



2016

annual report

Contents

About Museums Australia Inc. (Victoria).....	2
Treasurer’s Report.....	3
President’s Report.....	4
Executive Director’s Report.....	5-6
Management.....	7-8
Awards, Conference, and Events.....	9-10
Communications.....	11
INSITE.....	12
Green Museum Project.....	13
Museum Accreditation Program.....	14
Exhibition Services.....	15
Victorian Collections.....	16
Acknowledgements.....	17-18
Financial Reports.....	19-22

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, including:

- Expert advice on museum practice and development.
- The Roving Curator Program, which helps museums and galleries develop engaging and dynamic exhibitions.
- Accreditation and application of the *National Standards for Australian Museums and Galleries*.
- The Green Museum Project, which promotes environmental sustainability in museums and galleries.
- Victorian Collections, a central online portal to the cultural treasures held by museums, galleries, and other organisations distributed across the state.
- Professional development.
- Advocacy and profile raising of the Victorian museum sector.

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 Galleries 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 across the State.

Membership

MA (Vic) represents approximately one third of Museums Galleries Australia's

total membership. We represent the Victorian members and provide services for them and for the museum and gallery community regardless of membership status. At the end of December 2016, the Victorian membership comprised 252 organisations spanning archives, art galleries, botanic gardens, historical societies, natural and social history museums, and specialist collections, as well as 252 individual members, most of whom are working either professionally or voluntarily in museums and galleries.

Events and On-site Training

In 2016, we offered 130 events and on-site training ranging from exclusive viewings to lectures, seminars, workshops, and masterclasses catering to beginner, mid-level, and expert museum staff and volunteers. We cross-reference our program with participant feedback and our matrix of museum and individual types to offer a balanced program.

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, and photography are held throughout the year. Browse items on the Victorian Collections website: www.victoriancollections.net.au

Museum Accreditation Program

At the end of 2016, there were 100 museums 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

Since 1994, we have recognised the achievements of museum individuals and organisations at the annual 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 generously sponsored by a range of industry and cultural supporters.

Conference and Forum

The Victorian Museums & Galleries Conference takes place every other year in regional Victoria, alternating with our Forum in Melbourne. Both are curated to appeal to a broad audience, from large State institutions to small volunteer-run organisations.

Exhibition Services

Our Exhibition Services Manager delivers advice, professional development, and the Roving Curator Program, which provides small museums and galleries with exhibition development assistance.

INSITE

Our stimulating and informative member magazine, published four times a year, is sent directly to members with the latest news on Victorian museums and galleries, sector events and topics. Contents from back issues are available online: www.mavic.asn.au/insite/editions

Green Museum Project

The Green Museum Project is a sustainability initiative developed by MA (Vic) and made possible by the generous support of Lord Mayor's Charitable Foundation with additional support from Creative Victoria. The program provides practical training on preventive conservation and environmental sustainability practices.

Communications & Resources

The weekly e-bulletin and MA (Vic) website offer a range of up-to-date museum sector information and resources. Online training tools include training videos on museum best practice and selected seminar presentations. Special disaster response areas of the website are available for 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 Museums Victoria in making this space available.

Treasurer's Report



The twelve months ended 31 December 2016 produced a slight surplus of \$600. This is on-trend with our break-even results over the last four years.

Total expenses for the year were \$713,306. This was a 15% increase from the previous year's expenses of \$619,420 due to an uplift in grant income.

With this slight change in Members Funds, Retained Earnings remain stable at \$66,033 at 31 December 2016.

Cash and Cash Equivalents stood at \$525,624 at 31 December 2016 with Current Liabilities amounting to \$504,191.

Creative Victoria approved core funding through the Organisations Investment Program for the four years commencing 1 January 2017.

Museums Australia (Victoria) remains in a strong financial position to undertake its planned activities in 2017.

Ian Scott
Treasurer

President's Report



I'm delighted to be reporting on another successful year for Museums Australia (Victoria) and to thank and acknowledge our staff, members, participants, and supporters who generously share their time and expertise throughout the year.

One of the big highlights of the year was our State Conference in Phillip Island. I want to acknowledge the extraordinary support of the Bass Coast Shire Council, Churchill Island Heritage Farm, and Phillip Island Nature Parks for their excellent welcome and hosting. Thank you to all of our members and supporters who made the journey to attend, especially those who travelled from other regional locations.

Congratulations to all the nominees and winners (listed on page 9) at the Victorian Museum Awards. The State Library of Victoria were our gracious hosts and it was wonderful to hear from CEO Kate Torney about the exciting plans for the future of the Library.

Martin Foley MP also spoke at the Awards ceremony, where his admiration for our diverse Victorian museums and galleries sector – from the large institutions to the small but much-valued community organisations – was very genuinely expressed. I would like to extend a warm thank you to the Minister, and to Creative Victoria, for their ongoing support of and participation in our work.

It's been a successful year of fundraising, with a major grant secured from the Veterans Branch for intensive cataloguing and community engagement work with military heritage organisations and their local communities. Over 86,000 items are

now accessible on the Victorian Collections website, with an expanded team coordinating and delivering this project.

Our other programs have also achieved great results this year. The Green Museum Project has trained over 80 individuals in energy auditing for museums. Our Roving Curator took her skills to four museums to support the development of interpretation and exhibits. Our website Content Management System has been upgraded and provides us with improved security and a better interface for managing website content.

The Events program delivered a fantastic range of seminars, training, and networking opportunities with nearly 1,500 participants in 2016. Four excellent editions of INSITE Magazine went out, inspiring a series of blog posts on the Culture Victoria website. And I want to make special mention of an important piece of research completed this year by Kitty Owens, *Local Government & Cultural Collections in Victoria*, which illuminates the important contributions made by council collection activities to Victorian cultural life, and identifies opportunities for enhancing this work.

The Museum Accreditation Program has reached 100 enrolled museums across Victoria. If you haven't seen it yet, have a look at the short film celebrating this milestone on the MA (Vic) YouTube channel (www.youtube.com/watch?v=ZK16-RhD6qs) – it's a gorgeous snapshot of our sector.

As well as the vital core funding we receive from Creative Victoria, our work is made possible by a range of philanthropic and government supporters. Thanks to the Lord Mayor's Charitable Foundation, the R E Ross Trust, the Veterans Branch of the Department of Premier and Cabinet, the Department of Communications and the Arts, and City of Melbourne for their support in 2016.

Thank you to our major sponsor, Museums Victoria, and to all our other supporters and members who have contributed speakers, event spaces, and other resources. Thank you to our industry sponsors, often small businesses themselves, who generously support our events and programs with cash and expertise: Archival Survival, IAS Fine Art Logistics, Deakin University, Mal Padgett Design, and Alan Randell-Smith Florist.

Finally, on behalf of all our members, I'd like to give an enthusiastic thank you to our dedicated MA (Vic) branch team who really do go above and beyond in supporting our sector.

Lauren Ellis
President

Executive Director's Report

1 At the Victorian Museum Awards 2016: left to right: Michael O'Leary, Director, Agencies and Infrastructure, Creative Victoria, Laura Miles, Executive Director, MA (Vic), Lauren Ellis, President, MA (Vic), and Martin Foley MP, Minister for Creative Industries.

2 Networking at the Victorian Museum Awards 2016, State Library Victoria.



2016 was a year of advocacy: for our members, for the creative industries, and for our next four years of core funding to support the sector as the peak industry body. We recognised some significant achievements among our museum and gallery members, and reached the milestone of a full 100 museums and galleries enrolled in our Accreditation Program. We also expanded our programs to include environmental sustainability training, student placements, intensive hands-on support for military heritage, online storytelling, and oral histories.

MA (Vic)'s major agency members, the Australian Centre for the Moving Image, Museums Victoria, the National Gallery of Victoria, Public Record Office Victoria, and State Library Victoria are the custodians of over 35m items worth an estimated \$5bn. Our community museums steward an additional 8m items worth an estimated \$850m. Staff and volunteers at community museums have digitised and uploaded over 86,000 items onto Victorian Collections, making our cultural collections searchable and discoverable.

We warmly acknowledge our major museum supporter, Museums Victoria, as the sponsor of our Victorian Branch office and for our Victorian Collections partnership. Museums Victoria provides the technical expertise and hosting for Victorian Collections, alongside its leadership to the sector. We thank Museums Victoria for providing our office, IT support, meeting spaces for events, and access to the expertise of their staff and volunteers at Melbourne Museum, the Immigration Museum, the Royal Exhibition Building and Scienceworks.

