

museums  
australia  
victoria



2013

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 (Victoria) provides:

- Expert advice on museum practice and development.
- Grants for exhibition development.
- Accreditation and application of the *National Standards for Australian Museums and 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

MA (Vic) is a state branch of Museums Australia, 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 and gallery sector throughout the State.

### Membership

MA (Vic) represents approximately one third of Museums Australia's total membership. It represents the Victorian members and coordinates 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.

The Victorian membership reflects the great diversity of the museum sector. At the end of December 2013, it included 245 organisations spanning archives, art galleries, botanical gardens, historical societies, natural and social history museums and specialist collections. At end 2013, we had 218 individual members, most of whom are working either professionally or voluntarily in museums and galleries.

Our key services include:

### Events

Over 70 events offered ranging from exclusive member viewings to lectures, seminars, workshops and masterclasses catering to beginner, mid-level and expert museum staff and volunteers. We cross-reference our program with member feedback and our matrix of museum and individual types to ensure we offer a balanced program to suit a variety of needs.

### Victorian Collections

A free online cataloguing system created especially for community collecting organisations and small museums in Victoria. Introductory workshops in collection management, cataloguing, object handling, photography, and more are held throughout the year.

### Museum Accreditation Program

83 museums are participating in our gold-standard Museum Accreditation Program, a holistic, peer-supported model of excellence developed according to the *National Standards for Australian Museums and Galleries*. The Program enables strong mentoring between museums and museum experts to share best-practice, upskill museum staff and volunteers and raise the profile of participating museums.

### Awards

Each year since 1994, we have recognised the achievements of museum individuals and organisations at the Victorian Museum

Awards. The Awards are peer-reviewed and celebrate the hard work of staff and volunteers in creating a vibrant sector. The Awards are proudly sponsored by a range of industry and cultural supporters.

### Exhibition Services

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

### 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 topics.

### Membership and Fundraising

Dedicated resources proactively and reactively identify the needs of existing and potential members and encourage broader networking within and between groups and communities. Our fundraising activities support both museums applying for grants and fundraising for branch income and in-kind support for activities which benefit the membership.

### Digital Projects

The weekly e-bulletin and MA (Vic) website offer a range of up-to-date museum sector information and links to external resources. Online training tools include short training videos on museum best practice and selected seminar presentations available online. Special disaster response areas of the website are available for fire and flood-affected communities when required.

The MA (Vic) office is housed on the lower ground floor of the Melbourne Museum. Members enjoy easy access to services and staff. MA (Vic) is grateful for the generous ongoing support of Museum Victoria in making this space available.

# President's Report



I am very pleased to report that Museums Australia (Victoria) was able to maintain and secure additional funding for its core operations and flagship programs over the course of 2013.

As well as signing a new three-year agreement for core operational funding through the Victorian Government and Arts Victoria, Museums Australia (Victoria) has received funding from the Veterans' Affairs Unit and Arts Victoria, both in the Department of Premier and Cabinet to support the Victorian Collections project. We are grateful and energised by this support and the solid contribution it will make to this next year of Anzac commemorations.

As our new agreement with Arts Victoria is under a new funding model, we have taken the opportunity to redevelop some of our programs. In particular, the Exhibition Services program will look very different in 2014 with a more hands-on approach to the support of exhibitions by small to medium organisations.

Significant activities in 2013 included our annual awards for Victorian Museums and staff, presented by the Hon. Heidi Victoria, Minister for the Arts, at the Australian Centre for the Moving Image. The full list of awardees can be found on page 9 of this report.

In addition, we delivered our second annual Museums & Galleries Conference in regional Victoria, hosted and sponsored by the National Wool Museum in Geelong. The Conference brought together museum staff and volunteers at all levels to discuss their work and issues in the sector.

We bid farewell to Dimity Mapstone who significantly contributed to our mobile optimised website, online videos and publications, as well as Caitlin McAtomney as Office Manager and co-Chair of the annual conference. We welcomed Caroline Deighton to the Office Manager role as well as Monica Cronin who stepped in as MAP Manager covering Cassie May's maternity leave.

Elections to Museums Australia's National Council saw Frank Howarth take on the role of National President of Museums Australia, and the elections of Victorians Peter Abbott and Padraic Fisher onto the National Council. Both Peter and Padraic are keen to hear the views of Victorian members on the role and operations of Museums Australia.

As well as putting on a very successful National Conference in Canberra, Museums Australia developed changes to the membership structure which add value to both organisational and individual membership, including special deals for students, retired colleagues and volunteers.

This is my final report as Chair of the Victorian Branch Committee of Museums Australia as I am stepping down after eight years, or two full terms. I want to welcome the incoming Committee and thank them in advance for their support and commitment to the cause.

I have enjoyed the opportunity to contribute to the organisation, and I thank MA (Vic) staff for both their enthusiasm and their professionalism as we worked through the challenges of the last two years.

*Daniel Wilksch*  
President

# Treasurer's Report



The twelve months ended 31 December 2013 produced a balanced result with total income and total expenses of the same amount. This compares with a small surplus of \$6,327 in the previous year.

Total income from all sources was \$678,764, a slight reduction on the previous year of \$6,788. Total expenses for the year were also \$678,764 and this was a small reduction on 2012 of \$628.

With no movement on Members Funds for the year, Retained Earnings remain at \$64,254 at 31 December 2013, the same as at 31 December 2012.

Cash and Cash Equivalents stood at \$99,593 at 31 December 2013 with Current Liabilities amounting to \$86,419.

The first instalment of \$207,300 in core funding is expected in January 2014 and Museums Australia (Victoria) remains in a strong financial position to undertake its activities in 2014.

*Ian Scott*  
*Treasurer*

# Executive Director's Report

1 Meredith Blake, Project Manager, Victorian Collections, demonstrating best practice in photographing objects at a Victorian Collections training workshop in Belgrave.

2 Frank Howarth, President, Museums Australia, Laura Miles, Executive Director, MA (Vic), and Daniel Wilksch, President, MA (Vic), at the Afghanistan: Hidden Treasures from the National Museum Kabul exhibition, Melbourne Museum.



2013 was a year which demonstrated the great resilience of our sector in managing change. It has been a year focused on financial sustainability and broadening access to collections and resources.

Our major members – Museum Victoria, NGV, PROV, State Library, ACMI and the Arts Centre – care for 35m+ items worth an estimated \$5bn and our community museums care for an additional 8m objects worth perhaps \$850m. By year end, over 21,000 digitised items and 249 Collection Level Descriptions were uploaded onto our Victorian Collections website, making individual items discoverable and summarising the number, type, condition and significance of collections.

We reserve special acknowledgments to Dr J. Patrick Greene and Museum Victoria for enduring support of the Victorian Collections project and the Victorian Branch, providing leadership to the sector, in-kind office space, access to utilities and IT support, meeting rooms, exclusive member events and the expertise of staff and volunteers across their four venues: Melbourne Museum, Immigration Museum, Scienceworks and the Royal Exhibition Building.

We extend our thanks to Arts Victoria for core operational funding, the Victorian Cultural Network/Culture Victoria for Victorian Collections funding, and our philanthropic, corporate and government funders acknowledged on pages 17 and 18.

## Financial

2013 was the third and final year of our triennial funding agreement with Arts Victoria, and we successfully secured 2014-2016 funding from their Organisations' Funding Program as an Established Organisation. Our intention is to transition into a Lead Organisation, with negotiated funding, from 2017. Our warmest thanks to all of our members who wrote in to express support for MA (Vic) throughout our application processes.

Our operations are very lean, with 51% of turnover derived from Arts Victoria's core operational grant, supplemented by our fundraising and advocacy efforts with a total request for \$635,000 of which we were granted \$423,000, a 67% success rate. We continue to advocate for funding to invest in more staffing for fundraising and membership plus software to streamline our member and supporter database systems.

## Programming

Our performance was over target with 74 events (target: 58) attended by 1,698 people (target: 1,332), an increase of 27%. Of this we achieved a 63% / 35% split of metro:regional attendance plus 1% interstate and 1% international.

For our second annual Victorian Museums & Galleries Conference we partnered with the National Wool Museum in Geelong. We welcomed 180 attendees to the Conference which was supported by Regional Development Victoria, industry sponsors, the ABC and Local Government who provided seven volunteer bursaries.

MA (Vic) staff were guest presenters at this year's MA conference, the Albury-Wodonga Regional Conference for NSW and VIC volunteers, and the annual RSL Conference. In addition the Executive Director undertook the Williamson Community Leadership Programme with Leadership Victoria and self-funded a presentation at the American Alliance of Museums Annual Conference. A senior colleague from MoMA, New York City, in turn presented an intensive seminar and talk for MA (Vic) members and Museum Victoria staff in December.

