

museums  
australia  
victoria



09

annual report

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# About Museums Australia Inc. (Victoria)

## Mission Enabling museums and their people to develop their capacity to inspire and engage their communities.

### Statement of Purpose

Museums Australia (Victoria) provides professional services to develop and sustain the roles and interests of museum communities across Victoria. Museums Australia is the national association representing the museum and gallery sector.

### Museums Australia (Victoria) provides:

- Expert advice on museum practice and development
- Grants for exhibition development and museum improvement
- Accreditation and application of the *National Standards for Australian Museums & Galleries*
- Professional development
- Advocacy and profile-raising of Victorian museums

### Values

- Recognising that museums and galleries occupy a vital place in the community
- Recognising the contributions of our members to the sector
- Supporting access to and the care of the distributed national collection
- Recognising and celebrating diversity including Indigenous cultural heritage
- Recognising the importance of being a forum for ideas
- Upholding the highest ethical professional standards.

### Background

Museums Australia (Victoria) is a state branch of a not-for-profit national membership association founded in 1993 to bring together people concerned with the care and communication of Australia's natural, artistic and cultural heritage.

Through the direction of an elected Committee, the Victorian Branch provides support, representation and professional development services to the museum sector throughout the state.

### Membership

MA (Vic) represents approximately one third of Museums Australia's total membership. It represents the Victorian members and co-ordinates services for them.

The Victorian branch of Museums Australia provides services for museums and museum workers regardless of membership status, and our programs are relevant, accessible and strategically useful to the sector as a whole.

MA (Vic) encourages membership of anyone, or any organisation, with an interest in or an association with museums. Membership is relevant for individuals and organisations involved in the operations and administration of museums, institutions that teach courses relevant to museum practice and both public and private institutions that hold collections of cultural material.

The Victoria membership reflects the great diversity of the museum sector. At the end of December 2008 it included 229 organisations spanning archives, art galleries, botanical gardens, community historical societies, exhibition venues, natural and social history museums and specialist collections. At end 2008 we had 254 individual members, most of whom are working either professionally or voluntarily in museums as curators, conservators, collection managers, exhibition designers, guides, historians and educators.

### Our key services include:

#### The Museum Accreditation Program

offering tools for museum groups to develop with reference to accepted industry standards, drawing heavily on peer-review and guidance and the *National Standards for Australian Museums & Galleries*.

**Training and Professional Development** services, including phone and print-based advice, referrals, workshops and seminars.

#### Membership and Networking

to proactively and reactively identify initiatives for the benefit of existing and potential members and links with the wider museum sector. The weekly e-bulletin and website resources offer a range of up-to-date information and resources.

#### Regional Exhibition and Touring Initiative (RETI)

providing advice, professional development and grants specifically targeted to improve exhibition touring activity in regional Victoria.

#### Building Better Museums (BBM)

provides grants for small infrastructure projects in regional museums and practical advice and information through site visits and telephone support.

**INSITE** our stimulating and informative member magazine published five times a year is directly sent to members with the latest news on Victorian museums, events and practical advice on museological matters.

#### Community Collections Training

a program targeted at developing the skills and capacity of community museum workers to care for and share their collections.

The Branch Office is housed on the lower ground floor of the Melbourne Museum. Members enjoy easy access to Branch services and staff. Information brochures from Victoria's museums are displayed in the foyer to provide promotional services for our members, as well as information to Melbourne Museum visitors about the wealth of Victoria's collections. Museums Australia (Victoria) is grateful for the generous ongoing support of Museum Victoria in making this space available.

# President's Report



2009 was a year of ups and downs for the museums community in Victoria, book-ended by the tragic loss of lives and collections in the February bushfires, and the shock announcement of the closure of the City Museum at Old Treasury in Melbourne in December. These crises, and the global financial crisis have perversely highlighted the importance of museums and collections to individuals and communities. The record attendances to the 'blockbuster' exhibitions of Salvador Dali at the National Gallery of Victoria and A Day In Pompeii at Museum Victoria are thought in part to reflect the greater attachment to culture in times of stress.

Museums Australia (Victoria) has responded to these challenges by providing appropriate and timely support. MA (Vic) relies on the shared vision of its members to both understand the possibilities and support the realities of museum work, and to develop useful and constructive programs to support museum workers across our diverse sector.

The importance of museums and other collecting organisations at the centre of many of Victoria's communities is by now well recognised, and MA (Vic) has been involved in many projects over the course of the year to support and promote the work of organisations and their staff.

## Headline achievements in 2009 include:

- over 1400 attendees at our events, 350 of those subsidised through the Community Collections Training program funded through Heritage Victoria
- a glittering Museum awards night, including a new People's Choice Award sponsored by the Herald Sun, and attended by the Mayors and Executives of many local governments, reinforcing our strong position supporting the work of community museums
- sixty-five museums enrolled in the Museums Accreditation Program
- over \$152,000 distributed to thirty museums through our Regional Exhibitions Touring Initiative and Building Better Museums grants programs, both underwritten by Arts Victoria
- ongoing support for bushfire recovery efforts, providing advice and ideas to affected communities and the agencies that are responding
- a reissue of the Small Museums Cataloguing Manual, funded through Arts Victoria and Heritage Victoria
- a review and report on the capacity of community museums to develop and support touring exhibitions, supported by Arts Victoria
- a revamp of the MA website and tailored distribution of news and information through the weekly bulletins and INSITE magazine
- a successful application to Multimedia Victoria's Collaborative Internet Innovation Fund to develop in partnership with Museum Victoria a basic shared online collections register

Branch activities are detailed later in this report, and MA (Vic) staff deserve special recognition for the commitment and passion they have brought to their roles. 2009 saw growth in the number of staff and the development of existing positions. We also farewelled Anne Thoday (Training and Professional Development Manager) and Bridget Forbes (MAP Manager), both contributing much to the development of their respective programs.

We have been generously supported again in our core operations and projects by Arts Victoria and Museum Victoria. We also thank the City of Melbourne's support for the website redevelopment which now boasts online booking and payment. We also thank Heritage Victoria, the Royal Historical Society of Victoria, the major arts institutions, and many other organisations who have allowed their staff time to support and participate in partnerships, on our committees, as guest presenters and attending events.

Lastly I'd like to pay tribute to the outgoing members of the Branch Committee: Katrina Excell, Tim Hart, Dr Helen Light AM, Elizabeth Milford and Annette Welkamp. The organisation and I have greatly benefited from their advice and support.

Looking forward, MA (Vic) will be working hard in 2010 to deliver on the initiatives it has undertaken, including delivery of the 2010 Museums Australia National Conference ([www.ma2010.com.au](http://www.ma2010.com.au)). I know the Branch Committee and staff are looking forward to the conversations, the partnerships, the projects and the surprises that the year will bring.

*Daniel Wilksch President*

# Treasurer's Report



MA (Vic) delivered a sound financial result for 2009 despite the challenging economic climate. MA (Vic) continued to deliver quality programs and publications while sourcing grants to undertake strategic projects.

The financial result for the year ending 31 December 2009 was a surplus of \$17,526 compared to the previous year's result of \$28,139.

The key financial highlights were:

- Income earned through paid programs increased by 51% compared to last year. This is reflected in the 18% increase in attendance from 1,219 in 2008 to 1,446 in 2009.
- Arts Victoria Grants decreased by 16% to \$489,191, as last year included a once off grant of \$100,751 from a Sector Development Partnership Grant for the Art Deco Regional Festival.
- Memberships were 8% lower than last year and this area continues to be a focus for the Committee. A working party has been established to understand the patterns of membership and are working collaboratively with the National Office to ensure the membership base grows.

- The percentage of expenses vs. revenue is up 1.5% compared with last year which highlights the strategic plan to commit to community funding and supporting these programs. The amount spent on community projects and programs increased by 48% to \$151,695 compared with \$102,248 provided in 2008. Of the funding provided 43% was for the Regional Exhibition and Touring Initiative program.
- Additional funds were injected into revamping the MA(Vic) web site and increasing the organisations profile through the production of the weekly bulletins and INSITE. The new website has allowed for the development of online bookings which will go live to the public in 2010. In addition the Small Museums Cataloguing Manual was reissued and funding for this was sourced through Arts Victoria and Heritage Victoria.
- Total assets were \$202,814, down from \$235,072 in 2008 mainly due to a lower cash balance. Last year, grants that were received in December that related to projects for 2009. Liabilities for 2009 have also decreased as the income recognised on the balance sheet last year has been spent throughout the year.

This year's result was a combination of the ongoing support and delivery of the current programs and the commitment to provide increased service and quality programs.

2010 will be another busy and challenging year as MA(Vic) host the National Conference in September.

I would like to thank the staff at MA(Vic) for their ongoing support and commitment to the organisation that has contributed to delivering another successful year.

The financial report is detailed on pages 19-20 and has been independently audited. Net surplus of \$17,526 (2008: \$28,139).

*Katrina Excell Treasurer*



# Executive Director's Report



In Museums Australia (Victoria)'s fifteenth year of operation, I am pleased to report on another inspiring year of working with cultural institutions to collect, document, care for and interpret Victoria's rich and diverse cultural heritage.