We thank Creative Victoria for core operational and Victorian Collections funding, and for the core funding which

has been confirmed for the next four years. We thank the Veterans Branch of the Victorian State Government for funding us since 2014 to commemorate stories of service and sacrifice in military heritage collections.

We have also been generously supported with two years of funding from the Lord Mayor's Charitable Foundation for our Green Museums Project, with additional support from Creative Victoria. We thank the R E Ross Trust for a three year gift to build capacity in our Accreditation Program, and the City of Melbourne for web accessibility improvements.

Our industry supporters include Archival Survival, Deakin University, IAS Fine Art Logistics, Mal Padgett Design, and Phillip Island Nature Parks. We received extensive support in 2016 and the full list of sponsors, supporters and donors is on pages 17 and 18.

Financial

2016 was the third year of our triennial funding agreement under Creative Victoria's Organisations Investment Program (OIP) and our second year of ongoing Victorian Collections funding. This contributed 53% of turnover, with remaining income sourced from earned income and fundraising. In 2016 we applied for a total of \$250,289 and we received \$559,279 thanks to a range of generous sponsors and project funders.

Programming

We offered a wide range of programs with 49 events plus 74 site visits to museums. We achieved a 59.5%:38% split of metro:regional attendance plus 2% interstate and 0.5% international. Total attendance at group training events including site visits at museums and galleries was 1,943. Highlights included

our exhibitions and storytelling seminar, the special Victorian Collections Day, our amazing Victorian Museums & Galleries Conference in Phillip Island, a loans and deaccessioning masterclass, and our workshop on caring for textiles and works on paper.

Attendance trends are increasing steadily, with a mean annual average attendance of 1,660 in 2016 (1,622 in 2015) thanks to a loyal core membership and growing participation from military heritage volunteers and veterans, emerging professionals, students, individuals within organisational members, and non-members. Members continue to benefit from our group discount offers and 'bring a friend' giveaways of double passes to events promoted via social media.

Victorian Museum Awards

Our 2016 Awards were hosted by Kate Torney, CEO, at State Library Victoria, with MC Diana Nguyen and Martin Foley MP, Minister for Creative Industries. Nine Awards were presented to high achieving museums, galleries, and individuals, and one newly Accredited museum received their certificate from Minister Foley. The full list of winners is shown on page 9.

Exhibition Services

16 museums received tailored advice on exhibition development and working with their local government cultural officers in 2016. Four museums received hands-on intensive Roving Curator support on display techniques, interpretation, and planning temporary exhibitions. In addition, we published an exhaustive research report into all 79 Victorian local government collections. The report is available to download from our website (www.mavic.asn.au/resources).

1 'Future Partnerships' discussion panel at the Victorian Museums & Galleries Conference 2016.

2 IAS Fine Art Logistics representatives at the Conference Trade Exhibition.

3 Conference Keynote Speaker Dr J. Patrick Greene OBE, then CEO of Museums Victoria, gives a talk entitled 'Looking Back, Looking Forward – Do Museums Have a Future?'



Museum Accreditation Program

In 2016, we celebrated reaching 100 museums and galleries in the program, thanks to core support from Creative Victoria and our three year gift from the R E Ross Trust to build capacity. To mark the occasion we produced a new online interactive map of museums, and a special film showcasing a sample of eight MAP museums and galleries which can be viewed on our YouTube channel (www.youtube.com/watch?v=ZK16-RhD6qs).

Victorian Collections

Our digitisation program, operated in partnership with Museums Victoria with core funding from Creative Victoria boasts over 86,000 digitised cultural treasures from over 400 collecting organisations. These collections can also be found via Culture Victoria (www.cv.vic.gov.au) and Trove (www.trove.nla.gov.au). A two-year project grant from the Veterans Branch is building on our previous Veterans Branch-funded work with veterans and military historians to include oral history training and workplace learning for secondary students, with a corresponding uplift in staffing.

Green Museum Project

In 2016, we launched a two-year project to offer practical training in environmental sustainability for museums, thanks to a grant from the Lord Mayor's Charitable Foundation with additional funding from Creative Victoria. The training provides a pathway for small museums to make sustainability and preventive conservation decisions. This follows pioneering sustainability initiatives in museums such as Ballarat Tramway Museum, Museums Victoria, the National Wool Museum and Sovereign Hill Museums Association.

Marketing/Access

Four full-colour editions of INSITE magazine were issued in 2016, with the themes 'Kids', 'Philanthropy', 'Careers', and 'Security'. INSITE is carefully compiled in line with our communications to promote professional practice and the achievements of our sector, including Awards nominations and winners, major events such as conferences and Victorian Collections Day, and Roving Curator and Accreditation deadlines. Culture Victoria has also supported INSITE in 2016-2017 with a commission for five special articles on Culture Victoria in partnership with Writers Victoria, to showcase objects and places inspired by INSITE.

Our online presence continues to expand, as more museums and our supporters engage with electronic, online, social, and traditional media. Our website views and downloads totalled 851,545, and views of our videos on our YouTube channel and Culture Victoria totalled 51,781 including the new #MAP100 film. Our most popular downloads were the *Small Museums Cataloguing Manual*, the 'Display Basics' infosheet, and the *National Standards for Australian Museums and Galleries v. 1.5*. Our total number of 'likes', followers and subscribers on Facebook, Twitter, YouTube, and Slideshare was 4,733.

In 2016, we also published our usual suite of print publications: our annual program, annual report, conference handbook, sponsorship collateral, and flyers. We issued 93 weekly and program-specific electronic bulletins with a total circulation of 97,487. We achieved media coverage from *Bay 93.9 Geelong*, *The Stawell Times-News*, *ABC 1602*, *Centre News Magazine* (Jewish Holocaust Centre), *J-Wire*, *History*

News (Royal Historical Society of Victoria), *Neos Kosmos*, *The Courier*, *The Miner*, *Civic* (Municipal Association of Victoria), *Pharos* (Professionals Historians Association (Vic)), *Dandenong Journal*, and *Mildura Midweek*.

Our activities are the result of our staff, board, and extensive network of generous and highly skilled supporters, ranging from our core members to industry sponsors, philanthropic supporters, tertiary education providers, federal, state and local government colleagues, donors, Accreditation panellists, mentors, volunteers, Awards judges, emerging professionals, and students. Our work couldn't be done without significant contributions from within and beyond the creative industries sector.

This support enables the MA (Vic) team to provide the best support for our diverse and deeply creative mix of museums and galleries. In turn, this means Victorians and visitors continue to enjoy our cultural treasures now and into the future.

Laura Miles
Executive Director

Management

1 Branch Committee members at the 2016 MA (Vic) General Meeting, Old Treasury Building.

3 MA (Vic) Office Coordinator Sarah Craven in the Forest Gallery at Melbourne Museum.

2 Branch Committee members Padraic Fisher, Lauren Ellis, and Lauren Bourke at the 2016 MA (Vic) General Meeting.



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

Lauren Ellis

Exhibitions Manager, Immigration Museum, Museums Victoria

Vice President

Padraic Fisher

Director, National Wool Museum

Secretary

Jim McCann

Manager, Victoria Police Museum

Treasurer

Ian Scott

Museum Consultant

Ordinary Committee

Peter Abbott

Chief Executive Officer, Bendigo Heritage Attractions

Lauren Bourke

Community Archives Coordinator, Public Record Office Victoria

Samantha Fabry

Collections Manager, Freemasons Victoria

Andrew Hiskens

Manager, Learning Services, State Library Victoria

Louis Le Vaillant

Director and Curator, The Johnston Collection

Dr Nurin Veis

Manager, Scienceworks, Museums Victoria

Staff

Executive Director

Laura Miles

Office Coordinator

Sarah Craven

Communications Manager

Raphaël Fiorese

INSITE Editor

Roisin O'Dwyer

Exhibition Services Manager

Kitty Owens

Events Coordinator

Bridget Forbes

Museum Accreditation Program Managers

Caroline Deighton

Rosemary Hanscombe

Victorian Collections Project Managers

Cameron Auty

Belinda Ensor

Victorian Collections Communications & Education Coordinator

Brigid Moriarty (from July 2016)

Victorian Collections Operations

Coordinator

Frances Paterson (from August 2016)

Finance Officers

Meredith Windust

Tammy Currie

Advisory and Steering Committees

Museum Accreditation Program Advisory Committee

Chair

Euan McGillivray (to December 2016),

Collections Manager, MCC, National Sports Museum, and *Museum Consultant*

Lauren Bourke (from February 2016),

Community Archives Coordinator, Public Record Office Victoria

Jo-Anne Cooper, *Special Collections and*

Grainger Museum Manager, University of Melbourne

Warren Doubleday, *Manager*, Ballarat Tramway Museum

Samantha Hamilton, *PhD Candidate*, University of Melbourne (on leave from Museums Victoria)

