

**COUNCIL OF AUSTRALASIAN MUSEUM DIRECTORS**  
**ANNUAL MEMBER REPORTS submitted to the**  
**ANNUAL GENERAL MEETING**  
South Australian Museum, Adelaide  
7-8 October 2010

**CAMD MEMBER'S REPORT to ANNUAL GENERAL MEETING**

**PERIOD:** 2009/2010

**NAME OF INSTITUTION:** **Australian Centre for the Moving Image**

**NAME OF DIRECTOR:** **Tony Sweeney**

**1. ACCESS & VISITATION**

*[eg building collections; exhibitions & visitor trends (locals & tourists); use of websites & enquiry service]*

September 17 (as I write this) marks exactly the first anniversary of the public opening of our *Screen Worlds* gallery and other offers that comprised our major redevelopment project started 5 years ago. We achieved over 1 million overall visitors in the 12-month period, a tripling in numbers from 5 years ago. As well as *Screen Worlds* being a major driver, the current *Tim Burton* Melbourne Winter Masterpieces exhibition will attract its 200,000<sup>th</sup> visitor sometime this weekend, with 3.5 weeks left to run. We do not anticipate this growth trend continuing for obvious reasons, and expect numbers to settle back probably to the 650-850k level for the long term.

Events, education, workshop and film programs have also continued to grow this year. Though they too have grown, online visitation numbers and social media use trends are more difficult to judge, given the changing nature of web usage (as highlighted by Seb Chan and others), and also since we have recently switched the basis of our high-level counting to Google Analytics, breaking the trend record.

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**2. COMMUNITY INVOLVEMENT:**

*(eg building community capacity to manage collections (internships; training; conservation workshops); indigenous collaborations; volunteer members; cultural & other affiliated societies & partnerships)*

As a young institution ACMI is still relatively un-systematic in areas such as internships and programs with communities of interest to engage them in our professional activities (as opposed to engaging them in our public programs, for which see section 4). However especially in the areas of Indigenous and special-interest-group collaborations, our level of project-based activity is already significant, and now a priority for a more strategic, systematic approach in the coming years. Resourcing this (both for direct and indirect resource needs) will be an issue for us.

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### **3. MANAGEMENT & FUNDING:**

*[eg trends in financial support; organisational change; capital works.]*

After the significant investment by State Government in ACMI's new offers over recent years, capital investment is much lower right now, and funds raised through grants and sponsorship are being applied almost wholly to enhanced programming, especially public engagement and our new online/social media strategies. Touch wood, Victoria remains strongly committed to its arts and cultural activities, though long-term erosion of grant-in-aid value against inflation and capital depreciation remains a matter of concern.

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### **4. EDUCATION & RESEARCH**

*[eg education & research programs; partnerships; publications; regional outreach; talks, workshops, lectures; education via website]*

ACMI has always had extensive partnerships with special-interest and community groups through various channels, especially including Film Festivals and event activities. A key mechanism has been our digital storytelling/community memory programs, both on-site and created and delivered through regional outreach. This year, this latter program particularly has seen a major growth, in terms of numbers, media coverage, and demand from Councils and community organisations to work with us. The value of reaching out to these communities in their home places, not just finding ways to bring them to Melbourne, is quite striking.

ACMI is underway with a major reappraisal of its future Collections and Research strategies, priorities and management processes, following the highly successful launch last September of the Australian Mediatheque along with the NFSA and other moving image collections.

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## **5. MAJOR CHALLENGES AHEAD:**

*Please list the three – four major challenges for your museum for the year ahead (or further) which might be addressed by CAMD.*

1. Success and opportunity brings with it resourcing issues just as much as regular course of business does, and this old faithful will never go away as a key challenge, especially as the field of screen culture is notoriously difficult to fund-raise systematically for.
2. Collecting, especially in a digitally-driven area like ACMI's, is an area of great importance but also challenge, which needs new thinking in my view collectively not just by individual institutions involved.
3. The need to respond to the constantly changing opportunities and expectations of online and social media, both in terms of technology capability and effective use of the media.
4. Effectively engaging in the crucial international sphere, in a climate of constraints or even radical cutbacks in some/many of the traditional Western networks, while the 'new Eastern' networks are still emergent and unformed in many areas of practice and common cultural understanding. This requires long-term thinking and investment in partnerships, potentially with significant early costs and limited early gains.

**PERIOD:** 2009/2010

**NAME OF INSTITUTION:** **Australian Museum**

**NAME OF DIRECTOR:** Frank Howarth

## **1. ACCESS & VISITATION**

*[eg building collections; exhibitions & visitor trends (locals & tourists); use of websites & enquiry service]*

Onsite visitation for the year was 375,000 including 39,000 school students. An additional 11,000 students participated in the Museum's offsite science communication programs.

Temporary exhibitions included *Climate Change: Our Choice, Our Future, When Mammoths Roamed, Menagerie: Contemporary Indigenous Sculpture in Australia, Egyptian Treasures: Art of the Pharaohs, Wildlife Photographer of the Year, Amazing Backyard Adventures* and *Yiloga! Tiwi Footy*. The Museum took a leading role in developing and delivering a national program of biodiversity communication activities with Council of Australasian Museum Directors (CAMD) member organisations and federal funding, and is marking International Year of Biodiversity with the *Alive* display and events arena. This provides an experimental programming space for a changing programme of biodiversity-related events, including talks, demonstrations, audio-visual installations, and craft activities.

The website recorded approximately 9.4 million user sessions. A new website, completed in June 2009 has facilitated significantly greater visitor interaction and allowed staff to more rapidly update and post content.

During 2009/10 there was continuing emphasis on increasing access to the Museum's collections including:

- Providing more than 800,000 faunal records to OZCAM (Online Zoological Collections of Australian Museums).
- Completing a pilot of The Virtual Museum of the Pacific, which showcases 400 artefacts from the Museum's Pacific Collection to a worldwide audience including the NSW Pacific 'diaspora'.

The Museum completed the digitisation of all of its scientific publications (approximately 40,000 pages) and will make the material freely available on line in 2010/11.

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## **2. COMMUNITY INVOLVEMENT:**

*(eg building community capacity to manage collections (internships; training; conservation workshops); indigenous collaborations; volunteer members; cultural & other affiliated societies & partnerships)*

Significant community partnerships included:

- Development of a working partnership with the NSW Department of Juvenile Justice, Fairfield Office. Pilot activities included providing collection access visits for Pacific youth where they could interact, and reconnect, with culturally significant artefacts from Pacific cultures.
- A new intangible heritage program called Sharing Stories: from the Cultural Collections was introduced. Twenty-four short films were produced of cultural custodians and other specialists sharing their perspectives on objects held in the cultural collections.
- In collaboration with the Wonnarua Aboriginal Corporation, the Museum prepared an online gallery featuring the Morrison collection of materials from the Hunter Valley, NSW. The community is interested in continuing the partnership by involving young people in interviewing elders through language and cultural revival programs, and by working on a local exhibition featuring the Morrison collection.
- Working in partnership with the Salvation Army's Oasis Youth Support Network and Connect Marrickville, the Museum provided access for homeless young parents at the Museum Morning Teas program.

Through the Eureka Prizes, the Museum continues to build strategic alliances and collaborative opportunities with 21 sponsors supporting 19 Eureka Prizes for outstanding Australian science in 2009. This year media coverage reached a global audience estimated at 35 million. More than 11,000 people voted in the Eureka People's Choice Award, with 1 in 10 Australian high schools taking part.

There were 316 people actively volunteering across the Museum in 2009–10, contributing over 77,000 hours of service. Most volunteers were long-term (with at least one year of service) and regular (attending at least once a week).

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## **3. MANAGEMENT & FUNDING:**

*[eg trends in financial support; organisational change; capital works.]*

In the face of flat government funding and rising salary and other costs, the Museum has continued its efforts to create more self generated income across the organisation. Major new income generating initiatives include visitor programs such

as behind the scenes tours, the exploration of licensing and product development opportunities, and the employment of a bequest officer.

Major capital works programmes included extension and refurbishment of visitor accommodation, extensions to the Sir John Proud Aquarium, refurbishment of the workshop at Lizard Island Research Station, and completion of planned refurbishment work associated with the construction of the new Collections and Research building. This year has seen the completion of consultations and conceptual planning for the creation of a new permanent exhibition, Pacific Cultures (working title). Consultation for a new Indigenous Australians exhibition will commence in 2010–11.

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#### **4. EDUCATION & RESEARCH**

*[eg education & research programs; partnerships; publications; regional outreach; talks, workshops, lectures; education via website]*

In addition to schools visitation reported above, major education initiatives included:

- Video conferencing to schools programs. This collaborative initiative with the Department of Education & Training's Distance and Rural Technologies (DART) Connections Unit brought the collections and expertise of the Museum to more than 6000 students throughout NSW in interactive classroom sessions.
- Museum in a Box®. More than 63,000 preschool, primary and secondary school students accessed Museum in a Box® in 2009–10 through 494 box loans, outreach events (such as Science in the City) and video conferences.
- Bugwise for Schools. Officially launched at the Australian Museum in April 2010, it includes two citizen science modules, Web2Spider and Plant2Pollinator, developed after extensive consultation with stakeholders including Museum scientists, teachers, students and environmental educators.

The Museum continued its strong program of scientific research in 2009–10. Australian Museum research staff produced 138 scientific publications, many in leading peer-reviewed journals, including descriptions of 115 new species. Museum Research Associates produced an additional 32 publications arising from research undertaken in collaboration with Museum staff or on the Museum's collections.

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#### **5. MAJOR CHALLENGES AHEAD:**

*Please list the three – four major challenges for your museum for the year ahead (or further) which might be addressed by CAMD.*

The Australian Museum's operating costs, particularly salaries, continue to climb against a background of flat recurrent funding from the NSW State government.

CAMD should lobby governments at all levels regarding the value of the Museum sector.

Along with other cultural institutions within the Communities NSW portfolio, Australian Museum will be impacted by the rollout of shared corporate services across the NSW public sector. We are particularly concerned that the cost of HR, finance and IT functions may increase, that the quality of service internally may decline, and that key management functions such as HR support and budget analysis will be stripped from the individual agencies. The Australian Museum would be interested in the experiences of other CAMD members in terms of how they may have been impacted by similar initiatives.

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# **CAMD MEMBER'S REPORT to ANNUAL GENERAL MEETING**

## **September 2010**

**PERIOD:** 2009/2010 Financial year

**NAME OF INSTITUTION:** **Australian National Maritime Museum**

**NAME OF DIRECTOR:** **Mary-Louise Williams**

### **1. ACCESS & VISITATION**

- Achieved a record attendance of 503,778 visitors to the museum
  - Recorded 3,432,349 million interactions by visitors/users from a target of 2.5 million
  - Acquired with assistance from the National Cultural Heritage Account the Omai Relics, collected during Cook's second voyage
  - Increased the number of collection items on display by 7% or 2% over target.
  - Expanded digitisation of the National Maritime collection by 292% 10% over target with 3,167 items on eMuseum for public internet access
  - Developed and opened a travelling exhibition *Exposed! the story of swimwear* here at the museum then took it to several venues around Australia with a Visions of Australia grant
  - Sailed the replica of Cook's HM Bark *Endeavour* on three high-seas voyages and seven harbour outings
  - Led a maritime archaeology expedition to the Great Barrier Reef to investigate historic wrecks and survey the site of Cook's *Endeavour* grounding
  - Opened the exhibition *Mythic Creatures: Dragons, Unicorns & Mermaids* developed in collaboration with the American Museum of Natural History and
2. Developed other exhibitions including: *Wrecks, Reefs and the Mermaid*
  3. *David Moore – Portraits of a Shipping Company*
  4. *The Seaside Calls – Australian Holiday Posters*
  5. *Intertwined Journeys – Tu Do and the Lu Family*
  6. *Macquarie's Light*



## **2. COMMUNITY INVOLVEMENT:**

- Contributed collection data to the National Library's Picture Australia and Trove data sharing initiatives
- Completed documentation of the rare 1843 encyclopaedia of maritime ethnology *Essai sur la construction Navale des Peuples Extra-Europeens* for eMuseum
- Unveiled 2,311 new names on six new panels of the Welcome Wall – our tribute to migrant Australians in two unveiling ceremonies attended by over 3,500 visitors
- Increased the number of heritage entries on the Australian Register of Historic Vessels by 64 vessels to a total of 380
- Received funding from the National Collections Institutions Touring and Outreach program (NCITO) to support our *Sail Away* regional touring program and travelling exhibitions
- Reached a record number of volunteers at 850. While 500 operate on site in Sydney, 250 are based in regional Australia and work with us during port visits by *Endeavour*.
- Established site visits to regional Australia to advise on the development of vessel management plans and conservation programs for historic vessels
- Partnered with museums overseas on the development of exhibitions: National Museums Liverpool, National Maritime Museum Greenwich, Natural History Museum, New York, the Field Museum, Canadian Museum of Civilization, the Field Museum Chicago and the Fernbank Museum, Atlanta
- Worked with the Centre for International Heritage Activities in the Netherlands on the return of ANCODS artefacts to Australia

## **3. MANAGEMENT & FUNDING:**

- Implemented an information and communications technology development plan
- Developed and implemented an Organisation Review with the establishment of two new Branches – Audience and Commercial Services, in addition to existing Divisions, Operations and Collections & Exhibitions
- Undertook a review of ICT and began implementing upgrades to systems and services
- Reduced energy usage by 6% and water usage by 17% and reduced waste generated on site by 14.95 tonnes
- Secured government support for the site's \$8.8 million eastern improvements projects which include the upgrading of catering facilities, a new public

programs space, undercover facilities for school groups and an extended area for the museum's growing number of volunteers

- Began working on an overall site masterplan to improve and extend spaces for temporary exhibitions, an exhibition and research area, a new library and better venue spaces
- Continued to operate catering and functions on site but noticing a slight down turn in business with a less confident and robust market
- Achieved strong sponsorship support from TCN 9 and Austereo for the promotion of exhibitions and programs. This, no doubt, resulted in a record year for numbers on site
- Museum membership slightly down from previous years and sitting at 7,977
- Continue to accommodate the efficiency dividend which represents a diminishing appropriation with rising costs

#### **4. EDUCATION & RESEARCH**

- Created new access programs for visitors with disability for the submarine
- Established a Web program position within the Audience Branch which has enabled us to develop a full range of new media and web related public programs
- Launched a major round-Australia voyage for *Endeavour* beginning in 2011 and beginning to develop joint partnerships for education around the country with the National Museum of Australia and major state and regional museums
- Collaborated with the Australian Association for Maritime History to award the 2009 Frank Broeze memorial Maritime History Book Prize to *Captain Cook: Voyager Between Worlds* by John Gascoigne
- Collaborated with the Faculty of Science at Macquarie University on the analysis of material raised from HMCS Mermaid at Wreck Reefs
- Developed partnerships several organisations including museums, universities, institutes etc including the Sydney institute of marine Science, the Silentworld Foundation, Oceania Maritime, the Maritime Archaeological Association of Queensland, James Cook and Flinders University
- Granted \$98,000 to 21 heritage projects throughout Australia under the maritime Museums of Australia Project Support Scheme (MMA PSS) and funded two regional internships

#### **5. MAJOR CHALLENGES AHEAD:**

1. Accommodating an efficiency dividend with increasing costs – continuing strain on the operational budget
2. A changing political environment with growing demands on governance reporting and uncertainty of depreciation funding
3. An ambitious building program which will impact on visitor numbers and commercial income for this current year



**NOT FOR EXTERNAL USE**

**REPORT TO ANNUAL GENERAL MEETING**

**PERIOD:** 2009-10

**NAME OF INSTITUTION:** **Australian War Memorial**

**NAME OF DIRECTOR:** S. Gower

**1. ACCESS AND VISITATION**

*[eg building collections; exhibitions and visitor trends (locals and tourists); use of websites and enquiry services]*

Total access figures were just over 4 million (this figure includes visitation to the main site and storage facility, school programs, major ceremonies, events and activities, travelling exhibitions and the website).