I gratefully acknowledge the ongoing support of key stakeholders who recognise the value of, and generously support, the 740+ collections and their staff and volunteers throughout the State.

I particularly wish to thank Arts Victoria and Heritage Victoria for financial and in-kind support, and Museum Victoria for in-kind support including our office infrastructure and partnership activities to provide significant support for both MA (Vic) and its constituency. MA (Vic)'s activities with collections custodians and their communities would not be possible without strong support from State Government, the State Museum and other strategic partners.

In 2009 MA (Vic) received cash and in-kind support valued at \$132,000 from the following strategic partners which facilitated excellent events and services, with particular thanks to Museum Victoria for sponsoring our office infrastructure and partnership activities: Arts Victoria, Australian Science Communicators, Herald Sun, Heritage Victoria, National Trust of Victoria, Roy Morgan Research and the University of Melbourne.

Venue costs for our programmed events were also discounted or waived by several prestigious organisations (see pages 17-18) which enabled us to enhance value and access for members and future members.

I would also like to acknowledge our hundreds of expert supporters including presenters, MAP panellists, committee members, venue managers and the 2010 National Conference team. Collectively, these individuals have volunteered thousands of hours to provide an excellent program and support network for museums in Victoria and beyond.

## Professional development for the sector

Highlights in 2009 included a mix of professional development activities, from self-entrepreneurial events to lectures, seminars and workshops produced as projected and more regional workshops. In response to our 2008 evaluations, we also delivered 'Transformations In Scientific and Cultural Communication' in partnership with Swinburne University, with a flagship conference, master classes and special directors' summit catering for people at different career levels.

Significant increases in projected attendance were achieved in 2009 (1,446 compared with a target of 1,125). We achieved the target ratio of 50/50 attendance from metropolitan and regional with 52% metro, 41% regional, 6% interstate and 1% international. MA (Vic)'s wide-reaching network includes interstate presenters and participants at our events. We continue to facilitate sharing of national best-practice, in particular the *National Standards for Australian Museums & Galleries*, through all our programs and services.

## Support for museums

This year we undertook 122 site visits, in response to needs in the sector and topical matters, including community needs following Black Saturday, national museum discussions on working with the Federal Minister for the Arts to develop a National Cultural Policy, public debate on repatriation of artefacts and Indigenous cultural heritage, and discussions between Chinese and Australian museums and local embassy colleagues representing China, Germany and the US on potential collaborations.

In July we were delighted to present the Koorie Heritage Trust and the Victoria Police Museum and Historical Unit with their Accreditation certificates. Five museums were Re-Accredited, and MAP received Expressions of Interest from a further seven museums. 65 museums now participate in the program – 46 are accredited while 19 are working toward accreditation. Colleagues in Tasmania and Western Australia are currently exploring ways to adapt the Victorian model to local needs.

New Accreditations are announced during the annual Victorian Museum Awards, where this year we announced six winners (see pages 9-10) including the new Herald Sun People's Choice Award for the Best Museum Experience, as voted by the public. The Awards ceremony was hosted by the Australian Centre for the Moving Image, presented by Lawrence Leung from ABC TV with special guest, Rob Hudson MP, Parliamentary Secretary for the Arts, outlining some examples of Victoria's amazing museums.

1 Como Historic House and Garden

2 Gold Sponsors of the 2009 Victorian Museum Awards, Lloyd Fordham, Click Systems; Angela Henriksen, Archival Survival; and Andrew Hockley, Herald Sun, with Rob Hudson MP, Parliamentary Secretary for the Arts, and MA (Vic) President, Daniel Wilksch.

3 Laura Miles, MA (Vic) Executive Director, meets the National Sports Museum team at the Melbourne Cricket Ground. Credit: Richard Ferguson.

4 Swan Hill Pioneer Museum

5 MA (Vic) colleagues celebrating another year of success at the 2009 General Meeting: Euan McGillivray, Roisín O'Dwyer, Anne Thoday, Dimity Mapstone, Cassie May and Megan Cardamone..



### Marketing/access

Membership has declined slightly in 2009, with some individual members converting to institutional membership. Despite this overall decrease in numbers we have had a very positive uplift in participation in Victorian activities, up by 18% compared with 2008.

Circulation of our publications increased together with an increased demand for our Annual Program, resulting in our best-ever attendance record. We have enjoyed significant publicity for Victorian museums in local and state media (see page 11) including the Herald Sun as a new media sponsor, and letters to the editor printed in The Age on museological matters of relevance to the community.

Our circulation figures rose in 2009 to 30,860 against a target of 28,100, largely due to the popularity of our flagship magazine, INSITE, and our weekly e-bulletin. INSITE was themed to highlight topical issues in 2009, including Digs, Life, Borders and Heat. The September issue profiled our winners and our supportive sponsors, attracting a significant demand for extra copies.

In August we launched the *Small Museums Cataloguing Manual (4th edition)* online and this publication proved hugely popular with over 1,000 downloads in the first three months. Supported by Arts Victoria, Heritage Victoria and Museum Victoria, this project was steered by Euan McGillivray, our Community Collections Training Manager.

### Grants

Performance in our two grant programs, the Regional Exhibitions Touring Initiative (RETI) and Building Better Museums (BBM) was above target with 28 museums receiving grants totalling \$152,000. Since the grant programs were introduced, MA (Vic) has devolved nearly \$750,000 in grants to 200 museums.

Following the 2007 RETI Report and the 2009 *Review of Exhibition Capacity in Victorian Museums and Collecting Organisations*, RETI and BBM will be reinvented to provide more aligned, strategic and practical support for small museum and galleries' exhibition and small infrastructure needs from 2010 to 2013. Thank you to NSF Consulting and all participants in the Review.

### New directions

In response to the 2007 paper, MAP Futures, we have secured funding for a new community collections project and 1.6 FTE of staffing to work alongside the MAP and Community Collections Training Managers in 2010-11. MA (Vic) is committed to flexible work practices which is reflected in our current composition of 11 staff members, equivalent to 7.2 full time staff. The new funding stream will bring our total staff to 8.8 FTE, supporting our organisational objectives and conservative approach to risk.

In 2009 we have started working towards the Museums Australia National Conference 2010 ([www.ma2010.com.au](http://www.ma2010.com.au)), which will be proudly hosted by MA (Vic) on behalf of the national body. I thank the long list of colleagues who are helping us to

deliver this flagship event which has a national focus while celebrating the very best of Victoria's cultural heritage. I would also like to thank the University of Melbourne and the main state institutions for sponsoring the conference, and invite all our national and international colleagues to join us in Melbourne from 28 September to 2 October.

Last but certainly not least, I would like to acknowledge and thank the MA (Vic) Branch Staff, Branch President and Committee (see pages 7-8) for their amazing enthusiasm, expertise and achievements throughout 2009. At times it was a challenging year but each individual offered unflagging commitment to organisational values and objectives, and to the changing needs of the sector. Together, they make it possible for Museums Australia (Victoria) to offer a sparkling suite of services to the sector.

*Laura Miles* Executive Director

# Management



## Management

Museums Australia (Victoria) relies on the ongoing and dedicated support of a range of museum, arts and cultural heritage workers that voluntarily serve on committees and panels. We thank these volunteers for their valuable insights and their time and we also thank the organisations that support them in their contribution to MA (Vic).

## Branch Committee

### Executive Committee

#### President

Mr Daniel Wilksch  
*Coordinator, Digital Projects Public Record Office Victoria*

#### Vice President

Ms Jan Croggon  
*Senior Historian, Sovereign Hill Museums Association*

#### Secretary

Mr Tim Hart  
*Director, Information, Multimedia & Technology, Melbourne Museum*

#### Treasurer

Ms Katrina Excell  
*Manager General Finance, Port of Melbourne Authority*

## Ordinary Committee

Ms Jo-Anne Cooper  
*Former Director, City Museum at Old Treasury*

Mr David Demant  
*Senior Curator, Information and Communication, Museum Victoria*

Dr Helen Light AM  
*Former Director, Jewish Museum*

Ms Elizabeth Milford  
*Archivist, Royal Australasian College of Surgeons*

Ms Giacomina Pradolini (from August)  
*Director, Linden – Centre for Contemporary Arts*

Mr Jason Smith (to February)  
*Director, Heide Museum of Modern Art*

Ms Robyn Till  
*Cultural Development Team Leader, Macedon Ranges Shire Council*

Ms Annette Welkamp  
*Director, Cultural Connotations*

## Sub-Committees

### INSITE Sub-Committee

#### Chair

Dr Jan Croggon  
*Senior Historian, Sovereign Hill Museums Association*

Ms Meredith Blake (from December)  
*Former Exhibitions Manager, Museum of Chinese Australian History*

Ms Nerissa Broben (to August)  
*Curatorial and Collections Manager, Koorie Heritage Trust*

Ms Kelly Gellatly (to November)  
*Curator, Contemporary Art, National Gallery of Victoria*

Ms Karlie Hawking  
*Community Museums Project Officer, Department of Planning and Community Development*

