).

Byrne, T. 2003. Simple machines. Science Teachers Association of Victoria Annual Conference (STAVCON) (Melbourne, 27-29 November).

Byrne, T. & Christies, P. 2003. Sundials. Mathematical Association of Victoria Annual Conference (Monash University, 4-5 December).

Christies, P. 2003. Teaching astronomy in a fun and creative way. Science Teachers Association of Victoria Annual Conference (STAVCON) (Melbourne, 27-29 November).

Christies, P. 2004. Using the planetarium as a valuable resource. Science Teachers Association of Victoria Primary Science Teachers Conference (Richmond, 20-21 July).

Corponi, J. 2003. Building the Melbourne Museum. International Council of Museums (ICOM) International Committee on Management Conference (Canberra, 18 November).

Dalton, S. 2003. Through the eyes of an immigrant: cross cultural awareness. Ashburton Volunteer Alliance (July).

Dalton, S. 2003. Old Customs House: the journey through time. Ladies Probus Club of Stonnington (September).

Dalton, S. 2004. From Customs House to Immigration Museum: a story of evolving Melbourne. Stonnington Activities Club (May).

Hiscock, R. 2004. Developing marketing and branding strategies using motivational segmentation. Museums Australia National Conference (Melbourne, 20 May).

Hvala, L. 2004. VCE Biology at Melbourne Museum. Science Teachers Association of Victoria VCE Biology Conference (Monash University, 23 February).

Hvala, L. 2004. Forensic futures: solving crime in a genomic world. Genetech 2004 Teachers Conference (Melbourne Museum, 20 May).

Jay, D. & Meehan, C. 2004. Sustaining student learning: from research to action. Museums Australia National Conference (Melbourne, 21 May).

Jay, D. & Meehan, C. 2004. Evidence of learning: student behaviour at Melbourne Museum. Museums Australia Education Group (Victoria).

Jungwirth, T. 2004. Catering contracts in museums. Museums Australia National Conference (Melbourne, 20 May).

Kenderdine, S. 2003. Parables for the virtual museum. Workshop on Dramaturgy in Museum Communication, The Change of Meaning in Virtual Spaces (Swiss National Museum, Zurich, Switzerland, 15-16 September 2003).

Kenderdine, S. 2004. The Virtual Room at the Melbourne Museum: remediation and the electronic baroque. Museums & Galleries Foundation of NSW Seminar Series (Museum of Sydney, July).

Kenderdine, S. & Hart, T. 2003. This is not a Peep Show! The Virtual Room at the Melbourne Museum. International Cultural Heritage Informatics Meeting (ICHIM) (Ecole du Louvre, Paris, France, 12 September 2003).

Kerridge, Y. 2004. The museum exhibition as text: the art of reading between the lines meet inside main entrance. Museums Australia National Conference (Melbourne, 17 May).

Marlow, J. 2003. Integrating Information and Communication Technologies (ICT) workshops. Museum Victoria's ed-online (July and August).

Moore, G. 2003. Teaching about dinosaurs. Science Teachers Association of Victoria Primary Science Teachers Conference (Richmond, 20-21 July).

Mountford, D. 2004. Museum floor staff: a vital link in the chain. Museums Australia National Conference (Melbourne, 21 May).

Pentland, P. 2003. Take it easy: simple machines. Science Teachers Association of Victoria Primary Science Teachers Conference (Richmond, 20-21 July).

Pentland, P. 2004. Partnerships between museums, universities and business Subtitle: Turning a \$2M white elephant into a museum display, a university lecture theatre, a research facility and a testing place (laboratory) for industry. Museums Australia National Conference (Melbourne, 17 May).

Pinti, M. 2003. The human landscape of Australia. Geography Teachers Association of Victoria Annual Conference (Camberwell, 17-19 August).

Pinti, M. 2003. The cultural diversity of Victoria. Lecture for international students, Victoria Institute of Technology (Footscray, September).

Stewart, J. 2003. Museum on-line. Gippsland Learning Technologies Conference (Gippsland, August).

Stewart, J. 2003. Minibeasts in the classroom. Science Teachers Association of Victoria Primary Science Teachers Conference (Richmond, 20-21 July).

Stewart, J. 2003. Melbourne museum online. Science Teachers Association of Victoria Annual Conference (STAVCON) (Melbourne, 27-29 November).

Stewart, J. 2004. Top Designs features of excellence. Technology Education Association of Victoria (TEAV) Annual Conference (Northcote, 14-15 May).

Stewart, J. & Hvala, L. 2003. Behind the scenes. Conference of the Laboratory Technicians Branch of the Science Teachers Association of Victoria (LABCON), Monash University, 4-5 December).

Stewart, J. & Moore, G. 2003. Science education at Melbourne Museum. Science Teachers Association of Victoria Annual Conference (STAVCON) (Melbourne, 27-29 November).