Elizabeth Marsden, *Collections Manager*, Sovereign Hill Museums Association

Bryony Nainby (June to December 2016), *Director*, Benalla Art Gallery

Linda Peacock, *Collections Manager*, Burke Museum

Maggi Solly, *Director*, Yarra Ranges Regional Museum

Melanie Twomey, *Senior Associate*, Harwood Andrews

Museum Accreditation Program Panellists

Jo-Anne Cooper, *Special Collections and Grainger Museum Manager*, University of Melbourne

Elle Credlin, *Art and Heritage Collections Officer*, Bayside City Council, and *History and Heritage Programs Officer*, Glen Eira City Council

Monica Cronin, *Curator*, Geoffrey Kaye Museum of Anaesthetic History

Lyn Gorman, *President*, B24 Liberators Memorial

Ren Gregoric, *Manager*, Green Museum Project, Museums Australia (Victoria)

Samantha Hamilton, *PhD Candidate*, University of Melbourne (on leave from Museums Victoria)

Louis Le Vaillant, *Director and Curator*, Johnston Collection

Jim McCann, *Manager*, Victoria Police Museum

Euan McGillivray, *Collections Manager*, MCC, National Sports Museum, and *Museum Consultant*

1 Members enjoy a tour of the Melbourne Museum's studios and workshop areas during the Museum Preparator Tour.

3 Participants inspect damage to objects at the Castlemaine Preventative Conservation and Integrated Pest Management workshop.

2 MAP Reaccreditation visit: hydrographic tools on display at the Queenscliffe Maritime Museum.



Julie McLaren, *Curator*, Ballarat Art Gallery

Claire Muir, *Art Collection Officer*, Art Collection and Galleries, Deakin University

Frances Patterson, *Operations Coordinator*, Victorian Collections, Museums Australia (Victoria)

Linda Peacock, *Collection Manager*, Burke Museum

Maggi Solly, *Director*, Yarra Ranges Regional Museum

Michelle Stevenson, *Curator, Politics & Society, and Coordinator, Humanities Collections Online*, Humanities Department, Museum Victoria

Tim Sullivan, *Assistant Director*, Branch Head National Collection, Australian War Memorial

Ian Tully, *Director*, Swan Hill Regional Art Gallery

Melanie Twomey, *Senior Associate*, Harwood Andrews

Green Museum Project Advisory Committee

Chair

Elizabeth Marsden, *Collections Manager*, Sovereign Hill Museums Association,

Rolf Greeve, *Head Technician*, Production & Technical Services, Museum Victoria,

Carole Hammond, *Senior Sustainability Officer*, Moonee Valley City Council, and *Sustainability Consultant and Researcher*

Brenton James, *Lead Technician*, Lighting Projects, Museums Victoria

Chris Jensen, *Lecturer*, School of Architecture, Building and Planning, University of Melbourne, and *Sustainability Consultant*

Jacqueline Peel, *Professor*, Melbourne Law School, University of Melbourne

Ruth Redden, *Conservation Architect and Heritage Consultant*, Heritage Alliance

Barbara Reeve, *Head*, Collection Services, Australian War Memorial

Helen Sheedy, *Sustainability Officer*, Warrnambool City Council

Nicole Tse, *Lecturer and Academic Coordinator*, Grimwade Centre for Cultural Materials Conservation, University of Melbourne

Amanda Wild, *Senior Conservator*, Exhibitions and Loans, State Library Victoria

Exhibition Services Advisory Committee Chair

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

Caroline Carter, *Manager*, Exhibition Collection Management, Museums Victoria (on leave from November 2016)

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

Cassie May (from November 2016), *Museum Consultant*

Julie Skate (to July 2016), *Gallery Supervisor*, Bayside City Council

Angie Taylor, *Exhibitions Coordinator*, National Exhibitions Touring Service, Victoria

Victorian Collections Advisory Group

Caroline Carter, *Manager*, Exhibition Collection Management, Museums Victoria (on leave from November 2016)

Monica Cronin, *Curator*, Geoffrey Kaye Museum

Euan McGillivray, *Collections Manager*, MCC, National Sports Museum, and *Museum Consultant*

Elizabeth Triarico, *Heritage Consultant*

Contractors and Consultants

Joel Checkley: photography for the Victorian Museums & Galleries Conference

Simon Fox: photography for the Victorian Museum Awards

Madman Printing: print publications and flyers

Dimity Mapstone: MAP website development and MAP postcards design

Mecca Medialight: MA (Vic) website development

Tiny Empire Collective: MAP 100 film

Eric Townsend: Auditor

Awards, Conference, and Events

1 Participants at the Preventative Conservation and Museum Governance workshop admire a recently conserved Chinese banner at the Robert O'Hara Burke Museum in Beechworth.

2 Morgan Brady of the Footscray Community Arts Centre welcomes attendees at the Engaging with Indigenous Communities seminar.



“Excellent, thought-provoking speakers highlighting the work of a range of institutions and individuals. I particularly liked the lightning talks session.”

2016 Conference survey respondent

Victorian Museum Awards

The 2016 Victorian Museum Awards were held at State Library Victoria. The evening was hosted by performer Diana Nguyen and featured special guests Martin Foley MP, Minister for Creative Industries, and Kate Torney, CEO of State Library Victoria. The Victorian Museum Awards celebrate the wonderful achievements of the museum and gallery sector. My thanks go to the expert panel of judges for 2016; John Cunningham, Emily McCulloch Childs, and Euan McGillivray.

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

Individuals

- The Museums Australia (Victoria) Award for Excellence (Volunteer)
Winner: Phillip Maisel AOM, Jewish Holocaust Centre
- The Museums Australia (Victoria) Award for Excellence (Paid Staff)
Winner: Dr Robin Hirst, Museums Victoria
- The Museums Australia (Victoria) Award for Lifetime Achievement
Winner: Martin Hallett

Institutions

- The Archival Survival Award for Volunteer-Run Museums
Winner: Stawell Historical Society
- The Archival Survival Award for Small Museums (2-7 Paid Staff)
Winner: Bonegilla Migrant Experience
- The Museums Australia (Victoria) Award for Medium Museums (8-50 Paid Staff)
Joint Winners: Flagstaff Hill Maritime Village and the Koorie Heritage Trust
- The Museums Australia (Victoria) Award for Large Museums (51+ Paid Staff)
Winner: Sovereign Hill Museums Association

Victorian Collections Awards

For the fifth year, the Awards Ceremony also comprised the Victorian Collections Cataloguing Awards. See page 16 for a full list of winners.

Awards Sponsors

We are very grateful to our Victorian Museum Awards Sponsors. Archival Survival have continued to provide award recipients with the generous prize of \$1,000 of archival products in two award categories, as well as a cash contribution to MA (Vic). This year, a new sponsor, Mal

Padgett Design, also provided a cash contribution to MA (Vic) and supplied the winner of the Victorian Collections Cataloguing Award (Volunteer-Run) with a Brightsign media player which uses still or moving content to create a video. Many thanks also go to our other Awards sponsors: Alan Randell-Smith Florist, State Library Victoria, and Deakin University.

Victorian Museums & Galleries Conference

Under the theme of 'Future-Proofing', the 2016 Conference was held in Cowes, Phillip Island, and focused on innovative ways to achieve financial, social, and environmental sustainability. Topics covered included: the impact of climate change on museum buildings and collections, developing regional audiences, interpretation and storytelling, and adapting to change.

Thank you to our 2016 Conference sponsors and supporters: IAS Fine Art Logistics, the Department of Communications and the Arts, Deakin University, Museums Australia Education, Phillip Island Nature Parks, Bass Coast Shire Council, Destination Phillip Island, the Phillip Island Chocolate Factory, Archival Survival, and Culture Victoria.

Partnerships

We continue to highly value the access to unique venues provided by museums and galleries across the state. Venues for seminars and workshops, tours, and talks, were generously supplied by Castlemaine Art Gallery and Historical Museum, Centre for Contemporary Photography, Chinese Museum, Churchill Island Heritage Farm, City Gallery, Cowes

1 Ian McDonald, Special Counsel at Simpsons Solicitors, facilitating the Loans & Deaccessioning Masterclass at Heide Museum of Modern Art.