Ms Chris Keeler (from September)  
*Project Officer, Koorie Heritage Trust*

Ms Deborah Tout-Smith (from November)  
*Senior Curator, Museum Victoria*

Dr Linda Young  
*Course Director, Cultural Heritage and Museum Studies, Deakin University*

## Museums Accreditation Program Sub-Committee

### Chair

Ms Hilary Newton  
*Museum Consultant*

Mr David Demant  
*Senior Curator, Museum Victoria*

Mr Warren Doubleday  
*Manager, Museum Services, Ballarat Tramway Museum*

Ms Catherine Lovelock  
*Senior Conservator, Museum Victoria*

Ms Jo Prior  
*Accreditation Consultant*

Ms Narelle Russo  
*Registrar, Mornington Peninsula Regional Gallery*

## Professional Development Sub-Committee

### Chair

Ms Jo-Anne Cooper  
*Former Director, City Museum at Old Treasury Melbourne*

Ms Peggy Cole (to February)  
*Presenter, Discovery Centre, Museum Victoria*

Ms Vicki Court  
*IT Collections Manager, Royal Historical Society of Victoria*

Ms Sharon Dickman  
*Director, Pathways Marketing*

Ms Jo Ely  
*Former Curator, Shepparton Art Gallery, currently Curator, Hunt Club Community Arts Centre, Brimbank City Council*

Mr Brett McLennan  
*Screen Education Manager, ACMI*



1 Branch Committee  
2009

2 Museum Accreditation  
Program (MAP)  
Sub-Committee 2009

3 Cr Helen Ralph; Daniel  
Wilksch, MA (Vic)  
President, and Larina  
Strauch at the opening of  
a MA (Vic) funded  
Building Better Regional  
Museums project at  
Kyneton Museum.

4 Whitehorse Historical  
Society volunteers at work  
5 Cr Darren McCubbin and  
Laura Miles, MA (Vic)  
Executive Director at the  
opening of the new home  
of the Rosedale and  
District Historical Society.

6 Special behind-the-  
scenes tour reveals the  
secrets of the Museum  
Victoria store in Moreland.



### Regional Exhibition Touring Initiative Sub-Committee

#### Chair

Mr Daniel Wilksch  
*Coordinator, Digital Projects, Public Record  
Office Victoria*

Ms Caroline Carter  
*Manager, Exhibition Collection  
Management, Museum Victoria*

Ms Georgia Cribb  
*Director, NETS Victoria*

Ms Rhonda Diffey  
*Collections Archivist, Greater City of  
Dandenong*

Ms Wendy Garden  
*Art Curator, Banyule City Council*

### Museums Accreditation Program Panellists

Warren Doubleday  
*Manager Museum Services, Ballarat  
Tramway Museum*

Diane Gardiner  
*Manager, Online Access, Public Records  
Office of Victoria*

Phil Gordon  
*Aboriginal Heritage Project Officer,  
Australian Museum*

Margaret Griffith  
*Manager, Public Programs, Melbourne  
Museum*

Euan McGillivray  
*Manager, Community Collections Training,  
MA (Vic)*

Hilary Newton  
*Museum Consultant*

Anne Thoday  
*Professional Development Manager,  
MA (Vic)*

Robyn Till  
*Cultural Development Team Leader,  
Shire of Macedon Ranges*

Barbara Wels  
*BBM Manager, MA (Vic)*

#### Staff

Executive Director  
Laura Miles

BBM Manager  
Barbara Wels

Communications Manager  
Cassie May (from May)

Community Collections Training Manager  
Euan McGillivray

Editor  
Roisin O'Dwyer (except January-April)

Editor  
Cassie May (January-April)

Finance Officer  
Meredith Windust

MAP Co-Manager  
Kitty Owens

MAP Co-Manager  
Bridget Forbes (to April),  
Megan Cardamone (from April)

Office Coordinator  
Dimity Mapstone

Professional Development Manager  
Anne Thoday (to July), Lyndel Wischer  
(from July)

RETI Manager  
Georgia Rouette

### Contractors and Consultants

Megan Cardamone  
*Museum Accreditation Program Kit update*

Hilary Ericksen  
*Small Museums Cataloguing Manual*

Natalie Fisher  
*Review of Exhibition Capacity*

Neil Keighley  
*Annual Report*

Penny Kyprianou  
*Website redevelopment*

Dimity Mapstone  
*National Standards for Australian  
Museums & Galleries*

Annie Talvé  
*Review of Exhibition Capacity*

Ingrid Unger  
*Small Museums Cataloguing Manual*

Luke Wigley  
*Website redevelopment*

# Professional Development



“Thank you very much for the invitation to the Victorian Museum Awards, your organisation was excellent... to put people in a celebratory mood... well done to all of the MA (Vic) staff”

The highlight of the year was the 2009 Victorian Museum Awards held at the Australian Centre for the Moving Image (ACMI) in Melbourne on 23rd July. It was attended by 160 members of the museum community with special guest Rob Hudson MP, Parliamentary Secretary for the Arts, and hosted by Lawrence Leung from the ABC series, *Lawrence Leung's Choose Your Own Adventure*.

We gratefully thank our long-standing sponsors: Click Systems, Archival Survival, Alan Randell-Smith Florist, and Deakin University.

In 2009 the *Herald Sun* became a generous new sponsor providing winning museums with free advertising in the *Herald Sun* newspaper and promoting the new Herald Sun People's Choice Award for the Best Museum Experience.

## 2009 Award Winners:

- The Click Volunteer Museum Award: Benalla Costume and Pioneer Museum
- The Archival Survival Museum Award: Flagstaff Hill Maritime Museum
- Herald Sun People's Choice (joint winners): Royal Australian Air Force Museum; Benalla Costume and Pioneer Museum

## The MA (Vic) Museum Awards

- Individual Achievement Award (paid staff): Karlie Hawking (Project Officer, Goldfields Community Museum Pilot Project)
- Individual Achievement Award (volunteer): Catherine Hope (Chinese Museum, Melbourne)

## Partnerships

Throughout 2009 we developed existing and new partnerships to provide excellent events and recognition for Victoria's museums and museum staff/volunteers. In March, MA (Vic) partnered up with Swinburne University and Melbourne Museum to deliver the Transformations in Cultural and Scientific Communication conference, which included special masterclasses and a museum directors' roundtable which were hugely successful.

Liaison with the Victoria's Indigenous arts sector was strengthened via partnerships with the Koorie Heritage Trust and conversations with the Wurundjeri Land Council.

We continue to benefit from discounted or waived fees at venues including ACMI, the Centre for Contemporary Photography, Loop Bar, Museum Victoria, the National Sports Museum, the Public Records Office Victoria and Roy Morgan Research. We thank our generous supporters for enabling a fantastic program year-on-year.

1 Delegates on tour of the collection storage area at the Koorie Heritage Trust.  
 2 Gold Sponsor of the 2009 Victorian Museum Awards, Andrew Hockley, Herald Sun (centre) presents the Herald Sun People's Choice Award for the Best Museum Experience to joint winners, the Royal

Australian Air Force Museum, and the Benalla Pioneer and Costume Museum, accepted by David Gardner (left) and Robin Sadler (right)..

3 Launch of History Week 2009 at Sovereign Hill Museums Association, Ballarat.  
 4 A sell-out audience at the Transformations in Scientific and Cultural Communication conference, held as a MA (Vic) partnership with Swinburne University and Museum Victoria.

5 Kenneth Park, Master of Ceremonies, welcomes colleagues to the 2009 End Of Year Party at Morgans at 401, Melbourne.



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### Seminars and events

Almost 1500 people attended our professional development opportunities in 2009, an 18% increase from 2008. Our tailored evaluations demonstrate that our audiences gain solid learning and insight from activities from conferences to regional tours.

In February, our first event of the year, Travellers' Tales, was an informal lecture series on the benefit of international travel to museum professionals. Guest presenters Jo-Anne Cooper, (formerly Director, City Museum at Old Treasury Melbourne), Dr Belinda Nemeč, (University of Melbourne) and Anne Thoday, (formerly from MA (Vic)) detailed their experiences in Africa and Europe.

Also in February, the Johnston Collection in East Melbourne hosted a special tour with access to the fine and decorative arts collection of William Johnston. In May, the Secrets of the Museum Victoria Store were revealed by Neville Quick from MV's Collection and Research Facilities. In November, our final tour showcased a treasure of regional Victoria at the idyllic Churchill Island in South Gippsland.

In August, our Museum Money Spinners seminar provided quality information from metro and regional museum experts on innovative ways to raise revenue for small museum operations, from bookbarns to raffling bricks to rebuild museum structures. This event was followed by a fully-booked special Science Seminar for National Science Week, in partnership with Museum Victoria, with an impressive range of speakers and inspiring presentations from assorted science, technology and arts disciplines.

In October, we partnered with the Koorie Heritage Trust to stage a workshop on Community Museums and Aboriginal Artefacts. Indigenous and non Indigenous speakers presented material on legal,

cultural and social aspects of community consultation and collection management, coinciding with the launch of two new infosheets on Victorian museums with Indigenous collections. We thank Kitty Owens (MA (Vic), Aboriginal Affairs Victoria, and the Koorie Heritage Trust for developing these essential reference materials, free to download from our website.