Watt, P. 2003. Our closest scientists on the International Space Station. Central Highlands Regional Science Teachers Association (Horsham College, 10 September).

Watt, P. 2003. Science communication. Horsham Regional Science Teachers Association (Victoria Hotel, Horsham, 10 September).

Watt, P. 2003. Blast off! Catholic Education Office, Melbourne (CEOM) Science Teachers Conference (Scienceworks, 14 September).

Watt, P. 2004. Museum theatre. Museums Australia National Conference (Melbourne, 20 May).

Watt, P. 2003 & 2004. An act of Parliament. Civics and Citizenship Presentation. Parliament House (Melbourne, 28 November and 14 May).

Zarro, R. 2004. Design in Italy. Victorian Association of Teachers of Italian (VATI) Congress 2004 (Bulleen, 14 May).

Freedom of Information

The Freedom of Information Act 1982 entitles members of the public to obtain information, other than information that is exempt under the Act, held by Museum Victoria. Three Freedom of Information requests were received in the reporting year. Two were accepted and completed, one is pending.

The information below is required to be published annually under Part II of the Freedom of Information Act 1982. The information required to be published under sections 7(1)(a)(i), 7(1)(a)(iii), 7(1)(a)(iv), 7(1)(a)(vii) and 7(1)(a)(viii) is located elsewhere in this annual report.

Contacts

Principal Officer: Dr J. Patrick Greene (Chief Executive Officer)
FOI Officer: Rose Bollen
Address: GPO Box 666E Melbourne 3001
Telephone: 8341 7777
Fax: 8341 7778

Categories of Documents

Documents which are maintained in the possession of Museum Victoria include:

- records pertaining to its buildings and other assets
- records pertaining to the objects in Museum Victoria collections
- Museum Victoria policies and procedures
- records of Divisional operations
- records of Museums Board of Victoria meetings
- finance and accounting records
- volunteer records

- personnel and salary records
- Board member records
- Museum Member records

Requests for Access to Documents

Access to documents (as defined in section 5 of the Act) may only be obtained through a written request to the Freedom of Information Officer. A fax will be sufficient. However, each request should be accompanied by a \$20.50 application fee. An applicant may request photocopies of documents, inspection of specific documents at Museum Victoria or other access arrangements as may be appropriate to the application.

Applications should be as specific as possible to enable Museum Victoria to identify the documents sought. Where a request does not sufficiently identify the documents sought, the applicant will be advised and provided with an opportunity to consult with Museum Victoria in order to redefine the request.

Section 21 of the Act requires that all reasonable steps be taken to enable an applicant to be notified of the decision concerning the release of documents as soon as practicable. It must be no later than 45 days after day on which the request was received.

Charges under the Act

Section 22 of the Act outlines the principles for the levy or waiver of judges required to be paid by an applicant before access to a document is given. The current application fee is \$20.50. Further charges may be levied for photocopying, searching, or supervising access. Some charges may be waived in certain circumstances.

Literature available by subscription or free mailing lists

The following subscription services and free mailing lists are maintained by Museum Victoria:

- Museum Victoria magazine
- Memoirs of Museum Victoria
- Calendar of Events
- E-news
- Play & Folklore
- Museum Bites
- Melbourne Museum Volunteer Newsletter
- Volunteer Program Email Bulletin
- Museum Victoria Members Email Bulletin

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.

Information Privacy

Museum Victoria complies with the *Information Privacy Act 2000 (Victoria)*. The Information Privacy Principles contained within the Act establish standards for the use of personal information in the public sector. Museum Victoria received no complaints in relation to breaches of privacy in 2003/2004.

For inquiries or to request a copy of Museum Victoria's Privacy Policy, contact: Privacy Officer: Rose Bollen
Address: GPO Box 666E Melbourne 3001
Telephone: 8341 7777
Fax: 8341 7778

Legislative Changes

There were no amendments to the *Museums Act 1983* in the 2003-2004 financial year.

Merit and Equity

During the 2003-2004 financial year, Museum Victoria complied with Section 7 and Section 8 of the Public Sector Management and Employment Act 1998.

Cultural Diversity Statement

Museum Victoria Cultural Diversity Statement

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

Relevant Activities undertaken during the 2003/04 financial year

- Implementation of an Aboriginal Recruitment Strategy by Customer Services each time it recruits new staff. This approach has been very successful and the team includes approximately 10% Indigenous staff. Customer services also works with CRS to bring on work placements.
- Employment of a teaching graduate as part of the National Indigenous Cadetship Program.
- Delivery of both formal and informal education programs pertaining to Aboriginal cultures and associated issues.
- Regular meetings of the Aboriginal Cultural Heritage Advisory Committee and the Immigration Museum Advisory Committee during the year.
- Provision of specialist advice, seminars, and workshops to Aboriginal people in managing their cultural heritage and provided and co-ordinated small-scale touring exhibitions of cultural materials.
- Provision of culturally appropriate access to genealogical material to Aboriginal individuals and families.
- Development of three community-based exhibitions for presentation in the Birrarung Gallery at Melbourne Museum.