A major focus for 2009–10 has been undertaking the half-life refurbishment of our Second World War galleries. These were originally completed in February 1999. Although essentially in good condition, some of the infrastructure was displaying wear and tear, and the lighting and audiovisual installation had been superseded by new technology. The refurbishment, completed at the end of July 2010, has addressed these issues and upgraded a number of displays, such as Kokoda, the discovery of HMAS Sydney (including footage of the wreck and a simulation of the fateful engagement which saw Sydney sunk), and the Australian home front during 1942.

Development of the Hall of Valour also commenced. The current space is 30 years old and redevelopment has been a major priority for some years. Leading architectural firm Johnson Pilton Walker created the approved design. The Hall will retain its principal function of telling the story of Australia's VC winners, but materials and finishes will be introduced to lift the ambience and to highlight the significance of the collection on display (the largest public collection of VCs). It will re-open in late December 2010.

A special touring exhibition, *This Company of Brave Men: The Gallipoli VCs* is currently touring major state venues sponsored by Kerry Stokes and Seven Network Limited, it has toured Western Australia, the Northern Territory, South Australia, Victoria, with Queensland and Tasmania to go.

Our Special Exhibitions Gallery hosted four travelling exhibitions during 2009-10: *A is for Animals*; *Sidney Nolan: The Gallipoli Series*; *Of love and War* (seen by 220,000 visitors, making it our most successful temporary exhibition); and *Framing Conflict: Iraq and Afghanistan* – Lyndell Brown and Charles Green.

Over 21,000 public research enquiries were answered by curatorial staff and historians during the year.

Our major digitisation program continued with the completion of two large preservation projects, the *Unit War Diaries of the Australian Imperial Force* and the diaries, notebooks and folders of Charles Bean. These fragile and highly important collections can now be freely consulted via the website. An ongoing concern is now the Government 2.0 report with its foreshadowed lack of return on the cost of digitisation programs when providing free access to the Collection.

## **2. COMMUNITY INVOLVEMENT**

*[eg building community capacity to manage collections (internships; training; conservation workshops]; indigenous collaborations; volunteer members; cultural and other affiliated societies and partnerships]*

Almost 300 volunteers were involved in some aspect of the collection and its interpretation including front-of-house, curatorial, and conservation areas.

A formal Memorandum of Understanding was entered into with the University of Canberra to support the Bachelor of Cultural Heritage Conservation. We will provide access to our conservation facility, as well as mentoring and coaching by experienced staff in conservation processes. The Head of Collection Services is also involved with the University of Melbourne conservation course. The annual conservation course developed and run by Memorial staff for Service museum curators continued.

The Summer Scholar program continued wherein three history graduates underwent a program of research in January/February.

We have also established a Memorandum of Understanding with the Australian National University for the conduct of First World War military history conference to mark centenary events.

Research in conjunction with Australian Research Council grants continued, with the University of Melbourne (post-Second World War war crimes trials), and Macquarie University (completing the Gallipoli story: researching Turkish archives for a more comprehensive history). Work continued on the official history of Peacekeeping and humanitarian operations. The manuscript of Volume 2, *Australia and the new world order: from peacekeeping to peace enforcement 1988-1991*, was completed by Professor David Horner and publication is expected in late 2010.

Staff continued their active involvement in a number of bodies such as ICOM, Museums Australia, tourism bodies, convention bureau etc.

## **3. MANAGEMENT AND FUNDING**

*[eg trends in financial support; organisational change; capital works]*

All recent developments have been undertaken using depreciation capital. The efficiency dividend continues to impact on activities, and, similar to other national institutions, we are now faced with damaging staff cuts.

The ambitious Enterprise Content Management (ECM) project is scheduled for completion by December and is expected to yield major efficiencies in data base, web content and record/document retrieval management. The ECM project team have successfully resolved the contractor problems from last year and the project is progressing well. ECM will mean a significant change for all staff in the way they create and manage documents and records. A change management strategy is currently being implemented.

The new underground car park and café, *the terrace at the Memorial*, was completed under budget and on time. The precinct was opened by the Minister of Veterans' Affairs in April. This development is proving to be a great addition.

Planning for the current economic situation is continuing in terms of the "Strategy for the Times", as outlined in Auckland. Planning is taking account of the implications of the ongoing funding issues for both staffing and programs and will form the basis of a bid for a greater appropriation.

#### **4. EDUCATION AND RESEARCH**

*[eg education and research programs; partnerships; publications; regional outreach; talks, workshops, lectures; education via website]*

Staff worked on a number of major research projects during 2009-10 including:

- *Fighting to the finish: the Australian Army and the Vietnam War, 1968–1975* (for publication in 2011)
- *1918: year of victory* conference book (published in March 2010)
- *The ANZAC book* (third edition with supplementary material, published in March 2010)
- Gallipoli Centenary Research Project (with Macquarie University)
- *In their time of need: Australia's overseas emergency relief operations*
- *The hard slog: the II Australian Corps during the Bougainville campaign*
- *Australia's Palestine campaign* (published in June 2010)
- *The bounds of silence: Australian prisoners of war on the Western Front in the First World War* (PhD research)
- Australia–Japan Research Project (AJRP), research activities and publications on conclusion of AJRP in October 2009

A number of books were published including:

- *Mud and dust: Australian Army vehicles and artillery in Vietnam* by Mike Cecil
- *Gallipoli revisited: in the footsteps of Charles Bean and the Australian Historical Mission* by Dr Janda Gooding
- The third edition of *The ANZAC* book edited by Ashley Ekins
- *ANZACS at war* by Peter Pedersen
- *With healing hands* by Libby Stewart
- *1918: year of victory* edited by Ashley Ekins.

Two books were completed for publishing:

- *Stories of love and war from the collection of the Australian War Memorial* by Rebecca Britt (a companion book to the exhibition)
- *Australian War Memorial guidebook to the Western Front* by Peter Pedersen and Peter Burness (with volunteer researcher Chris Roberts).

Research and writing for *The Collection Book* (working title) by Nola Anderson and Ian Jackson continued and Murdoch Books were selected as the publisher.

Over 170 public presentations, talks and lectures were given by staff around Australia as well as 26 interviews for radio, television and press media. Memorial staff provided expert advice to the public at *Bring in Your Memorabilia* days associated with travelling exhibitions at Murwillumbah and Port Macquarie, New South Wales, and in Melbourne.

Publication of the Memorial's magazine, *Wartime*, continued with four issues a year. A high proportion of articles in *Wartime* continued to be written by historians and other Memorial staff. Several "themed issues" proved highly popular, notably a special 50th issue on the 95th anniversary of the Gallipoli campaign with a gatefold cover featuring a previously unpublished panoramic photograph of the ANZAC area from the Memorial's collections.

The schools' visit program continues to be curriculum-based and a record 125,000 students visited the Memorial. Ongoing liaison continues with education authorities to ensure the program meets curriculum needs.

The Memorial convened a highly successful international sell-out history conference, *Gallipoli, the August offensives*. The conference attracted international scholars as well as a wide range of historians, veterans, and the general public. The conference papers will be compiled and edited for publication in a volume to be released next year.

## **5. MAJOR CHALLENGES AHEAD:**

*Please list the three-four major challenges for your museum for the year ahead (or further) which might be addressed by CAMD.*



1. Funding – the “efficiency dividend” is a total misnomer and is stymieing museums. It has impacted on all areas of operation, and cut-backs in advertising have resulted in a loss of market presence and inevitably affected visitor numbers. An inability to fund the previously highly successful Open Days, the Christmas Carols, and other minor activities and events has contributed to this. It is disappointing to staff who take pride in being part of an organisation that endeavours to cater to the broadest cross-section of the community as possible.
2. The coming years, leading up to the centenary of Gallipoli and subsequent First World War anniversaries, promise to be exciting and busy for all involved. Planning commenced some time ago to identify activities and earmark, where possible, resources to undertake them. Additionally, community expectations of assistance from the Memorial are likely to be high. The Assistant Director, Public Programs, is a member of the Inter-Departmental Working Group established by the Department of Veterans' Affairs to help coordinate such activities. We have already identified possible joint projects with GLAM institutions, but any further suggestions would be welcomed.
3. Retaining high quality staff given current financial support levels.

# CAMD MEMBER'S REPORT to ANNUAL GENERAL MEETING

**PERIOD:** 2009/2010

**NAME OF INSTITUTION:** **CANTERBURY MUSEUM**

**NAME OF DIRECTOR:** **ANTHONY WRIGHT**

## 1. **ACCESS & VISITATION**

*[eg building collections; exhibitions & visitor trends (locals & tourists); use of websites & enquiry service]*

We are delighted to report another year of high visitation, with over 630,000 visitors to the Museum, which includes 130,000 who specifically visited *Fred and Myrtle's Pawa House*. This unique piece of Kiwiana continues to attract visitors, who are warmly welcomed by visitor hosts in the tradition of Fred and Myrtle Flutey themselves. Visitor satisfaction ratings showed that 95% of those surveyed had a good, very good or excellent experience while at the museum, which transferred to visitor donations of \$158,465, only slightly below those of our record figure last year of \$159,000.

The Robert McDougall Gallery was used extensively this year with over 34,000 visitors viewing both the *Snare/Mahanga* exhibition we jointly hosted with the Christchurch Arts Festival, and then *Te Hokinga Mai: Mo Tatou a Mo Ka Uri*, the homecoming of Ngai Tahu taonga. This exhibition provided an opportunity for a unique partnership to be developed with respect to the hosting of this wonderful exhibition, with members of all the local Runanga providing assistance throughout the duration of the show. A dawn ceremony for the opening was held which involved a blessing of the exhibition, a powhiri and breakfast for over 200 guests, which was hosted in a marquee on the Archery Lawn of the Christchurch Botanic Gardens.

In total 19 special exhibitions were delivered with some of the highlights being: *Assume Nothing* – profiling members of the Transgender community; *Ey Iran* – a celebration of contemporary Iranian photography; *Maumahara/Remember* – showcasing the weaving of Roka Ngarimu Cameron; and *Pleasure and Play in Edo Japan* – this was staged in partnership with the University of Canterbury and displayed a selection of woodblock prints from the Museum's own collection.

In addition to the above, two new computer based visitor experiences were added, namely the *3D Digital Binocular Station* which was the result of five years development and partnership with the Human Interface Technology Laboratory New Zealand (HITLab) at the University of Canterbury and the GOESK Earthquake interactive which was developed in partnership with the Institute of Geological and Nuclear Sciences (GNS). Both interactives have been incredibly well received by visitors of all ages.

Our active programme of acquisitions has continued with highlights this year including an 11 page hand written document by Robert Falcon Scott that details his plans for the southern journey to the Pole; crockery and cutlery from the *Terra Nova*; medals, documents and photographs relating to geologist Dr Brian Mason, and a significant collection of 22 large pounamu boulders.

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## **2. COMMUNITY INVOLVEMENT:**

*(eg building community capacity to manage collections (internships; training; conservation workshops); indigenous collaborations; volunteer members; cultural & other affiliated societies & partnerships)*

Our 54 volunteers have continued to provide assistance with work on collections and also school holiday programmes. This year they gave over 10,700 hours across many areas of the museum.

Two of our longstanding Emeritus Curators were acknowledged this year, with Sally Burrage receiving the Volunteer Recognition Award and Baden Norris being awarded the Christchurch City Council Civic Award.

The Antarctic Heritage Trust remains an important partnership in caring for collections which have been removed from the ice, along with liaising with their conservators in Antarctica and managing all the data produced.

Collaboration with various national and community organisations continues, with the Museum being formally represented on over 37 such groups. Outreach to other museums within our area is also provided by staff on a one-on-one basis.

In addition to providing outreach support to other Museums, and mindful of the significant contribution our contributing local authorities provide, we have again toured shows to the libraries in these areas. This year the A C Barker photographic display *Out of the Darkroom* was shown.

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## **3. MANAGEMENT & FUNDING:**

*[eg trends in financial support; organisational change; capital works.]*

This year has seen the funding for several projects come to an end which has meant that a number of fixed term staff have completed their periods of employment. Otherwise, the establishment staff has remained stable with very low turnover.

Training and Development remains a high priority for the Museum and this year over 3,000 training hours were achieved, with another seven staff achieving their ATTTO Museum Practice qualification. Three managers have now also enrolled in the National Certificate in Business – First Line Management.

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## 4. EDUCATION & RESEARCH

*[eg education & research programs; partnerships; publications; regional outreach; talks, workshops, lectures; education via website]*

This year over 36,000 children took part in both educational programmes, and using the Museum as an independent learning resource.

Our Discovery Centre hosted 48,000 children and enjoyed taking advantage of the new microscope interactive and computer bank recently installed.

Public programmes were many and varied over the year with a record 30,832 visitors attending these. Of particular note are the 5,427 visitors we hosted over two nights for a themed "Night at the Museum". These two nights of magic and mayhem were an unprecedented success.

For the third year running now we again took an exhibitions to each of the three Districts which fund the Museum. This year the A C Barker photographic display – *Out of the Darkroom* was toured and viewed by over 66,000 people in Rangiora, Leeston and Cheviot.

This year we had 34 peer-reviewed publications in academic journals and a range of popular publications, as a result of staff research.

The work on the research of the koiwi from Wairau Bar continued this year with the Mason Foundation funding, and also the funding received from the Ministry of Fisheries project to research the population demography and spatial biology of the albatross species that breed on the Chatham Islands.

Research Fellows have also continued to provide excellent outputs from their endeavours with four peer reviewed papers published in volume 23 of *Records of the Canterbury Museum*. They also provided invaluable assistance with the upgrade of the invertebrate store.

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## 5. MAJOR CHALLENGES AHEAD:

*Please list the three – four major challenges for your museum for the year ahead (or further) which might be addressed by CAMD.*

It is a testament to staff ingenuity and commitment that we continued to make the Museum has continued to make improvements in most areas, in spite of the ongoing challenges of inadequate visitor services and circulation, and ageing facilities and building services. The Board is determined to solve this predicament and provide for continuing growth in community service, visitor numbers and our capacity to deliver new and innovative programmes.