In November, an informal collaboration with the History Council of Victoria allowed members greater access to the HCV Annual Lecture in November, a conversation between author Martin Flanagan and Paul Bateman from the Victorian Law Foundation) on Tasmanian culture.

### Member Events General Meeting

The General Meeting was staged at the National Sports Museum, Hans Ebeling Room at the Melbourne Cricket Ground. Two special guest speakers addressed the meeting, Martin Purslow, CEO, The National Trust of Australia (Victoria) and David Wansbrough, Olympian – Men's Hockey.

### End of Year Event

The End of Year Event was held in partnership with Roy Morgan Research at 401 Collins Street, Melbourne, with thanks to MC Kenneth Park and Gary Morgan who made a special presentation and tour of his private collection of Australiana ceramics and furniture.

We are hugely grateful to Archival Survival, Art Monthly Australia, Koorie Heritage Trust, the Royal Botanical Gardens and Third Drawer Down for donating gifts valued at \$2,000 for this event, and to the staff at Roy Morgan Research for the catering and other venue arrangements.

### Acknowledgements

Anne Thoday and I would like to sincerely thank all guest speakers, host venues sponsors and supporters of the professional development events in 2009. The program is consistently developed through consultation with industry experts, the volunteer sector and leaders in the museum industry.

A full list of Professional Development Committee Members and experts is listed in the Management Report (page 7).

*Lyndel Wischer* Manager, Professional Development



# Communications

1 Daniel Wilksch, MA (Vic) President, accepts a 2009 Multimedia and Publication Design Award (MAPDA) for the MA (Vic) publication, Exhibitions: A Practical Guide, from Deb Abraham.



The Communications Manager's objectives are to improve both internal and external communications. Key projects included website re-development, streamlined promotions of events such as the Victorian Museum Awards, office workflows, consolidating the MA (Vic) brand and targeted communications to members.

In 2009, MA (Vic) sought expressions of interest from web design agencies to re-develop the website (<http://www.mavic.asn.au>). The aim of this project was to utilise the organisations existing visual identity and to migrate data to a new database and customer relationship management (CRM) system. Key elements of the project include an online bookings system, members only area and flexible report and search functionality.

The successful company appointed to complete this task was Mecca Medialight (<http://www.meccamedialight.com.au>) that demonstrated experience in creating technically complex but usable websites, experience in devising scaleable and modular solutions within limited budgets and knowledge of and interest in the arts/museum sector. With a budget of \$15,000 – \$20,000, the project was commenced on 25 May 2009 and will be expected to be completed early to mid 2010.

Office Coordinator, Dimity Mapstone, has been an integral element to the successful implementation of the web and digital projects. Her superior organisational and technical/IT skills are an invaluable resource to MA (Vic). Her assistance to the team is gratefully acknowledged.

A development in internal communications has seen the introduction of Basecamp (<http://www.basecamp.com>), a web-based collaborative project-management tool. The program offers to-do lists, wiki-style web-based text documents,

milestone management, file sharing, time tracking, and a messaging system. All staff has implemented this software into their work programs.

An additional strategy to marketing MA (Vic) programmes has been to harness digital avenues in the Web 2.0 wave, including Ning sites (<http://www.manexus.ning.com>), (<http://www.museum3.0.ning.com>) and MA (Vic) on Twitter ([http://www.twitter.com/\\_mavic](http://www.twitter.com/_mavic)).

SurveyMonkey (<http://www.surveymonkey.com>), an online tool to create and publish surveys, and evaluations of individual events has assisted MA (Vic) to gain direct feedback from members. Notably, 47% of members who answered the Annual Program survey found the MA (Vic) weekly e-bulletin to be the main avenue of information regarding MA (Vic) programmes and events.

MA (Vic) effectively manages communication costs through in-house design of materials including advertisements (i.e. ads for MA (Vic) and external publications), the Annual

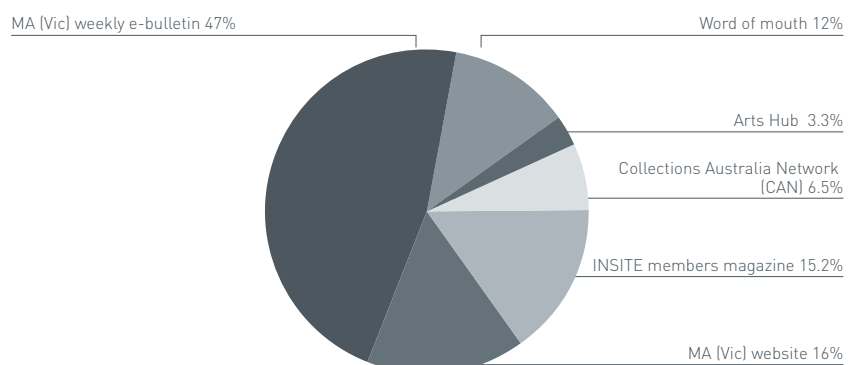
Program, banner design/artwork, business cards, Christmas e-card, Community Training flyer, e-flyers for upcoming events, Expression of Interest flyers, INSITE magazine, MAP certificates and brochure, readers' surveys and general surveys via SurveyMonkey and Victorian Museum Award certificates.

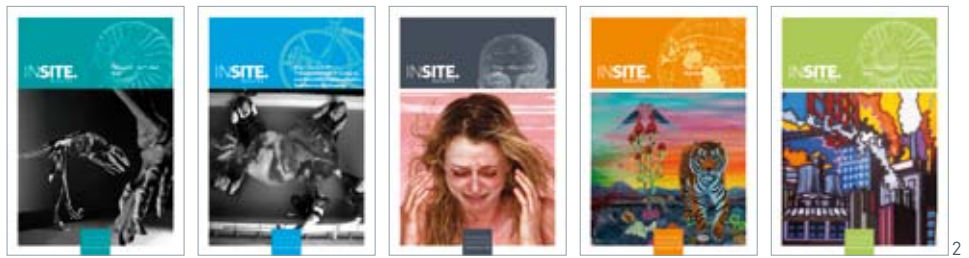
Press coverage in 2009 has included various stories ranging from the implementation of museum standards in community collections, vibrant cultural projects, grant recipients, the Victorian Museum Awards, MAP Accreditation, Letters to the Editor, individual achievements and controversial museum closures. Publications include:

*The Age, The Ararat Advertiser, The Benella Ensign, The Boort Loddon Times, Shire of Loddon, The Courier, Ballarat, The Gazette, Victoria Police, The Golden Plains Miner, The Herald Sun, The Macedon Ranges Telegraph, The RAAF Point Cook Air Force News, The South Gippsland Sentinel Times, The Standard, Warrnambool, The Star newsgroup, Tourism Talk, Wyndham Tourism Association, The Yarram Standard.*

*Cassie May, Communications Manager  
Dimity Mapstone, Office Coordinator*

## Survey: How Did You Find Out About Our Events?





“...the INSITE committee brings together professionals with diverse specialisations... it’s great to contribute perspectives while also hearing about the very different issues and challenges that others face.”

The INSITE members’ magazine enjoys the support of the people who work with collections across Victoria in the form of articles about their activities and museums. In 2009 there has been no shortage of excellent and informative writing published in INSITE on issues relating to collections.

### Contents Tour

Each INSITE organises content under a theme selected by the Editorial Committee. In 2009 our selected themes were:

- Digs (February-April)
- Transformations in Cultural and Scientific Communication, Swinburne Conference (May-June)
- Life (July-August)
- Borders (September-October) and
- Heat (November-January).

Collections in these themed issues included the Royal Children’s Hospital Archive, the Victoria Police Museum, the Koorie Heritage Trust, Quarantine Station at Point Nepean, the Bonegilla Collection at the Albury Library Museum, Ian Potter Museum of Art and Museum Victoria.

Colleagues in the sector were interviewed for our regular feature, On Display. In 2009 we interviewed Mark Dugay-Grist (Aboriginal Affairs, Victoria), Dr Andi Horvath (Melbourne Museum), Dr John Long (Museum Victoria), Ron Vanderwal (Museum Victoria) and artist, Cameron Robbins. Collection objects were also featured and these included a Bellows Nozzle from the Australian Institute of Archaeology collection, Mosman Bay Falls from the Tyrrell Photographic Collection at the Powerhouse Museum, a Midwifery Case from the Euroa Farmers Arms Hotel and the Walker Steam Engine 942 from the Sovereign Hill Museums Association.

In the September-October 2009 edition of INSITE we included a full colour lift-out on the Victorian Museum Awards to extend the information on the projects and individuals that received awards and as thanks for the generous donation of prizes by Click Systems, Archival Survival and the Herald Sun. The lift-out was warmly received and we hope to continue to mark the achievements of our Award winners in this format.

### Running a magazine

In addition to the supply of articles from the sector there has been a fresh editorial eye with Cassie May taking over the reins for two issues. Cassie produced the February-April Digs issue of INSITE and worked with Swinburne University of Technology to make the Transformations in Cultural and Scientific Communication Swinburne Conference, May-June edition. Cassie and I produced the 2009 issues of INSITE with advice from an Editorial Committee of six museum professionals.