- Enhanced understanding of the Indigenous Cultures collections through a research program, and develop priority areas of the collection.
- Continued safeguarding of the internationally-significant Indigenous Cultures collection through best-practice collection management.
- Continued repatriation program of Ancestral remains and secret and sacred objects to Aboriginal communities.

Relevant Strategies for the 2004/05 financial year

In 2004–2005 Museum Victoria intends to:

- Continue to deliver public programs and exhibitions that explore themes of cultural diversity in Australia
- Develop three community based exhibitions for presentation in the Birrarung Gallery at Melbourne Museum.
- Develop and open two exhibitions pertaining to Indigenous Cultures.
- Undertake research and develop concepts for four Indigenous Cultures exhibitions, including work towards the redevelopment of exhibitions in Bunjilaka over the next five years, and develop a new exhibition for the Te Pasifika gallery by mid-2006.
- Continue to develop close partnerships with Victorian Aboriginal communities, in particular through the Aboriginal Cultural Heritage Advisory Committee.
- Continue to develop links with the local Pacific Island community.
- Strengthen partnerships with other Indigenous communities from across Australia and overseas.
- Continue to implement a program of repatriation of significant Indigenous cultural property.

- In collaboration with local community groups, host three festivals and develop a total of four exhibitions for presentation in the Access Gallery at the Immigration Museum
- Develop and open one new exhibition pertaining to Victoria's immigration history
- Undertake research and develop concepts for four immigration story exhibits.
- Present two touring exhibitions at the Immigration Museum
- Undertake research relating to the history of gay and lesbian communities in Victoria, with a view to developing a cross-community and institution collection strategy.
- Improve our recruitment processes to encourage the development of a workforce that reflects the diversity of the Victorian population.

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.

Consultancies

Museum Victoria commissioned a total of 2 consultancies throughout the year for a sum of \$14,000.

Building and Maintenance Compliance

Building Works (over \$50,000)

Melbourne Museum

Additional OH&S works on the roof - \$70,000

Tattersalls children's courtyard improvements, including installation of a shaded sail roof, replacement of gravel with high density rubber tiles - \$86,000

Scienceworks Museum

Restoration of the historic tin shed which is part of the Pumping Station - \$91,000

Construction of the High Voltage Theatre exhibition space - \$550,000

Royal Exhibition Building

Lift Installation Project - \$525,000 (due for completion in late 2004)

North East Tower & Theatre - \$485,000 (due for completion in late 2004)

Minor Works (under \$50,000)

Melbourne Museum

Installation of air-conditioning in the glazed car park lifts and shafts for the safety and comfort of users and maintenance staff - \$34,000

Scienceworks Museum

Urgent and essential OH&S works including:

- Replacement of the Craig Street gate - \$15,000
- Installation of shade cloth over the children's playground equipment - \$9,000
- Repairs to the road around the oval - \$15,000

Immigration Museum

Upgrading of the foyer facilities and main ticket desk to enhance operations and visitor services - \$30,000

Alterations to the air-conditioning system in the theatre to resolve temperature control problems - \$35,000

Security system upgrade - \$ 30,000

Moreland Annexe

Installation of security grilles to external windows to improve security of the premises and reduce risk to the collections - \$24,000

Museum Victoria Whistleblowers Procedures

1. Statement of Support to Whistleblowers

Museum Victoria is committed to the aims and objectives of the *Whistleblowers Protection Act 2001* ('the Act'). It does not tolerate improper conduct by its employees, officers or members, nor the taking of reprisals against those who come forward to disclose such conduct.

Museum Victoria recognises the value of transparency and accountability in its administrative and management practices, and supports the making of disclosures that reveal corrupt conduct, conduct involving a substantial mismanagement of public resources, or conduct involving a substantial risk to public health and safety or the environment.

Museum Victoria will take all reasonable steps to protect people who make such disclosures from any detrimental action in reprisal for making the disclosure. It will also afford natural justice to the person who is the subject of the disclosure.

2. Purpose of these Procedures

These procedures establish a system for reporting disclosures of improper conduct or detrimental action by Museum Victoria or its employee. The system enables such disclosures to be made to the Protected Disclosure Co-ordinator or to the nominated Protected Disclosure Officer. Disclosures may be made by employees or by members of the public.

These procedures are designed to complement normal communication channels between management and employees. Employees are encouraged to continue to raise appropriate matters at any time with their managers. As an alternative, employees may make a disclosure of improper conduct or detrimental action under the Act in accordance with these procedures.