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## **CAMD MEMBER'S REPORT to ANNUAL GENERAL MEETING**

**PERIOD:** 2009/2010

**NAME OF INSTITUTION:** HISTORIC HOUSES TRUST OF NSW

**NAME OF DIRECTOR:** KATE CLARK

### **1. ACCESS & VISITATION**

Overall around 2m people used our public spaces, museums, sites and landscapes, which includes

- 339563 paid visitors (including general public, education, public programs and venue hire) which includes:
  - nearly 60,000 school students on education programs
- 489,000 people used cafes, shops and visited Government House
- just over a million people used the forecourts at Hyde Park Barracks and Museum of Sydney

Over the past year our major exhibitions have been:

#### **Hyde Park Barracks Museum:**

Convict hulks: life on the prison ships (HPB)

#### **Justice & Police Museum:**

Femme Fatale the female criminal (Justice and Police Museum to April 10)

Sin City: Crime and Corruption in 20<sup>th</sup> century Sydney

#### **Museum of Sydney**

Shooting through: Sydney by tram (Oct 09)

Glenn Murcutt: architecture for place (Oct 09)

Small town (t Feb 10)

Martin Sharp Sydney Artist (to March 10)

Up the Cross (MOS to June 10)

Skint! Making do in the Great Depression (to June 10)

#### **Travelling Exhibitions**

Built for the Bush – green architecture of rural Australia (Hay, Albury, Museum of Riverina)

Femme Fatale – National Archives of Australia

Meroogal Womens Art Prize – Nowra, Bega, Huskisson, Tuggeranong, Goulburn.

## **Tourism**

63% Australia (of which 82% NSW), overseas 36% general trend – slightly down.

**Website** 456,959

## **2. COMMUNITY INVOLVEMENT:**

### **Partnerships:**

SHFA to develop Painting the Rocks Exhibition

Sydney Writers Festival

MG NSW – seminars on Artists Interpreting History and Koori culture which discussed indigenous representation in the arts

Studio ARTES – disabled artists working at HHT sites

Accessible Arts – roundtable forum on access

Autism Association of Australian – training for HHT staff

Vision Australia – training for guides

Staff training in autism, dementia and aged care

Public programs were also developed for a range of community wide events including History Week, Youth Week, Seniors Week, the Parramatta Festival, International Womens Day and the Greek Festival.

**Volunteers:** 290 volunteers; projects included collections care and cleaning, soft furnishings, interpretation.

**Members:** 3600 memberships (c 5000 individuals)

### **Indigenous Collaboration**

- Boolarng Nangamai Aboriginal Art and Culture Studio – Gadigal Place exhibition material at MOS and training for HHT staff
- Interpretation plan for Rouse Hill House and Farm with consultant from the Dharug community
- Draft Aboriginal interpretation strategies for other sites
- 

## **3. MANAGEMENT & FUNDING:**

HHT still struggles to meet unfunded salary increases and the 1.5% global efficiency dividend.

The major capital project for 2009/10 has been the completion of the restoration and refurbishment of the historic 1887 school house at Rouse Hill House & Farm as

well as the construction of a new education centre and covered out door learning area.

IN addition, we completed repairs to unsafe paving at Government House.

We have launched a major internal restructuring which will involve grouping properties into portfolios with a common staffing model, and also realigning core service teams around Creative Services, Operations and Commercial& Marketing services. Phase one (middle managers) is underway and phase two will follow.

We are involved in bids for shared storage facilities.

## **4. EDUCATION & RESEARCH**

### **Public Programs**

More than 34,000 visitors attended 509 events across our twelve museums. These included 9 major events (including Fifties Fair, Garden Music, Festival of the Olive, Jazz in the Garden, Carols by Candlelight and Recoats& Convicts). A number of special programs around the 200<sup>th</sup> anniversary of Governor Macquarie included lectures, walks, seminars etc. Another theme this year has been Colonial Gastronomy.

### **Publications**

Crooks Like Us (Peter Doyle)

Lost Gardens Diary 2010 (Colleen Morris)

Sin City – crime and corruption in 20<sup>th</sup> century Sydney (Tim Girling Butcher)

Wallpaper (Michael Lech)

### **Education**

This year HHT reached nearly 60,000 education visitors – a 10% increase on last year. The greatest increase was at Elizabeth Farm and Rouse Hill House and Farm in western Sydney. We developed new programs for the RHHF school house, and for Susannah Place utilising the new Big Dig centre at the YHA in the Rocks.

Two online resources were developed to accompany travelling exhibitions, and others to accompany our main exhibitions. We also piloted work for a Connected Classrooms initiative which will enable regional students to access HHT programs. We also ran successful extension history seminars.

### **Regional outreach**

Over 17000 visitors attended touring exhibitions in 9 NSW regional museums and galleries.

We also did regional projects through the Endangered Houses Fund ; the Nissen Hut near Newcastle is under repair; we acquired a property at Moruya on the south coast and another at Beulah near Appin and Throsby Park in the southern highlands is in the process of being transferred to H HT.

## **5. MAJOR CHALLENGES AHEAD:**

### **Corporate and Shared Services**

This continues to be a priority for the NSW government. It is useful to share experiences – both good and bad – from other states.

### **Internal Restructuring**

HHT is restructuring in order to meet current challenges on resources but also new ways of working; in particular we want to strengthen our commercial revenue, rethink some of our approaches to interpretation; create property portfolios, and emphasise new ways of reaching audiences. It is always useful to understand how the internal structures of other institutions are evolving.

### **Reduced resources**

Our operating costs continue to rise as our funding base reduces; in particular energy and staff costs well outstrip resources. Our backlog of maintenance is increasing. Strategies to reduce costs whilst maintaining services are always useful to share!

Kate Clark  
20 September 2010



# HISTORY SA

Margaret Anderson



## • ACCESS AND VISITOR STATISTICS

### 1.1 Visitor numbers

Visits to sites were disappointing this year, with a noticeable reduction at both the Maritime and Migration Museums. Factors were building work that closed galleries and forced cancellation of education programs and unseasonably hot weather early in the summer. Overall attendance on-site was 301,708. However attendance at travelling exhibitions rose to compensate, with a total of 61,110, rendering the overall result very similar to that of the previous year. Total visitors: 362,818

### 1.2 Visitor demographics

Tourists, both interstate and international, continue to be a major part of our audience, although the makeup differs substantially between the three museums. A survey conducted by the University of SA this year suggested little change from previous years. The Migration Museum attracts the highest proportion of overseas visitors - about 50%.

Socio-economic and gender profiles conform to the norm for museums globally, with the exception of the Motor Museum, which attracts a higher than average proportion of men (60%) and a greater percentage of visitors from lower socio-economic groups. Perhaps ironically, shop takings are also highest at the Motor Museum, but that probably reflects the fact that this museum also has a higher proportion of adult visitors than the others.

### 1.3 On-line services

Planning of History SA's new on-line presence is well underway, with a contract let to the Caign Group of Brisbane. A preliminary site to test some of the planned functionality was trialed during History Week in May and other sites will follow by the end of the year. So far however, we wait in vain for State Government funding and maintaining an active web presence will be an issue for us in the future if some level of recurrent funding is not forthcoming.

### 1.4 Exhibitions and public programs

#### New long-term exhibitions

*Go Well – Go Shell* National Motor Museum

Port Adelaide Lighthouse SA Maritime Museum

### **New temporary exhibitions**

#### **History SA**

*Suburban Dreams: House and Home in Adelaide 1945-1965*

#### **Migration Museum**

*Home is where the heart is: South Australian immigrants in the 1950s and 60s.*

*Cartoons by that Odd Mr Sprod*

Four community access exhibitions

### **New temporary exhibitions** (cont.)

#### **SA Maritime Museum**

*The Lost Tools of Henry Hoke*

*Pirates! Skullduggery at the Maritime Museum*

#### **National Motor Museum**

10 community access exhibitions

### **Touring exhibitions**

#### **SA Maritime Museum**

*Quest for the South Magnetic Pole* (Visions touring grant)

#### **History SA**

*Blue Jeans & Jungle Greens: Revisiting the sixties and seventies* (regional SA)

*Gallipoli: the South Australian Story* (regional SA)

*The Voice of the People: Democracy comes to South Australia* (regional SA)

*Vote Yes: the 1967 Referendum* (regional SA)

#### **Migration Museum**

*They took Our Land and then Our Children: The 1923 Ngarrindjeri Petition*  
(regional SA)

### **Major events**

#### **History SA**

SA History Week May 2010 (70,000 participants. 10 day program of events)

#### **National Motor Museum**

*Bay to Birdwood Classic* Classic car event September 2009

- **COMMUNITY INVOLVEMENT**

The Migration Museum and Community History Program have a particular focus on community projects, but all museums include community partnerships as an important component of their work.

Highlights this year included:

- *SA History Week 21-30 May 2010.* The program included 295 organisations presenting a total of 405 events and attracted about 70,000 participants. All regions of the state were represented. The program continues to grow from year to year, to such an extent that continuing to fund the program booklet is now a major issue for us. There is growing demand to increase the time span of the event to a fortnight or a month.
- *State History conference August 2009.* Held in 2009 in Kadina, but alternates between a metropolitan and a regional location. The annual conference is held over the first weekend in August, and brings together academic, professional and community historians in a unique combination. In 2009 the conference attracted over 200 delegates.
- Community access exhibitions – *Forum* at the Migration Museum (four exhibitions annually and *Club Space* at the National Motor Museum (10 exhibitions).
- Community Museums Program and South Australian History Fund distributed \$185,000 in grant funds to community museums, historical societies and community archives for 54 projects.
- Progress was made in developing a new community history web site, to be launched in December 2010.

- **MANAGEMENT AND FUNDING**

Two major capital projects have addressed some of the most pressing issues with heritage buildings on the sites of the National Motor and Maritime Museums. However we have not succeeded in gaining funding to redevelop the aging exhibition stock at the Maritime Museum, which remains a top priority. Despite much speculation, we have been spared cuts in the current budget round, although savings in energy costs continue to be demanded, despite clear contrary evidence of rapidly escalating costs. This is an issue facing all of the collecting institutions in SA and is a matter of grave concern.

- **EDUCATION AND RESEARCH**

### **Education programs**

- There were 31,570 booked school visits. This is significantly less than last year. Extended periods of gallery closure at the Maritime and Migration Museums to accommodate building work meant that many classes were cancelled.
- New education programs at the Maritime Museum explored the history and operation of the working port, while the Migration Museum introduced a new program about stereotyping and prejudice.
- History SA is working closely with the Department of Education and Children's Services on curriculum components for the new national history curriculum.

- **MAJOR CHALLENGES**

- Funding – especially for exhibitions and public programs. South Australian museums are significantly underfunded, relative to other CAMD members.
- On-line development. We are excited about the potential of our on-line development, but sustaining it into the future is an issue of major concern.

# CAMD MEMBER'S REPORT to ANNUAL GENERAL MEETING

**PERIOD:** 2009/2010

**NAME OF INSTITUTION:** **Museum of Applied Arts and Sciences**

**NAME OF DIRECTOR:** **Dr Dawn Casey**

## 1. ACCESS & VISITATION

*[eg building collections; exhibitions & visitor trends (locals & tourists); use of websites & enquiry service]*

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### BUILDING COLLECTIONS

In 2009-10 the Powerhouse Museum acquired 871 objects through

- Purchases (20)
- Sponsored purchases (3)
- Museum product (5)
- Donations (256)
- Cultural Gifts Program (587)

Valued at \$809,659

### VISITORS

For the financial year 2009-10, overall Museum visitation of 671,348 was 99.6% of target (673,913). This was down by 6.7% on visitation in 2008-09 (719,267\*).

Powerhouse visitation of 473,812 was down 8.8% on target (519,745). This was down by 16.2% on visitation in 2008-09 (565,409\*).

Sydney Observatory visitation of 180,621 was up 36% on target (132,836). This exceeded visitation in 2008-09 (139,210) by 29.7%.

Powerhouse Discovery Centre visitation of 16,915 was down 20.7% on target (21,342). This exceeded visitation in 2008-09 (14,648) by 15.5%.

(\*Visitor figures in 2008-09 were the highest since since 1994-95 overall and the highest at the Powerhouse since 1996-97, reflecting the highest ever attendance at a paid exhibition for *Star Wars: Where science meets imagination.*)

Powerhouse Museum attendance for 2009-10 was 11% above average for a non-blockbuster exhibition year over the past decade and 20% above average for a Museum-produced temporary exhibition year over the past decade.

Visitor origin	Powerhouse Museum	Sydney Observatory	Powerhouse Discovery Centre
Sydney	68%	49%	95%
Other NSW	9%	5%	4%
Interstate	14%	8%	1%
Overseas	9%	38%	0%

## EXHIBITIONS

In 2009-10, the Powerhouse presented 11 new temporary exhibitions and 18 displays at the Ultimo site. There was also one new temporary exhibition and one new display presented at the Observatory and two exhibitions, previously shown at the Powerhouse, presented at the Powerhouse Discovery Centre.

Eight travelling exhibitions went to eleven venues at nine locations in regional NSW and to three interstate locations.

The Powerhouse Museum's major temporary exhibition offers over the period, all produced in-house, were –

- *The 80s are back* - exploring Australian life and popular culture in the 1980s, complemented by a wide range of public programs
- *The Odditorem* - display, program, publication and website, developed in partnership with children's author Shaun Tan
- *From Earth to the Universe* - images by astronomers at the Harvard-Smithsonian Centre for Astrophysics and Australian astronomy photographer Dr David Malin accompanied by astronomy-related objects from the Museum's collection
- *Frock stars: inside Australian Fashion Week* - exploring what happens inside and backstage plus fifteen key Australian Fashion Week outfits

## WEBSITE

The Powerhouse continued to perform well in comparison to other NSW Government websites, oscillating between 2<sup>nd</sup> and 3<sup>rd</sup> most popular cultural institution website for Australian internet users measured through Hitwise.

Overall traffic across the portfolio of Museum websites declined slightly by 4.32% to 5.38 million visits measured by Google Analytics.

The main website showed the most sizeable drop in traffic, down 22%, Sydney traffic to the site fell by 14%, whilst the Museum's specialist children's website grew by 25% overall and 30% for the Sydney audience. This reflects the Museum's strong overall performance for children and families.

Significant repeat visitation, 5 or more times in a month, has doubled and now stands at nearly 6% of all visitors and 8% of Australian visitors. This is reflecting a level of engagement with online activities beyond visitation to view information on the website.

Online the Museum now has over 80% of its collection content is available on its website and all collection metadata has now been licensed under a Creative Commons licence. This allows the Museum's collection data to be widely reused and included in open government data catalogues.

#### ENQUIRIES

The Museum responded to over 66,000 enquiries.

Breakdown by type as follows –

In person, 21,316;; By telephone, 32,777; By mail/fax/email, 11,969

## **2. COMMUNITY INVOLVEMENT:**

*(eg building community capacity to manage collections (internships; training; conservation workshops); indigenous collaborations; volunteer members; cultural & other affiliated societies & partnerships)*

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#### BUILDING COMMUNITY CAPACITY TO MANAGE COLLECTIONS

105 events including advice sessions, site visits, meetings and skill development forums were held in 26 regional NSW locations. 50 regional NSW organisations were engaged with. 7,520 participants engaged in Regional Services programs.

Regional internships assisted volunteers and staff from Millthorpe, Wollongong, Hornsby, Inverell and Wagga Wagga.

293 off site programs and events including workshops, seminars, site visits, advice sessions, lectures and talks by staff and volunteers involved over 30,000 participants.

A Regional Stakeholders consultation day was held in November to invite feedback on the 2009 programs and to assist with planning for 2010.

The development of the Australian Dress Register website project was supported by an extensive program of training events. Over 20 workshops, presentations and seminars were held at sites around NSW. A comprehensive array of resources was added to the website to support those working with textile collections, including four online videos on how to photograph, display and store objects safely, along with 25 fact sheets.

## VOLUNTEERS

297 volunteers contributed 32,099 hours.

17 interns each contributed 140 hours in research and documentation.

Steam Locomotive Volunteer team won the Office of Rail Heritage Volunteer Award for re-building Locomotive 3265.