INSITE is designed in-house by the Editor and professionally printed by Madman Printing on recycled paper, in keeping with the Branch’s visual identity, then distributed to members via the Mail Action mailbox. The cost of printing and distributing all five issues is covered by revenue from advertising. In 2009 the INSITE advertisers were: Click Systems, Archival Survival, Showfront, Thylacine, Designcraft, Maxus, Information Services and Technology (IST), Cultural Connotations and Bizflex. Additional advertising was distributed as inserts by Scienceworks, MCCP University of Melbourne and City of Ballarat, the Shrine of Remembrance and Deakin University.

With the support of service providers, contributors and Victorian museums, INSITE will continue to provide members with the opportunity to share ideas, information and opportunities for the benefit of the sector.

*Roisin O’Dwyer, INSITE Editor*



# Building Better Museums – BBM

1 Museum of Lilydale,  
Yarra Ranges

2 Westgarthtown,  
historic former dairy  
farming settlement..



In 2009 the Building Better Museums (BBM) grant program assisted small metropolitan and regional museums and galleries to meet and maintain standards by providing money to purchase equipment and materials. BBM was supported by the Victorian Government through the Community Support Fund. Funding came through the Arts In the Suburbs program.

BBM actively seeks opportunities to complement and build on museums' strategic initiatives including those where other funding or support did not extend to related small infrastructure requirements. This program actively encourages Victorian museums to make informed, quality improvements in light of Museum Accreditation Program (MAP) requirements and the *National Standards for Australian Museums & Galleries*.

In 2009 BBM sought grant applications on a by-invitation basis from museums located in the greater Melbourne metropolitan region, including those in the urban-rural interface (Cardinia, Hume, Nillumbik, Mornington Peninsula, Whittlesea and Yarra Ranges).

In 2009, BBM assisted with ten museums with recommendations or goals from recent Conservation Assessments and Significance Assessments, and six grants were directly linked to recommendations from recent Accreditation and Re-Accreditation reports and feedback. Eighty-three percent of BBM-funded projects assist with preservation of collections, and 61% directly improved community access and programs.

## Site visits

Up-front site visits meant that BBM grants were offered in the context of each individual museum's setting, collection, challenges and priorities. Importantly, our

grant program recognises and supports a museum's forward plans and specific goals.

The BBM Manager visited 16 of the 18 museums who later received grants, to identify eligible projects in advance of grant applications and provide supporting information and advice as needed. The other two recipients received visits and advice from other MA (Vic) programs.

The December 2009 announcement of the closure of the City Museum at Old Treasury, was disappointing news, not only in light of the \$11,799 BBM grant allocated earlier in the year. We hope that the resulting exhibitions infrastructure may be used for public benefit in the future.

## 2009 BBM Grant Recipients

In 2009, BBM grants totalling \$88,521 were distributed to 18 museums. Since 2003, MA (Vic)'s small infrastructure grants programs (SIP, BBRM and BBM) have distributed over \$400,000 to 107 community museums and galleries in Victoria.

**City Museum at Old Treasury**  
\$11,799 towards a new temporary exhibition space

**East Melbourne Historical Society**  
\$2,290 towards digitisation of collection

**Como Historic House and Garden**  
\$7,980 towards audio visual equipment and exhibition showcases

**Daylesford Spa Country Railway**  
\$5,488 towards fire resistant cabinets

**Doncaster Templestowe Historical Society (for Schramm's Cottage)**  
\$1,872 towards improved storage for fabrics and costumes

**Friends of Westgarthtown (for Ziebell's Farmhouse)**  
\$2,828 towards scanner, digital camera, recorder and cataloguing system

**Knox Historical Society (for Ambleside Park Local History Museum)**  
\$3,360 towards improved collection storage

**Koorie Heritage Trust**  
\$2,791 towards preventative conservation measures

**Mornington Peninsula Regional Gallery**  
\$6,781 towards improved security measures

**Mulberry Hill**  
\$2,160 towards preventive conservation materials

**Museum of Chinese Australian History**  
\$8,012 towards preventive conservation and archival storage

**Nepean Historical Society**  
\$2,050 towards improved museum displays

**Parks Victoria (for Point Nepean Quarantine Station)**  
\$3,550 towards improved preventive conservation and storage

**Rye Historical Society**  
\$2,379 towards portable display boards

**Sunshine and District Historical Society**  
\$5,272 towards collection cataloguing equipment, software and storage

**The Australian National Aviation Museum**  
\$10,738 towards new compactus storage system

**Whitehorse Historical Society (for Schwerkolt Cottage)**  
\$3,826 towards improved preventive conservation and museum displays

**Yarra Ranges Regional Museum**  
\$5,345 towards environmental monitoring equipment

*Barbara Wels, Manager, Building Better Museums*

# Regional Exhibition Touring Initiative – RETI

3 RETI recipient, Ararat Regional Art Gallery, Kate Derum (1978).

4 Guest presenter Dr Lynda Kelly from the Australian Museum takes the MA (Vic) Audience Development masterclass at Melbourne Museum..



“Outstanding to have access to such an interesting and accomplished professional museum [presenter]”

In 2009, RETI grants totaling \$863,900 were distributed to 10 museums and galleries. Since 1999, MA (Vic)'s RETI grants program has distributed over \$343,000 to 90 museums and galleries in Victoria.

### Professional Development and Training

In 2009, ten seminars, four on-demand workshops and a masterclass on exhibition development were delivered to a record total of 417 participants. The program highlight was the special interest seminar Science Matters during National Science week in August. Our new masterclass series piloted by RETI in 2009 aimed at those professionals specifically working in audience development, with guest presenter Dr Lynda Kelly, from the Australian Museum.

### RETI Program Review

An important aspect of the RETI program is actually visiting museums who have received RETI funding, viewing their exhibitions and visiting museums interested in developing and potentially touring exhibitions.

In 2007 the RETI Manager undertook a review of the program since its inception in 1999 to analyse the changing needs of the sector for exhibition development.

Following this research, MA (Vic) engaged an independent Sydney-based consulting group NSF to review the exhibition activities and capacities of Victorian collecting organisations. This review was supported by Arts Victoria.

In April, the independent report, the “Review of Exhibition Capacity of Victoria’s Community Museums” presented an analysis of exhibition capacity and development needs to facilitate static and

touring exhibitions by and for museums in Victoria. MA (Vic) is now developing a new-look exhibitions development program for 2010 based on strategic recommendations to Arts Victoria following the report.

### Publications

The 2007 publication *Exhibitions: a practical guide for small museums and galleries* won a Museums Australia Publication Design Award in 2009 following the American Association of Museums Award in 2008. The publication is now sold out with an e-book version in development to cater for increasing demand.

Following its success, we have secured funding to produce a sister publication, *Exhibition Design for Galleries and Museums*, funded by the Besen Family Foundation, Helen Macpherson Smith Trust and the Ian Potter Foundation. This new publication includes contributions from 18 museum professionals and edited by the RETI Manager. The book will assist galleries and museums to build capacities to develop high quality static and touring museum-standard exhibitions, and address design issues for touring exhibitions, in heritage buildings, for Indigenous collections and artefacts, design for informal learning and ecologically sustainable design. The book will demystify the exhibition design process and make complex issues accessible to a broad audience.

### RETI Subcommittee

The RETI subcommittee has the responsibility of offering advice and support to the program and particularly in assessing grant applications. The work, support and energy that are given so freely by the committee members are duly acknowledged on page 8.

*Georgia Rouette* Manager, Exhibitions and Touring Services

- Korowa Anglican Girls’ School And, as we journey – 120 years at Korowa (\$9,000)
- Cape Schanck Lighthouse Cape Schanck Light Station Timeline (\$6,000)
- Bundoora Homestead Art Centre Bold Beginnings: The art of Balgo (\$4,000)
- Hawthorn Football Club Museum Playing in the Big Time: from country footy to playing for the Hawks (\$4,500)
- Flagstaff Hill Maritime Village Stories of the South West (\$4,500)
- Ararat Regional Art Gallery A Matter of time: Australian studio tapestry 1975-2005 (\$8,000)
- Monash Gallery of Art Black and White: Documenting Indigenous Australia (\$6,000)
- Echuca Historical Society Exhibition Infrastructure (\$10,307)
- Yarra Ranges Regional Museum Exhibition Infrastructure (\$4,620)
- Showcase Wangaratta Exhibition Infrastructure (\$5,000)

# Community Collections Training – CCT

1 Corryong Museum.  
2 Katamatite Historical Society Museum.



“Standards really focus on the nitty-gritty of responsibilities of custodians of collections.”  
“For the first time I am clear about correct direction for the Historical Society and my place in it.”

The Victorian Government’s strategy Victoria’s Heritage: Strengthening our communities delivers programs and initiatives to recognise, protect, interpret and manage Victoria’s diverse heritage. The Community Collections Training Program (CCT) is one aspect of this strategy with an objective to recognise and support the conservation of significant collections in community museums and the volunteers who care for them.