These procedures are not intended to replace other existing Museum Victoria procedures that deal with grievances or complaints.

These procedures may be amended from time to time if necessary to comply with guidelines published by the Ombudsman under the Act. The guidelines can be found at www.ombudsman.vic.gov.au.

3. Objects of the Act

The purpose of the Act is to encourage and facilitate the making of disclosures of improper conduct by public officers and public bodies. The Act provides protection to whistleblowers who make disclosures in accordance with the Act, and establishes a system for the matters disclosed to be investigated and rectifying action to be taken.

4. The reporting system

The reported system is represented as follows:

CEO or President of Museums Board of Victoria
Authority and Decision Making

Director Corporate Services

Protected Disclosure Co-ordinator
Reports to CEO or Board President in cases of disclosure.

Human Resources Manager

Protected Disclosure Officer
Welfare Manager.

Reports to Director Corporate Services in cases of disclosure.

Investigator

Appointment authorised by the CEO or Board President
Reports to Protected Disclosure Co-ordinator.

4.1 Contact Persons within Museum Victoria

Disclosures of improper conduct or detrimental action by Museum Victoria or its employees may be made to the following officers:

Protected Disclosure Officer – Human Resource Manager

Location: Level 1 West
Melbourne Museum
Carlton Gardens
Phone: (03) 8 341 7746
Fax: (03) 8 341 7273

Protected Disclosure Co-ordinator – Director Corporate Services

Location: Level 1 West
Melbourne Museum
Carlton Gardens
Phone: (03) 8 341 7768
Fax: (03) 8 341 7237

All correspondence, phone calls and emails from internal or external whistleblowers will be referred to the Protected Disclosure Co-ordinator.

Where a person is contemplating making a disclosure and is concerned about approaching the Protected Disclosure Co-ordinator or a Protected Disclosure Officer in the workplace, he or she can call the relevant officer and request a meeting in a discreet location away from the workplace.

Where the Protected Disclosure Co-ordinator, Protected Disclosure Officer, CEO or President is the subject of a claim, the internal reporting system will be modified as follows:

- Role of Protected Disclosure Co-ordinator & Protected Disclosure Officer will be combined. Therefore, if the claim is against the Protected Disclosure Officer, the Co-ordinator will carry out both roles and vice versa.
- If the CEO is the subject of a claim, the Protected Disclosure Co-ordinator will report directly to the President of the Board.

4.2 Alternative contact persons

A disclosure about improper conduct or detrimental action by Museum Victoria or its employees, may also be made directly to the Ombudsman:

The Ombudsman Victoria
Level 22, 459 Collins Street
Melbourne Victoria 3000
(DX 210174)
Internet: www.ombudsman.vic.gov.au
Email: ombudvic@ombudsman.vic.gov.au
Tel: 9613 6222
Toll Free: 1800 806 314

5. Roles and responsibilities

5.1 Employees

- Employees are encouraged to report known or suspected incidents of improper conduct or detrimental action in accordance with these procedures.
- All employees of Museum Victoria have an important role to play in supporting those who have made a legitimate disclosure. They must refrain from any activity that is, or could be perceived to be, victimisation or harassment of a person who makes a disclosure. Furthermore, they should protect and maintain the confidentiality of a person they know or suspect to have made a disclosure.

5.2 Protected Disclosure Officer

- Be a contact point for general advice about the operation of the Act for any person wishing to make a disclosure about improper conduct or detrimental action;
- Make arrangements for a disclosure to be made privately and discreetly and, if necessary, away from the workplace;
- Receive any disclosure made orally or in writing (from internal and external whistleblowers);
- Commit to writing any disclosure made orally;
- Impartially assess the allegation and determine whether it is a disclosure made in accordance with Part 2 of the Act (that is, a protected disclosure);
- Forward all disclosures and supporting evidence to the Protected Disclosure Co-ordinator; and
- Take all necessary steps to ensure the identity of the whistleblower and the identity of the person who is the subject of the disclosure are kept confidential.

5.3 Protected Disclosure Officer

- Receive all disclosures forwarded from the Protected Disclosure Officer;
- Receive all phone calls, emails and letters from members of the public or employees seeking to make a disclosure;
- Refer all public interest disclosures to the Ombudsman;
- Be responsible for carrying out, or appointing an Investigator to carry out, an investigation referred to the public body by the Ombudsman;
- Be responsible for overseeing and co-ordinating an investigation where an Investigator has been appointed;
- Appoint a Welfare Manager to support the whistleblower and to protect him or her from any reprisals, where required, appoint a welfare manager to carry out this role;
- Advise the whistleblower of the progress of an investigation into the disclosed matter;
- Establish and manage a confidential filing system;
- Collate and publish statistics on disclosures made; and
- Liaise with the CEO or President of the Museums Board.