Lace Study Centre Volunteers tutored 4,652 visitors.

30 intern and volunteer participants in Education Programs at the Powerhouse

## PARTNERSHIPS

The Museum and Vibewire Youth Inc have joined forces on a pilot series of breakfast talks called *fastBREAK* held on the last Friday of each month. *fastBREAK* brings together young industry leaders and established professionals for a morning of rapid fire talks and networking.

Education Programs provided support and professional development opportunities to teachers and student teachers from Professional Teachers Associations and universities, including pre-service BEd (Primary) students from UTS, pre-service Bachelor Education (Primary) students from the University of Notre Dame and Australian Catholic University.

The Maths After School Enrichment program currently provides after school mathematics homework support for around 18 students in Years 3-6 and is run in partnership with Glebe Public School.

Sydney Design 09 - In addition to signature festival public programs and exhibitions presented by the Powerhouse Museum, a number of external industry stakeholders are involved in festival program development, consultation and off-site program delivery. These 'Partners in Design' provide a valuable design industry reference group and include the Australian Architecture Association (AAA), Australian Graphic Design Association (AGDA), Australian Institute of Architects (AIA, formerly Royal Australian Institute of Australia), Australian International Design Awards/Standards



Australia (AIDA), Design Institute of Australia (DIA), and the Interior Design/Interior Architecture Educators Association (IDEA).

Migration Heritage Centre (MHC) –

The website now showcases 30 community history books and 30 exhibitions published and produced through community partnerships.

MHC supported a national touring exhibition *Undertow* in partnership with the Maitland Regional Art Gallery

MHC research partnership exhibition and website of oral histories *Sudanese Stories: A Blacktown Community History Project* launched

The Co.As.It. exhibition and database *Sydney's Italian Fruit Shops: The Original Green Grocer* at Sydney Customs House was supported by the MHC in collaboration with the Australian Centre for Public History at the University of Technology, Sydney.

The Bureau of Meteorology is a partner providing expertise, resources and encouraging schools to visit for the new school program *Observing the Weather* at Sydney Observatory.

In collaboration with the Bathurst Regional Art Gallery 31 chairs from the Powerhouse collection were reinterpreted in the context of Australian art objects from the BRAG collection for the exhibition *Sit, stack or fold: the art and design of the Australia chair*.

The relationship with the Maitland City Council was strengthened with a special and extended program of activities for the silver anniversary of the *Hunter Valley Steamfest* event.

### 3. MANAGEMENT & FUNDING:

[eg trends in financial support; organisational change; capital works.]

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#### FINANCES

	05/06	06/07	07/08	08/09	09/10
<u>Government Funding</u>					
Recurrent Grant	31,252	30,803	30,515	28,287	28,310
Capital Grant	4,833	9,837	1,845	2,588	3,868
Liabilities assumed by Crown	1,696	1,723	1,714	1,824	1,843
Total Govt Funding	37,781	42,363	34,074	32,699	34,021
Self Generated Funding	8,847	12,144	10,727	12,561	8,813

<b>Total Revenue</b>	<b>46,628</b>	<b>54,507</b>	<b>44,801</b>	<b>45,260</b>	<b>42,834</b>
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## ORGANISATIONAL CHANGE

The Education and Program Development department at the Powerhouse was restructured into three separate sections to foster more focussed program development in strategic audience areas – Contemporary Programs, Family and Community Experiences and Education Programs.

A position dedicated to identifying opportunities and coordinating submissions for grants, as well as focussing on the area of research development, was established.

## 4. EDUCATION & RESEARCH

*[eg education & research programs; partnerships; publications; regional outreach; talks, workshops, lectures; education via website]*

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### EDUCATION

57,321 student visitors to the Powerhouse (up 11% on 2008-09)

16,234 student visitors to Sydney Observatory (up 25% on 2008-09)

4,660 student visitors to Powerhouse Discovery Centre (up 55% on 2008-09)

Over 60 different education programs offered at the Powerhouse.

10 events directly supporting teacher professional development including the establishment of the Teacher Fellowship Program.

Powerhouse Discovery Centre expanded its tailored education visits offerings in 2010 with the Integral Energy Governor Macquarie 2010 Education Program offering free history-focused educational visits for students of schools situated in Macquarie towns of Western Sydney.

New school program *Observing the Weather* offered at Sydney Observatory.

### EDUCATION PARTNERSHIPS

Education Programs provided support and professional development opportunities to teachers and student teachers from Professional Teachers Associations and universities, including pre-service BEd (Primary) students from UTS, pre-service Bachelor Education (Primary) students from the University of Notre Dame and Australian Catholic University.

The Maths After School Enrichment program currently provides after school mathematics homework support for around 18 students in Years 3-6 and is run in partnership with Glebe Public School.

The Bureau of Meteorology is a partner providing expertise, resources and encouraging schools to visit for the new school program *Observing the Weather* at Sydney Observatory.

## RESEARCH

Hot Science Global Citizens ARC funded project exploring the role that museums can play in the public understanding of Climate Science and Climate change. The Partners include The University of Western Sydney, University of Melbourne, The Australian Museum, Museum Victoria, Questacon and the Liberty Science Centre.

The Powerhouse continues its partnership in an ARC funded project SEARCH – South Eastern Australian Recent Climate History. This project brings together a team of Australia's leading climate scientists, water managers and historians with the common goal of reconstructing south-eastern Australia's climate history.

The Museum is a partner with the Smart Services CRC and contributes to four of the research projects being undertaken by the centre. The four projects are:

- 1) New Media Services – addresses the many facets of innovation for the media industry: new business models, new ways to produce and consume news as well as technological innovations that may prove disruptive for the media industry.
- 2) Multi-Channel Content Distribution and Mobile Personalisation – researches techniques for customising the services delivered through a mobile or in-vehicle device.
- 3) Immersive Services – develops a massively scalable online immersive environment: thousands of users can collaborate in a virtual world using their real-world images captured by regular webcams and realistic rendering of voice.
- 4) Services 2020 – uses foresight methods to develop an understanding of the challenges facing Australian service industries in collaboration with industry, government and academic participants.

## REGIONAL OUTREACH

105 events including advice sessions, site visits, meetings and skill development forums were held in 26 regional NSW locations. 50 regional NSW organisations were engaged with. 7,520 participants engaged in Regional Services programs.

293 off site programs and events including workshops, seminars, site visits, advice sessions, lectures and talks by staff and volunteers involved over 30,000 participants.

Presentation of science workshops to 450 students as part of the Science in the Bush program at Wagga Wagga

Delivery of science shows to 450 students in Western Sydney as part of Science in the Suburbs

#### PUBLICATIONS

*Ties with tradition: Macedonian apron designs*, a publication to accompany the exhibition of the same name, was launched in July 2009.

The *2010 Australian Sky Guide* was launched in October, marking its 20th edition

*Collecting the 20<sup>th</sup> Century* was published by New South Books in association with the Powerhouse Museum. It featured more than 60 images of objects from the Powerhouse collection as well as short essays by 15 different Powerhouse curators on their favourite objects. The book was launched at a Powerhouse Foundation lunch in March with author Adrian Franklin.

Two of Powerhouse Publishing's successful titles were reprinted - *The Cutting Edge fashion from Japan*, first published in 2005, went into its second reprint, thanks to continued good sales. The new edition of *Stepping out: three centuries of shoes*, published in late 2008, sold out its initial print run of 2,000 and has been reprinted.

## 5. MAJOR CHALLENGES AHEAD:

*Please list the three – four major challenges for your museum for the year ahead (or further) which might be addressed by CAMD.*

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Enhancement of exhibition touring opportunities through Visions Australia.

Enhancement of online access opportunities through the Museum Metadata Exchange project.

Advocacy for opportunities for cultural tourism in international markets.

# CAMD MEMBER'S REPORT to ANNUAL GENERAL MEETING

PERIOD: 2009/2010

NAME OF INSTITUTION: **Museum of New Zealand Te Papa Tongarewa**

NAME OF DIRECTOR: **Mike Houlihan, Chief Executive  
Michelle Hippolite, Kaihautu**

## 1. ACCESS & VISITATION

*[eg building collections; exhibitions & visitor trends (locals & tourists); use of websites & enquiry service]*

- 1,440,397 visitors to Te Papa
- 427,687 measured visits to Te Papa exhibitions in New Zealand
- 140,885 measured visitors to Te Papa exhibitions at international venues
- 1,201,877 visits to *Collections Online*.
  
- 6 exhibitions toured in New Zealand
  1. *Treaty2U* - Rotorua Museum; Whakarewarewa Thermal Village; Tairāwhiti Museum; and Nelson Provincial Museum
  2. *Albrecht Dürer and 16th Century German Printmaking* - Dunedin Public Art Gallery
  3. *Mō Tātou - The Ngāi Tahu Whānui* - Canterbury Museum
  4. *Rita Angus: Life and Vision* - Auckland Art Gallery
  5. *Rembrandt - The Experimental Etcher* - Whangarei Art Museum; Tauranga Art Gallery, Aratoi Wairarapa Museum of Art and History
  6. *Kupe's Sites* - Te Puia, Rotorua.
  
- 1 exhibition touring internationally: *Whales | Tohorā*.
  
- Exhibition changes in Te Papa:
  - ❖ *Formula One™ – The Great Design Race* exploring the design and technological innovations that have driven the sport from the 1950s to the 2000s, as well as the key New Zealand personalities;
  - ❖ *A Day in Pompeii* explored the period leading up to the eruption of Mt Vesuvius, and featured objects that lay buried in Pompeii's ruins for over 17 centuries;
  - ❖ *Paperskin: the art of tapa cloth*, an exhibition developed in partnership with the Queensland Art Gallery presented the uniqueness, breadth, and aesthetic strengths of tapa cloth, with a special focus on Melanesian barkcloth which is rarely seen in New Zealand. The exhibition offered a rare opportunity for Te Papa to display two of its largest pieces of tapa – a 22.7 metre long ngatu laumina created for the visit of Queen Elizabeth II in 1953, and also used on the occasion of the funeral of Queen Salote of Tonga in 1955; and a stunning contemporary 5.7 metre anga (tapa) from Mangaia in the Cook Islands;

- ❖ *Mō Tātou: The Ngāi Tahu Whānui* iwi exhibition closed after three years at Te Papa and travelled to the Canterbury Museum. Developed in partnership with the South Island's Ngāi Tahu people, *Mō Tātou* told the story of the iwi's past and present through taonga (treasures), photographs, audiovisual displays, and art. Visitors were able to learn about Ngāi Tahu's distinct and dynamic culture, values, and vision for the future;
- ❖ The *Kura Pounamu* exhibition opened, showcasing over 200 traditional and contemporary pounamu taonga (greenstone treasures) from across New Zealand. This precious New Zealand stone is found only in the South Island, and is valued for its beauty, strength, and durability. Its multiple traditional uses include adornment, peace offering, weapon, tool, and treasure. Many of these objects have a whakapapa (genealogy) and fascinating histories, and their stories – some linked to famous New Zealand historical events and people – are told in the exhibition;
- ❖ *The Scots in New Zealand* closed after two and a half years in the Community Gallery. Te Papa farewelled the exhibition with an events programme including an uplifting musical performance from Fiddlelore – an exuberant group with a broad repertoire of traditional and original material played on a variety of instruments;
- ❖ *The Mixing Room: stories from young refugees in New Zealand* profiles the experiences of young refugees from diverse communities, through art, film, poetry, performance, and digital media. The exhibition is a collaborative effort between Te Papa and a group of 70 young refugees, and records their joys and difficulties as they settle into a new way of life in New Zealand;
- ❖ The *We Are Unsuitable For Framing* exhibition exploring aspects of identity, gender, sexuality, and mythology through the work of artists Barbara Kruger, Judy Darragh, Margaret Dawson, Jacqueline Fraser, and Lauren Lysaght closed;
- ❖ *Reactive Architecture: Smart buildings respond to the environment* opened for seven months and comprised six interactive multimedia installations that explored environmentally responsive architecture;
- ❖ The exhibition *Dynamism and Colour: British linocuts from the 1930s*, comprising 16 linocuts created by artists associated with the Grosvenor School of Modern Art in London, opened in the Iloft Gallery;
- ❖ *The lure of Italy: Continental travel pictures from 1775-1840* opened in the Iloft Room. This small exhibition of watercolours and prints presented a visual record of European journeys made by eighteenth and nineteenth century British artists. The 'Grand Tour', the cultural tour of Europe made by the British aristocracy in the 18th century, established this fashionable tourist route. Italy was the ultimate destination, but France, Switzerland, and the Alps were visited along the way;
- ❖ *New Zealand at the Venice Biennale 2009* opened in Toi Te Papa, Level 5. Two exhibitions – *Judy Millar: Giraffe-Bottle-Gun* and *Francis Upritchard: Save Yourself* – were presented to New Zealand audiences on return from their highly successful showing at the Venice Biennale. Judy Millar's *Giraffe-Bottle-Gun* features digitised and enlarged paintings stretched on shaped canvases. Francis Upritchard's *Save Yourself* is an installation of figures placed on table tops to form surreal groupings of dancers, dreamers and searchers lost in their own reveries; and

- ❖ *A Garden* by Paul Cullen (2009) opened on the Sculpture Terrace, the last in a series of artists' commissions sited on the top floor of Te Papa. This installation of built shapes and forms responds to the location by drawing upon the common uses for such sites – rooftop gardens and observation decks. Through the creation of table-forms, observation ladders, coloured prismatic rock forms, and built platforms and podiums, the artist has created a formal garden space that is an ideal place for looking and thinking.

## 2. COMMUNITY INVOLVEMENT:

*(eg building community capacity to manage collections (internships; training; conservation workshops); indigenous collaborations; volunteer members; cultural & other affiliated societies & partnerships)*

- National Services Te Paerangi:
  - ❖ 792 enquiries via website, 0508 free-calling number, enquiry centre for advice and support
  - ❖ 232 visits to Museums and other cultural heritage communities by Museum Development Officers
  - ❖ 76 visits by the Iwi Development officer to iwi/Maori organisations
  - ❖ 16 workshops with iwi Maori organisations
- National Services Te Paerangi held a series of workshops entitled *The conservation of large metal objects displayed outdoors*. Presented by George Bailey from the Australian War Memorial Museum in four centres, these workshops were in high demand because of the large number of agricultural and transport museums around the country.
- National Services Te Paerangi held an iwi digital photography workshop with Te Rarua and Te Atiawa iwi in Motueka. This two-day workshop with photographers from Te Papa taught iwi how to take photos of their taonga so the originals can be preserved.
- In response to a growing number of security breaches in New Zealand museums, National Services Te Paerangi hosted a series of workshops on 'How to protect your museum assets without a big budget' in four centres.
- Kaumātua Kapa Haka streamed live over the internet. We had an estimated online audience of up to 10,000, with approximately 2000 overseas viewers in England, Australia, America, and Switzerland. There was also a live audience of around 6000 people at Te Papa over the weekend.
- A day of music, dance, arts, and crafts celebrating the culture and people of Tokelau took place at Te Papa. Performances by the O Mata dance group, Pahina Church Choir, St Bernard Tokelau Group, and the Porirua Pacific Island Church group entertained and delighted.
- Te Papa hosted the Treaty Debates Series 2010 – *Evolution and not revolution*. First, leading Treaty of Waitangi scholar and Director of Collections and Research Dr Claudia Orange chaired an exciting and thought-provoking debate between Professor Paul Spoonley and political commentator Doctor Ranginui Walker about the last 30–40 years of Māori activism. In the second debate, Professor Mason Durie and political commentator Colin James considered the Treaty of Waitangi, how future relationships might evolve, and possible options for the country to move forward. These debates are recorded each year by Radio New Zealand, and are available as podcasts from the Radio New Zealand site.