#### Overview of CCT in 2009

- 364 people participated in 10 training sessions
- 25 separate community organisations were represented
- 11 organisations in the Museum Accreditation Program (MAP)
- 87% participants funded by Heritage Victoria
- 10 sessions delivered in regional Victoria
- 7 different programs were delivered covering collection custodianship
- 73% of participants expressed a high level of satisfaction

Workshop participants were pleased to come to one particular central location, in the case of 2009, Shepparton and Korumburra. In both locations local government agencies provided excellent venues and assistance from staff in dealing with some local enquiries. The South

Gippsland Shire Council was particularly interested in the workshops because of the impact of bushfires in part of their region.

The CCT program is managed by Euan McGillivray, appointed by Heritage Victoria in 2006. The Program is designed to also provide support to community groups in applying for Heritage Grants for appropriate projects. In 2009 four workshops were delivered that specifically supported groups in understanding and undertaking significance assessments and collection preservation projects.

In the years 2006/7, 2007/8, and 2008/9, fifteen organisations that attended training went on to get a significance assessment on their collections:

- Ararat Historical Society, Ararat
- Bacchus Marsh Historical Society, Bacchus Marsh
- Bendigo Historical Society, Bendigo
- Camperdown Historical Society, Camperdown
- Castlemaine Historical Society, Castlemaine
- Clunes Historical Society, Clunes
- Eldorado Museum, Eldorado
- Golden Dragon Museum, Bendigo
- Hamilton Pastoral Museum, Hamilton
- Koroit Historical Society, Koroit
- Kyneton Historical Society, Kyneton
- National Alpine Museum, Mt Buller
- Port Albert Maritime Museum, Port Albert
- Talbot Arts & Historical Museum, Talbot

The CCT Manager is also the Victorian contact for National Library of Australia’s grant program relating to community collections training and a panellist for the Local History Grant Program managed by the Public Records Office of Victoria.

One of the suites of CCT workshops, Introduction to Museum Standards is a two-day session designed to complement the *National Standards for Australian Museums & Galleries*. While these Standards relate to all museums and galleries, MA (Vic) has developed a set of standards specifically for volunteer run community museums. The CCT workshops have helped prepare 364 community collection custodians to take advantage of the emphasis by funding bodies on significance assessments.

While seven museums demonstrated interest in the applying the standards associated with the Museums Accreditation Program, current MA (Vic) resources have limited the intake for 2010 to five organisations. Because the training being funded by Heritage Victoria is based around standards and good practice, it is clear that with the introduction of an accreditation stream specifically designed for volunteer-run community museums; greater interest will be shown by groups to become part of the accredited museum family.

*Euan McGillivray* Community Collections Training Manager



# Museum Accreditation Program – MAP

3 The Koorie Heritage Trust's team celebrate their Accreditation at the 2009 Victorian Museum Awards, July 2009.



“The accreditation process has highlighted (ways) to improve the standards to which we care for our very significant collections, and an understanding of the areas where we already do well.”

The Museum Accreditation Program (MAP) provides a framework, based on peer review, for Victorian museums to build sustainability and continuous improvement in their management, governance and operations. MAP's activities foster and promote professional museum standards across the sector. 2009 has been a year of ongoing development for MAP. At end of 2009 there were 65 museums participating in the MAP program, with 46 museums accredited and 19 working toward accreditation.

## 2009 Highlights

- In 2009 MAP Managers developed new resources specifically for Victorian museums, including factsheets which explain new obligations relating to Indigenous cultural materials and legislation around museums and firearms
- Following a successful trial last year, the practice of combining MAP visits with other MA (Vic) programs was continued in 2009
- MAP Managers continued as members of the National Standards Taskforce. In 2009 the Taskforce commenced the ongoing process of revision and sector feedback for the *National Standards for Australian Museums & Galleries*. The Standards can be accessed at: [www.collectionsaustralia.net/sector\\_info\\_item/107](http://www.collectionsaustralia.net/sector_info_item/107)
- Megan Cardamone commenced as a MAP Co-manager in April 2009, replacing Bridget Forbes.

The MAP Kit for the 'staffed museums' stream was updated to align with the

*National Standards for Australian Museums & Galleries*, particularly in terms of structure and terminology. The National Standards have now fully replaced the previous MAP Standards as the set of benchmarks for MAP, however where needed MAP materials still offer information and perspectives specific to Victoria. The updated MAP Kit also offers a set of 'model documents' which are exemplary core documents from Accredited museums as a guide for groups working toward Accreditation

## Accreditations

- Koorie Heritage Trust Inc.
- Victoria Police Museum and Historical Unit

## Re-Accreditations

- Ambleside Park (Knox Historical Society)
- Benalla Costume and Pioneer Museum
- Cohuna & District Historical Society
- Golden Dragon Museum
- Schwerkolt Cottage and Museum Complex (Whitehorse Historical Society)

## Enrolments

There continued to be strong demand for enrolment in MAP in 2009. The MAP Committee accepted museums that had expressed an interest in joining the program and were deemed able to meet the required standards in the required time frame. Seven museums were accepted and

enrolled in MAP in 2009. Three of these are enrolled in the 'volunteer' stream, and four in the 'staffed' stream.

Museums enrolled in the 2009 intake are:

- Coal Creek Community Park and Museum
- College of Surgeons Museum
- Flagstaff Hill Maritime Village
- The Hawks Museum (Hawthorn Football Club)
- National Sports Museum
- Schramm's Cottage (Doncaster/ Templestowe Historical Society)
- Swan Hill Regional Art Gallery

## Advisory visits

- Museum of Chinese Australian History Inc.

## MAP Subcommittee

In 2009 the MAP Subcommittee and MAP panellists provided peer review and industry expertise to the Museum Accreditation Program. The MAP Subcommittee meet quarterly to assess the applications under the Museum Accreditation Program, and to provide advice to the MAP Managers.

## MAP Panellists

MAP panellists offer their services as volunteers or as a pro bono contribution to the development of the Victorian museum sector by the institutions that they represent. MAP panels conduct site visits as part of the assessment process and are tailored to individual museums. MAP panels provide opportunities in two key ways: mentoring and expert advice for the museums visited, as well as professional development for the panellists.

A full list of MAP Committee Members and Panellists is listed in the Management Report (see page 7).

*Megan Cardamone, MAP Manager*  
*Kitty Owens, MAP Manager*

# Acknowledgments

We warmly acknowledge and greatly appreciated the generosity of our many wonderful supporters in 2009.

## Thank you to...

The Victorian Government through Arts Victoria, Department of Premier and Cabinet, Heritage Victoria, Department of Planning and Community Development, and the City of Melbourne for ongoing support for core activities, community collections and the website redevelopment project respectively.

Museum Victoria for ongoing in-kind office space, operational and IT support at Melbourne Museum, and for managers' and directors' contributions to MA (Vic) committees, programs and services.

The National Standards for Australian Museums and Galleries' Taskforce, comprising representatives of each State and Territory, for support to develop version 1.1.

Arts Victoria, Heritage Victoria and Museum Victoria for supporting the Small Museums Cataloguing Manual (4th edition).

## Arts Victoria – Managers and Directors

- Greg Andrews, Acting Director
- Michelle Armstrong, General Manager, Programming & Innovation
- Fiona Beckwith, Senior Arts Officer, Market & Community Development
- Samantha Davies, Senior Arts Officer, Policy and Research
- Martin Hallett, Senior Project Officer, Victorian Cultural Network
- Penny Hutchinson, Director
- Debra Jefferies, General Manager, Market & Community Development
- Elizabeth Jones, VBRRRA
- Victoria Jones, VBRRRA
- Lainie Kluska, Senior Manager, Communications
- Christopher McDermott, Manager, Policy & Research
- Andy Miller, Senior Program Manager, Programming & Innovation
- Michael Nation, Manager, Executive Office & Government Relations
- Daniel O'Farrell, Senior Communications Officer
- Ian Rogers, Manager, Local Partnerships

## Department of Planning and Community Development

- Yehudi Blacher, Secretary
- Karlie Hawking, Community Museums Project Officer
- Erica Sanders, Policy Officer, Cultural Development & Community Strengthening
- Corinne Young, Executive Director, Community Investment

## Department of Premier and Cabinet

- Rob Hudson MP
- Ree Izett, Senior Ministerial Advisor to the Arts Minister
- Stephen Moynihan, Media Officer

## Heritage Victoria – Managers and Directors

- Amanda Bacon, Manager, Strategic Projects
- Helen Baker, Acting Manager, Strategic Projects
- Susie Collis, Team Leader
- Jennifer Dawson, Online Communications Coordinator
- Jenny Dickens, Senior Conservator
- Pam Enting, Outreach Coordinator
- Jim Gardner, Director, Strategy and Policy
- Ray Tonkin, Executive Director
- Elizabeth Triarico, Project Officer, Heritage Collections