## Victorian Museum Awards

The Victorian Museum Awards 2013 were held on Thursday 8 August at the Australian Centre for the Moving Image. The evening was attended by a record number of guests, hosted by ABC Radio presenter George McEncroe with the Hon. Heidi Victoria MP officiating in her capacity as Minister for the Arts. The Museum Accreditation Awards, the Deakin University Roslyn Lawry Award and two Victorian Collections Cataloguing Awards were also presented during the evening.

We congratulate the Victorian museum sector on the high level of nominations received and the amazing work of every individual and museum nominated.

## Exhibition Services

Anticipating a change of direction in 2014, our Exhibitions Program devolved five grants totalling \$40,000, with \$136,344 requested. We also undertook 10 site visits, published the revised list of venues which can accept touring exhibitions and continued our research work to engage local governments across Victoria. Within the Program we produced two publications with 136 copies sold in 2013.



1 Uncle David Tournier, Wadda Wurrung Elder, welcoming delegates to Country at the 2013 Victorian Museums & Galleries Conference, National Wool Museum, Geelong.

2 Lunchtime networking at the 2013 Victorian Museums & Galleries Conference, National Wool Museum, Geelong.

3 Deborah Howes, Director of Digital Learning at the Museum of Modern Art (MoMA), New York City, addressing attendees at the special lecture: 'From Mobile to MOOC: How and Why Art Museums Engage Digital Publics, Melbourne Museum.'

### Museum Accreditation Program

We now have 83 museums (12% of the Victorian total) in the program, of which 57 have achieved Accreditation, 24 are working towards Accreditation, and eight enrolled this year (three volunteer-run museums and five with paid staff). 15 museums were Accredited or Reaccredited.

Site assessments were conducted by the MAP managers and volunteer expert panellists at 38 museums across the State. We are pleased to welcome back Como House & Garden following a one year absence and Dunkeld Museum after a ten year absence.

### Victorian Collections

We received \$110,000 in project funding to further develop our online cataloguing, digitisation and access tool in partnership with the Victorian Cultural Network. This work collectively builds towards making the state-wide collections database discoverable by audiences in Victoria and beyond.

At the end of 2013, the total number of participants stood at 1,181 people and the number of website visits at over 440,000.

We loaned equipment including laptops, flatbed scanners, digital cameras and 3G data modems to 7 groups and as part of our inclusivity agenda, we developed our work with RSL sub-branches and 55 multicultural and migrant communities with the help of our Consultant, Dr Helen Light AM.

### Marketing / Access

We successfully continued our suite of online resources with additional infosheets, an interactive map of Accredited museums (<http://museums.mavic.asn.au>) and best practice videos ([www.mavic.asn.au/resources/practical-training](http://www.mavic.asn.au/resources/practical-training) and [www.youtube.com/museumsaustraliavic](http://www.youtube.com/museumsaustraliavic)) which are closed captioned (subtitled) for full accessibility.

We worked in partnership with the National Year of Reading team to publish poetry about Victorian museums ([www.love2read.org.au/writersworking.cfm](http://www.love2read.org.au/writersworking.cfm)) and contributed to the State Library of Victoria's 100 Readers project (<https://www.youtube.com/watch?v=1UwtzkCqlTk>).

In 2013 we produced 12 print and 26 online publications plus 107 items of collateral with a total circulation of 161,000. We received 625,000 visits to our websites, more than 8,000 views on YouTube, and over 1,100 'Likes' and 'Follows' on Facebook and Twitter. Our full-colour magazine, INSITE, was distributed to members and supporters with selected teaser articles online ([www.mavic.asn.au/insite](http://www.mavic.asn.au/insite)). Five issues covered the topics of Hide & Seek, Fear of Technology, Large Numbers, Past Imperfect, and Social Museums.

Media coverage remained stable with interviews on ABC Local Radio and Eastern FM on caring for shipwreck artefacts, digitisation, and Victorian Collections, and articles in various local newspapers about our State Conference, Victorian Museum Awards, Victorian Collections and newly Accredited museums.

I warmly commend our extensive network of highly skilled and generous members, supporters, committee and board members, panellists, mentors, volunteers and former and current MA (Vic) staff who have given their time and energy to support our work connecting and advocating for our sector. We farewelled Caitlin and Dimity in 2013 who moved onto other challenges after achieving great things within our MA (Vic) family.

These collective contributions of our lively and diverse sector make Victoria the cultural capital of Australia and means that the ongoing care and interpretation of our cultural treasures is secure for Victorians and the wider public now and into the future.

*Laura Miles*  
Executive Director

# Management

**1** Trish Nilsson, volunteer at the Johnston Collection, and Branch Committee members Lauren Ellis, Peter Abbott, and Daniel Wilksch at the 2013 MA (Vic) General Meeting, Johnston Collection.

**3** MA (Vic) exclusive viewing: Afghanistan: Hidden Treasures from the National Museum Kabul, Melbourne Museum.

**2** Treasurer Ian Scott at the 2013 MA (Vic) General Meeting, Johnston Collection.



## Management

MA (Vic) 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 contributions to MA (Vic).

### Branch Committee

#### Executive Committee

##### President

Daniel Wilksch  
*Manager, Online Projects, Public Record Office Victoria*

##### Vice President

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

##### Secretary

Jo-Anne Cooper  
*Manager, Grainger Museum*

##### Treasurer

Ian Scott  
*Museum Consultant*

### Ordinary Committee

Peter Abbott  
*CEO, Flagstaff Hill Maritime Village*

Lauren Ellis  
*Programs Manager, Community Engagement, Museum Victoria*

Jim McCann  
*Manager, Victoria Police Museum*

Martin Purslow  
*CEO, National Trust of Australia (Victoria)*

## Advisory Committees

### INSITE Advisory Committee

#### Chair

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

Meredith Blake, *Project Manager, Victorian Collections*

Claire Muir, *Assistant Curator, Gold Museum, Ballarat*

Kitty Owens, *Museum Consultant and Curator, Koorie Heritage Trust*

Megan Sheehy, *Curator, Public Programs, Yarra Ranges Regional Museum*

Deborah Tout-Smith, *Senior Curator, Home & Community Life, Humanities Department, Museum Victoria*

Dr Linda Young, *Senior Lecturer, Cultural Heritage and Museum Studies, Deakin University*

### Museum Accreditation Program Advisory Committee

#### Chair

Euan McGillivray, *Museum Consultant*

Dr Megan Cardamone, *Museum Consultant*

David Demant (to November 2013), *Senior Curator, Information and Communication, Museum Victoria*

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

Sarah Edwards (to February 2013), *Museum Consultant*

Samantha Hamilton, *Conservation, Objects Collections, Development and Access, Museum Victoria*

Maggi Solly, *Director, Yarra Ranges Regional Museum*

## Exhibition Services Advisory Committee

### Chair

Daniel Wilksch, *Manager, Online Projects, Public Record Office Victoria*

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

Georgia Cribb, *Director, NETS Victoria*

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

Wendy Garden, *Senior Curator, Mornington Peninsula Regional Gallery*

### Museum Accreditation Program Panellists

Elizabeth Anya-Petrivna, *Curator, Collections Team, The National Trust of Australia (Victoria)*

Meredith Blake, *Project Manager, Victorian Collections, MA (Vic)*

Sandra Bruce, *Collection Manager, Bendigo Art Gallery*

Mathew Churchward, *Senior Curator, Technology and Innovation, Museum Victoria*

Jo-Anne Cooper, *Manager, Grainger Museum*

Caroline Deighton, *Office Coordinator, MA (Vic)*

Maria Drossos, former *Museum Collection Officer, Geoffrey Kaye Museum of Anaesthetic History*

Padraic Fisher, *Director, National Wool Museum*

Samantha Hamilton, *Conservation, Objects Collection, Development and Access, Museum Victoria*

Cassie May, *Manager, Museum Accreditation Program, MA (Vic) (maternity leave, 2013)*

Caitlin McAtomney, former *Office Coordinator, MA (Vic)*



**1** Maggi Solly and Megan Sheehy, Yarra Ranges Regional Museum, and Kelly White, Victoria Police Museum, at the End of Year Celebration, Grainger Museum.

**3** Peta Knott demonstrating preservation techniques at the Caring for Shipwreck Artefacts workshop, Queenscliff Maritime Museum.

**2** Members catching up at the Afghanistan: Hidden Treasures from the National Museum Kabul exclusive viewing, Melbourne Museum.