The Treaty Debates are organised by Te Papa in partnership with the New Zealand Centre for Public Law at Victoria University of Wellington.

### • 3. MANAGEMENT & FUNDING:

*[eg trends in financial support; organisational change; capital works.]*

- Te Papa's financial results were favourable in this year, with operating revenue of \$47.3 million. Fifty per cent of this was self-generated. Importantly, Te Papa's commercial activities made a larger contribution to Te Papa's bottom line.
- Overall, Te Papa achieved an operating surplus of \$1.2 million before depreciation and amortisation, but after taking into account the depreciation expenses of \$13.4 million, the overall result was a net deficit of \$12.2 million.

<i>Financial</i>	<i>2008/09</i>	<i>2009/10</i>
	<i>(\$'000)</i>	<i>(\$'000)</i>
<b>Revenue (Crown)</b>	<b>23,574</b>	<b>23,574</b>
<b>Commercial revenue (gross)</b>	<b>13,811</b>	<b>12,364</b>
<b>Capital funds</b>	<b>4,628</b>	<b>4,278</b>
<b>Other revenue</b>	<b>4,986</b>	<b>6,012</b>
<b>Special purpose fund revenue</b>	<b>5,184</b>	<b>689</b>
<b>Cost of services</b>	<b>49,663</b>	<b>46,123</b>
<b>Depreciation</b>	<b>12,543</b>	<b>13,398</b>
<b>Net surplus (deficit)</b>	<b>(9,585)</b>	<b>(12,211)</b>
<i>Staff</i>		
<b>Number of employees</b>	<b>549</b>	<b>545</b>
<b>Permanent and fixed-term</b>	<b>407</b>	<b>393</b>
<b>Permanent</b>	<b>348</b>	<b>351</b>
<b>Fixed-term</b>	<b>59</b>	<b>42</b>
<b>Casuals</b>	<b>136</b>	<b>139</b>

### 4. EDUCATION & RESEARCH

*[eg education & research programs; partnerships; publications; regional outreach; talks, workshops, lectures; education via website]*

- 690 education programmes and 6 outreach education projects were developed and delivered to meet the needs and expectations of school audiences. 97.6% of respondents rated the programmes as good or excellent.
- Te Papa Education/Te Ipu Kahuirangi, in conjunction with the Discovery Centres and Te Papa hosts, delivered a vibrant Matariki education programme to both mainstream and Maori-medium schools. The theme of the education programme was Taonga Pūoro, Maori Musical instruments, and all programmes were delivered in both Te Reo Maori and English. The Matariki Outreach programme ran for three weeks at three schools (Otaki Primary, Titahi Bay North School, and



Maraeroa School) and was attended by 835 students. Another 691 students attended our in-house Matariki programme.

- Across the Natural Environment, Art, Mātauranga Māori and History and Pacific areas, three major publications were released, 38 popular articles were published, 42 peer reviewed articles and 9 papers were published, and 27 presentations were given.
- Te Papa Press's book *New Zealand Fashion Design* was launched at a glamorous event in Auckland in April 2010, capturing the imagination of the media and the public. Angela Lassig's research for this sumptuous publication resulted in the purchase of a substantial collection of designs and supporting archives relating to Doris de Pont's career.
- National Services Te Paerangi published He Rauemi Resource Guide 24: 'Caring for textiles and clothing'. This revised edition outlines basic conditions to consider and practical techniques to use when caring for textile and clothing items.
- National Services Te Paerangi published the first of a How-to video resource on YouTube, 'Photographing 2D items'. NSTP plans to expand this resource in the coming year, as it provides useful tuition to museum professionals that they can access on demand.
- *Tales from Te Papa* was launched. This fascinating new series of mini-documentaries for TVNZ 6, in association with Vero, showcases many of the wonderful items held in our collections. Of the nearly 3 million pieces that Te Papa stores in trust for the nation, only a fraction can ever be on public display. Each of these objects tells a unique story about science, exploration, or the culture and history of the nation. Episodes are screened on TVNZ and are also available via Te Papa's website and YouTube.
- In November 2009, the second largest international repatriation took place returning approximately thirty-three Māori ancestral remains from five museums and institutions in Wales, Scotland, Sweden, and the Republic of Ireland. The institutions included the National Museum Wales (Wales), Hunterian Museum (Scotland), Trinity College (Republic of Ireland), and Gothenburg Natural History Museum, and the Museum of World Culture (Sweden). The majority of the ancestral remains that were repatriated are kōiwi tangata combined with a smaller number of Toi moko.

## **5. MAJOR CHALLENGES AHEAD:**

*Please list the three – four major challenges for your museum for the year ahead (or further) which might be addressed by CAMD.*

- Envisioning the Future – Te Papa has started a process to envision the future. Started with discussions about Te Papa values, will map a future state to set a strategic agenda and exploring distributed decision-making.
- Object seizure – recent exhibition from Germany highlighted the policy and legislative gaps in New Zealand.

# CAMD MEMBER'S REPORT to ANNUAL GENERAL MEETING

**PERIOD:** 2009/2010

**NAME OF INSTITUTION:** **Museum Victoria**

**NAME OF DIRECTOR:** Dr J Patrick Greene

## 1. ACCESS & VISITATION

*[eg building collections; exhibitions & visitor trends (locals & tourists); use of websites & enquiry service]*

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Museum Victoria enjoyed a record-breaking year in which attendance at our museums and IMAX totalled more than 2.1 million people and visitation to our website reached 8.6 million. Our exhibitions are supported by engaging curriculum-based programs, which attracted 315,389 education visits to our museums during the year, Museum Victoria's highest-ever education attendance. The Discovery Program reached 89,431 people during the year and delivered more than 900 natural science and social history presentations, 72% of those in regional Victoria.

The Discovery Centres at Melbourne Museum and the Immigration Museum welcomed a total of 113,598 visitors. Our very popular enquiries service logged 12,037 enquiries, which represents a 6% increase from the previous year. A user feedback survey for the Discovery Centre enquiry service was introduced in November 2009, which will assist with the establishment of service benchmarks.

*Wild: Amazing animals in a changing world*, the second exhibition in the redevelopment of the Science and Life Gallery, opened in November 2009. The exhibition focuses on the wonderful diversity of mammals, birds and reptiles from around the world, and also explores issues of climate change and biodiversity under threat. It won a number of awards, including a gold award at the American Association of Museums' 2010 MUSE Awards (Interpretive Interactive Installations category); the 2010 Australian Interior Design Award from the Design Institute of Australia (Installation Design category); and a merit award at the Society for Environmental Graphic Design's 2010 Design Awards.

*A Day in Pompeii*, Melbourne Museum's first Melbourne Winter Masterpieces exhibition, attracted 332,679 visitors, making it the most visited touring exhibition in Museum Victoria's history and the most popular travelling exhibition ever staged by an Australian museum. *Star Wars: Where Science Meets Imagination* at

Scienceworks attracted 192,754 people. *Titanic: The Artefact Exhibition*, which is presented in association with Frontier Events Co., opened in Melbourne Museum on 14 May this year and attracted 98,607 visitors in its first six weeks.

Exhibitions that showcased Indigenous culture included *Lojtpa: Speaking to*, featuring photographs of the Shepparton Aboriginal community taken by local Yorta Yorta and Bangerang young people, and *Menagerie: Contemporary Indigenous Sculpture in Australia*, a contemporary sculpture exhibition by 33 Aboriginal and Torres Strait Islander artists.

Two elements of Museum Victoria's Bushfire Project were launched during the year. The chimney from a Kinglake homestead destroyed in the fires was reconstructed in the Forest Gallery and a display featuring Sam the Koala was launched in the Melbourne Museum foyer. The displays allowed visitors to reflect on the stories of the fire-fighters, wildlife carers and other volunteers who responded to the bushfires. Sam has now moved to a permanent home in the *Wild* exhibition.

The number of Museum Victoria memberships increased by 29% during the year, with 48,703 individuals signed up to the program at its peak. Member visitation grew correspondingly, increasing by 26% across all museums. Online memberships were introduced in December 2009.

History and Technology Collections Online was launched in November 2009, with more than 50,000 collection records and 1,500 historical narratives. The website is attracting in excess of 1,200 visitors daily.

Museum Victoria's new Planetarium show, *Our Living Climate*, details how the Earth's climate has evolved and puts recent, man-made climate change in the context of changes in climate that have occurred throughout the planet's history. The production received a Full Dome Award of Excellence at the 4th Jena Full Dome Festival, held in Germany in May.

## **2. COMMUNITY INVOLVEMENT:**

*(eg building community capacity to manage collections (internships; training; conservation workshops); indigenous collaborations; volunteer members; cultural & other affiliated societies & partnerships)*

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Museum Victoria worked with Arts Victoria and arts agency partners to progress the Collections Victoria project. An analysis of accommodation needs for collection items has been completed and design work to address current and future storage requirements for Museum Victoria, National Gallery of Victoria, the Australian Centre for the Moving Image, the Victorian Arts Centre Trust and the Public Record Office Victoria has continued in collaboration with Arts Victoria.

The Pests and Diseases Image Library (PaDIL) is an important tool for protecting Australia's biosecurity, and Museum Victoria is a major partner in its development. We received several new grants during the year to assist with the extension and application of PaDIL, including a biosecurity project on Barrow Island, Western Australia, associated with the Gorgon gas fields project.

The Immigration Museum's youth initiative delivered a range of innovative projects during the year: *Talking Faiths*, an intercultural and interfaith dialogue project brought together students to participate in a dialogue about interfaith issues and was supported by an exhibition at the Immigration Museum, which was presented as part of the cultural program for the Parliament of the World's Religions held in Melbourne in December 2009. Others included *Narratives Across Culture*, in partnership with Victoria University TAFE; and *Hands on History*, working with secondary school students to research their local community histories of immigration.

As part of the Community Connections Program, the Immigration Museum presented the Lebanese, Ethiopian and Croatian festivals and a Caribbean Kids Fest. Community exhibitions were developed in collaboration with the Palestinian, Caribbean and Kurdish communities.

Biodiversity Snapshots, a unique mobile technologies project for Australian schools, was produced in partnership with the Department of Education and Early Childhood Development (DEECD), The Living Atlas of Australia and EarthWatch. As part of the DEECD's FUSE portal for schools, a science web portal and 15 new online learning resources were developed for the Museum Victoria website.

Volunteer recruitment for the two blockbuster exhibitions *Star Wars* and *A Day in Pompeii* resulted in the Volunteer Program achieving the milestone of more than 500 volunteers. A total of 505 volunteers contributed 52,639 hours during the year. Museum Victoria collaborated with other cultural institutions to present the 2009 Cultural Volunteers Exchange Program. Tours of the Royal Exhibition Building and collection store were a highlight of the program.

As part of the Bunjilaka redevelopment project, Museum Victoria is undertaking an extensive consultation program with Victorian Indigenous communities.

### **3. MANAGEMENT & FUNDING:**

*[eg trends in financial support; organisational change; capital works.]*

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A feasibility study and concept plan providing a detailed assessment of the future functional requirements that will ensure Scienceworks continues to be able to host

more than 500,000 visitors every year was prepared. \$7.538 million was announced in the 2010 State Budget to replace the Scienceworks air-conditioning system and demolish derelict buildings on the former ACI site adjacent to Scienceworks.

The Old Customs House building, which is home to the Immigration Museum, underwent extensive remediation works during the year which included the removal of all coatings on the southern and eastern facades to expose and repair numerous render defects and recoating with a long-lasting mineral silicate, which was matched to the original heritage colour scheme.

Museum Victoria received \$2 million from the Department of Environment, Water, Heritage and the Arts under the Heritage Jobs Fund and \$1 million from Arts Victoria to upgrade the fire suppression systems at the Royal Exhibition Building. Works commenced to install state-of-the-art fire detection and suppression systems that will provide significantly improved levels of safety for people and property alike.

In collaboration with a number of partners, the Museum also commenced a major project to re-establish the historic German Garden in the western forecourt of the Royal Exhibition Building under the banner 'World Heritage, World Futures'. Funding for this project was secured through Consumer Affairs Victoria from the Victorian Property Fund. Stage two involves the harvesting and storage of rainwater captured from the extensive roof of the building. The underground tanks to be installed on the site have a storage capacity of 1.35 million litres. The captured water will provide a sustainable and reliable source for maintenance of the landscape around the Royal Exhibition Building and Carlton Gardens.

Museum Victoria is taking steps to ensure that our practices contribute to a sustainable future and is leading the way in environmentally responsible exhibition design. An office recycling program was rolled out across all Museum Victoria venues during 2009–10. Key outcomes of this program to date include up to 85% reduction in the amount of office waste going to landfill; a reduction of 84.13 tonnes per annum of greenhouse emissions; and the removal of plastic bin bags at workstations (usage was in excess of 36,000 per annum). We have also successfully completed the first stage of the three-stage ECO-Buy State Government Sustainable Procurement Program.

Museum Victoria's sustainable design initiative was recognised with a 2009 Arts Portfolio Leadership Award (Leadership in Business Improvement category) and the 2010 ECO-Buy Award for Excellence in Green Purchasing (Victorian State Government category).

Museum Victoria received an award from the Institute of Public Administration Australia for our support for emerging leaders and for demonstrating commitment to generational renewal in the public sector.

In 2009–10, Museum Victoria introduced a new Employee Assistance Program (EAP) for staff. The EAP is a professional counselling and support service conducted externally for employees experiencing personal or work-related problems that are affecting, or likely to affect, their performance or relationships at work. The program is totally confidential and staff are able to access it directly, 24/7.

The development program for Museum Victoria employees continues to be a vigorous and engaging one and an e-learning training component was added to the innovative learning programs available to staff. The corporate training program for 2009–10 included mandatory programs relating to Indigenous cultural awareness, effective feedback, recruitment and managing performance, together with a suite of dynamic learning and development courses delivered by both internal and external providers. In total, there were 595 staff engaged in corporate training courses during the year.

Museum Victoria's new Staff Partnership Agreement (SPA) came into effect in December 2009. A focus of the new SPA was to continue supporting employees through flexible working provisions. This is reflected in an enhanced ability to request part-time work, as well as carer's leave, parental leave and cultural and ceremonial leave provisions, the latter of which sees Museum Victoria continue to lead the way within the public sector in its support of a diverse workforce.

Supporting employment for people with disabilities is another focus of Museum Victoria and a guide was developed for managers to facilitate the recruitment of people with disabilities.

Online ticketing has now been introduced for all Scienceworks tickets, as well as for significant exhibitions. Online membership went live in December 2009 and in mid-2010 we encouraged online visitors to donate to Museum Victoria by enabling this functionality on our website.

#### **4. EDUCATION & RESEARCH**

*[eg education & research programs; partnerships; publications; regional outreach; talks, workshops, lectures; education via website]*

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Museum Victoria was involved as a partner in 11 Australian Research Council (ARC) Linkage Grants during the year. We also received a grant from the Ian Potter

Foundation to assist with the purchase of three vital pieces of research equipment for the DNA Laboratory enhancement program.