## Presenters and Contributors

- Dey Alexander, Dey Alexander Consulting
- Philip Armato, Marine Discovery Centre, Queenscliff / Fisheries Victoria
- Meagan Atkins, Exhibition Designer/ Producer
- Pat Baird, Friends of Churchill Island Society
- Robyn Ballinger, History Council of Victoria
- Paul Bateman, Victoria Law Foundation
- Damein Bell, Gunditj Mirring Traditional Owners Aboriginal Corporation
- Seddon Bennington, Museum of New Zealand Te Papa Tongarewa
- Shelley Bernstein, Brooklyn Museum
- Catherine Bessant, Parks Victoria
- Mel Blachford, The Victorian Jazz Archive
- Dr Tony Birch, University of Melbourne
- Dr William Birch, Museum Victoria
- Joanna Bosse, Ian Potter Museum of Art
- Brandi Bugh, Heritage Victoria
- Eddie Butler-Bowdon, City of Melbourne
- Anni Rowland Campbell, Fuji Xerox Australia
- Professor David Cantrill, National Herbarium of Victoria
- Caroline Carter, Museum Victoria
- Naomi Cass, Centre for Contemporary Photography
- Sebastian Chan, Powerhouse Museum
- Betty Charge, Blacksmith's Cottage and Forge
- Mary Rhyllis Clark, Freelance Historian
- Terry Claven, Victoria Police Museum
- Jo-Anne Cooper, formerly City Museum at Old Treasury Melbourne
- Gabrielle Corser, VIDA Volunteer
- Vicki Court, Royal Historical Society of Victoria
- Georgia Cribb, NETS Victoria
- Julian Cribb, Julian Cribb and Associates
- Abi Crompton, Third Drawer Down
- Vicki Court, Royal Historical Society Victoria
- Vicki Couzens
- Tansy Curtin, Bendigo Art Gallery
- Liza Dale-Hallett, Museum Victoria
- Marjorie Dalvean, Melbourne Athenaeum
- Christopher Davey, Australian Institute of Archaeology
- Suzanne Davies, RMIT Gallery
- Ross Dawson, Future Exploration Network
- David Demant, Museum Victoria
- Jane Devery, National Gallery of Victoria
- Jenny Dickens, Heritage Victoria
- Christopher Dodds, Artist
- Andrew Donovan, Australia Council for the Arts
- Mark Dugay-Grist, Aboriginal Affairs Victoria
- Graham Durant, Questacon
- Peter Evans, Sovereign Hill Museums Association
- Martin Flanagan
- Adam Ford, DIG International
- Ellen Forsyth
- Wendy Garden, Banyule City Council
- Martin Green, National Trust of Australia (Victoria)
- Mike Green, Museum Victoria
- Dr Patrick Greene, Museum Victoria
- Margaret Griffith, Museum Victoria
- Derek Guille, ABC 774
- Dr Sebastian Gurciullo, Online Projects
- Bridget Guthrie, Albury City
- Dr David Hanse, Sotheby's Australia
- Tim Hart, Museum Victoria
- Merle Hathaway, Public Galleries Association of Victoria
- Angela Hendrickson, Archival Survival
- Dermot Henry, Museum Victoria
- Rose Hiscock, Museum Victoria
- Andrew Hockley, Herald Sun
- Damien Hodgkinson, Australian Business Arts Foundation
- Lucy Hoffman, Museum of New Zealand Te Papa Tongarewa
- Dr Andi Horvath, Museum Victoria
- Frank Howarth, Australian Museum
- Dr Henry Hudson, Maritime Museum of Victoria & Science Schools Foundation.
- Joan Hunt, Royal Historical Society of Victoria / History Support Group
- James Hutson
- Stephen Huxley, Swinburne University
- Mr Rob Hudson, MP
- Alison Scott Inglis, University of Melbourne
- Emily Jones, NETS Victoria
- Mylee Joseph, State Library of NSW
- Chris Keeler, Koorie Heritage Trust
- Dr Lynda Kelly, Australian Museum
- Chris Krishna-Pillay, CSIRO Education
- Matt Lees, VIDA Program
- Lawrence Leung, ABC
- Wi-Kuan Lin, Jinwen University of Science and Technology Taipei, Taiwan
- Dr John Long, Museum Victoria
- Brian Looker, Tasmanian Museum & Art Gallery.
- Pamela Lovis, Museum of New Zealand Te Papa Tongarewa
- Catherine McFarlane, State Library of Victoria
- Euan McGillivray, Museums Australia (Victoria)
- Larry McInerney, Museum Victoria



- Sue McKerracher, Australian Library and Information Association
- Brett McLennan, Australian Centre for the Moving Image
- Colin McLeod, Australian Football League
- Dr Ian J. McNiven, Monash University
- Loretta McPherson, Farmers Arms Hotel Museum
- Dan Maloney, Zoos Victoria
- Laura Miles, Museums Australia (Victoria)
- Dr Josephine Milne, National Herbarium of Victoria
- Jamin Moon, Aboriginal Affairs Victoria
- Gary Morgan, Roy Morgan Research
- Patrick Moriarty, Our Community
- Margaret Moritz, Blacksmith's Cottage and Forge
- Robert Morris, South Australian Museum.
- Professor Tim Murray, La Trobe University
- Dr Belinda Nemeč, University of Melbourne
- Erik North, LEV
- Kitty Owens, MA (Vic)
- Kirsten Paisley, Shepparton Art Gallery
- Kenneth Park
- Garry Parker, National Vietnam Veterans Museum
- Mark Patullo, National Gallery of Victoria
- Dr David Pemberton, Department of Primary Industries, Tasmania
- Dr Bruce Pennay, Charles Sturt University
- Kate Phillips, Museum Victoria
- David Pickering, Melbourne Museum
- Martin Purslow, National Trust of Australia (Victoria)
- Neville Quick, Museum Victoria
- Paul Reynolds, McGovern Online
- Cameron Robbins, Artist
- Tim Rolfe, Museum Victoria
- Georgia Rouette, Museums Australia (Victoria)
- Angelina Russo, Swinburne University
- Narelle Russo, Mornington Peninsula Regional Gallery
- Maggi Solly, Yarra Ranges Regional Museum
- Tim Sullivan, Sovereign Hill
- Jonathan Sweet, Deakin University
- Anne Thoday, Museums Australia (Victoria)
- Robyn Till, Shire of Macedon Ranges
- Miriam Troon, Koorie Heritage Trust
- Ron Vanderwal, Museum Victoria
- Sherryn Vardy, NETS Victoria
- Vivienne Waller, Institute of Social Research
- Dr Elycia Wallis, Museum Victoria.
- David Wansbrough, Olympian
- Robyn Waymouth, Royal Women's Hospital
- Annette Welkamp, Cultural Connotations
- Barbara Wels, Museums Australia (Victoria)
- Daryl West-Moore, National Gallery of Victoria
- Daniel Wilksch, Public Records Office, Victoria
- Robin Wright, University of Melbourne

### **Museums Australia 2010 National Conference**

- Professor Warren Bebbington, University of Melbourne
- Nick Cadey, arinex
- Megan Cardamone, MA (Vic)
- Shane Carmody, State Library of Victoria
- Jan Croggon, Sovereign Hill
- Jason Eades, Koorie Heritage Trust
- Dr Patrick Greene, Museum Victoria
- Tim Hart, Museum Victoria
- Karlie Hawking, Department of Planning & Community Development
- Robert Heather, State Library of Victoria
- Alison Inglis, University of Melbourne
- Debra Jefferies, Arts Victoria
- Euan McGillivray, MA (Vic)
- Darryl McIntyre, MA President
- Dimity Mapstone, MA (Vic)
- Cassie May, MA (Vic)
- Laura Miles (co-chair), MA (Vic)
- Bernice Murphy, MA National Director
- Bhavani Nadarajah, University of Melbourne
- Steve Nagle, City of Melbourne
- Belinda Nemeč, University of Melbourne
- Roisin O'Dwyer, MA (Vic)
- Kitty Owens, MA (Vic)
- Bree Richardson, arinex
- Georgia Rouette, MA (Vic)
- Rebecca Russell, arinex
- Patricia Sabine, MA National Past-President
- Erica Sanders, Arts Victoria / DPCD
- Lisa Sassella, National Gallery of Victoria
- Jeff Taylor, City of Melbourne
- Robyn Till, Shire of Macedon Ranges
- Miriam Troon, Koorie Heritage Trust
- Jane Walsh, Eight Creative
- Annette Welkamp, Cultural Connotations
- Daniel Wilksch (co-chair), MA (Vic)
- Lyndel Wischer, MA (Vic)
- Dr Gerard Vaughan, National Gallery of Victoria
- Barbara Wels, MA (Vic)
- Meredith Windust MA (Vic)
- Corinne Young, Department of Planning & Community Development

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- City of Ballarat
- City of Melbourne
- Click Systems
- Coal Creek Community Park & Museum, Korumburra
- Collections Council of Australia
- Collections Trust (UK)
- Cultural Connotations
- Deakin University
- Department of Planning & Community Development
- Designcraft
- Friends of Churchill Island Society
- Greater Shepparton City Council
- Herald Sun
- Heritage Victoria
- Ian Potter Foundation
- Immigration Museum
- Information Services and Technology (IST)
- Koorie Heritage Trust
- Korowa Girls Anglican School
- Loop Bar
- Maxus
- MCCP University of Melbourne
- Melbourne Museum
- Morgans at 401
- Museum Victoria
- Museum Victoria Store
- Museums & Galleries QLD
- National Gallery of Victoria
- National Sports Museum
- National Standards Taskforce
- National Trust of Australia (Victoria)
- Royal Botanical Gardens
- Scienceworks
- Showfront
- State Library of Victoria
- The City Museum at Old Treasury Melbourne
- The Shrine of Remembrance
- Third Drawer Down
- Thylacine
- University of Melbourne