3 Delegates board a bus bound for Churchill Island Heritage Farm and the Conference dinner.

2 Conference Keynote Speaker Dr Nurin Veis, Manager, Scienceworks, gives a talk entitled 'Looking into the Crystal Ball - Adventures at Scienceworks'.



Cultural Centre, Footscray Community Arts Centre, Geelong Library and Heritage Centre, Heide Museum of Modern Art, Ian Potter Museum of Art, Kyneton Museum, Museums Victoria, National Gallery of Victoria, National Wool Museum, Old Treasury Building, Robert O'Hara Burke Museum, State Library of Victoria, and Town Hall Gallery. We also continued to partner with the Education Network of Victoria (ENVI) on the event *Travellers' Tales*, and with Museums Australia Education (MAE) on the education day immediately preceding the Conference.

Seminars, Training, Member Events, and Tours

A total of 1,498 people attended our events in 2016.

In February, we held a member's tour of two of Melbourne's multicultural highlights: the Hellenic Museum and the Chinese Museum. Thank you to the staff and volunteers who gave their valuable time providing us with informative guided tours. It's always a privilege to hear the hidden stories behind collections and buildings. We also held an exhibition viewing and lecture of the NGV's *Andy Warhol | Ai Weiwei* exhibition.

In March, the first of a series of three regional workshops on preventative conservation, museum governance, and Integrated Pest Management, supported by the R E Ross Trust, was held in Castlemaine, with the others in Beechworth and Geelong. Another workshop which focused on respectfully engaging with Indigenous Communities was held in Footscray.

In April, the sell-out seminar *It's a Kid's Thing* brought together producers and educational staff from all over the state to hear from professionals about the planning process for exhibitions and programs for the 0 to 5 year old audience. Another popular session was the *Exhibitions and Storytelling* seminar held in Geelong. The General Meeting was held at the Old Treasury Building with a welcome from the Manager, Margaret Anderson.

In May, the workshop *Caring for Textiles and Works on Paper* was fully booked, as was the June Masterclass on loans and deaccessioning. Following on from the release of our *Local Government and Cultural Collections Report*, we held a sector event for local government arts and cultural staff which proved popular and a great networking session.

After the Victorian Museum Awards in July, August saw a fascinating seminar on the art of curation, where a panel of curators spoke candidly about their views and experiences on the importance of curating.

In September, while the office prepared for the Conference, we provided a member's tour of the Melbourne Museum preparatory studio space. It was a unique opportunity to learn about taxidermy, modelling, and mounting. Following the conference, we had another free member's tour, this time at the Hawthorn Arts Centre's Town Hall Gallery.

In November, our last seminar for the year, *Careers in Museums*, was full of students eager to gain tips about career directions and pathways.

End of Year

The End of Year celebration was held at the Centre for Contemporary Photography (CCP). Members, sponsors, and guests enjoyed an evening of great photography at the *CCP Salon* exhibition. Naomi Cass, Director of the CCP, welcomed us, and Laura Miles, our Executive Director, spoke of the achievements of the year for MA (Vic). Our host for the evening was Kenneth Park. As usual, a highlight of the evening was the door prizes gratefully received by guests and generously donated by our member museums and sponsors.

Acknowledgements

I would like to sincerely thank all guest speakers, host venues, sponsors, and supporters of the Awards, Conference, and our events in 2016. 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 speakers is listed in the Acknowledgements (page 17).

Bridget Forbes
Events Coordinator

Communications

1 MA (Vic) e-blasts promoting the Victorian Museums & Galleries Conference, the Green Museum Project, the Roving Curator Program, and the End of Year Celebration.



“Thank you for all your support in the promotion of our Victorian Museum Award. The media release and other collateral provided were outstanding and allowed us to gain media coverage and promote our Award win beyond the museum sector.”

Brett Dunlop, Director, Museums, The Sovereign Hill Museums Association

The Communications Manager, together with the support of the INSITE Editor and Office Coordinator, oversees all MA (Vic) communications, both print and digital, with the aim of raising the profile of the organisation and of the Victorian museum and gallery sector.

Print Publications

In 2016, we produced three main print publications:

- The 2016 MA (Vic) Annual Program (A3 folded to DL; distribution: 1,200).
- The 2015 MA (Vic) Annual Report (A4; 24 pages; distribution: 100).
- The 2016 Victorian Museums & Galleries Conference handbook (A4; 16 pages; distribution: 131).

E-Bulletins and E-Blasts

Our weekly member e-bulletin contains information about our programs and upcoming events, sector news, grants, and other opportunities. Following a redesign in 2014, the e-bulletin continues to be popular with an average open rate of 50.3% (48.5% in 2015). We produced a total of 51 e-bulletins in 2016. We also sent 21 special e-blasts to promote the Awards, the Conference, the Green Museum Project, the Roving Curator Program, and the End of Year Celebration. We designed three

new e-blast templates. Altogether, circulation for the e-bulletin and e-blasts amounted to 87,607. In addition, both the MAP and Victorian Collections programs send their own newsletters (21 issues in 2016; total circulation: 9,880), and other regular electronic communications include membership renewal reminders and membership renewal thank you notices.

Other Communication Materials and Collateral

Other materials produced this year include:

- Slideshows and signage for our workshops, Awards, and Conference.
- Print flyers for MAP (A6; x5,000) and Victorian Collections (A5; x1,500).
- Media packs (photos, a media release, and an e-banner) for all Award winners.
- MAP and Awards certificates, e-flyers, advertisements for INSITE Magazine, new member 'welcome packs', and our traditional Seasons Greetings e-card.

Social Media and Online Videos

Our social media audience keeps growing steadily. At year end, we had 1,040 Facebook 'likes', 3,366 Twitter followers (for both the MA (Vic) and Victorian Collections accounts), and 327 subscribers on YouTube and SlideShare. Our online videos continue

to be popular, with 51,781 total views (37,432 on YouTube and 14,349 on Culture Victoria). We once again invited a number of Museum Studies students to be MA (Vic) guest tweeters during the Conference, with excellent trending results for our #mavic16 hashtag. Also, we continued to offer Facebook ticket giveaways – a great way to increase exposure of our brand, audience engagement, and page 'likes'. This year, we also commissioned a short film to celebrate the MAP program reaching 100 participants (www.youtube.com/watch?v=ZK16-RhD6qs).

Website

Visits to the website increased by 11% compared to 2015 and totalled 851,545. There were 152,802 publication and collateral downloads. In the second half of the year, we completed the first stage of the MA (Vic) website upgrade. This consisted in moving to a new CMS and implementing a number of back-end improvements. The upgrade provides us with a better interface for managing content, increased security, a streamlined booking process, and a number of small visual enhancements. Stage two will consist in a full visual redesign of the website, in particular to include more images, provide easier navigation, better accessibility, and improved mobile responsiveness. Together with the MAP Managers, we also completed the upgrade to the MAP geolocation website (www.victorianmuseums.com.au).

Media Coverage

Media coverage of our programs and participating museums and galleries was once again extensive in 2016 and included stories in ABC 1602, *The Stawell Times*, *The Courier*, *The Miner*, *Bay 93.9 Geelong*, *Dandenong Journal*, *Mildura Midweek*, and a number of specialised publications.

*Raphaël Fiorese
Manager, Communications*



“As a long-time member, it is still a pleasure to sit and read through each new issue. INSITE gives impetus and support, particularly to those working in regional and remote museums, helping them stay connected.

Laretta Zilles, Buda House Curator, Buda Historic Home & Garden

INSITE is the hard copy, themed, membership magazine developed by MA (Vic) and distributed to individual and institutional members four times a year. The magazine is produced in-house by the Editor with content sourced in consultation with staff and colleagues in the sector. It is printed on recycled paper by Madman Printing and distributed by post through the Mail Action mailhouse.

INSITE Content

INSITE is dedicated to Victorian museums and galleries and provides an opportunity for organisations and individuals to share stories about their activities and professional practice that is informative and promotes dialogue in the sector. Each INSITE issue contains approximately six articles on the selected theme, a few general stories and branch information, and museum news.

INSITE is part of a range of communications at Museums Australia (Victoria) that includes social media platforms, a weekly bulletin, and website. Information is selected to best suit the medium and to keep members informed and engaged. Although INSITE is not published on the website, contents from each issue are listed along with the links referenced in each article. A full list of links from the Apps & Online column in

each issue is included on the INSITE webpage. In 2016, it was authored by the Digital and Emerging Technologies team at Museums Victoria.