Jean McAuslan, *Manager*, Exhibitions & Collections, Shrine of Remembrance

Euan McGillivray, *Museum Consultant*

Katie Potter, *Curator*, The National Trust of Australia (Victoria)

Georgia Rouette, *Manager*, Exhibition Services, MA (Vic)

Jed Smith, *Manager*, National Sport Museum

Maggi Solly, *Director*, Yarra Ranges Regional Museum

Miriam Troon, *Senior Curator*, Collections, Koorie Heritage Trust

#### Victorian Collections Supporters

Jason Benjamin, *Coordinator*, Conservation Programs, The University of Melbourne Cultural Collections

Lauren Bourke, *Coordinator*, Community Archives, Public Record Office Victoria

Jonny Brownbill, *Manager*, Online Development, Museum Victoria

Clare Gervasoni, *Curator*, Art & Historical Collections, Federation University Australia

Martin Hallett, *Senior Arts Officer*, Arts Victoria

Tim Hart, *Director*, Public Engagement, Museum Victoria

Forbes Hawkins, *Senior Collection Systems Developer*, Museum Victoria

Peta Knott, *Archaeologist*, Wessex Archaeology UK

Robert Lane, Centre for Cultural Material Conservation, University of Melbourne

Dr Marina Larsson, *Manager*, Assessments, Heritage Victoria

Euan McGillivray, *Museum Consultant*

Alison McNulty, *Senior Manager*,

Government Record Keeping, Public Record Office Victoria

Georgia Melville, *Heritage Consultant*

Wendy Pryor, *Head*, Digital and Emerging Technology, Museum Victoria

Associate Professor Robyn Sloggett, *Director*, Centre for Cultural Materials Conservation, University of Melbourne

Eleanor Whitworth, *Senior Arts Officer and Content Curator*, Culture Victoria

Dorothy Wickham, *President*, Victorian Interpretive Projects

#### Staff

**Executive Director**  
Laura Miles

**Office Coordinator**  
Caitlin McAtomney (to May)  
Caroline Deighton (from May)

**Events Coordinator**  
Bridget Forbes

**Museum Accreditation Program Manager**  
Elizabeth Marsden

**Museum Accreditation Program Manager**  
Cassie May (to February)  
Monica Cronin (from February)

**Project Manager, Victorian Collections**  
Meredith Blake

**Project Assistant, Victorian Collections**  
Belinda Ensor

**Digital Projects & Communications Manager**  
Dimity Mapstone

**INSITE Editor**  
Roisin O'Dwyer

**Exhibition Services Manager**  
Georgia Rouette

**Membership & Fundraising Manager**  
Raphaël Fiorese

**Finance Officers**  
Meredith Windust  
Tammy Currie

#### Contractors and Consultants

Simon Fox  
Photographer, Victorian Museum Awards and Victorian Museums & Galleries Conference

Icelab Design Studio  
Victorian Collections website redesign

Dr Helen Light AM  
Consultant to the Multicultural Communities Collection Project

Dimity Mapstone  
Designer, National Standards for Australian Museums & Galleries, and Developer, museums map webpage

Euan McGillivray  
Museum Consultant

Eric Townsend  
Auditor

Cass Wigley  
Website Development

Luke Wigley  
Website Development

# Awards, Conference and Events

1 The Hon. Heidi Victoria officiating at the 2013 Victorian Museum Awards, Australian Centre for the Moving Image.

2 Audience at the Victorian Museums & Galleries Conference 2013, National Wool Museum, Geelong.



“[The Conference was] a very important opportunity to delve deeper into individual issues and for large and smaller organisations to network and seek advice.”

*Bernadette Fitzgerald, Creative Producer, Footscray Community Arts Centre*

## Victorian Museum Awards

The Victorian Museum Awards 2013 were held on Thursday 8 August at the Australian Centre for the Moving Image (ACMI). The evening was hosted by the comedian and radio host George McEncroe. The Museum Accreditation certificates and the Deakin University Roslyn Lawry Award were also presented during the evening.

We congratulate the Victorian museum sector on the high level of nominations received this year, and were pleased to present the following Award winners:

### Individuals

- The Museums Australia (Victoria) Award for Excellence (Volunteer):  
**Winner:** Andrew Willox, Friends of the RAAF Museum  
**Highly Commended:** Mary Waters, Heide Museum of Modern Art, and Pat Zaunbrecher, Flagstaff Hill Maritime Village
- The Museums Australia (Victoria) Award for Excellence (Paid Staff):  
**Winner:** Diane Gardiner, Old Treasury Building  
**Highly Commended:** Russell Magee, Convergence Associates

### Institutions

- The TASHCO Systems Award for Volunteer-Run Museums:  
**Winner:** Charlton Golden Grains Museum, Museum Display Redevelopment  
**Highly Commended:** Creswick Museum, *Creswick Floods*

- The Archival Survival Award for Small Museums (2-7 Paid Staff):  
**Winner:** Burrinja Cultural Centre, *Fashion Meets Fiction: The Darnell Collection*  
**Highly Commended:** The Gallery @ BACC, Bayside City Council, *Connections – Art & Dementia Program*
- The Museums Australia (Victoria) Award for Medium Museums (8-50 Paid Staff):  
**Winner:** Heide Museum of Modern Art, *Louise Bourgeois in Australia*  
**Highly Commended:** Koorie Heritage Trust, *Ganagan (Deep Water): Waterways in Koorie Life and Art*, and Victoria Police Museum, *Things of Fire and Ash: Remembering Black Saturday*
- The Museums Australia (Victoria) Award for Large Museums (51+ Paid Staff):  
**Winner:** Australian Centre for the Moving Image, *Game Masters*  
**Highly Commended:** Museum Victoria, *The Art of Science: Remarkable natural history illustrations from Museum Victoria*
- Victorian Collections Cataloguing Award (Volunteer-Run Organisation)  
**Winner:** Greensborough & District Historical Society
- Victorian Collections Cataloguing Award (Paid Organisation)  
**Winner:** University of Ballarat Art & Historical Collection

We are grateful to our Gold Sponsors Archival Survival and TASHCO Systems, who have continued to provide Award

recipients with generous prizes as well as a cash contribution to MA (Vic).

## State Conference

Our second annual State conference was held at the National Wool Museum in Geelong with the theme ‘Reinventing Museums: Collaborate, Innovate and Transform’. Over two days, 176 delegates heard from around 40 speakers covering topics of volunteering, sustainability, storytelling, collaboration, innovation, public programs, new media, anniversaries, accreditation, and cataloguing. The Conference dinner was held at the Pier Geelong with guest speaker Adam Ford from the ABC TV series *Who’s Been Sleeping in My House*. The optional behind the scenes tours of the Wool Museum, Geelong Gallery and historic waterfront rounded off a highly successful Conference.

## Partnerships

We continue to highly value the access to unique venues provided by museums and galleries across the state. Venues were generously supplied by the Australian Centre for the Moving Image, the National Gallery of Victoria, Melbourne Museum, the National Wool Museum, the Johnston Collection, Grainger Museum, Queenscliff Maritime Museum, Flagstaff Hill Maritime Village, Post Office Gallery, the Cyril Kett Optometry Museum, the Henry Forman Atkinson Dental Museum and the Medical History Museum.

A continued partnership with the Public Galleries Association of Victoria (PGAV) and the National Exhibition Touring Services (NETS) Victoria saw the delivery of a seminar about Developing Diverse Audiences at the National Gallery of Victoria. We continued to partner with the Education Network of Victoria (ENVI) with a special lecture and social event for our *Afghanistan* exhibition exclusive viewing and the fascinating ‘Travellers’ Tales’ event.



**1** Delegates enjoying the Storyteller board game at the Storytelling & Oral Histories session, 2013 Victorian Museums & Galleries Conference, National Wool Museum, Geelong.

**2** Attendees at the Caring for Shipwreck Artefacts workshop, Queenscliff Maritime Museum.

**3** Sue Roff, Director, Arts Project Australia, addressing attendees at the Developing Diverse Audiences seminar, NGV Australia.

### Seminars, Member Events and Tours

Over 1,600 people attended our events in 2013. In February, members embarked on a Medical Mystery Tour which consisted of guided tours of the Cyril Kett Optometry Museum, the Henry Forman Atkinson Dental Museum and the Medical History Museum. The curators of these museums shared fascinating stories surrounding their unique collections.

In March, we ran two regional workshops about 'Caring for Shipwreck Artefacts' at Queenscliff Maritime Museum and Flagstaff Hill Maritime Village. The presenter, Marine Archaeologist Peta Knott, gave participants an in-depth understanding of the ethical and legal requirements of shipwreck items and also how to care for those items. Our main event for April was the State Conference in Geelong.