# Income Statement for the Year Ended 31 December 2009

REVENUES FROM ORDINARY ACTIVITIES	2009 \$	2008 \$
Grants	629,426	624,534
Interest	7,072	13,536
Other Income	131,415	108,558
<b>Total revenues from ordinary activities</b>	<b>767,913</b>	<b>746,628</b>
Depreciation expense	(977)	(916)
Suppliers	(378,822)	(305,802)
Employee	(370,588)	(411,771)
<b>Net profit / (loss) from ordinary operations before income tax expense</b>	<b>17,526</b>	<b>28,139</b>
Income Tax	-	-
<b>Net profit / (loss) from ordinary operations</b>	<b>17,526</b>	<b>28,139</b>

# Balance Sheet as at 31 December 2009

	2009 \$	2008 \$
<b>Current Assets</b>		
Cash and Cash Equivalents	183,965	207,695
Trade and Other Receivables	12,791	20,593
Prepayments	1,700	1,962
<b>Total Current Assets</b>	<b>198,456</b>	<b>230,250</b>
<b>Non Current Assets</b>		
Property, plant and equipment	4,358	4,822
<b>Total Non Current Assets</b>	<b>4,358</b>	<b>4,822</b>
<b>TOTAL ASSETS</b>	<b>202,814</b>	<b>235,072</b>
<b>Current Liabilities</b>		
Trade and Other Payables	37,310	41,108
Income in Advance	18,050	52,120
Provisions	41,270	53,186
<b>Total Current Liabilities</b>	<b>96,630</b>	<b>146,414</b>
<b>TOTAL LIABILITIES</b>	<b>96,630</b>	<b>146,414</b>
<b>NET ASSETS</b>	<b>106,184</b>	<b>88,658</b>
<b>MEMBERS' FUNDS</b>		
Opening Member Funds	88,658	60,519
Net Profit/(Loss)	17,526	28,139
<b>TOTAL MEMBERS' FUNDS</b>	<b>106,184</b>	<b>88,658</b>

# Cash Flow Statement as at 31 December 2009

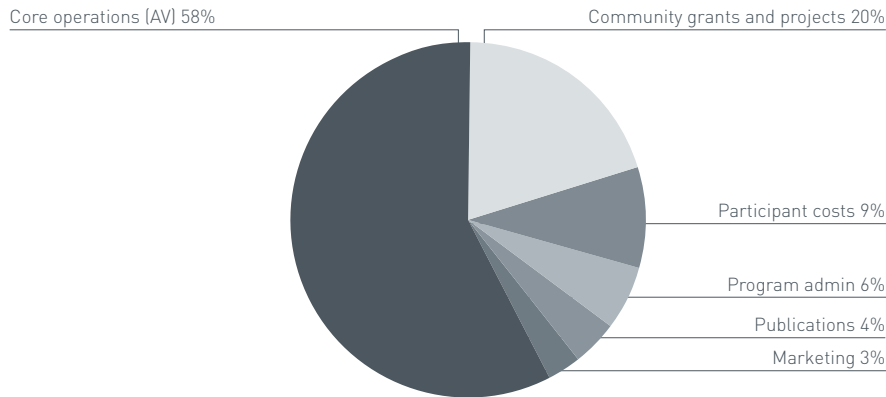
	2009 \$	2008 \$
<b>Cash Flows from Operating Activities</b>		
Receipts from grants, fees and other income	807,247	647,766
Payments to suppliers and employees	(837,537)	(556,717)
Interest received	7,073	13,536
<b>Net cash (used) provided by operating activities</b>	<b>(23,217)</b>	<b>104,585</b>
<b>Cash flows from Investing Activities</b>		
Payments for property plant & equipment	(513)	(433)
<b>Net cash (used) provided by investing activities</b>	<b>(513)</b>	<b>(433)</b>
<b>Net increase (decrease) in cash held</b>	<b>(23,730)</b>	<b>104,152</b>
Cash at beginning of financial year	207,695	103,543
Cash at end of financial year	183,965	207,695
<b>Reconciliation of net cash provided by operating activities to operating profit</b>		
<b>Operating profit</b>	<b>17,526</b>	<b>28,139</b>
Adjustment for non-cash flows in operating profit Depreciation	977	916
	<b>18,503</b>	<b>29,055</b>
(Increase) reduction in Receivables and prepayments	8,064	(3,254)
(Reduction) Increase in Payables	(3,798)	21,850
(Reduction) Increase in Income in Advance	(34,070)	44,488
(Reduction) Increase in Provisions	(11,916)	12,446
<b>Net cash provided (used) by Operating activities</b>	<b>(23,217)</b>	<b>104,585</b>

# Statement of Changes in Equity for the Year Ended 31 December 2009

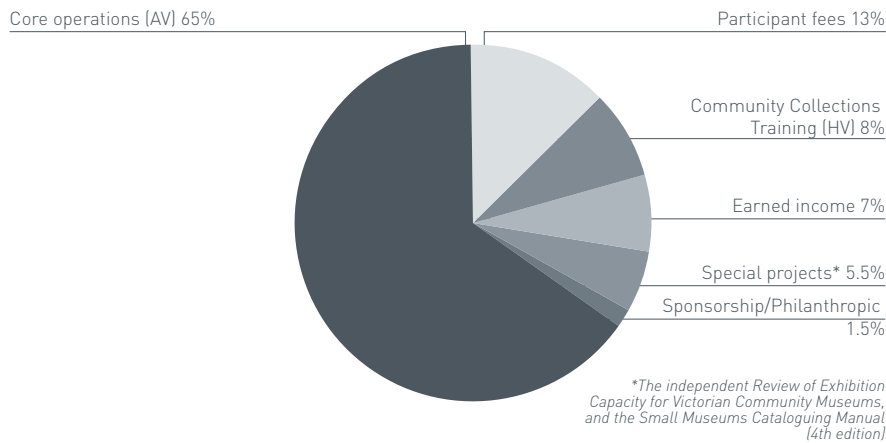
	Retained Surplus \$	Total Equity \$
<b>At 31 December 2007</b>	<b>60,519</b>	<b>60,519</b>
Surplus / (Deficit) for the 2008 year	28,139	28,139
<b>At 31 December 2008</b>	<b>88,658</b>	<b>88,658</b>
Surplus ( Deficit) for the 2009 year	17,526	17,526
<b>At 31 December 2009</b>	<b>106,184</b>	<b>106,184</b>

# Key Statistics

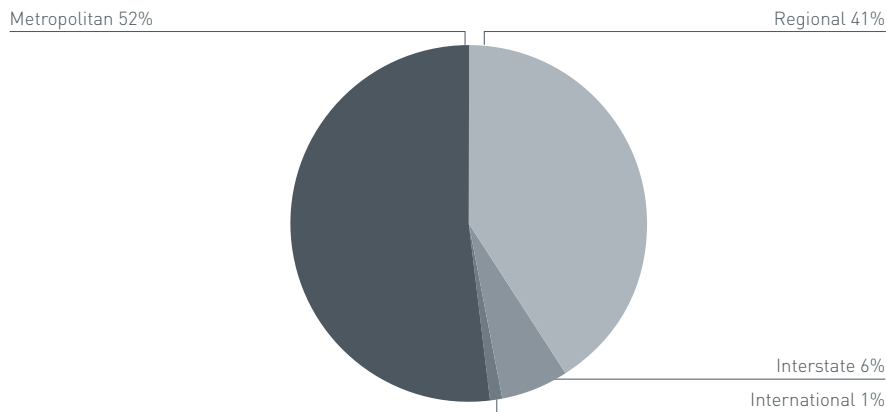
## Expenses



## Income



## Participation profile



**MUSEUMS AUSTRALIA INCORPORATED (VICTORIAN BRANCH)**  
**ABN: 83 048 139 955**

**STATEMENT BY MEMBERS OF THE COMMITTEE**

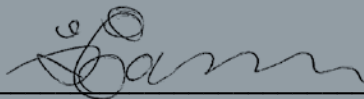
The Committee members have determined that the Victorian branch of the Association is not a reporting entity. The Committee members have determined that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

In the opinion of the committee the financial report as set out on pages to:

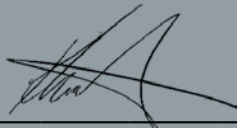
1. Presents fairly the financial position of Victorian branch of Museums Australia Inc. as at 31 December 2009 and its performance for the year ended on that date in accordance with Australian Accounting Standards, mandatory professional reporting requirements and other authoritative pronouncements of the Australian Accounting Standards Board.
2. At the date of this statement, there are reasonable grounds to believe that the Victorian branch of Museums Australia Inc will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Committee and is signed for and on behalf of the Committee by:

**President:** \_\_\_\_\_



**Treasurer:** \_\_\_\_\_



**Dated on this the 22 of April 2010**



# Museums Australia

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