In the August-October issue, we devoted a double page to coverage of the Victorian Museum Awards and produced the media releases and media packs for the Award recipients so that they could promote their good news to their own communities and networks. The Awards media release was made available on the website to further promote the achievements of the recipients and their organisations.

The 2016 INSITE themes were:

- Kids (February-April)
- Philanthropy (May-July)
- Careers (August-October)
- Security (November 2016-January 2017)

This year 32 individuals wrote articles for INSITE. They are listed in our acknowledgments section (pages 17 and 18). Articles covered topics across a range of organisations, including: ACCA, Shrine of Remembrance, McClelland Sculpture Park+Gallery, National Trust (Victoria), Museums Victoria, Sovereign Hill Museums Association, Beleura House and Garden, Art Gallery of Ballarat, Bayside City Council, Castlemaine Art Gallery and

Historical Museum, Freemasons Victoria Library & Museum, National Sports Museum, Blacksmiths Cottage and Forge, National Gallery of Victoria, and Mornington Peninsula Art Gallery.

INSITE Distribution

Non-members can subscribe to receive INSITE. In 2016, we introduced an interstate member rate bundled with the weekly e-bulletin so that staff in museums and galleries over the border can receive INSITE and participate in Victorian programs. In addition to current members receiving INSITE, the magazine is kept at State Library Victoria and the libraries and staff rooms of institutional members.

Revenue

The cost of printing and distributing INSITE is covered by advertising revenue. Most advertisers have supported the magazine over many years. Our 2016 advertisers were: TASHCO Systems, Archival Survival, Thylacine, Designcraft Furniture, Information Services and Technology, and Maxus. This year the Royal Historical Society of Victoria promoted History Week by including a postcard with the magazine. All of our advertisers supply products and services to the sector and some also engage with MA (Vic) in program sponsorships such as the Victorian Museums & Galleries Conference and the Victorian Museum Awards.

The Sector

INSITE welcomes articles and news from colleagues working in museums and galleries. INSITE themes aim to draw on all areas of museum practice to promote and reflect a range of activities. Enquiries can be directed to the Editor at: rodwyer@mavic.asn.au

Roisin O'Dwyer
 INSITE Editor

Green Museum Project

1 The Green Museum Project Advisory Committee: left to right: Carole Hammond, Christopher Jensen, Nicole Tse, Ren Gregoric, Helen Sheedy, and Amanda Wild.

2 Green Museum Project Sustainability Workshop at Sovereign Hill Museums Association.



“Very good venue, very relevant information. Well organised and useful resources. Ren was particularly informed and engaging. The best workshop I think I’ve been to.”

Survey respondent

In 2016, Museums Australia (Victoria) launched the Green Museum Project, a new sustainability initiative made possible by the generous support of the Lord Mayor’s Charitable Foundation with additional support from Creative Victoria. In 2016, the Green Museum Project Manager offered practical training in Melbourne and regional hubs to staff and volunteers of Victorian museums and galleries on preventive conservation and environmental sustainability practices. Workshop participants gained the tools and knowledge to reduce energy use, save money, reduce greenhouse gas emissions, improve lighting facilities, reduce the risk of collections to light and ultraviolet damage, and position their organisation as a local leader in sustainability.

Training

The Green Museum Project training program was designed to complement the Museum Accreditation Program (MAP). Training was open to all museums and galleries operating in Victoria and covered a range of topics, including:

- How climate change will effect Victorian museums, collections, staff and volunteers.
- How to conduct a basic energy audit.
- How to measure and adjust lighting to meet conservation standards.
- Ensuring long-term preservation of collection material through object rotation schedules.
- Creating and implementing an Environmental Sustainability Policy and

Action Plan for sustainable operations.

- Light emitting diodes (LEDs).
- Climate change programming and communication.

Training Benefits

- Improved environmental performance.
- Staff trained for continued sustainability improvement activities.
- Environmental awareness and basic understanding of sustainability issues in the context of the cultural heritage sector.
- Identification and evaluation of possible solutions and alternate technologies to increase organisational sustainability.
- Assistance with long-term preservation of collection material.

The Workshop Program

Between August and December 2016, workshops were held at:

- Yarra Ranges Regional Museum (Lilydale)
- National Wool Museum (Geelong)
- Sovereign Hill Museums Association (Ballarat)
- Warrnambool Art Gallery (Warrnambool)
- Benalla Historical Society (Benalla)
- The University of Melbourne

In total, 87 individuals participated in the workshop training, 28 of whom were aged 65 and above. The remaining 59 participants were in the age group 20-59.

Survey Highlights

- 85% of respondents thought the workshop they attended was a lot better or better than expected.

- 93% of respondents thought the workshop they attended was extremely or well organised.
- 83% of respondents said that they were very confident or confident in completing an energy audit by themselves at their organisation.

Sustainability Seminar

On 16 November, the Green Museum Project Manager organised a sustainability seminar to help increase awareness amongst sector staff and volunteers of sustainability issues specific to the cultural heritage sector. Attendees heard from a number of experts, including:

- Alice Cannon, Manager, Integrated Collection Processes, Museums Victoria: ‘Cultural Property Risk Analysis Model (CPRAM) at Museums Victoria’.
- Lee Godden, Director, Centre for Resources, Energy and Environmental Law, the University of Melbourne: ‘Legal Frameworks for Managing Cultural Heritage in a Climate Change Era’.
- Ren Gregoric, Green Museum Project Manager, Museums Australia (Victoria): ‘How Victorian Collections and Museums Will Be Affected by Climate Change’.
- Rolf Greve, Head Technician, Melbourne Museum, & Brenton James, Technical Officer, Immigration Museum: ‘Applications of LED Technology at Museums Victoria’.
- Christopher Jensen, Lecturer in Construction Management, the University of Melbourne: ‘Environmental Sustainability and HVAC Systems in Museums and Galleries’.

We thank both the presenters and the audience for making this seminar a highly successful event.

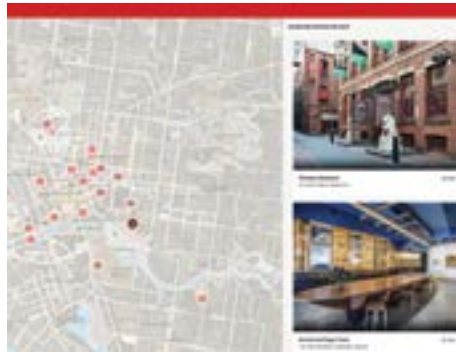
Ren Gregoric

Manager, Green Museum Project

Museum Accreditation Program

1 The new Victoria's Accredited Museums website maps all Accredited and participating MAP organisations across Victoria.

2 Bottles and jars from Palmer's pharmacy, Ballarat, 1870-1890, at the Medical History Museum. The Museum is the first of the University of Melbourne's museums to gain Accreditation.



“MAP is particularly important for small museums because it underlines that you do not need to be large to be professional and dynamic.”

Dr Jacqueline Healy, Senior Curator, Medical History Museum, University of Melbourne

The Museum Accreditation Program (MAP) is a peer review program that assesses all areas of museum operations against the *National Standards for Australian Museums and Galleries*. MAP works to build capacity and best practice in museums and galleries across Victoria. By the end of 2016, there were 100 Victorian museums participating in the program. Of these, 71 have achieved Accreditation and 29 are working towards Accreditation, with three new organisations enrolled for the year. The core activity of the program is to assist museums with improving their standards and to facilitate the peer review processes. MAP is funded by Creative Victoria with additional funding from the R E Ross Trust.

2016 Highlights

- Celebrated over 100 museums in the program by launching a short film featuring 10 MAP Museums and Galleries (www.youtube.com/MuseumsAustraliaVic).
- Launched a new interactive website (www.victorianmuseums.com.au) that maps all Accredited and participating MAP organisations across Victoria.
- MAP training provided to 84 individuals at three workshops on a range of topics. Funded by the R E Ross Trust.
- Record number of advisory visits to museums across Victoria.
- Six museum studies students placed with MAP organisations for volunteer projects.
- 5,734 kilometres travelled visiting museums across Victoria.

Enrolments

There was an ongoing demand for enrolment in the MAP program in 2016. Three museums were enrolled: Charlton Golden Grains Museum, Daysford Museum, and Maldon Museum, with many more expressing interest in working towards meeting the National Standards in future years.