In 2009–10, Museum Victoria engaged in the Indigenous Pathways Program which supports Indigenous students who are at risk of dropping out of school. Its aim is to encourage students to stay in school and help them develop a vision for their own future. Indigenous trainees also started in the Information Communication and Technology and Marketing, Communications and Commercial departments.

A total of 95 students participated in Museum Victoria's Vocational Education program in 2009–10, including 46 secondary and 49 tertiary students. A new partnership with the Kangan Institute resulted in mature-age Indigenous design students participating in a two-week placement at Melbourne Museum.

In 2009–10, researchers produced 132 refereed journal papers, reports, books and other publications, and presented 243 lectures and talks. Recognition of Museum Victoria's publications included a 2009 Mander Jones Award (Australian Society of Archivists) for *Seize the Day: Exhibitions, Australia and the World*; a Certificate of Commendation at the 2009 Whitley Awards (Royal Zoological Society of New South Wales) for *Fishes of Australia's Southern Coast*; and a Certificate of Commendation at the 2009 Whitley Awards (Royal Zoological Society of New South Wales) for *The Great Barrier Reef Book: Solar Powered*.

A new Bunjilaka program titled *Our Shared History* was developed to engage middle-year students in interactive sessions that facilitate greater understanding of Victorian Aboriginal culture.

## **5. MAJOR CHALLENGES AHEAD:**

*Please list the three – four major challenges for your museum for the year ahead (or further) which might be addressed by CAMD.*

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- Working with promoters in the staging of touring exhibitions.
- Funding for facility renewal.
- Building support for collection storage.



# CAMD MEMBER'S REPORT TO ANNUAL GENERAL MEETING

PERIOD: 2009-10

## NATIONAL MUSEUM OF AUSTRALIA (NMA)

DIRECTOR: ANDREW SAYERS

### 1. ACCESS & VISITATION

The 2009-10 visitation total for the NMA was 880,030 to the site at Acton. The Museum received a further 3,291,874 visitors to its travelling exhibitions.

Financial year	Visitation to Acton site
2005-06	770,601
2006-07	945,210
2007-08	1,007,856
2008-09	937,314
2009-10	880,030

Gallery closures scheduled as part of the National Museum's Gallery Development process affected visitor numbers at the NMA during the year. For example, the major new *Landmarks: People and Places across Australia* (formerly *Nation*) permanent exhibition gallery dealing with Australia's social history since 1788 is currently under re-development and has been closed since February 2010.

The NMA's Web visitation total in 2009-10 was 3,291,874, compared with 2,533,138 the previous year.

### 2. COMMUNITY INVOLVEMENT

National outreach Programs in 2009-10 included:

- **Workshops for volunteers:** For the third year, the National Museum of Australia was a valued partner in 'Working spaces 3 for museum volunteers: Helping to put museum theory into practice', a weekend of workshops organised by the Lachlan Chapter of Museums Australia at Galong, New South Wales, in October 2009. Many Museum staff gave presentations at these workshops. The Museum also provided support for a one-day workshop, 'Post accreditation: Where we're at', at Canowindra, New South Wales, in May

2010. The workshop drew staff and volunteers from a range of regional museums across New South Wales, including Canowindra, Cootamundra and Forbes.

- **ICOM Australia Museum Partnerships Program:** The National Museum of Australia is a long-term institutional member and key sponsor of the International Council of Museums Australian Committee Incorporated (ICOM Australia). In addition to providing financial support for the joint secretariat ICOM Australia/Museums Australia secretariat, the Museum has also been a major sponsor of the ICOM Australia Museum Partnerships Program. This program focuses on formally partnering governance and heritage projects in the Asia-Pacific with Australian not-for-profit and incorporated cultural organisations.
- **Community Heritage Grants Program:** The Museum continued to support the Community Heritage Grants Program with a grant of \$40,000. This program aims to preserve and provide access to nationally significant Australian cultural heritage material held by community groups across the country by providing small grants for preservation projects and collection management training. The program is administered by the National Library of Australia with funding partners the Department of the Environment, Water, Heritage and the Arts; the National Archives of Australia; the National Film and Sound Archive; and the National Museum of Australia.

### **3. MANAGEMENT & FUNDING**

In 2009-10 the Museum received \$42.045m in funding from the Commonwealth Government. \$1.863m of this funding was provided for the acquisition of heritage and cultural assets. Managing the impact of the ongoing application of the efficiency dividend is the major financial challenge for the Museum.

### **4. EDUCATION & RESEARCH**

#### **Education**

Middle and upper primary groups continue to comprise 70 per cent of all school visits to the Museum in Canberra. A higher than average number of approximately 90 000 students (compared to the average of 85 000 students) was achieved last year. The Museum continued to play a leadership role in the development of the Australian curriculum.

Print and web-based curriculum resources developed during the year were:

- *First Australians: Plenty Stories*: comprising 18 books for primary schools exploring Aboriginal and Torres Strait Islander cultures and histories through the Museum's collections, was completed and officially launched at the Museum in April. The third *Australian History Mysteries* multimedia resource for secondary schools was also completed and made available to schools. Work also began on a new and comprehensive *Australian History Mysteries* website.
- Three inquiry-learning units were produced for the Ryebuck Media publication *Studies of Society and Environment* magazine and sent to all secondary schools with themes focussing on the *Vaka Moana*, *From Little Things Big Things Grow* and *Water=H2O* temporary exhibitions.
- *Snapshots of Remote Communities*, an outreach program for regional and remote primary school communities, worked with schools in the Albany and Kalgoorlie regions of WA.
- Digital content for 200 National Historical Collection objects and other forms of museum content was produced for Education Services Australia's Scootle teaching and learning resource. In addition 10 units of work were also supplied.

## Research

The Centre for Historical Research is continuing to achieve the aspirations held for it. Figures collated for the annual report show that its members have had a very fertile year in 2009-10, producing 87 products of all kinds (including papers, chapters, articles and several books), a higher quantity than the previous year.

## 5. MAJOR CHALLENGES AHEAD

The major challenges facing the Museum in the years ahead include:

- continued implementation of the recommendations in the *Review of the National Museum of Australia: Its Exhibitions and Public Programs*, with redevelopment of the new *Landmarks: People and Places* gallery (former Nation gallery) as a priority
- completing the extension to the Museum's Administrative building on Acton Peninsula to centralise staff and free up further exhibition space elsewhere in the museum
- resolve long-term storage needs of the Museum.
- developing a new strategic plan for the Museum 2011 - 2016

# CAMD MEMBER'S REPORT to ANNUAL GENERAL MEETING

PERIOD: 2009/2010  
NAME OF INSTITUTION: **Queensland Museum**  
NAME OF DIRECTOR: **Dr Graeme Potter, Acting CEO**

## 1. ACCESS & VISITATION

*[eg building collections; exhibitions & visitor trends (locals & tourists); use of websites & enquiry service]*

847,207 people visited the Queensland Museum (QM) network of museums in 2009-10 – a 5% increase over the previous year visits. Overall, more than 2.45 million people accessed the QM by visiting one of our campuses, attending a talk or workshop, borrowing an educational kit or object or paying a visit online - 15% more than in 2008-09.

The QM Inquiry Centre answered 6,295 research or collection based questions via phone, email, letter and in person – averaging over 17 per day.

For the first time, QM's new website (*further information about the website is below*) provided direct online access to more than 40,000 collection items, including biodiversity type specimens.

QM travelling exhibitions included:

- *Great Railway Journeys* travelling exhibition developed in-house at The Workshops Rail Museum, Ipswich. This exhibition travelled to two QM campuses in 2009-10 and also travelled to Rail Heritage Central in Sydney.
- The *Butterfly Man of Kuranda* exhibition (featuring the Museum's F.P. Dodd collection of insects) was developed in 2009-10 and was shown at QM South Bank campus. The exhibition inspired public programs for the Out of the Box children's festival and school holiday activities. The exhibition will travel to two other QM campuses in 2010 and 2011.

Other significant exhibitions developed in 2009-10 included The *Burke and Wills* exhibition featuring QM collection items which opened in August 2010 at QM South Bank.

Signature public programs were developed and delivered at each of QM's campuses, and online including :

- QM South Bank: *I Dig Dinos* Holiday Program, January 2010 (53,913 visitors, 35% increase)
- Museum of Tropical Queensland: *Creepy Crawlies Alive* Holiday Program in January 2010 (13,875 visitors, 62% increase)
- The Workshops Rail Museum – *Day out with Thomas* Holiday Program in December / January (35,285 visitors, 15% increase)

- Cobb+Co Museum: *Have A Go Heritage Trades and Crafts Festival*, in February 2010  
(1,556 visitors, 3% increase)

The QM website was re-developed in 2009-10 taking a One-QM approach to achieve a consistent quality of communication. The new website was launched on 18 May 2010. More than 2.5 million page views and 579,000 web visitors were recorded in 2009-10.

A new *Find out about* section of the website lets visitors browse or search for information about Queensland topics including mammals, insects, spiders, dinosaurs, transport, clothing, Aboriginal and Torres Strait Islander cultures and more.

QM partnered with Smart Services Queensland to achieve the first direct online sales of QM publications in November 2009.

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## **2. COMMUNITY INVOLVEMENT:**

*(eg building community capacity to manage collections (internships; training; conservation workshops); indigenous collaborations; volunteer members; cultural & other affiliated societies & partnerships)*

281 volunteers contributed 5,650 days to assist QM achieve its strategic priorities in 2009-10.

Community partnerships continued with the Australian Age of Dinosaurs in Winton and the Outback Gondwana Foundation in Eromanga, to unearth new Queensland dinosaur fossils. Through these partnerships, many discoveries are able to remain in the regional Queensland communities in which they were found.

Community members from 17 different Aboriginal and /or Torres Strait Islander communities also visited QM in 2009-10 to pay respects to ancestral remains of their people. Staff scanned over 1,000 photos for Aboriginal and Torres Strait Islander communities and individuals researching family or clan histories.

National Science Week at QM South Bank brought the Museum's scientists out of the lab and into the public eye on the Museum floor with a week of free science-based learning experiences. Over 12,000 visitors attended these workshops and activities.

QM South Bank also produced and hosted the My Voice pilot youth program on Climate Change, Sustainability and the Queensland Government's Green Ambition for 2020. This collaborative youth forum involved Brisbane State High School students and the Minister for Climate Change and Sustainability Kate Jones.

The Workshops Rail Museum held its annual workers reunion and family open day – attracting 3,590 visitors. The Workshops Museum also launched a new *Steam Train Sunday* experience in conjunction with QR – a one hour journey through Brisbane to The Workshops museum in North Ipswich. More than 9,400 passengers enjoyed this rail heritage experience.

A new outreach program – Reminiscences – was introduced for aged care residents in Toowoomba. Cobb+Co Museum volunteers took specially developed kits of artefacts

to aged care residences in Toowoomba and used the objects to encourage the residents to reminisce about their lives. More than 230 people enjoyed the program in its first year. Reminiscence kit themes included - *Home and Hearth, School Days, The War Years*.

24 heritage trades workshops were held during the year at Cobb+Co to help invigorate and keep alive the traditional skills of blacksmithing, bookmaking, felting, lead lighting, silver smithing, copper foiling, millinery and stonemasonry.

### **3. MANAGEMENT & FUNDING:**

*[eg trends in financial support; organisational change; capital works.]*

State Government funding was secured for 2010-11 at an equivalent level to 2009-10. Self-generated revenue represents almost one quarter (24%) of QM's total revenue.

The State Government announced budget funding of \$1million to produce a business case and preliminary functional brief for redeveloping QM in Brisbane as a cultural flagship for the state.

Dollar for dollar matching funding grant of \$250,000 from the state government was achieved for the QM Foundation for the fourth consecutive year.

Construction of the National Carriage Factory development commenced at Cobb+Co Museum in July 2009. This \$8million redevelopment at Cobb+Co Museum opened in September 2010 at almost double the size. The new National Carriage Factory will show off the National Carriage Collection of Cobb&Co coaches. It will also house an international heritage trades training centre.

Local government in North Queensland and Toowoomba partnered with the QM to provide free museum entry to local residents.

The QM Foundation signed a memorandum of understanding with the Queensland Energy Museum and three energy companies for a \$1 million partnership to redevelop the Powerhouse building onsite at The Workshops Rail Museum.

A record number of competitive grants were awarded to QM Biodiversity and Geosciences staff. External funding secured for research projects totalled over \$1.5million.

A retail review of QM South Bank commenced, with recommendations to be assessed and implemented throughout the network of campuses in 2010-11.

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### **4. EDUCATION & RESEARCH**

*[eg education & research programs; partnerships; publications; regional outreach; talks, workshops, lectures; education via website]*

QM delivered more than 6,700 public programs, talks, and events during the year.

Three new species of Australian dinosaurs were announced – the first to be named in Queensland in 28 years. “Banjo”, *Australovenator wintonensis*, is the most complete meat-eating dinosaur skeleton yet found in Australia.

"Matilda", *Diamantinasaurus matildae*, the best preserved titanosaur sauropod skeleton so far found in Australia, and "Clancy" *Wintonotitan wattsi*, are the first new sauropods named in Australia in over 75 years. News of the discovery went worldwide with over 35,000 news stories, blogs and online comments within days of publication of QM's scientific discovery.

54 Biodiversity and Geosciences projects commenced or continued in 2009-10. Major projects included:

- Census of Marine Life Coral Reefs initiative
- Natural Heritage Trust Bush Blitz project
- Documenting Environmental Change in Northern Cenozoic Australia

Research continued on the major Queensland Historical Atlas project covering topics relating to Queensland history.

A QM archaeological dig revealed items left buried by the ill-fated explorers Burke and Wills and these have been incorporated in an exhibition about the explorers.

13,702 copies of popular and research publications were sold and distributed to more than 900 retail outlets across Queensland.

QM's state-wide Loans unit transacted loans of 82,033 museum kits for educational purposes – an 8% increase. Educational loans reached 729,598 students – 16% over the 2009-10 target.

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## **5. MAJOR CHALLENGES AHEAD:**

*Please list the three – four major challenges for your museum for the year ahead (or further) which might be addressed by CAMD.*

Continue to work with the State Government to develop a new vision and functional brief to redevelop the QM in Brisbane as a cultural flagship for the state and – in the meantime - ensure that the existing QM South Bank building is maintained so as to be able to meet the needs of the Museum and its visitors.

Develop programs to mark QM's 150<sup>th</sup> year in 2012.

Implement the outcomes of the August 2010 State Government-initiated recurrent funding review of the QM.

# CAMD MEMBER'S REPORT to ANNUAL GENERAL MEETING

**PERIOD:** 2009/2010

**NAME OF INSTITUTION:** **Questacon – The National Science and Technology Centre**

**NAME OF DIRECTOR:** Professor Graham Durant

## 1. ACCESS & VISITATION

*[eg building collections; exhibitions & visitor trends (locals & tourists); use of websites & enquiry service]*

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Visitor numbers to Questacon's exhibitions and programs in Canberra, across Australia and internationally remained strong in 2009-10.

- There were 446,038 visitors to Questacon in Canberra compared to 419,153 in 2008-09.
- 2,034 school bookings from across Australia resulted in 111,282 student visitors to Questacon.
- Questacon outreach programs had 186,566 visitors and reached 1,065 schools in all Australian states and territories.
- Eight travelling exhibitions to 10 venues in Australia and overseas had 698,098 visitors. The Imagination Factory travelling exhibition, sponsored by Raytheon, toured to Scitech (Perth) and the Queensland Museum (Brisbane) during 2009-10. The Strike a Chord travelling exhibition toured to Jakarta, Indonesia between November 2009 and March 2010.
- There was a total of 1,028,552 total visitor sessions on Questacon administered websites.
- Questacon teams visited 10 per cent of all Australian schools and 15 per cent of schools outside capital cities (five per cent of all school students in Australia). In addition, digital events further extended Questacon's outreach audience.
- Questacon continued to promote its Q Club membership program. At the end of 2009-10, memberships had increased by 9.5 per cent, bringing the total to 5,332 memberships, which included 18,117 people.