5.4 Investigator

The Investigator will be responsible for carrying out an internal investigation into a disclosure where the Ombudsman has referred a matter to the public body. An Investigator may be a person from within an organisation or a consultant engaged for that purpose.

5.5 Welfare Manager

The Welfare Manager is responsible for looking after the general welfare of the whistleblower. The Welfare Manager will:

- Examine the immediate welfare and protection needs of a whistleblower who has made a disclosure and seek to foster a supportive work environment;
- Advise the whistleblower of the legislative and administrative protections available to him or her;
- Listen and respond to any concerns of harassment, intimidation or victimisation in reprisal for making disclosure; and
- Ensure the expectations of the whistleblower are realistic.

6. Confidentiality

Museum Victoria will take all reasonable steps to protect the identity of the whistleblower. Maintaining confidentiality is crucial in ensuring reprisals are not made against a whistleblower.

The Act requires any person who receives information due to the handling or investigation of a protected disclosure, not to disclose that information except in certain limited circumstances. Disclosure of information in breach of section 22 constitutes an offence that is punishable by a maximum fine of \$6,000 or six months imprisonment or both.

The circumstances in which a person may disclose information obtained about a protected disclosure include:

- Where exercising the functions of the public body under the Act;
- When making a report or recommendation under the Act;
- When publishing statistics in the annual report of a public body; and
- In criminal proceedings for certain offences in the Act.

However, the Act prohibits the inclusion of particulars in any report or recommendation that is likely to lead to the identification of the whistleblower. The Act also prohibits the identification of the person who is the subject of the disclosure in any particulars included in an annual report.

Museum Victoria will ensure all files, whether paper or electronic, are kept in secure storage and can only be accessed by the Protected Disclosure Co-ordinator, Protected Disclosure Officer, the Investigator or Welfare Manager (in relation to welfare matters). All printed material will be kept in files that are clearly marked as a Whistleblower Protection Act matter, and warn of the criminal penalties that apply to any unauthorised divulging information concerning a protected disclosure. All electronic files will be produced and stored in a secure environment. Backup files will also be kept secure. All materials relevant to an investigation, such as tapes from interviews, will also be stored securely with the whistleblower files.

Museum Victoria will not email documents relevant to a whistleblower matter and will ensure all phone calls and meetings are conducted in private.

7. Receiving and assessing disclosures

7.1 Has the disclosure been made in accordance with Part 2 of the Act?

Where a disclosure has been received by the Protected Disclosure Officer or by the Protected Disclosure Co-ordinator, he or she will assess whether the disclosure has been made in accordance with Part 2 of the Act and is, therefore, a protected disclosure.

7.1.1 Has the disclosure been made to the appropriate person?

For the disclosure to be responded to by Museum Victoria, it must concern an employee, member or officer of Museum Victoria. If the disclosure concerns an employee, officer or member of another public body, the person who has made the disclosure must be advised of the correct person or body to whom the disclosure should be directed. If the disclosure has been made anonymously, it should be referred to the Ombudsman.

7.1.2 Does the disclosure contain the essential elements of a protected disclosure?

To be a protected disclosure, a disclosure must satisfy the following criteria:

- The disclosure was made by a natural person (that is, an individual person rather than a corporation);
- The disclosure relates to conduct of a public body or public officer acting in their official capacity;
- The alleged conduct is either improper conduct or detrimental action has been taken against a person in reprisal for making a protected disclosure;
- The person making a disclosure has reasonable grounds for believing the alleged conduct has occurred.

The Protected Disclosure Co-ordinator & Officer will determine whether the disclosure is a public interest disclosure. This assessment will be made within 45 days of the receipt of the disclosure.

Where a disclosure is assessed not to be a protected disclosure, the matter does not need to be dealt with under the Act. The Protected Disclosure Co-ordinator & Officer will decide how the matter should be dealt with.

In reaching a conclusion as to whether a protected disclosure is a public interest disclosure, the Protected Disclosure Co-ordinator will consider whether the disclosure shows, or tends to show, that the public officer to whom the disclosure relates:

- Has engaged, is engaging or proposes to engage in improper conduct in his or her capacity as a public officer; or
- Has taken, is taking or proposes to take detrimental action in reprisal for the making of the protected disclosure.

Where the Protected Disclosure Co-ordinator concludes that the disclosure amounts to a public interest disclosure, he or she will:

1. Notify the person who made the disclosure of that conclusion; and
2. Refer the disclosure to the Ombudsman for formal determination as to whether it is indeed a public interest disclosure and further action to be taken.