Gained Accreditation at the Victorian Museum Awards

- Medical History Museum, University of Melbourne

Re-Accreditations

- Australian Gallery of Sport and Olympic Museum
- Essendon Football Club Hall of Fame
- Melbourne Cricket Club Museum and Library
- National Sports Museum Victoria
- Queenscliffe Maritime Museum

Advisory Visits

- Anglesea Historical Society
- Australian National Aviation Museum
- B24 Liberator Memorial Australia
- Bendigo Historical Society
- Bonegilla Migrant Experience
- Box Cottage (Moorabbin Historical Society)
- Brambuk Keeping Place
- Bright Historical Society
- Camperdown & District Historical Society
- Chiltern Athenaeum Museum

- City of Port Phillip Arts and Heritage Collection
- Cyrill Kett Optometry Museum and Archive
- Gum San Chinese Heritage Centre
- Hellenic Museum
- Horsham Art Gallery
- Kiewa Valley Historical Society
- Langi Morgalla Historical Society
- Lorne Historical Society
- Man from Snowy River Museum
- Myrtleford Historical Society
- Phillip Island Historical Society
- Port Albert Maritime Museum
- Queenscliffe Historical Museum
- Running Rabbits Upwey Belgrave RSL
- Seaworks Maritime Discovery Centre
- Stawell Historical Society
- Talbot Historical Society
- Warracknabeal & District Historical Society
- Warrnambool Heritage Works

The MAP Advisory Committee & Peer Review Panellists

The MAP Advisory Committee meets quarterly to discuss the program and to contribute advice and support to the MAP Managers. MAP panellists and Committee members conduct site visits, provide mentoring and expert advice, and gain professional development from the program as peer reviewers. In 2016, Lauren Bourke and Bryony Nainby joined the MAP Advisory Committee. We would like to thank the Committee members and peer review panellists (listed on pages 7 and 8) for their time and contribution throughout 2016. In particular, we would like to acknowledge Euan McGillivray for his outstanding commitment to MA (Vic) as the Chair of the MAP Advisory Committee from 2012 to December 2016.

Caroline Deighton
Co-Manager, MAP

Rosemary Hanscombe
Co-Manager, MAP

Exhibition Services

1 Kitty Owens and Emerald Museum's Chris Britten discussing display of photographs of the Nobelius Nursery.

2 Fran Bader, City of Moorabbin Historical Society, showing Kitty Owens the Rietman family albums.



“Thanks for all the advice and direction, we will do our best to make the project shine.”

City of Moorabbin Historical Society

In 2016, the Exhibition Services Roving Curator Program engaged with some fascinating museum collections and contributed to the development of several displays. The Roving Curator responded to the needs of each project, and the assistance provided ranged from identifying material for temporary exhibitions, providing suggestions for paring back displays, advising on layout and production issues, and providing help selecting key items and images to tell key stories.

Roving Curator Program Recipients 2016

- City of Moorabbin Historical Society: *August Rietman 1877–1951: Monument Carver, WW1 Memorials, Artisan, Sculptor.* Assistance with the development of a display highlighting the work of sculptor August Rietman, who lived and worked in the original Box Cottage.
- Emerald Museum: *Carl Axel Nobelius – His Contribution to the History of Horticulture in Australia.* Advice and assistance with a contemporary display about the nationally significant Nobelius nursery archive.
- Tatura Museum: *Compassion & Conflict – Life in Australian WW2 Camps.* Advice on enhancing interpretation in the permanent exhibition on the WWII internment camps in the Tatura area.
- Upper Yarra Historical Society: advice about the Society's current display facilities and assistance with exhibition development for a temporary exhibition.

Local Government and Cultural Collections Report

In 2016, the Exhibition Services Manager wrote the report *Local Government and Cultural Collections in Victoria*, which identifies current conditions and issues for local government collections at all 79 Victorian local government authorities, and makes recommendations to strengthen the preservation and access to this vital part of the distributed collection. The report is available on the Museums Australia (Victoria) website (www.mavic.asn.au/assets/Local_Government_and_Cultural_Co.pdf).

Advice

In 2016, the Exhibition Services Manager provided telephone/email advice for 16 organisations and individuals. Advice included suggestions on presenting Indigenous items, mounting techniques, display cases, funding, and discussions with service providers in other states about networking for local government heritage collections custodians.

Training

The Exhibition Services Manager presented training on storytelling in partnership with Culture Victoria. To launch the report *Local Government and Cultural Collections in Victoria*, the Exhibition Services Manager organised an all-day networking seminar for local government cultural collection custodians, presenting a talk on the *Local Government and Cultural Collections in Victoria* report findings, and a session on funding opportunities for local government collections. The Exhibition Services

Manager also presented a talk on the local government report and participated in a mentoring session for emerging professionals at the Victorian Museums & Galleries Conference.

Exhibition Services Advisory Committee

The Exhibition Services Advisory Committee provided advice and support to the program throughout the year, and played a vital role in assessing the Roving Curator applications for 2017. The contribution of the Committee members to enhancing Victorian cultural exhibitions is appreciatively acknowledged. Members of the Committee are listed on page 8.

Thank You

Thanks to Adelle Talarico, the Local Government and Cultural Collections Research Project intern, for her major contribution to the research and final report. Thanks to Eve Almond for advice on horticultural displays and programs. Thank you to all the speakers at the Local Government and Cultural Collections Networking Seminar, including my colleagues at MA (Vic): Belinda Ensor, Ren Gregoric, and Rosemary Handscombe; and local government cultural staff: Cameron Auty, Eddie Butler-Bowdon, Georgia Rouette, Maggi Solly, Dr Mark Themann, and Miriam Troon.

Kitty Owens

Manager, Exhibition Services

Victorian Collections

- 1 Dandenong-Cranbourne RSL Sub-Branch Memorabilia Coordinators, Michael Newbond and Gary Hunt, cataloguing their collection as part of the Veterans Heritage Project.
- 2 Lara RSL Sub-Branch President, Bruce Challoner, showing Cameron Auty and Frances Paterson the condition of a flag in their collection.



“We have been privileged to have such dedicated and knowledgeable people to instruct us in the cataloguing of our memorabilia.”

Ken Egan, Dandenong-Cranbourne RSL Sub-Branch

Victorian Collections (VC) is a free, web-based collections management system for small to medium organisations. Developed and maintained by MA (Vic) and Museums Victoria, the project is funded by the Veterans Branch, Victorian Government, and the Victorian Cultural Network through Creative Victoria. This year has seen increased engagement from users and the strengthening of our support for ex-service organisations.

Statewide Reach

In 2016, the team travelled 4,561 km within Victoria, presenting 17 workshops and making 26 advisory visits to VC and ex-service organisations. Museums Victoria generously sponsored new training equipment, making it possible to reimagine the VC syllabus. With 12 new iPads and mobile internet devices, the program is now more flexible and accessible for people with low computer literacy. Workshops in 2016 were offered *in situ* at museums and other collecting organisations across the state.

Scope of Project

The 437 different collecting organisations that participated in the program in 2016 collectively catalogued 18,345 items. This brings the number of items on the website to 86,272 at year end. Audiences visiting the website have continued to grow, along with the average time visitors spend on the website.

Veterans Heritage Project

In 2016, Victorian Collections launched the Veterans Heritage Project. This two-year project, funded by the Veterans Branch, Victorian Government, sees VC staff working with 13 ex-service organisations across Victoria. The project comprises three parts – a collections training program, an oral histories training program, and a workplace learning program for secondary students – and will be rolled out as a series of workshops to assist the Australian veterans' community protect and preserve their military history.

Staff Changes

In August 2016, Victorian Collections welcomed two new staff members. Frances Paterson joined the team as Operations Coordinator and brings experience in conservation and collection management. Brigid Moriarty is the new Communications and Education Coordinator and has a background in exhibitions and curation.

Victorian Collections Stories

The stories module of the website was launched in 2016. It allows guest curators to tell a story using items catalogued on VC, creating links between the state's distributed collections. At the end of 2016 there were four stories on the site.

Trove

Victorian Collections has a partnership agreement with Trove that helps Victorian organisations broaden access to their

collections. This option is open to all organisations who use our website and there are currently 44 groups sharing their collections through both platforms.

Victorian Collections Day

The first Victorian Collections Day was held at Melbourne Museum on 9 August 2016. The day brought together presenters from museums and galleries, covering topics including collection management, conservation, and exhibition skills. VC Day was attended by 76 participants from 47 collecting organisations across Victoria.