## 2. COMMUNITY INVOLVEMENT:



*(eg building community capacity to manage collections (internships; training; conservation workshops); indigenous collaborations; volunteer members; cultural & other affiliated societies & partnerships)*

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From July to September 2009, Questacon conducted an Australia-wide stakeholder consultation to support the development of a national science communication strategy. The resulting report, *Inspiring Australia: a national strategy for engagement with the sciences*, was released by the Minister for Innovation, Industry, Science and Research on 8 February 2010. The report provides a framework for a coherent, nation-wide approach to engaging the Australian public in the sciences.

Questacon won the 2009 Canberra and Capital Region Tourism Award in the tourist attraction category and in early 2010 was awarded the 2009 Australian Tourism Award in the same category.

The Questacon Volunteer Program is celebrating its 30th anniversary in 2010. Volunteers work in the galleries, providing science explanations to visitors, and operate discovery trolleys (portable science exhibits) and Curiosity Corner (a hands-on science experiment station). In 2009-10, 84 active volunteers contributed a total of 8,157 hours at Questacon.

Questacon has engaged an Indigenous Education Officer to re-establish networks to inform the development of a new Indigenous Outreach program. Initial scoping is underway and it is anticipated that activity will commence in early 2011.

### **3. MANAGEMENT & FUNDING:**

*[eg trends in financial support; organisational change; capital works.]*

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Following the outcome of the 2010 Federal Election, Questacon remains a business division of the Department of Innovation, Industry, Science and Research (DIISR).

Questacon funding remains a mix of core appropriation from government and earned revenue. For 2009-10, Questacon's revenue earned from sources other than government was \$9.2 million (equating to 39 % of operating expenses).

Enhancing the visitor experience was a key focus of the year. New exhibitions were developed and improvements to visitor facilities included a new cafe and the completion of the rear science court as part of the humanities and science campus, with a new amphitheatre providing space for outdoor science theatre. Also completed was a new multimedia studio to greatly increase community access and reach through interactive, digital broadband technology. Capital works of \$8.4 million were completed in the financial year.

During 2009-10, Questacon was audited for compliance with international standard ISO 14001:2004 — Environmental Management Systems. It was found to be compliant with this international standard and is now certified until December 2011.

The environmental management system is implemented across the operations of Questacon, including in requests for tenders and the development of strategies to minimise waste and consumables, including utilities. As part of Questacon's capital works and scheduled maintenance programs, contractors continued to remove and dispose of building materials in an environmentally responsible manner. Questacon is now looking at the next stage of visitor education and behavioural change.

Specific environmental measures included the installation of permanent energy monitoring points to provide more detail on energy consumption (to inform consumption reduction initiatives) and utilising the building management system to adjust to seasonal changes and minimise consumption. During 2009-10, these measures resulted in savings in electricity costs of 12 per cent.

#### **4. EDUCATION & RESEARCH**

*[eg education & research programs; partnerships; publications; regional outreach; talks, workshops, lectures; education via website]*

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A website promoting the Square Kilometre Array ([www.ska.edu.au](http://www.ska.edu.au)) to young Australians and their educators was developed as a partnership between Questacon, CSIRO and Scitech. It was launched in December 2009 by the then Parliamentary Secretary for Innovation and Industry, the Hon Richard Marles MP.

Questacon's exhibition development program for 2009-10 included:

- The launch of the Questacon Perception Deception travelling exhibition on 6 July 2009. This new exhibition gives visitors the opportunity to explore the science of visual, auditory and tactile perception. A science show to complement the Perception Deception exhibition was created and launched in August 2009.
- The launch of the new Our Water travelling exhibition by the Minister for Climate Change, Energy Efficiency and Water, Senator the hon Penny Wong, on 14 May 2010 as part of a partnership between Questacon and the National Water Commission. This new exhibition invites visitors to investigate water from urban, agricultural, industrial and environmental perspectives.

From July 2009 Questacon, as a division of DIISR, gained responsibility for the administration of the Science Connections Program. The Science Connections Program is an administered program with average funding of approximately \$4.4 million annually through to 2010-11. The program supports initiatives that:

- generate increased public appreciation of the roles that science, technology and engineering play in contributing to Australia's continuing economic, environmental and social wellbeing;
- highlight the outstanding contributions to science and science education made by Australian researchers and science teachers; and
- encourage Australia's youth to consider continuing studies in science, mathematics and engineering beyond the compulsory years of schooling, and to consider entry into science-based careers.

The Science Connections Program also includes a reward and recognition component.

Each year, the Government expresses its appreciation of the dedication and excellence of Australia's researchers and science teachers through the Prime Minister's Prizes for Science. The program's other activities focus on stimulating general interest in science through a variety of measures, particularly National Science Week. In 2009, 1027 National Science Week events were registered on the National Science Week website.

## **5. MAJOR CHALLENGES AHEAD:**

*Please list the three – four major challenges for your museum for the year ahead (or further) which might be addressed by CAMD.*

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- Implementation of the *Inspiring Australia* national science communications strategy. Building on the efforts and successful progress made in 2009-10 to create a strong base for future collaborations across jurisdictions and between institutions.
- Further expansion in the delivery of programs and events using Questacon's new digital studio which will be fully operational in 2010-11.
- Focussing efforts in best practice visitor experience following a consolidation of capital improvements in 2009-10.

# CAMD MEMBER'S REPORT to ANNUAL GENERAL MEETING

**PERIOD:** 2009/2010

**NAME OF INSTITUTION:** **Scitech**

**NAME OF DIRECTOR:** **Alan Brien**

## 1. ACCESS & VISITATION

*[eg building collections; exhibitions & visitor trends (locals & tourists); use of websites & enquiry service]*

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Scitech again experienced a growth in our visitation with 256,963 people visiting City West and 183,545 people experiencing one of our Outreach programs. This represents a 4.5% increase on the previous year. Scitech maintains three web sites that were visited by 382,725 unique visitors.

## 2. COMMUNITY INVOLVEMENT:

*(eg building community capacity to manage collections (internships; training; conservation workshops); indigenous collaborations; volunteer members; cultural & other affiliated societies & partnerships)*

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As a non-collections based institution, Scitech works extensively with a broad range of community organisations, including 54 industry partners and our four public universities. We also work directly with over 85% of all Western Australian schools. Our volunteer program contributed 7,698 work hours to our operations.

## 3. MANAGEMENT & FUNDING:

*[eg trends in financial support; organisational change; capital works.]*

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Scitech as a not-for-profit company operates with a five year funding agreement with the Western Australian State Government. This agreement is based on achieving agreed KPI measures and provides approximately 60% of our funding. In 2009-2010, the company was able to raise \$1,652,514 in sponsorship revenue and \$390,918 in revenue from national and international travelling exhibition rental.

## 4. EDUCATION & RESEARCH

*[eg education & research programs; partnerships; publications; regional outreach; talks, workshops, lectures; education via website]*

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Demand for schools outreach services jumped 28% in 2009-2010 for both primary and secondary school delivery. Scitech continues to provide a dedicated Aboriginal science education program that aims to reach all remote Western Australian communities every two years. In 2009-2010 the program worked with 24 regional and remote communities, reaching 1,761 students, teachers and community members. Scitech has partnered with both Curtin University and the University of Western Australia to conduct research into the effectiveness of our careers and early childhood programs. This research is still ongoing, with early results indicating a significant impact on students by both programs. It is hoped this research will be published in 2010-2011.

## **5. MAJOR CHALLENGES AHEAD:**

*Please list the three – four major challenges for your museum for the year ahead (or further) which might be addressed by CAMD.*

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- (1) Maintain growth in visitation in a facility that is aged and not able to cope with large numbers of visitors. Our continued growth in visitation over the past four years is now causing increased frustration and crowding for our visitors and staff.
- (2) Expanding our exhibition rental strategies in Europe and the Middle East due to restricted capacity for ongoing exhibition rental in the Australasian region.
- (3) Staff retention and staff rewards: how to retain staff given our low pay scales and limited career development opportunities in the science centre field.

# CAMD MEMBER'S REPORT to ANNUAL GENERAL MEETING

**PERIOD:** 2009/2010

**NAME OF INSTITUTION:** **SA Museum**

**NAME OF DIRECTOR:** **Prof. Suzanne Miller**

## 1. ACCESS & VISITATION

*[eg building collections; exhibitions & visitor trends (locals & tourists); use of websites & enquiry service]*

- Total visitation: 887,113; (808,124 on-site visits; 78,989 regional/touring programme visits)
  - Web page views: 1,549,599
  - 13 temporary exhibitions
- 

## 2. COMMUNITY INVOLVEMENT:

*(eg building community capacity to manage collections (internships; training; conservation workshops); indigenous collaborations; volunteer members; cultural & other affiliated societies & partnerships)*

- Four work-experience internships within collections/research
  - 14 state-wide outreach activities, including a science roadshow into the APY Lands.
  - Recruited 40 new volunteers into the Volunteer Guide programme. This programme now involves training and accreditation.
- 

## 3. MANAGEMENT & FUNDING:

*[eg trends in financial support; organisational change; capital works.]*

- \$8.847m recurrent grant in 2009-10 from SA Government.
  - \$12.577m overall expenditure in 2009-10
  - Completed the \$4.64m Biodiversity Gallery project
  - Completed a reorganisation of the Executive Team roles
-

#### **4. EDUCATION & RESEARCH**

*[eg education & research programs; partnerships; publications; regional outreach; talks, workshops, lectures; education via website]*

- \$4,708,167 external research grants awarded in 2009-10
- 183 peer-reviewed research publications
- 37 other research publications
- 133 conference presentations (including abstract publication)
- 30 research collaboration partners
- 1996 hours contributed to Tertiary teaching by museum staff
- 94 research outreach presentations to non-expert audiences (additional to those presented as part of specific museum programmes)
- School visits (booked into education-led programmes): 36,904

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#### **5. MAJOR CHALLENGES AHEAD:**

*Please list the three – four major challenges for your museum for the year ahead (or further) which might be addressed by CAMD.*

- Annual budget cuts applied until at least 2013-14. However, this is the first time that a four-year budget has been supplied.
  - Approvals are being sought to complete a master-planning exercise for the "Cultural Campus" project.
  - Impacts of changes to ARC funding rules have yet to be evaluated.
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# **CAMD MEMBER'S REPORT to ANNUAL GENERAL MEETING**

**PERIOD:** 2009/2010

**NAME OF INSTITUTION:** **SOVEREIGN HILL**

**NAME OF DIRECTOR:** **Jeremy Johnson**

## **1. ACCESS & VISITATION**

### **Attendances**

For the 2009/10 financial year, Sovereign Hill attracted 473,000 visitors to the Outdoor Museum, over 165,000 to the Gold Museum and 70,000 to Blood on the Southern Cross. We move into our 40<sup>th</sup> year of operation with confidence.

Competition from Melbourne attractions this year was intense, with Melbourne Museum recording amazing visitation statistics on the back of outstanding travelling exhibitions, the Melbourne Zoo witnessing the birth of the first elephant cub born in captivity and Melbourne Aquarium opening its King Penguin exhibit.

### **Mining Museum Developments**

Following the very successful unveiling of the Inclined Tramway into the Mine last year, in November 2009, we opened "Trapped" – a new, special effects underground exhibit telling the story of the disaster in the New Australasian No. 2 Mine in Creswick in 1882, when 22 miners lost their lives in an underground flood. Only 5 men survived in a story that resonates with the recent Beaconsfield Mine disaster in Tasmania.

We are also continuing to develop the rich interpretive opportunities that the Mine and its Steam Operations present. Work is being done on the Mine Blacksmith's shop to reactivate this impressive exhibit.

The Bush Battery was refurbished and assembled to working order.

### **Outdoor Museum**

We opened the Itinerant Photographer's exhibit in time for the Christmas/New Year period earlier this year. It is working very effectively for us in both museum and commercial terms – everyone loves dressing up!

A highlight for the year was the refurbishment of the Victoria Theatre. The Auditorium has been repainted on a colour scheme befitting a major public building of the era and it is now resplendently gilded, richly presented and a renewed feature within the Outdoor Museum. It was originally built in 1974, so the upgrade (which included new heating and cooling services) was well overdue.



The Theatre is home to some new interpretive presentations, including Lola Montez, and a provocative piece on the "Anti-Chinese League". In conjunction with redevelopment several years ago in the Chinese Camp, the piece contributes to interpretation of the development of Australia's democracy. It exposes the contest of racist ideas against the Chinese in the 1850s and the liberal ideas of democratic inclusion.

A conference was presented in collaboration with Melbourne and Monash Universities, exploring themes about the Chinese experience on the goldfields.

In the Theatre, we have also developed a new night-time pantomime for schools – Captain Candlelight.

Our collection and display conservation strategy has audited and catalogued more than 30 exhibit buildings in the Outdoor Museum.

### **Gold Museum**

We were very pleased to have had the Premier announce in December, 2009, that a \$3m grant had been allocated towards a planned \$3.6m redevelopment of the Gold Museum's collection storage, improved access to the collection and new infrastructure in the public galleries.

This project will take 3 financial years to complete, as it needs to be carefully staged to allow continuing access to the Gold Museum over that period.

We regained use of the Clark Gallery's 300m<sup>2</sup> space last year and have now been able to put this to good effect. The largest temporary exhibition was the Visions of Australia – funded *Australian Minescapes*, by Edward Burtynsky, on tour from W.A.M.

We hosted our own exhibition – *Indigo: The Blue & White Embroideries of Sichuan* after its extensive tour under Visions funding.

The Gold Museum has worked very closely with the Ballarat Historical Society and the wider community to present many popular community exhibitions during the year.

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## **2. COMMUNITY INVOLVEMENT:**

### **Partnerships**

The State Library of Victoria loaned its newly-purchased 1850s Digger's Diary for display in the Gold Museum for several months. We worked with B'nai B'rith to present *Courage to Care* – a challenging and educational exhibition.

Sovereign Hill worked with the Ballarat International Foto Biennale to show two major exhibitions – *Visions of Gold* and a fringe exhibition.

*A Golden Century of Scouting* was a popular exhibition, put on with the support of the region's Scouts.

Sovereign Hill signed an MOU with the Ballarat Collections Network, which covered an exhibition of artefacts from The Art Gallery of Ballarat. Sovereign Hill was also a major partner in Heritage Week 2010.

Our programme with the University of Ballarat's Arts Academy produced a celebration of Charles Darwin's life and revolutionary idea of evolution by natural selection.

Efforts in environmental management in our regional community were recognised with silver accreditation by Waste Wise. We were acknowledged in the Regional Sustainability Awards for this achievement.

#### **Gold Museum Society**

Membership has increased to 80 volunteers who worked on over 30 projects and have now catalogued over 60,000 records to our electronic storage system.

#### **Friends of Sovereign Hill**

As the long-serving Coordinator of FOSH resigned, we appointed a replacement who has reinvigorated this important support group.

A major feature of their work this year was the *AFL Eureka Game* at the MCG.