In May, we held our General Meeting at the grand home of the Johnston Collection. After the meeting, members heard from Director Louis Le Vaillant who spoke about the fascinating history of Mr Johnston's collecting passion and then enjoyed a private house tour given by knowledgeable volunteers. At the end of May, there was an exclusive viewing of Museum Victoria's *Afghanistan* exhibition where the hidden treasures from the Kabul National Museum were on display.

In July, the seminar 'Identifying Significant Collection Items' was held at ACMI. This was the first of two seminars which we recorded and uploaded onto our website thanks to funding from The City of Melbourne. The second event for July was a viewing of the NGV's winter masterpiece exhibition, *Monet's Garden*, from the Musée Marmottan Monet, Paris. Members heard a lecture about Monet's life and passion by Gina Panebianco, Head of Education at the NGV, and then went on to enjoy the exhibition well into the evening at Art after Dark.

In October, the regional workshop 'How to create a small exhibition' was held at the Post Office Gallery (POG) in Bendigo. Georgia Rouette, Exhibitions Manager at MA (Vic), taught the audience some tricks of the trade on how to create an outstanding exhibition for a small space. After lunch in the sculpture gallery at the Bendigo Art Gallery, we were treated to a talk and tour of the POG by Clare Needham, Curator, City History and Collections.

Also in October, our largest seminar for the year, 'Developing Diverse Audiences' was held at NGV Australia where participants heard from a variety of speakers about how they make their museums and galleries accessible and inclusive. You can view all of the presentations on our website: [www.mavic.asn.au/resources/presentations/developing-diverse-audiences](http://www.mavic.asn.au/resources/presentations/developing-diverse-audiences)

Our final seminar for the year was 'A Rough Guide to Audio Guides and Smart Phone Apps'. Jonathan Luker, Senior Web Designer, National Gallery of Victoria, spoke about the Melbourne Now app. Jayne Josem, Curator and Head of Collections, Jewish Holocaust Centre, talked us through the Centre's Storypod app. Johnny Brownbill, Manager of Online Development at Museum Victoria, spoke about the Time Lens and Field Guide apps and new innovations such as digital labels. Stephanie Sharp, Honours Student, Federation University, spoke about her honours research on the use of mobile and web technologies to engage young people. John Rogers, President, Friends of the Cerberus, spoke about the Victorian Naval Relics app. And finally we heard from Martin Green, National Trust of Australia (Victoria) about the various apps developed by the National Trust.

In December, we co-hosted an event with Museum Victoria which saw Deborah Howes, Director of Digital Learning at The

Museum of Modern Art in New York, give a special one-off lecture to over 160 people titled 'From Mobile to MOOC: How and Why Art Museums Engage Digital Publics'.

The End of Year celebration for 2013 was held at the Grainger Museum, part of the University of Melbourne Library. Members, sponsors and guests enjoyed an evening of laughter, live music and catching up with colleagues. There were speeches from the Manager of the museum, Jo-Anne Cooper, and Laura Miles, Executive Director of MA (Vic). Our host for the evening was Patrick Watt, Manager of the Burke Museum and Historic Precinct in Beechworth, complete in tails. As usual, a highlight of the evening was the door prizes gratefully received by guests and generously donated from our member museums and sponsors.

### Acknowledgements

I would like to sincerely thank all guest speakers, host venues, sponsors and supporters of the MA (Vic) events in 2013. The program is consistently developed through consultation with MA (Vic) staff, member feedback, industry experts, the volunteer sector and leaders in the museum industry.

A full list of our events and Conference presenters can be found on pages 17-18.

*Bridget Forbes*  
Events Coordinator

# Communications & Digital Projects

1 Screenshot of MA (Vic)'s YouTube channel page. The channel includes eighteen videos which have been viewed over 8,400 times.

2 Events Coordinator Bridget Forbes with Dimity Mapstone at the Monet's Garden exhibition viewing, National Gallery of Victoria.



“Congratulations. I love what you have done with the online training video for creating a small themed exhibition. I hope you don't mind if I share the link here in Queensland.”

*Ann Baillie, Manager, Training & Professional Development, Museum & Gallery Services Queensland*

The second year of the Communications & Digital Projects position saw a new series of audio slide shows produced about caring for shipwreck heritage, live video recordings of eleven individual presentations from two key seminars on significance and diverse audiences, ongoing support for the Victorian Collections project and continued in-house production of all branch marketing and communication materials.

## Online Projects

In 2013, the Digital Projects & Communications Manager has been pleased to have been involved in the Victorian Collections team driving the redesign for the Victorian Collections website. The new website, launched in December 2013, brings the state's collections to the fore and will promote the Victorian collecting sector to the wider public.

We also had the opportunity to work with our web developers to transfer the Museums Australia (Victoria) website to a responsive design. This enables the site to be easily viewed on mobile devices, tablets and screens of any size. We hope that this will make our resources more accessible for people using mobile devices at home and in the field. In 2013 we also again advertised in *Victoria's Cultural Guide*, and provided a link to a micro-site we've created for Victoria's Accredited Museums.

This site lists over 50 museums that have been accredited by Museums Australia (Victoria) and uses geo-location technology to provide the user with a list of museums nearest to them.

In late 2012, Museums Australia (Victoria) obtained project funding of \$7,800 from the Australian National Maritime Museum to produce two training sessions and audio slideshow presentations on caring for shipwreck artefacts. The workshops took place at the Queenscliffe Maritime Museum and Flagstaff Hill Maritime Village and were documented to create two online training audio slideshows available to view online.

In 2013 we also obtained project funding from the City of Melbourne to deliver and record two seminars on hot topics in the museum sector: *Identifying Significant Collection Items* and *Developing Diverse Audiences*. The seminars were held with live audiences in Melbourne, and recorded to increase access for regional audiences. This is the first time we have published full videos from our seminars online and we are pleased with the positive feedback we have received to date.

These videos are embedded from our YouTube channel on the Practical Online Training & Past Presentations pages in the Resources section of our website. This brings the total number of videos on our

YouTube channel to eighteen. Since the channel was launched in 2012, our videos have received over 8,400 views, with over 5,000 of those views occurring in 2013.

## Communication Design

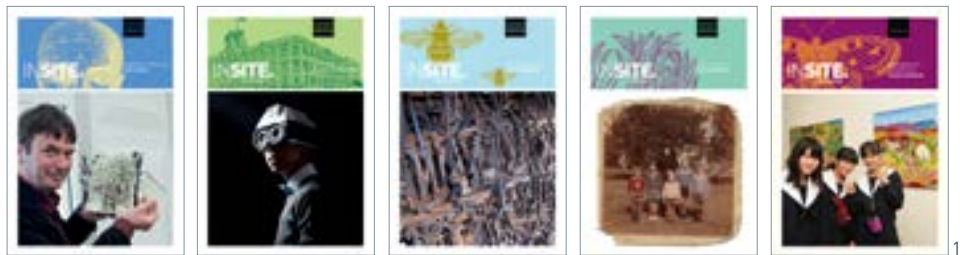
Museums Australia (Victoria) continued to manage all communication materials in-house in 2013. We produced advertisements for MA (Vic) programs in external publications, the Annual Program, Annual Report, Conference Handbook, business cards, e-flyers for upcoming events, event signage, INSITE Magazine, MAP & Award certificates, e-newsletters for online practical training videos and seminar recordings.

## Media

Media coverage in 2013 included radio interviews on ABC Local Radio with Peta Knott about the *Caring for Shipwreck Artefacts* workshops, and on Eastern FM with Belinda Ensor talking about Victorian Collections. There were articles about the Victorian Museums & Galleries Conference in the *Surf Coast Times* and South Australian Community History blog; articles about Victorian Museum Award winners in the *Ballarat Courier*, *Rangers Trader Mail* and Arts Victoria eNews, and about caring for maritime artefacts and Victorian Collections in *The Standard*.

Due to changes to funding for Victorian Collections and special projects, the role of Communications & Digital Projects will change in 2014.

*Dimity Mapstone*  
Manager, Digital Projects & Communications



“Congratulations on INSITE. I’m a newcomer to it and enjoying my first issue very much.”

*Lesley Ryall, Executive Officer, VALA – Libraries, Technology and the Future Inc.*

In 2013, INSITE included articles from these regional places: Yarra Ranges, Torquay, Ballarat, Foster, Macedon Ranges, Mornington Peninsula, Western Port Bay, Clunes and Swan Hill. We also had articles from museum people in Adelaide, Newcastle and Philadelphia.