Awards

Excellence in cataloguing on Victorian Collections was recognised at the Victorian Museum Awards. A new sponsor, Mal Padgett Design, supplied the winner of the Volunteer-Run award with a Brightsign media player, which uses still or moving content to create a video. Winners for 2016 were:

- Victorian Collections Award – Paid Staff
Winner: Federation University Australia Historical Collection (Geoffrey Blainey Research Centre)
- Victorian Collections Award – Volunteer-Run
Winner: Orbost & District Historical Society
Highly Commended: Warrnambool & District Historical Society
- Victorian Collections Award – Military Memorabilia
Winner: Geelong RSL Sub-Branch

Cameron Auty
Manager, Victorian Collections

Belinda Ensor
Manager, Victorian Collections

Brigid Moriarty, Communications and Education Coordinator, Victorian Collections

Frances Paterson, Operations Coordinator, Victorian Collections

Acknowledgements

1 *Filming at the Foster & District Historical Society for the MAP 100 video project.*

2 *Our End of Year Celebration mystery door prizes.*

3 *International Keynote speaker Adam Rozan of the Worcester Art Museum (USA) at the Victorian Museums & Galleries Conference in Phillip Island.*



We warmly acknowledge and greatly appreciate the generosity of our many wonderful supporters in 2016.

Thank you to...

The Victorian Government through Creative Victoria, part of the Department of Economic Development, Jobs, Transport and Resources, and through the Veterans Branch of the Department of Premier and Cabinet.

We thank Creative Victoria for supporting core activities, and in particular:

- The Hon Martin Foley MP, *Minister for Creative Industries*
- Lisa Calabria, *Chief of Staff*
- Lauren O'Dwyer, *Creative Industries Advisor*
- Andrew Abbott, *Chief Executive*

We thank the Veterans Branch for supporting Victorian Collections' work with the ex-service community, and in particular:

- The Hon John Eren MP, *Minister for Veterans*
- Angela Bourke, *Director, Veterans Branch*
- Alexis Arrowsmith, *A/Manager, Veterans Branch*
- Michael Annett, *CEO, Anzac House*
- Robert Webster, *RSL State President*

We thank Museums 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.

Thanks to our fellow associations: the American Alliance of Museums, the Council of Australasian Art Museum Directors (CAAMD), the Council of Australasian Museum Directors (CAMD), ICOM Australia, Museums Aotearoa (New

Zealand), the Museums Association (UK), and the *National Standards for Australian Museums and Galleries Taskforce*.

Museums Victoria

- Jonny Brownbill, *Manager, Online Development*
- Tim Hart, *Director, Public Engagement*
- Forbes Hawkins, *Collection Systems Senior Developer, Museums Victoria*
- Wendy Pryor, *Head, Digital and Emerging Technology*

Conference and Events Presenters

- Margaret Anderson, *Old Treasury Building*
- Cameron Auty, *Museums Australia (Victoria)*
- Emma Baker, *State Library Victoria*
- Ebony Bott, *Arts Centre Melbourne*
- Paul Bowers, *Museums Victoria*
- Anna Briers, *Shepparton Art Museum*
- Eddie Butler-Bowen, *City of Melbourne*
- Rebecca Carland, *Museums Victoria*
- Samantha Comte, *Ian Potter Museum of Art*
- Caroline Deighton, *Museums Australia (Victoria)*
- Dr Sharon Dickman, *Museum Consultant*
- Robyn Ellard, *State Library Victoria*
- Elysheva Elsass, *Jewish Museum of Australia*
- Belinda Ensor, *Museums Australia (Victoria)*
- Kathy Fox, *Museums Victoria*
- Ria Green, *Arts Centre*
- Samantha Hamilton, *PhD Candidate*
- Rosemary Hanscombe, *Museums Australia (Victoria)*
- Michelle Hocking, *Coburg Children's Centre*
- Karen Jakubec, *Museums Victoria*
- Laura Jovic, *Curator*
- Louise Klerks, *Chapter House Lane*
- Adrienne Leith, *Museums Victoria*
- Elizabeth Marsden, *Sovereign Hill Museums Association*
- Jim McCann, *Victoria Police Museum*
- Elizabeth McCartney, *Museums Victoria*
- Catherine McClay, *Context*

- Emily McCulloch-Childs, *McCulloch and McCulloch*
- Ian McDonald, *Simpsons Solicitors*
- Malcolm McKinnon, *Filmmaker*
- Georgie Meyer, *Museums Victoria*
- Laura Miles, *Museums Australia (Victoria)*
- Clare Needham, *Bendigo Art Gallery*
- Kitty Owens, *Museums Australia (Victoria)*
- Karina Palmer, *Museums Victoria*
- Kenneth Park, *Consultant*
- Julia Powles, *Heide Museum of Modern Art*
- Bronwyn Roper, *National Trust of Australia (Victoria)*
- Georgia Rouette, *City of Port Phillip*
- Kate Ryan, *National Gallery of Victoria*
- David Sequeira, *Margaret Lawrence Gallery*
- Jed Smith, *Melbourne Cricket Club*
- Maggi Solly, *Yarra Ranges Council*
- Steven Sparrey, *Museums Victoria*
- Dr. Mark Themann, *La Trobe Regional Gallery*
- Deb Tout-Smith, *Museums Victoria*
- Miriam Troon, *Bayside City Council*
- Patrick Watt, *Burke Museum & Historic Precinct*

Victorian Collections Day Presenters

- Ria Green, *Arts Centre Melbourne*
- Samantha Hamilton, *Museums Victoria*
- Karen J Jakubec, *Museums Victoria*
- Emily Kocaj, *Museums Victoria*
- Adrienne Leith, *Museums Victoria*
- Jim McCann, *Victoria Police Museum*
- Catherine McLay, *Context*
- Helen Privett, *Museums Victoria*
- Deborah Tout-Smith, *Museums Victoria*

Contributors to Print Media

- Cameron Auty, *Museums Australia (Victoria)*
- Emma Busowski Cox, *Castlemaine Art Gallery and Historical Museum*
- Caroline Carter, *Museums Victoria*
- Dr Jo Clyne, *History Teachers Association of Victoria*
- Snjeza Cosic, *Gold Museum*
- Eliza Devlin, *ACCA*

1 Frances Paterson on a Victorian Collections visit to the Warracknabeal Historical Society.

2 The Culture Victoria stand at the Conference Trade Exhibition.

3 Angela Henricksen of Archival Survival at the Conference Trade Exhibition. Archival Survival is also a long-time sponsor of the Victorian Museum Awards.



- Belinda Ensor, Museums Australia (Victoria)
- Samantha Fabry, Freemasons Victoria Library & Museum
- Meredith Foley, Council of Australian Museum Directors (CAMD)
- Imogen Good, McClelland Sculpture Park+Gallery
- Martin Green, National Trust (Victoria)
- Rosemary Hanscombe, Museums Australia (Victoria)
- Christine Healey, Shrine of Remembrance
- Anthony Knight, Beleura House and Garden
- Danny Lacy, Mornington Peninsula Art Gallery
- Rebecca Lush, University of Sydney
- Elizabeth Marsden, Sovereign Hill Museums Association
- Maryanne McCubbin, Museums Victoria
- Fiona Menzies, Creative Partnerships Australia
- Pip Minney, National Gallery Victoria
- Kitty Owens, Museums Australia (Victoria)
- Frances Paterson, Museums Australia (Victoria)
- Michael Pennell, Museums Victoria
- Kate Phillips, Museums Victoria
- Alexandra Price, Museums Victoria
- Anne Rowland, Art Gallery of Ballarat
- Margaret Simpson, Blacksmiths Cottage and Forge
- Adelle Talarico, Museums Victoria
- Miriam Troon, Bayside City Council
- Helen Walpole, National Sports Museum
- Erin Wilson, McClelland Sculpture Park+Gallery

Victorian Collections Supporters

- Jude Beshears, RSL Victorian Branch
- Joel Checkley, Tiny Empire Collective
- Nick Crotty, Museums Victoria
- Clare Gervasoni, Federation University
- Martin Hallett, formerly Senior Arts Officer, Creative Victoria
- Dimity Mapstone, Project Officer, Creative Victoria
- Eleanor Whitworth, Senior Arts Officer, Creative Victoria

- Daniel Wilksch, Public Record Office Victoria
- Tanya Wolkenberg, Senior Program Manager, Content Curator, Creative Victoria