Where the Protected Disclosure Co-ordinator concludes that the disclosure is not a public interest disclosure, he or she will:

1. Notify the person who made the disclosure of that conclusion; and
2. Advise that person that he or she may request the public body to refer the disclosure to the Ombudsman for a formal determination as to whether the disclosure is a public interest disclosure, and that this request must be made within 28 days of the notification.

In either case, the Protected Disclosure Co-ordinator will make the notification and the referral within 14 days of the conclusion being reached by the public body. Notification to the whistleblower is not necessary where the disclosure has been made anonymously.

8. Investigations

8.1 Introduction

Where the Ombudsman refers a protected disclosure to Museum Victoria for investigation, the Protected Disclosure Co-ordinator will appoint an Investigator to carry out the investigation.

The objectives of an investigation will be:

- To collate information relating to the allegation as quickly as possible. This may involve taking steps to protect or preserve documents, materials and equipment;
- To consider the information collected and to draw conclusions objectively and impartially;
- To maintain procedural fairness in the treatment of witnesses and the person who is the subject of the disclosure; and
- To make recommendations arising from the conclusions drawn concerning remedial or other appropriate action.

8.2 Terms of reference

Before commencing an investigation, the Protected Disclosure Co-ordinator will draw up terms of reference and obtain authorisation for those terms by the CEO. The terms of reference will require the Investigator to make regular reports to the Protected Disclosure Co-ordinator who, in turn, is to keep the CEO and Ombudsman informed of general progress.

8.3 Investigation plan

The Investigator will prepare an investigation plan for approval by the Protected Disclosure Co-ordinator. The plan will list the issues to be substantiated and describe the avenue of inquiry.

At the commencement of the investigation, the whistleblower should be:

- Notified by the Investigator that he or she has been appointed to conduct the investigation;
- Asked to clarify any matters; and
- Provide any additional material he or she might have.

The Investigator will be sensitive to the whistleblower's possible fear of reprisals and will make the whistleblower aware of the statutory protections provided to him/her.

8.4 Natural Justice

The principles of natural justice will be followed in any investigation of a public interest disclosure. The principles of natural justice concern procedural fairness and ensure a fair decision is reached by an objective decision-maker.

Museum Victoria will have regard to the following issues in ensuring procedural fairness:

- The person who is the subject of the disclosure is entitled to know the allegations made against him or her and must be given the opportunity to respond. (This does not mean the person must be advised of the allegation as soon as the disclosure is received or the investigation has commenced);
- If the Investigator is contemplating making a report adverse to the interests of any person, that person should be given the opportunity to put forward further material that may influence the outcome of the report and that person's defence should be fairly set out in the report;
- All relevant parties to a matter should be heard and all submissions should be considered;

- A decision should not be made until all reasonable inquiries have been made;
- The Investigator or any decision maker should not have a personal or direct interest in the matter being investigated;
- All proceedings must be carried out fairly and without bias. Care should be taken to exclude perceived bias from the process; and
- The Investigator must be impartial in assessing the credibility of the whistleblowers and any witnesses. Where appropriate, conclusions as to credibility should be included in the investigation report.

8.5 Conduct of the Investigation

The Investigator will make contemporaneous notes of all discussions and phone calls, and all interviews with witnesses will be taped. All information gathered in an investigation will be stored securely. Interviews will be conducted in private and the Investigator will take all reasonable steps to protect the identity of the whistleblower.

Where disclosure of the identity of the whistleblower cannot be avoided, due to the nature of the allegations, the Investigator will warn the whistleblower and his or her welfare manager of this probability.

It is in the discretion of the Investigator to allow any witness to have legal or other representation or support during an interview. If a witness has a special need for legal representation or support, permission should be granted.

8.6 Referral of an Investigation to the Ombudsman

The Protected Disclosure Co-ordinator will make a decision regarding the referral of an investigation to the Ombudsman where, on the advice of the Investigator:

- The investigation is being obstructed by, for example, the non-cooperation of key witnesses; or
- The investigation has revealed conduct that may constitute a criminal offence.

8.7 Reporting requirements

The Protected Disclosure Co-ordinator will ensure the whistleblower is kept regularly informed concerning the handling of a protected disclosure and an investigation.

The Protected Disclosure Co-ordinator will report to the Ombudsman about the progress of an investigation.

Where the Ombudsman or the whistleblower requests information about the progress of an investigation, that information will be provided within 28 days of the date of the request.

9. Action taken after an investigation

9.1 Investigator's Final Report

- At the conclusion of the investigation, the Investigator will submit a written report of his or her findings to the protected disclosure coordinator.

Where the Investigator has found that the conduct disclosed by the whistleblower has occurred, recommendations made by the Investigator will include:

- The steps that need to be taken by Museum Victoria to prevent the conduct from continuing or occurring in the future; and

- Any action that should be taken by Museum Victoria to remedy any harm or loss arising from the conduct. This action may include bringing disciplinary proceedings against the person responsible for the conduct, and referring the matter to an appropriate authority for further consideration.