We continued our 2012 initiative to include two articles from every issue as a free PDF download on our website and have made the following articles freely available:

- Megan Sheehy, Yarra Ranges Regional Museum: ‘Seeking New Roles for Collection Data: experiments in augmented reality’
- Anna Burkey, State Library of Victoria: ‘Hidden Gifts in the Library’
- Craig Baird, SurfWorld Museum Torquay: ‘The World in a Box’
- Clare Gervasoni, University of Ballarat: ‘One Million Views! The Industrial Heritage Wiki, Ballarat’
- Robyn Till, Macedon Ranges Shire Council: ‘Tough Love: caring and sharing objects’
- Leigh Kinrade, Public Records Office Victoria: ‘Culturing Volunteers: volunteer programs in collecting institutions’
- Samantha Hamilton, Museum Victoria: ‘Community Consultation and the First Peoples Exhibition’

- Richard Harling, The Cultural Commerce Consultant: ‘Museums and Publishing’
- Dr Heather Gaunt, Ian Potter Museum of Art: ‘Art and Empathy at the Ian Potter Museum of Art’
- Anne Kershaw, Deakin University: ‘Community Participation and Museums’

### Contents

In 2013 the INSITE themes were:

- Hide & Seek (February-April)
- Fear of Technology (May-June)
- Large Numbers (July-August)
- Past Imperfect (September-October)
- Social Museums (Nov 2013-Jan 2014)

Over the five issues this year, we have welcomed articles from thirty-five people who are listed in our acknowledgments section (pages 17-18). In May 2011, we introduced the Museum News page to include smaller grabs of information about events, resources and developments in museums in Victoria. This continues to be a popular addition in combination with Branch News and a listing of job changes in the sector. With information about the Victorian Museums & Galleries Conference and the Victorian Museum Awards, INSITE continues to keep members informed about what their membership is supporting and the issues affecting collection custodians in Victoria.

### Revenue

INSITE enjoys the support of loyal advertisers who also provide valuable services to the sector. In 2013 there were six regular advertisers: TASHCO Systems, Archival Survival, Thylacine, Designcraft Furniture, Information Services Technology (IST) and Maxus. Bendigo Post Office Gallery, Vernon Systems and VALA also advertised in INSITE in 2013. Museum Victoria and RHSV History Week supported the production of INSITE by placing promotional brochures with the magazine.

### Committee

The INSITE Editorial Committee met four times this year to discuss issues in the sector and make suggestions for articles and themes. The Committee has six members (listed on page 7) including three from regional museums. All together, Committee members represent the diversity of museum personnel. My thanks to Jan, Deborah, Kitty, Meredith, Megan, Linda and Claire for their time and support.

INSITE continues to be a source of information and discussion for the members of MA (Vic). We welcome articles from colleagues working and volunteering in museums and galleries in Victoria to inform us about the projects, exhibitions, news and issues that make our magazine a good read.

*Roisin O’Dwyer*  
 INSITE Editor

# Membership & Fundraising

1 *Angela Henricksen of Archival Survival with Ross Farnell and JD Mittmann of the Burrinja Cultural Centre, winner of the 2013 Archival Survival Award for Small Museums.*

2 *Lloyd Fordham, TASHCO, with Carolyn Olive, Sue Walsh and Rose Curnow of the Golden Grains Museum, winner of the 2013 TASHCO Systems Award for Volunteer-Run Museums.*



“We think everyone in the museum sector no matter how large or small needs to be a member of MA (Vic). There is a lot of useful information coming through.”

*Member comment, 2012 MA (Vic) Member Survey*

## Membership

At the end of 2013, the MA (Vic) membership comprised 463 members (including 34 non-financial members whose membership had lapsed in the previous three months), a non-negligible 5.5% growth compared with end of year 2012 (439 members), all the more notable in a context where membership organisations often struggle to maintain member engagement. Membership income for the branch totalled \$20,525.

As in previous years, the proportion of individual and organisational members remains relatively balanced, with 218 individual members (72 Gold, 135 Silver and 11 Associate) and 245 organisational members. Organisational membership overwhelmingly consists of small organisations, with 202 organisations run exclusively by volunteers or employing at most 5 paid staff, 37 organisations employing between 6 and 25 staff, and 6 organisations whose staffing level ranges from 26 to over 100 (these include the major Victorian institutions: ACMI, NGV, Museum Victoria, State Library of Victoria, and Sovereign Hill).

In 2013 our efforts have focused on improving membership retention rates, a perennial issue for all MA branches. This was carried out through continued implementation of the communication strategy put into place in 2012: e-blast acknowledgement of renewals, hard copy welcome packs, email renewal notices,

and personal phone calls to encourage lapsed members to renew. We are pleased to report that the strategy is bearing fruit, with a 90% overall retention rate for 2013 (83% in 2012).

Other membership undertakings have included a membership drive aimed at users of Victorian Collections as well as involvement in the National Membership Review Committee ahead of planned changes to MA membership structure. Ongoing research and discussions with both the MA (Vic) Communications Manager and the MA National Office have led to a first draft strategy for implementation of a stakeholder database which will increase our capacity.

## Fundraising

Our fundraising activities have been carried out on various fronts. We lodged a number of applications to support our Victoria's Cultural Treasures book project which unfortunately did not meet with success. And while we secured approval for matched funding (to the amount of \$16,000) from Creative Partnerships Australia to build capacity for the Membership & Fundraising position, we were unable to source the required matching funds. However, we secured the following funding from Government and philanthropic sources:

- \$5,000 from the Department of Planning and Community Development for the 2013 Conference.

- \$10,000 from the Ian Potter Foundation for international speakers at the 2014 Conference.
- \$12,000 from the Victorian Multicultural Commission for the Multicultural Collections Project (auspiced by MA (Vic)).
- \$79,000 from Veterans' Affairs for Veterans-specific Victorian Collections training.

## Partnerships

The year was particularly successful in regards to partnerships. This was our first attempt at seeking out sponsorship for the Conference and we were pleased to attract two new sponsors (International Arts Services and InfoWand) as well as eight exhibitors and a number of advertisers and bursary providers. Cash sponsorship for the Conference totalled \$11,560 (\$21,880 including in-kind support). In addition, we secured two new sponsors (V/Line and Deakin University) for the 2014 edition of the Conference.

Long-time Awards sponsors Archival Survival and TASHCO once again provided Award recipients with generous prizes as well as a cash contribution to MA (Vic). Our partnership with TASHCO was successfully renegotiated to include in-kind support for the 2014 Conference. We were also very pleased to develop a new partnership for the Awards with the Graduate School of Humanities & Social Sciences at the University of Melbourne. Delatite Wines and Alan Randell-Smith Florist again provided generous in-kind support. Cash sponsorship for the Awards totalled \$9,500.

Due to changes in funding, the position will be discontinued in 2014. The Manager will be taking up the role of Communications Manager.

*Raphael Fiorese  
Manager, Membership & Fundraising*

# Exhibition Services

1 Hendrik Goltzius (Dutch 1558-1616), *The Dragon Devouring the Companions of Cadmus*, 1588, engraving. Baillieu Library Print Collection, University of Melbourne.

2 Dr Kent Wilson, Curator, and Mardi Nowak, Senior Curator, Town Hall Gallery. The Gallery was the recipient of an Exhibition Grant for Marker: 10 Years of the Town Hall Gallery Collection.



“Funding from MA (Vic) has enabled the Library to share its incredible works of art, creating opportunities for the University community and wider regional audiences.”

*Kerriane Stone, Special Collections Curatorial Assistant (Prints), University of Melbourne Library*

The aim of Exhibition Services is to assist collecting institutions with the development of museum standard exhibitions and to promote links between museums and other community groups. The program provides advisory and funding assistance for the development of exhibitions that demonstrate strong audience focus, use of non-traditional venues, new interpretations of collections and collaborations across the sector.

The program aims to develop the awareness and value of Victoria’s museums and galleries by encouraging these organisations to develop exhibitions that will promote the stories of rich and diverse collections across Victoria to a broad audience. Through site visits, on-call advice and facilitation, Exhibition Services has provided assistance to those organisations wishing to upgrade their exhibition spaces, tell interesting and diverse stories and develop touring exhibitions.

## Grant Recipients

Five museums received Exhibition Grants in 2013:

- Baillieu Library, University of Melbourne *Radicals, Slayers and Villains: The Baillieu Library Collection* \$7,000 Exhibition Catalogue – Touring *Radicals, Slayers and Villains* focuses on the medium of printmaking and includes etchings, engravings and woodcuts. The

striking imagery of these works is captured by seminal artists including Dürer, Goya and Rembrandt. The exhibition will showcase controversial figures from history that have challenged the status-quo and helped shape our world.