MA (Vic) Volunteers

- Amelia Marra
- Natalie Mastoris
- Adelle Talarico

Sponsors & Supporters

- Alan Randell-Smith Florist
- American Alliance of Museums
- Anzac House
- Archival Survival
- Arts Access Victoria
- Arts Industry Council Victoria
- Australian Centre for the Moving Image
- Bass Coast Shire Council
- City of Melbourne
- Creative Victoria
- Cultural Development Network
- Culture Victoria/Victorian Cultural Network
- Deakin University
- Dell
- Department of Communications and the Arts
- Designcraft Furniture
- Federation University
- Heide Museum of Modern Art
- History Council of Victoria
- History SA
- IAS Fine Art Logistics
- International Council of Museums – Australia
- Leicester University (UK)
- Lord Mayor's Charitable Foundation
- Macedon Ranges Shire Council
- Mal Padgett Design
- Maxus
- Melbourne Library Service
- Museum & Gallery Services Queensland
- Museum of Applied Arts & Sciences, NSW
- Museums Association (UK)
- Museums & Galleries of NSW
- Museums Victoria
- National Gallery of Victoria
- National Standards Taskforce

- National Trust of Australia (Victoria)
- National Wool Museum
- NDS Productions
- Public Record Office Victoria
- Regional Arts Victoria
- R E Ross Trust
- RHSV, History Week
- RMIT Gallery
- Shepparton Art Museum
- Shire of Yarra Ranges
- Showfront
- Surf Coast Shire
- TASHCO Systems
- Telstra
- Theatre Network Victoria
- Thylacine
- University of Melbourne
- VALA – Libraries, Technology and the Future Inc.
- Veterans Branch, Department of Premier & Cabinet
- Victorian Tourism Industry Council
- Victoria University

Income Statement for the Year Ended 31 December 2016

REVENUES FROM ORDINARY ACTIVITIES	2016 \$	2015 \$
Grants	486,500	455,305
Other Income	222,711	162,062
Interest	4,696	2,053
Total revenues from ordinary activities	713,907	619,420
Depreciation expense	4,553	4,418
Publications	10,859	10,519
Project and Program Expenses	69,916	51,055
Workshops, Seminars & Events	64,517	41,523
Employee	503,651	414,721
Administration & Marketing	59,810	66,825
Total Expenditure	713,306	619,062
Surplus/[deficit] before income tax attributable to members of the entity	600	358
Income Tax	-	-
Total comprehensive income/[loss] for the year attributable to members of the entity	600	358

Balance Sheet as at 31 December 2016

	2016 \$	2015 \$
Current Assets		
Cash & Cash Equivalents	512,012	136,707
Trade & Other Receivables	8,757	15,332
Prepayments	4,855	4,266
Total Current Assets	525,624	156,305
Non Current Assets		
Property, Plant & Equipment	44,600	48,297
Total Non Current Assets	44,600	48,297
TOTAL ASSETS	570,224	204,602
Current Liabilities		
Trade & Other Payables	12,711	35,650
Income in Advance	-	4,958
Grants in Advance	446,318	66,500
Provisions	32,120	20,772
Total Current Liabilities	491,149	127,880
Non Current Liabilities		
Long-Term Provisions Payable	13,042	11,289
TOTAL LIABILITIES	504,191	139,169
NET ASSETS	66,033	65,433
MEMBERS' FUNDS		
Retained Earnings	66,033	65,433
TOTAL MEMBERS' FUNDS	66,033	65,433

Cash Flow Statement as at 31 December 2016

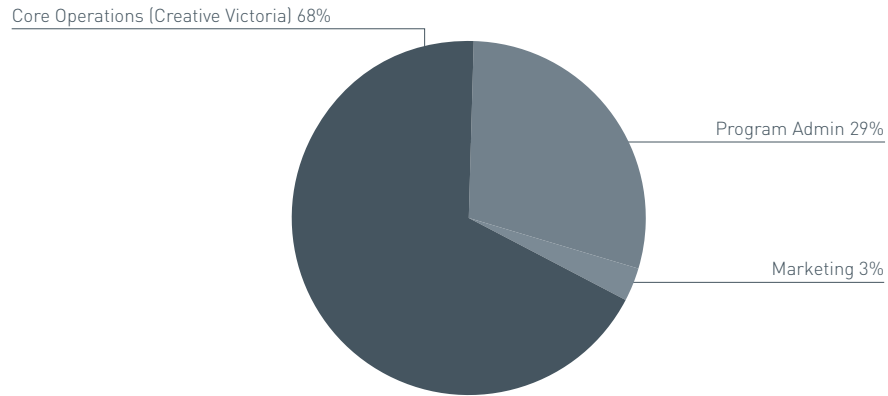
	2016 \$	2015 \$
Cash Flows from Operating Activities		
Receipts from grants, fees and other income	978,250	702,938
Other revenue	230,286	159,520
Payments to suppliers and employees	(837,071)	(804,116)
Interest received	4,696	2,053
Net cash provided (used) by operating activities	376,161	60,395
Cash flows from Investing Activities		
Payments for property plant & equipment	(856)	-
Net cash provided (used) by investing activities	(856)	-
Net increase (decrease) in cash held	375,305	60,395
Cash at beginning of financial year	136,707	76,312
Cash at end of financial year	512,012	136,707
Reconciliation of net cash provided by operating activities to operating profit		
Operating profit / (Loss)	600	358
Adjustment for non-cash flows in operating profit Depreciation	4,553	4,418
Increase (Decrease) in provisions	13,101	10,063
(Increase) Reduction in Prepayments	(589)	-
(Increase) Reduction in Trade & Other Receivables	6,575	245,091
Increase (Reduction) in Payables & Accruals	(22,939)	(4,481)
Increase (Reduction) in Income in Advance	(4,958)	(203,366)
Increase (Reduction) in Grants Unspent	6,405	-
Increase (Reduction) in Grants in Advance	373,413	8,312
Net cash provided (used) by Operating activities	376,161	60,395

Statement of Changes in Equity for the Year Ended 31 December 2016

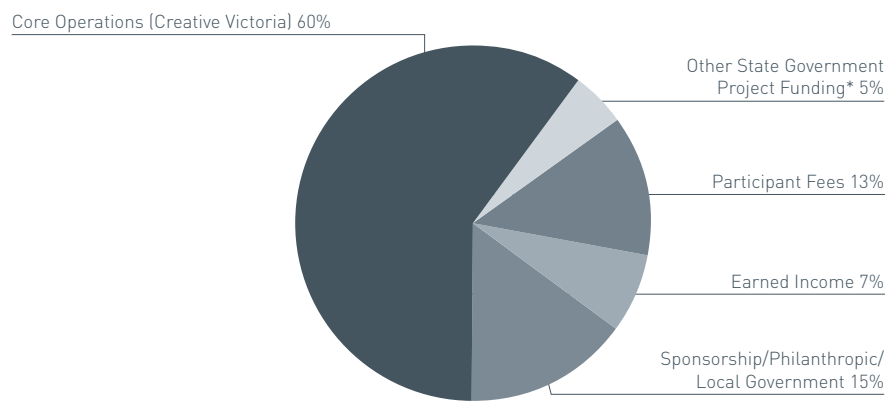
	Retained Surplus \$	Total Equity \$
2014		
Balance at end of financial year	65,075	65,075
2015		
Profit (Loss) attributable to members	358	358
Balance at end of financial year	65,433	65,433
2016		
Profit (Loss) attributable to members	600	600
Balance at end of financial year	66,033	66,033

Key Statistics

Expenses

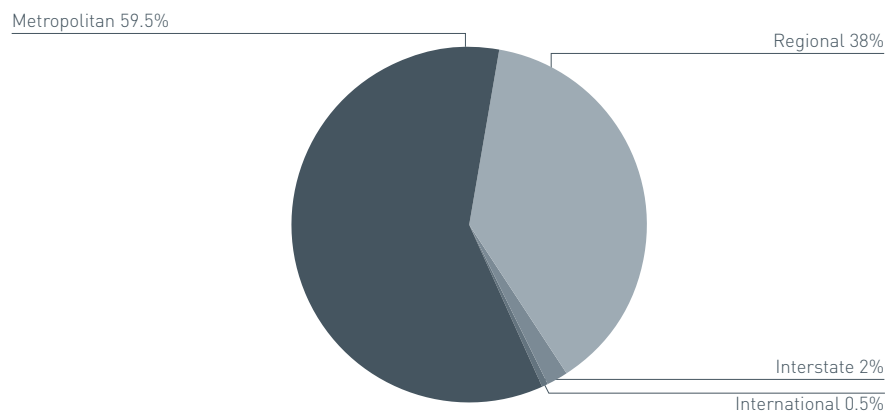


Income



*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 2016 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: Lauren Ellis

Treasurer: Janice

Dated this the 16th day of February 2017.

Museums Australia (Victoria)

Melbourne Museum
Carlton Gardens, Carlton

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Carlton South, Victoria 3053

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