The report will be accompanied by:

- The transcript or other record of any oral evidence taken, including tape recordings; and
- All documents, statements or other exhibits received by the officer and accepted as evidence during the course of the investigation.

Where the Investigator's report is to include an adverse comment against any person, that person will be given the opportunity to respond and his or her defence will be fairly included in the report.

The report will not disclose particulars likely to lead to the identification of the whistleblower.

9.2 Action to be taken

If the Protected Disclosure Co-ordinator is satisfied that the investigation has found that the disclosed conduct has occurred, he or she will recommend to the CEO the action that must be taken to prevent the conduct from continuing or occurring in the future. The Protected Disclosure Co-ordinator may also recommend that action be taken to remedy any harm or loss arising from the conduct.

The Protected Disclosure Co-ordinator will provide a written report to the CEO, Ombudsman and the whistleblower setting out the findings of the investigation and any remedial steps taken.

10. Managing the welfare of the whistleblower

10.1 Commitment to protecting whistleblowers

Museum Victoria is committed to the protection of genuine whistleblowers against detrimental action taken in reprisal for the making of protected disclosures. The Protected Disclosure Co-ordinator is responsible for ensuring whistleblowers are protected from direct and indirect detrimental action, and that the culture of the workplace is supportive of protected disclosures being made.

The Protected Disclosure Co-ordinator will appoint a Welfare Manager to all whistleblowers who have made a protected disclosure. The welfare manager will:

- Examine the immediate welfare and protection needs of a whistleblower who has made a disclosure and, where the whistleblower is an employee, seek to foster a supportive work environment;
- Advise the whistleblower of the legislative and administrative protections available to him or her;
- Listen and respond to any concerns of harassment, intimidation or victimisation in reprisal for making disclosure;
- Keep a contemporaneous record of all aspects of the case management of the whistleblower including all contact and follow-up action; and
- Ensure the expectations of the whistleblower are realistic.

All employees will be advised that it is an offence for a person to take detrimental action in reprisal for a protected disclosure. The maximum penalty is a fine of \$24,000 or two years imprisonment or both. The taking of detrimental action in breach of this provision can also be grounds for making a disclosure under the Act and can result in an investigation.

Detrimental action includes:

- Causing injury, loss or damage;
- Intimidation or harassment; and
- Discrimination, disadvantage or adverse treatments in relation to a person's employment, career, profession, trade or business (including the taking of disciplinary action).

10.2 Keeping the Whistleblower Informed

The Protected Disclosure Co-ordinator will ensure the whistleblower is kept informed of action taken in relation to his or her disclosure, and the time frames that apply. The whistleblower will be informed of the objectives of an investigation, the findings of an investigation, and the steps taken by Museum Victoria to address any improper conduct that has been found to have occurred. The whistleblower will be given reasons for decisions made by Museum Victoria in relation to a protected disclosure.

10.3 Occurrence of Detrimental Action

If a whistleblower reports an incident of harassment, discrimination or adverse treatment that would amount to detrimental action taken in reprisal for the making of the disclosure, the welfare manager will:

- Record details of the incident;
- Advise the whistleblower of his or her rights under the Act; and
- Advise the Protected Disclosure Co-ordinator or Chief Executive Officer of the detrimental action.

The taking of detrimental action in reprisal for the making of a disclosure can be an offence against the Act as well as grounds for making a further disclosure. Where such detrimental action is reported, the Protected Disclosure Co-ordinator will assess the report as a new disclosure under the Act. Where the Protected

Disclosure Co-ordinator is satisfied that the disclosure is a public interest disclosure, he or she will refer it to the Ombudsman. If the Ombudsman subsequently determines the matter to be a public interest disclosure, the Ombudsman may investigate the matter or refer it to another body for investigation as outlined in the Act.

10.4 Whistleblowers Implicated in Improper Conduct

Where a person who makes a disclosure is implicated in misconduct, Museum Victoria will handle the disclosure and protect the whistleblower from reprisals in accordance with the Act, the Ombudsman's guidelines and these procedures. Museum Victoria acknowledges that the act of whistleblowing should not shield whistleblowers from the reasonable consequences flowing from any involvement in improper conduct. Section 17 of the Act specifically provides that a person's liability for his or her own conduct is not affected by the person's disclosure of that conduct under the Act. However, in some circumstances, an admission may be a mitigating factor when considering disciplinary or other action.

The CEO will make the final decision on the advice of the Protected Disclosure Co-ordinator as to whether disciplinary or other action will be taken against a whistleblower. Where disciplinary or other action relates to conduct that is the subject of the whistleblower's disclosure, the disciplinary or other action will only be taken after the disclosed matter has been appropriately dealt with.