- Creswick Museum *Spirit of China in Creswick* \$5,000 Design and Production  
The history of the Chinese in Australia is a somewhat troubled one, involving discrimination from both government and individuals, and this story is one that is not often told. The exhibition explores the history of the Chinese in Creswick.
- Town Hall Gallery *Marker: 10 Years of the Town Hall Gallery Collection* \$10,000 Exhibition Furniture and Exhibition Catalogue  
Featuring the works of many influential artists, such as John Brack, Fred Williams and Eric Thake, *Marker* will launch the new gallery spaces that have been under redevelopment since late 2011, initiating a new era for the Town Hall Gallery within the new Hawthorn Arts precinct.
- Jewish Holocaust Centre *Private Lives, Public Identities: Lessons from the Holocaust Museum* \$10,000 Development  
The need for ensuring an awareness of the protection of privacy is becoming more

acute internationally as individuals, businesses and governments are increasingly adopting privacy-invasive technologies. The exhibition aims to explore various aspects of privacy during the Holocaust and draw lessons for contemporary society.

- Local History Network: Mornington Peninsula Shire *Postcards from the Mornington Peninsula* \$8,000 Touring

This travelling exhibition will be showcasing aspects of the unique history of the Mornington Peninsula through postcards held in the collections of participating historical organisations.

## New Roving Curator – Exhibitions Program

After 14 years, Exhibition Services (formerly RETI), which provided museums with an annual grants program, ended in December 2013. After extensive research into the sector, the 2010 Review of Exhibition Capacity of Victoria’s Community Museums has shown that museums are better serviced through a hands-on approach. Museums Australia (Victoria) put forth a submission to Arts Victoria for a Roving Curator model for exhibition development to assist museums at a grass-root level. The proposal was accepted and the new program will be launching in 2014.

## Exhibition Services Subcommittee

The Exhibition Services subcommittee has the responsibility of offering advice and support to the program, particularly in assessing the grant applications. The work, support and energy that are given so freely by the committee members are duly acknowledged. See page 7 for a list of committee members.

*Georgia Rouette*  
Manager, Exhibition Services

# Museum Accreditation Program – MAP

1 Re-accreditation site visit: in the Museum Victoria store.

2 MAP site visit: collection items at the Cohuna & District Historical Society.



“Being able to promote our museum as MAP accredited has had a huge impact on the perception of who we are and what we do.”

*Craig Baird, Curator, Surf World Museum, Torquay*

The Museum Accreditation Program (MAP) is a peer review program that assesses all areas of museum operations against the *National Standards for Museums and Galleries*. The MAP program is a state-wide initiative which continues to assist museums to grow and to improve. At the end of 2013 there were 83 Victorian museums participating in the program. 60 have achieved Accreditation and 23 are working towards Accreditation, with eight new groups enrolled for the year.

## 2013 Highlights

- 4,805 kilometres travelled visiting museums across the State of Victoria.
- Record number of expression of interest applications into the program (eight) and Accreditations (six) in one year.
- Monthly MAP e-blast keeping MAP museums and networks up to date with museum news and developments.

The core activity of the MAP program is to assist museums to work toward improving museum standards and to facilitate the peer review processes. In 2013, the following museums achieved recognition in various stages of the program.

## Enrolments

There was an ongoing demand for enrolment in the MAP program. Museums that expressed an interest in committing to the program and were deemed able to meet the standards in the required timeframe were accepted. Eight museums were enrolled, three in the ‘Volunteer’ stream and five in the ‘Paid’ stream:

- Dunkeld Museum (Vol)
- Running Rabbits Military Museum (Vol)
- Warracknabeal & District Historical Society (including Wheatlands Museum) (Vol)
- Grainger Museum (Paid)
- Mildura Arts Centre (Paid)
- Shrine of Remembrance (Paid)
- Vietnam Veterans Museums (Paid)
- Warrnambool Art Gallery (Paid)

## Accreditations

- College of Surgeons (Vol)
- Schramm’s Cottage (Doncaster / Templestowe Historical Society) (Vol)
- Burringa Cultural Centre (Paid)
- Museum of Australian Chinese History (Paid)
- Royal Historical Society of Victoria (Paid)
- Swan Hill Regional Art Gallery (Paid)

## Re-Accreditations

- Benalla Costume and Pioneer Museum
- Buda Historic Home & Garden
- Churchill Island
- Immigration Museum
- Museum Victoria
- Nepean Historical Society
- Old Melbourne Gaol
- Port Fairy Historical Society
- Rippon Lea
- Scienceworks
- Yarra Ranges Regional Museum

## Museums Re-Entering the Program

In 2013, previously Accredited Museum Como House & Garden, National Trust of Australia (Victoria), re-entered the Program following a one year absence. Dunkeld Museum also re-entered the program after

a ten year absence, enrolling in the volunteer stream which had not previously been available to them.

## Advisory Visits

- Brambuk Cultural Centre
- Chinese Museum
- Clunes Museum
- Cohuna Historical Society
- Foster Historical Society
- Geoffrey Kaye Museum of Anaesthetic History
- Gum San Chinese Heritage Centre
- Hamilton Art Gallery
- Hellenic Museum
- J-Ward
- Maritime Discovery Centre, Portland
- Mary McKillop Museum
- Museum Victoria
- Queenscliffe Historical Museum
- Shrine of Remembrance

## The MAP Advisory Committee & Peer Review Panellists

The Committee meets quarterly to contribute advice and support to the MAP Managers. David Demant retired from the Committee in March after five years of support. MAP Peer Review Panellists are a key component to the peer review process. MAP panellists conduct site visits, provide mentoring and expert advice and gain professional development from the program. We would like to thank the MAP Advisory Committee and Peer Review Panellists for their time and contribution throughout 2013. See pages 7 and 8 for details.

*Monica Cronin*

*Manager, Museum Accreditation Program*

*Elizabeth Marsden*

*Manager, Museum Accreditation Program*



# Victorian Collections



1 VC staff and supporters with winners and runners up of the VC Cataloguing Awards. Back row: Roy Arnott, Meredith Blake, Belinda Ensor, Martin Hallett, Frank Thatcher, Jim Dale, Andre Switzer, Clare Gervasoni. Front row: Ann Rizio, Helen Moore, Joan Moore, Daniela Rodrigues.

2 Tim Hart (Director, Public Engagement, Museum Victoria), Hon. Denis Napthine (Premier of Victoria), Lindley Renwick (Flagstaff Hill volunteer), Cr. Michael Neoh (Mayor of City of Warrnambool), and Laura Miles (Executive Director, MA (Vic)) at the Flagstaff Hill bulk upload celebration.



“For over ten years I have been hoping for a system like Victorian Collections to eventuate. We did not have the funds to run large cataloguing programs. [...] Victorian Collections is made for us.”

*Clare Gervasoni, Art & Historical Collections, Federation University*

Victorian Collections (VC) is developed and maintained in partnership by MA (Vic) and Museum Victoria (MV). In 2013, the project was funded by the Victorian Cultural Network (Culture Victoria) through Arts Victoria. The VC team and MV staff Forbes Hawkins (developer of VC) and Jonny Brownbill (Manager, Online Development) worked with design studio Icelab to redevelop the Victorian Collections website. Released in early 2014, the new website provides a greatly improved user experience.

## VC Gathering at the Victorian Museums & Galleries Conference 2013

VC held a Community Gathering at the Conference, providing opportunity for VC users to come together, learn from each other's experience and meet the people who work behind the scenes.

## Improving Our Knowledge of the Scope of Victoria's Collections

In 2013, VC's campaign to gather updated information from Victoria's 700+ cultural collections was launched. Organisations were asked to describe their collection, its significance, themes, key stories and items. Over 255 organisations answered the call, providing a much more accurate view of the collections throughout Victoria.

## Flagstaff Hill Collection Load

In September, MV staff uploaded over 7,000 Flagstaff Hill Maritime Museum records into VC. This bulk upload facility paves the way for other organisations to transfer

data to VC from out-of-date cataloguing systems, or catalogues which lack an online component.

## Victorian Museums Awards

New Award categories were announced this year for the most active VC cataloguers. The winners and runners up were:

- Victorian Collections Cataloguing Award (Volunteer-Run Organisation)  
**Winner:** Greensborough & District Historical Society  
**Runners Up:** Box Cottage Museum, 4th/19th Prince of Wales Regiment, Frankston RSL Sub-Branch, Orbost Historical Society
- Victorian Collections Cataloguing Award (Paid Organisation)  
**Winner:** University of Ballarat Art & Historical Collection  
**Runners Up:** Northern Metropolitan Institute of TAFE, Flagstaff Hill Maritime Museum, Ballarat and Queens Anglican Grammar School, Mission to Seafarers

## Multicultural Communities' Collection Project (MCCP)

MCCP was initiated to provide professional assistance to ethnic community organisations to preserve items relating to their country of origin, migration and settlement in Australia. In the year 2012-2013, 21 ethnic organisations were visited by project consultant Helen Light and volunteers and 40 people from 20 organisations undertook training in VC.

Almost 500 items have been catalogued to date. MA (Vic) together with PROV and Archival Survival delivered a free workshop in preventative conservation attended by representatives of 11 groups.

## Change in Staff

Digital Projects & Communications Manager Dimity Mapstone left MA (Vic) at the end of 2013 after six years of service. Dimity has been vital to the success of VC since its inception, and is thanked for her continued dedication to the project. MA (Vic) Office Coordinator Caroline Deighton now provides cataloguing support one day a week.

## Scope of the Project

306 groups participated in the program in 2013, uploading 19,560 items to the catalogue.

## State-Wide Reach

The VC team travelled 4,204 kms in 2013, presenting 26 cataloguing workshops in: Ballarat, Beechworth, Bendigo, Frankston, Horsham, Melbourne, Phillip Island, Shepparton, Sunshine, Warrnambool and the Yarra Ranges. Staff made 14 advisory visits to VC organisations across the state. ICT field kits (donated by Dell) including scanners, digital cameras, laptops and internet dongles, were loaned out to organisations across the state.

## International Exposure

In May, MA (Vic) Executive Director Laura Miles presented a paper on VC to the American Alliance of Museums Annual Forum in Baltimore, USA. In December, Forbes Hawkins presented a paper co-written with Project Manager Meredith Blake at the Museum and the Web Asia 2013 Conference in Hong Kong.

## Meredith Blake

*Project Manager, Victorian Collections*

## Belinda Ensor

*Project Assistant, Victorian Collections*

# Acknowledgments

**1** Ophthalmoscopes at the Cyril Kett Optometry Museum, Medical Mystery Tour, February 2013.

**3** Frank Kings' diving helmet and compressor, from the collection of Flagstaff Hill Maritime Village.

**2** How to Create a Small Exhibition workshop: tour of the Post Office Gallery, Bendigo, October 2013.



We warmly acknowledge and greatly appreciate the generosity of our many wonderful supporters in 2013.

## Thank you to...

The Victorian Government through Arts Victoria, Department of Premier and Cabinet, for support for core activities, and in particular to:

- The Hon. Denis Naphtine
- The Hon. Heidi Victoria
- The Hon. Ted Baillieu
- Judy Lachele
- Clementine Walker

Museum Victoria for ongoing in-kind office space, operational and IT support at Melbourne Museum, for partnering on the Victorian Collections project 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.

## Arts Victoria

- Andrew Abbott, Acting Director
- Greg Andrews, Deputy Director
- Fiona Beckwith, Senior Arts Officer
- Cath Colvin, VBRRA
- Marg Dobson, Arts Officer
- Martin Hallett, Senior Project Officer
- Debra Jefferies, General Manager, Market & Community Development
- Victoria Jones, VBRRA
- Christopher McDermott, Manager, Policy & Research
- Andy Miller, formerly Senior Program Manager
- Michael Nation, Manager, Executive Office & Government Relations
- Daniel O'Farrell, Senior Communications Officer
- Michael O'Leary, Deputy Director
- Ian Rogers, Manager, Local Partnerships

- Erica Sanders, Senior Policy Officer
- Eleanor Whitworth, Senior Project Officer

## Department of Veterans' Affairs

- Patricia Pollard, Senior Policy Officer
- Joshua Puls, Director

## Presenters for Workshops, Seminars and Member Events

- Michael Aitken, Cyril Kett Optometry Museum
- Professor Atkinson, Henry Forman Atkinson Dental Museum
- Meredith Blake, MA (Vic)
- Jonny Brownbill, Museum Victoria
- Eddie Butler-Bowdon, City of Melbourne
- Professor Barry Cole, University of Melbourne
- Jo-Anne Cooper, Grainger Museum
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- Simon Dargaville, ACMI
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- Angela Henriksen, Archival Survival
- Deborah Howes, Museum of Modern Art in New York
- Jayne Josem, Jewish Holocaust Centre
- Andrew Kilsby, National Vietnam Veterans' Museum
- Peta Knott, Marine Heritage Consultant
- Adrienne Leith, Museum Victoria
- Louis Le Vaillant, Johnston Collection
- Dr Helen Light AM, Consultant
- Jonathan Luker, National Gallery of Victoria
- Dimity Mapstone, Consultant and formerly MA (Vic)
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- Maggi Solly and Megan Sheehy, Yarra Ranges Museum
- Liz Suda, Museum Victoria
- Pamela Sutton, Cyril Kett Optometry Museum
- Patrick Watt, Burke Museum and Historic Precinct

## Conference Presenters

- Rowena Ashley, Coal Creek Community Park & Museum
- Denis Baguley, Shrine of Remembrance
- Craig Baird, SurfWorld Museum
- Yvonne Church, Cohuna Historical Society
- David Demant, Museum Victoria
- Rhana Devenport, Govett Brewster Gallery, New Zealand
- Sharron Dickman, Geelong Football Club Collection
- Geoffrey Edwards, Geelong Gallery
- Lauren Ellis, Museum Victoria
- Tony Ellwood, National Gallery of Victoria
- Cr Keith Fagg, Mayor of Geelong
- Padraic Fisher, National Wool Museum
- Adam Ford, DIG International
- Rebecca Forgasz, Jewish Museum of Australia
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- Robert Heather, State Library of Victoria
- Don Heron, National Gallery of Victoria
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- Penny Hutchinson, Arts Victoria
- Dr Marina Larsson, Veterans Unit, DPCD
- Elizabeth Marsden, MA (Vic)
- Michael McKernan, Consultant Historian

1 Ceramic artefact handling at the Caring For Shipwreck Artefacts workshop, Queenscliff Maritime Museum.

2 Museum Administration, HMAS Cerberus Museum

3 Victorian Collections training at the Frankston RSL sub-branch.



- JD Mittmann, Burrinja Cultural Centre
- Terry Norman, Victorian Jazz Archive
- Gary Parker, National Vietnam Veterans Museum
- Kaz Paton, Arts & Culture, City of Greater Geelong
- Kate Phillips, Museum Victoria
- Karen Quinlan, Bendigo Art Gallery & Post Office Gallery
- Sue Roberts, State Library of Victoria
- Tim Rolfe, Museum Victoria
- Andrew Sayers AM, National Museum of Australia
- Padmini Sebastian, Immigration Museum
- Glenn Shea, The Storyteller Educational Resource
- Helen Sheedy, Flagstaff Hill Maritime Village
- Michelle Stevenson, National Alpine Museum of Australia
- Kevin Tanner, Zoos Victoria
- Robyn Till, Macedon Ranges Shire Council
- Uncle David Tournier, Wadda Wurrung Elder
- Patrick Watt, Burke Museum
- Chris Winter, formerly ABC Innovation

#### Contributors to Print Media

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- Heritage Victoria
- Informations Services Technology (IST)
- InfoWand
- International Arts Services
- Koorie Heritage Trust
- Leadership Victoria Foundation
- Lord Mayor's Charitable Foundation
- Macedon Ranges Shire Council
- Maxus
- Monash University Museum of Art
- Museum of Art & Design, New York City
- Museum of Modern Art, New York City
- Museum Victoria
- National Gallery of Victoria
- National Maritime Museum
- National Wool Museum
- National Sports Museum
- Nillumbik Shire Council
- Office for the Arts, Australian Government
- Office of Multicultural Affairs & Citizenship
- Old Melbourne Gaol
- Pratt Foundation
- Regional Development Victoria
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- RHSV, History Week
- Shire of Buloke
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- The Australian Hardware and Showcase Company (TASHCO)
- The Centre for Cultural Materials Conservation, University of Melbourne
- The Shrine of Remembrance
- Thylacine
- University of Ballarat
- VALA
- Vernon Systems
- Victoria Police Museum
- Victorian Cultural Network
- Victorian Multicultural Commission
- Yarra Ranges Shire Council