In all cases where disciplinary or other action is being contemplated, the CEO must be satisfied that it has been clearly demonstrated that:

- The intention to proceed with disciplinary action is not causally connected to the making of the disclosure (as opposed to the content of the disclosure or other available information);
- There are good and sufficient grounds that would fully justify action against any non-whistleblower in the same circumstances; and
- There are good and sufficient grounds that justify exercising any discretion to institute disciplinary or other action.

The Protected Disclosure Co-ordinator will thoroughly document the process including recording the reasons why the disciplinary or other action is being taken, and the reasons why the action is not in retribution for the making of the disclosure. The Protected Disclosure Co-ordinator will clearly advise the whistleblower of the proposed action to be taken, and of any mitigating factors that have been taken into account.

11. Management of the Person against whom a Disclosure has been made

Museum Victoria recognises that employees against whom disclosures are made must also be supported during the handling and investigation of disclosures. Museum Victoria will take all reasonable steps to ensure the confidentiality of the person who is the subject of the disclosure during the assessment and investigation process. Where investigations do not substantiate disclosures, the fact that the investigation has been carried out, the results of the investigation, and the identity of the person who is the subject of the disclosure will remain confidential.

The Protected Disclosure Co-ordinator will ensure the person who is the subject of any disclosure investigated by or on behalf of a public body is:

- Informed as to the substance of the allegations;
- Given the opportunity to answer the allegations before a final decision is made;
- Informed as to the substance of any adverse comment that may be included in any report arising from the investigation; and
- Has his or her defense set out fairly in any report.

Where the allegations in a disclosure have been investigated, and the person who is the subject of the disclosure is aware of the allegations or the fact of the investigation, the Protected Disclosure Co-ordinator will formally advise the person who is the subject of the disclosure of the outcome of the investigation.

Museum Victoria will give its full support to a person who is the subject of a disclosure where the allegations contained in a disclosure are clearly wrong or unsubstantiated. If the matter has been publicly disclosed the CEO will consider any request by that person to issue a statement of support setting out that the allegations were clearly wrong or unsubstantiated.

12. Criminal Offences

Museum Victoria will ensure officers appointed to handle protected disclosures and all other employees are aware of the following offences created by the Act:

- It is an offence for a person to take detrimental action against a person in reprisal for a protected disclosure being made. The Act provides a maximum penalty of a fine of \$24,000 or two years imprisonment or both.
- It is an offence for a person to divulge information obtained as a result of the handling or investigation of a protected disclosure without legislative authority. The Act provides a maximum penalty of \$6,000 or six months imprisonment or both.
- It is an offence for a person to obstruct the Ombudsman in performing his responsibilities under the Act. The Act provides a maximum penalty of \$24,000 or two years imprisonment or both.
- It is an offence for a person to knowingly provide false information under the Act with the intention that it be acted on as a disclosed matter. The Act provides a maximum penalty of \$24,000 or two years imprisonment or both.

13. Review

These procedures will be reviewed every three years along with the policy statement to ensure they meet the objectives of the Act and accord with the Ombudsman's guidelines.

In 2003/04 no incidents involving the *Whistleblowers Protection Act 2001* were recorded.

Fees and Charges

Museum fees

The following museum fees and charges applied at Museum Victoria's public museum venues as at 30 June 2004.

	Adult	Child	Concession
Melbourne Museum	\$6.00	\$0.00	\$0.00
Scienceworks Museum	\$6.00	\$0.00	\$0.00
Melbourne Planetarium	\$6.30	\$4.10	\$5.10
Victoria University High Voltage Theatre	\$6.30	\$4.10	\$5.10
Immigration Museum	\$6.00	\$0.00	\$0.00

Notes

- Tours of the Royal Exhibition Building: adult \$5.00 or \$3.00 add-on to Melbourne Museum ticket, child \$1.00.
- Special fees apply for various ticket options such as combined IMAX Theatres, Melbourne Planetarium, Victoria University High Voltage Theatre and school bookings, special activities and programs. Surcharges apply for some special touring exhibitions.

Membership fees for Museum Victoria Members

Price structure valid until 30 April 2004.

Membership Category	1 Year	2 year
Family	\$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

Price structure valid from 14 June 2004.

Membership Type	Renewal/Rejoin Membership Prices
1 Year Adult	\$25.00
1 Year Child	\$12.00
1 Year Concession	\$12.00
1 Year Family	\$49.00
Joining Fee	\$11.00 (inc GST)

Notes

- New membership and renewals were not processed during May in preparation for the roll out of the new program.
- Membership provides: unlimited entry to all venues, discounts for touring exhibitions, Melbourne Planetarium and retail outlets, member-only events and previews, free admission to a number of interstate museums and subscription to Museum Victoria's *Museum* magazine.

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