# Income Statement for the Year Ended 31 December 2013

REVENUES FROM ORDINARY ACTIVITIES	2013 \$	2012 \$
Grants	518,542	509,245
Other Income	155,427	169,640
Interest	4,795	6,834
<b>Total revenues from ordinary activities</b>	<b>678,764</b>	<b>685,719</b>
Depreciation expense	4,543	(4,943)
Publications	13,706	14,093
Project and Program Expenses	79,012	81,337
Workshops, Seminars & Events	91,907	69,373
Employee	416,490	432,700
Administration & Marketing	73,106	76,946
<b>Total Expenditure</b>	<b>678,764</b>	<b>679,392</b>
Surplus/[deficit] before income tax attributable to members of the entity	-	6,327
Income Tax	-	-
<b>Total comprehensive income/[loss] for the year attributable to members of the entity</b>	<b>-</b>	<b>6,327</b>

# Balance Sheet as at 31 December 2013

	2013 \$	2012 \$
<b>Current Assets</b>		
Cash & Cash Equivalents	82,693	180,638
Trade & Other Receivables	15,584	13,364
Prepayments	1,316	3,881
<b>Total Current Assets</b>	<b>99,593</b>	<b>197,883</b>
<b>Non Current Assets</b>		
Property, Plant & Equipment	57,179	61,722
<b>Total Non Current Assets</b>	<b>57,179</b>	<b>61,722</b>
<b>TOTAL ASSETS</b>	<b>156,772</b>	<b>259,605</b>
<b>Current Liabilities</b>		
Trade & Other Payables	33,483	26,650
Income in Advance	4,618	6,563
Grants in Advance	27,078	103,330
Provisions	21,240	53,700
<b>Total Current Liabilities</b>	<b>86,419</b>	<b>190,243</b>
<b>Non Current Liabilities</b>		
Long-Term Provisions Payable	6,099	5,108
<b>TOTAL LIABILITIES</b>	<b>92,518</b>	<b>195,351</b>
<b>NET ASSETS</b>	<b>64,254</b>	<b>64,254</b>
<b>MEMBERS' FUNDS</b>		
Retained Earnings	64,254	64,254
<b>TOTAL MEMBERS' FUNDS</b>	<b>64,254</b>	<b>64,254</b>

# Cash Flow Statement as at 31 December 2013

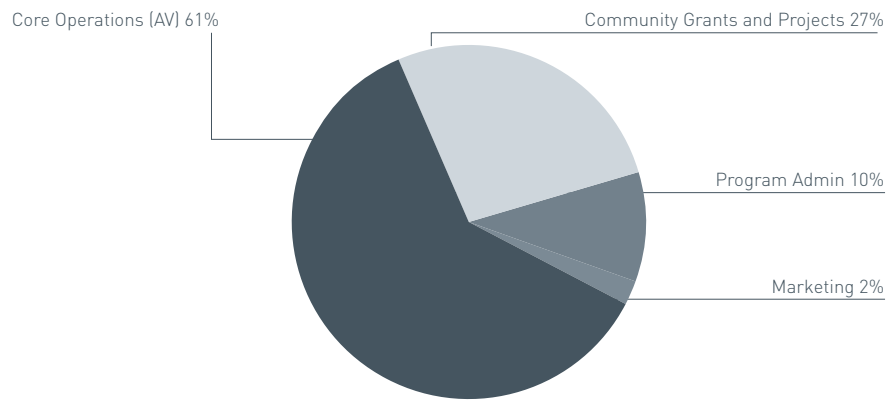
	2013 \$	2012 \$
<b>Cash Flows from Operating Activities</b>		
Receipts from grants, fees and other income	570,396	509,245
Other revenue	168,528	168,246
Payments to suppliers and employees	(645,774)	(630,281)
Interest received	4,795	6,834
<b>Net cash provided (used) by operating activities</b>	<b>97,945</b>	<b>54,044</b>
<b>Cash flows from Investing Activities</b>		
Payments for property plant & equipment	-	(901)
<b>Net cash provided (used) by investing activities</b>	<b>-</b>	<b>(901)</b>
<b>Net increase (decrease) in cash held</b>	<b>97,945</b>	<b>53,143</b>
Cash at beginning of financial year	180,638	127,495
Cash at end of financial year	82,693	180,638
<b>Reconciliation of net cash provided by operating activities to operating profit</b>		
<b>Operating profit / (Loss)</b>	<b>0</b>	<b>6,327</b>
Adjustment for non-cash flows in operating profit Depreciation	4,543	4,943
<b>Increase (Decrease) in provisions</b>	<b>(31,469)</b>	<b>(15,592)</b>
(Increase) Reduction in Prepayments	2,565	(2,727)
(Increase) Reduction in Trade & Other Receivables	(2,220)	(1,394)
Increase (Reduction) in Payables & Accruals	6,833	(7,620)
Increase (Reduction) in Income in Advance	(1,945)	(14,767)
Increase (Reduction) in Grants Unspent	0	0
Increase (Reduction) in Grants in Advance	(76,252)	53,330
<b>Net cash provided (used) by Operating activities</b>	<b>97,945</b>	<b>54,044</b>

## Statement of Changes in Equity for the Year Ended 31 December 2013

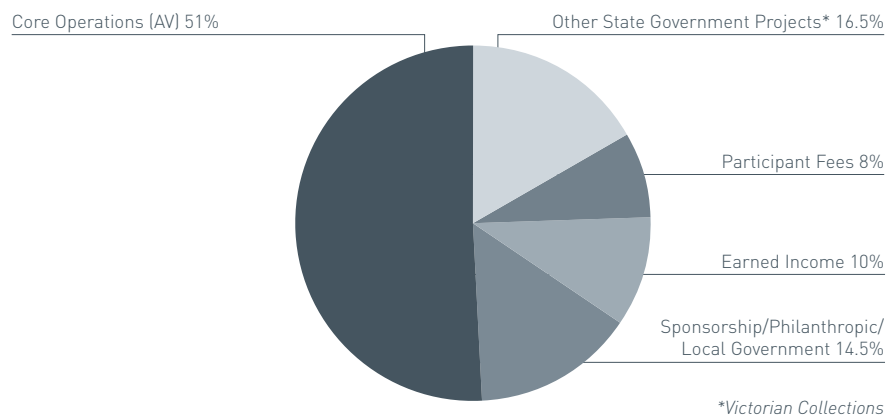
	Retained Surplus \$	Total Equity \$
<b>2011</b>		
Profit (Loss) attributable to members	(52,323)	(52,323)
<b>Balance at end of financial year</b>	<b>57,927</b>	<b>57,927</b>
<b>2012</b>		
Profit (Loss) attributable to members	6,327	6,327
<b>Balance at end of financial year</b>	<b>64,254</b>	<b>64,254</b>
<b>2013</b>		
Profit (Loss) attributable to members	0	0
<b>Balance at end of financial year</b>	<b>64,254</b>	<b>64,254</b>

# Key Statistics

## Expenses

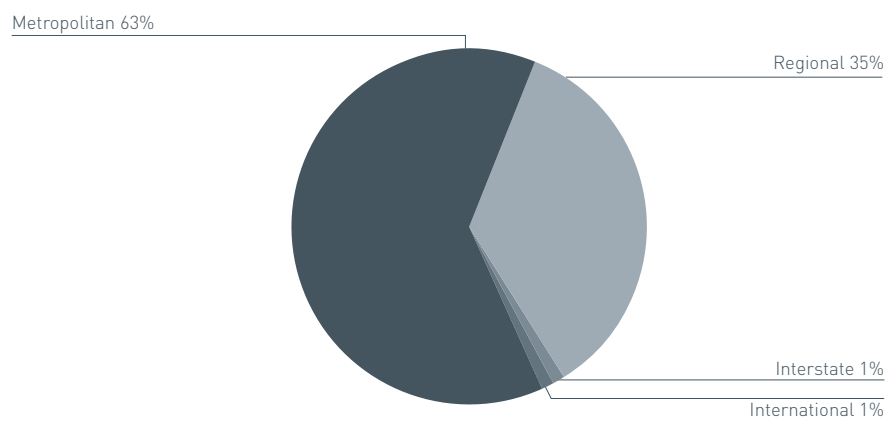


## Income



\*Victorian Collections

## Participation Profile



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


STATEMENT BY MEMBERS OF THE COMMITTEE

The committee has determined that the association is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in the financial statements.

In the opinion of the committee, the financial report:

1. Presents a true and fair view of the financial position of Museums Australia Incorporated (Victorian Branch) as at 31st December 2013 and its performance for the year ended on that date.
2. At the date of this statement there are reasonable grounds to believe that Museums Australia Incorporated (Victorian Branch) 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 on behalf of the committee by:

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

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

Dated this the 26th day of March 2014

**Museums Australia (Victoria)**

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