FOSH support the interpretative activity in the Outdoor Museum, with hands-on activities, such as domestic and industrial technology, gold panning, house care, flag making, scrimshaw, gardening, cooking and sewing. They are an indispensable resource for the museum.

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### **3. MANAGEMENT & FUNDING:**

Our senior management team has remained intact this year, with no major changes to its structure and composition.

Financially, the profit for the year was a restrained one – not quite to Budget expectations but a good achievement given the economic circumstances of the past two years of the GFC.

As always, it is a challenging financial objective to maintain the quality of the outdoor museum's infrastructure and presentation while at the same time meeting a labour cost in excess of 60% of total operating costs.

New commercial initiatives are always being sought to help underpin these ever-increasing costs.

The Foundation continues to attract generous support to assist with our secure long-term financial structure. The Named Accounts Appeal has seen another strong year of support from our generous benefactors.

Catering revenues have been strong and we in fact extended the contact in return for a major capital donation that funded a new Cafe to replace the sub-standard kiosk we have had to endure for years.

# CAMD MEMBER'S REPORT to ANNUAL GENERAL MEETING

**PERIOD:** 2009/2010

**NAME OF INSTITUTION:** **Tasmanian Museum and Art Gallery**

**NAME OF DIRECTOR:** **Bill Bleathman**

## **1. ACCESS & VISITATION**

Over 340,000 people visited the institution in 2009-2010.

This is the sixth consecutive year that visitor numbers have exceeded 300,000. It is an outstanding outcome given the severe financial constraints and our capacity to run exhibition and public programs.

Approximately 40% interstate and overseas, 60% local.

The change of departments with responsibility for the museum has resulted in a comprehensive review of information technology.

The museum's TMAGgots continue to be an outstanding success with over 300 active members attending a range of different (and fully sick!) programs.

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## **2. COMMUNITY INVOLVEMENT:**

2009–2010 saw the service delivery model for education programs associated with our major Tasmanian Aboriginal exhibition *ningennah tunapry* changed. Sixteen Tasmanian Aboriginal people run a range of programs to fully booked sessions of public and private school children. It is the single most significant Indigenous education program in the state.

TMAG's major Indigenous exhibition titled *tayenebe* (exchange) featuring historical and contemporary Tasmanian Aboriginal baskets continues to tour the nation. This project is the second major cultural retrieval project undertaken by TMAG in the last four years and has been undertaken in partnership with the National Museum of Australia and Arts Tasmania.

TMAG has been successful in gaining a major education and community outreach sponsor. The Detached cultural organisation provides the museum with \$250,000 per year to run education programs associated with its collections. A major focus is on contemporary culture and a component targets communities in low socio-economic areas.

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### **3. MANAGEMENT & FUNDING:**

On 30 June our Department was abolished. TMAG is now part of Economic Development, Tourism and the Arts. The same department we left eight years ago. The department provided support for an independent review of recurrent funding levels at TMAG to be undertaken by KPMG. The outcome of the report indicated that for TMAG to undertake its statutory and legislative requirements to a satisfactory level an addition \$1.5 - \$1.8 million per annum is required. A formal report has been presented to government and the Chairman and Director of TMAG have briefed our Minister and are on standby to meet with the Treasurer on this issue. If there is no satisfactory resolution the museum will exhaust its recurrent funding by the beginning of March 2011.

#### **Redevelopment Budget**

The State Government has committed \$30 million over four years to implement stage one of the TMAG redevelopment.

The concept plan has been finalised. Detailed design and documentation on stage one is about to commence. TMAG is currently awaiting formal written advice from the government as to future funding possibilities.

The museum established the Foundation of the Tasmanian Museum and Art Gallery as its major fundraising body. The Foundation replaces the Art Foundation of Tasmania and reflects the museums more broadly based fundraising drive.

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### **4. EDUCATION & RESEARCH**

Over 26,500 students participated in organised education activities at TMAG during the year. This represents almost 30% of the total school population.

The Learning and Discovery unit now incorporates 16 Tasmanian Aboriginal Sharers of Knowledge within the program.

Our curatorial staff delivered over 59 major and refereed papers and publications on a range of issues as well as speaking at national and international conferences.

During the year we continued to undertake a number of significant digitisation programs including the Global Biodiversity Information Facility, the Magistrates Records Project, Atlas of Living Australia, Australian Virtual Herbarium, Flora of Tasmania and Australian Zoological Collections on line.

There have also been a number of major additions to the collection. In all the collection has grown by about 41, 380 objects through the full range of curatorial areas. We formally accessioned the collection of Herbarium specimens from the Australian Antarctic Division which is internally recognised as one of the most significant collections of Antarctic and Subantarctic botanical material in the world.

The Bush Blitz project was initiated by the Australian Biological Resources Survey (ABRS) to undertake targeted field surveys to assess the bio-diversity values of newly proclaimed reserves in Tasmania. Dr Catherine Young, TMAG, coordinated and arranged for researchers from TMAG, DPIPWE and interstate specialists from Sydney and Brisbane to assist in the survey to record the flora and fauna in these reserves. ABRS provided \$53,000 for the survey to occur which resulted in the identification of significant numbers of new species for the State, which includes over 60 new species of spiders and moths.

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## **5. MAJOR CHALLENGES AHEAD:**

The recurrent budget challenge of the museum is extremely grim and one that is proving difficult to manage to an outcome that is acceptable to both myself and staff.

Indecision on future funding models for the redevelopment is slowing the project and as a consequence incurring unwarranted additional non-construction costs.

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# CAMD MEMBER'S REPORT to ANNUAL GENERAL MEETING

**PERIOD:** 2009/2010

**NAME OF INSTITUTION:** **The Western Australian Museum**

**NAME OF DIRECTOR:** Mr Alec Coles

## 1. ACCESS & VISITATION

*[e.g. building collections; exhibitions & visitor trends (locals & tourists); use of websites & enquiry service]*

- 
1. The Museum had over 817,000 visitors across all its public sites.
  2. 94.8 per cent of visitors surveyed said that their experience of the Museum was either good or excellent.
  3. 30 temporary exhibitions were opened across all sites including *Dinosaurs Alive!* and *A Day in Pompeii* which generated 70,000 and 31,092 visitors respectively for the reporting period.
  4. By the close of *A Day in Pompeii* on Sunday 12 September, over 113,000 people had been through the exhibition.
  5. In spite of Wednesday closures overall visitation has remained stable compared to the previous year. This is due to increased visitation at Perth and also Geraldton. Visitation to all other sites decreased by between eight per cent and 22 per cent.

Western Australian Museum Annual Total Visitor by Region of Residence	Perth Metro	Regional WA	Interstate	Overseas
2008-2009	257,731	101,414	170,256	290,328
2009-2010	273,078	94,489	243,176	207,223

6. The Museum's website had 2.08 million visitor sessions, an almost 50 per cent increase over the previous year.
7. The Museum continued to strengthen the collections by adding:
  - 90 new animal species and 8 new fossil holotypes
  - more than 25,000 wet items and over 23,000 dry items and
  - more than 2,000 artefacts and over 24,000 cultural items.

## 2. COMMUNITY INVOLVEMENT:

*(eg building community capacity to manage collections (internships; training; conservation workshops); indigenous collaborations; volunteer members; cultural & other affiliated societies & partnerships)*

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- The Museums Assistance Programme (MAP) provided support to communities across the State by responding to 900 requests for advice and information across 87 not-for-profit collecting bodies in 27 local authorities - delivering collection conservation, management and development outreach support.
- The Museum supported the training of the next generation of scientists, curators and other experts by supervising 51 students of which 31 were post graduate students: 18 were based in Australia and 13 were based overseas.
- The WA Museum's Aboriginal Advisory Committee continues to be the organisation's key advisory body on indigenous content in exhibitions, collections and events.
- Discussions are ongoing with the Warburton Arts Project about consolidating the relationship between the Museum and Warburton, including planning a mentoring programme for community elders with an interest in cultural display and storage facilities.
- The Museum conducted tours of the Collection and Research Centre in Welshpool for a range of interested organisations and individuals throughout the year. For example, tours were conducted for the Department of Indigenous Affairs' staff and members of the Aboriginal community to increase awareness of Museum collections and collection management practice.
- The third and final stage of the Welcome Walls project at Fremantle is due for completion by December 2010. It will display a further 5,000 inscriptions, representing more than 10,000 migrants. Construction on a Welcome Walls commemoration in Albany is also due to be completed by the end of 2010. Initiated as part of Western Australia's 175th anniversary celebrations in 2004, the Welcome Walls pay tribute to the significant contribution made by migrants to the State's social, economic and cultural development. More than 34,500 individual migrants who arrived in Western Australia through Fremantle port are already represented in more than 16,000 entries inscribed into the walls adjacent to the WA Museum — Maritime in Fremantle.
- WA Museum – Geraldton master planning continued this financial year with public consultation taking place in November 2009. The WA Museum – Geraldton provided in-kind support to the Geraldton Yacht Club and City of Geraldton-Greenough in their hosting of the *Clipper Ventures 2009-2010 Yacht Race*. The Museum's Wedge building was the race logistics centre during December-January.
- WA Museum – Albany continued to take a lead role in regional festivals and events such as PIAF - Great Southern Programme, Festival of the Sea,

Harboursound Festival, Viewpoint, SPRUNG Writers Festival and National Archaeology Week.

The WA Museum - Albany has developed strong links with regional Aboriginal communities by increasing its indigenous cultural programmes and its work with indigenous presenters. The Museum developed programmes based on the International Year of Rapprochement of Cultures including indigenous cultural heritage programmes. Two highly effective programmes were:

- *The Women's Tent* project which supports understanding and dialogue between women from different cultures throughout the region; and
- School education programmes presented by indigenous elders, helping to increase respect and understanding of traditional and contemporary Aboriginal history and cultural practices.
- WA Museum – Kalgoorlie-Boulder - continued to develop partnerships with local organisations including:
  - Artists who designed hats for the Kalgoorlie Race Round resulting in the *Mad Hatters* display.
  - The Goldfields War Museum - to develop ANZAC displays.
  - The Goldfields Education and Mining Industry Alliance (GEMIA) - organisers of The Science Week Rock Festival where the Museum showcased the Desert Meteorite Tracking programme.
  - Historical Society volunteers at the Goldfields War Museum and other Kalgoorlie heritage groups whose collections and buildings were damaged by an earthquake in April 2010.
    - More than 290 volunteers provided vital assistance in many areas of the Museum in both regional and metropolitan sites throughout the year. Of this number, 133 are regular volunteers and 160 were specific to the *Pompeii* exhibition.
    - During the year, volunteers gave more than 25,000 hours of their time helping out with research, collection management, education and school holiday programmes, the library service, the engineers' workshop and submarine tours.

### **3. MANAGEMENT & FUNDING:**

*[eg trends in financial support; organisational change; capital works.]*

- 
- The Western Australian Museum's new Chief Executive Officer, Mr Alec Coles OBE arrived to take up his position in March 2010.
  - In 2009–10 the Museum:
    - Generated \$2.73m in gross earned income through venue hire, publication and retail sales and other fees. This represents a 9.5% per cent



increase over the previous financial year and 9.5% per cent of the Museum's overall sources of income.

- Received \$3.61m in Commonwealth, State and private sector grants. This is a 333% increase from prior year and represented 12.5% of the Museum's funding stream in 2009–10.
  - Earned \$0.72m in donations and sponsorships. This represents an increase over the previous year of 25% and accounted for 2.5% of the Museum's total income.
- The Museum has commissioned a full financial and business review of its operations in order to develop a more sustainable business model. This will include strategies to improve revenue generating opportunities.
- In line with the WA Government's required three per cent efficiencies across all departments and agencies, the WA Museum:
  - Undertook a year-long trial of a six-day week with public access to the Museum's sites closing on Wednesdays in an effort to reduce operational expenditure. The closures began on Wednesday August 5, 2009. (Given the continuing adverse feedback from the public, this decision is to be reversed in 2010-11. This will be achieved on a cost neutral basis.)
  - Rationalised a number of its sites to reduce overheads including closing the Fremantle History Museum in July 2009 and transferring Samson House to the National Trust in June 2010.
- In December 2009, the Education Loan Centre at the WA Museum – Perth was closed, with savings reinvested in other Museum education programmes.
- Work on the new business case for development of a new museum at the WA Museum – Perth began in 2009–10 in conjunction with the Department of Culture and the Arts, Office of Strategic Projects and the Building Management and Works areas of the Department of Treasury and Finance.

#### Capital projects

- The construction of the third and final stage of the Welcome Walls project at Fremantle and the new Welcome Wall commemoration at Albany are both due for completion by December 2010. The estimated total cost of these projects is \$1,430,000 and the estimated cost to complete the projects at 30 June 2010 is approximately \$1,266,000.
- Works to restore, reconstruct and conserve deteriorated masonry at the Shipwreck Galleries in Fremantle will be completed in 2010/11. The estimated total cost of the project is \$905,000 and the estimated cost to complete the project at 30 June 2010 is approximately \$44,000.
- The warranty for the roof over the Leisure Gallery in Fremantle requires that it be cleaned twice a year. A new safety system was installed to meet revised Australian safety standards and allow safe access to the roof area. The total cost of this project was \$338,000.

- Disability access modifications were completed during the year at the Shipwreck Galleries in Fremantle. The total cost of this project was \$305,000.
- Re-development of the permanent galleries in Albany and Kalgoorlie which will open in 2010-2011.

#### 4. EDUCATION & RESEARCH

*[eg education & research programs; partnerships; publications; regional outreach; talks, workshops, lectures; education via website]*

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- 60 public programmes including 22 holiday programmes were held with 49,813 participants of all ages.
  - More than 55,000 children participated in the Museum's education programmes.
  - As part of its participation in 2010 International year of Biodiversity, the Museum launched *The Harry Butler lecture series: In the Wild West*, under the patronage of renowned naturalist Harry Butler and the Chief Scientist of Western Australia, Professor Lyn Beazley. More than 2,000 people attended the lecture series between February and June across both regional and metropolitan sites. The lectures were delivered throughout the year by WA Museum scientists and associates, Dr Butler and Professor Beazley. The series will continue into the coming year.
- The Museum published:
    - 77 peer reviewed research publications (71 journal articles and 6 book chapters).
    - 145 non-refereed reports, conference papers, popular and other publications (32 non-refereed reports, 39 conference papers, 5 popular publications and 69 unpublished reports to consultants).
  - Participated in 199 local, 53 regional, 29 national and 13 international public lectures, workshops and presentations.
  - Over the past year, the Museum was involved in 78 research projects in a variety of disciplines, of which 70 involved partner agencies and institutions, including 23 international collaborators.
  - 45 field trips were undertaken by Museum staff during 2009-10. Many of these were conducted in partnership with other organisations. Major field trips this year included:
    - Marine Biodiversity Survey of Adele Island and Montgomery Reef in the Kimberley.
    - Surveys of dinosaur foot prints in the Kimberley.
    - A study of a population of waders and shorebirds in the North West.
    - A study of the diversity and health of cockatoos in the South West for evidence of feeding, breeding and roosting sites.

- A survey of Depuch Island near Port Hedland to identify archaeological sites and to photograph rock art.
- Surveys of frogs, reptiles and plants at Bachsten Creek, the Prince Regent River and the Mitchell Plateau as a continuation of the *Alcoa Frog Watch* work in the Kimberley.
- Exploration of the Cretaceous-Jurassic strata in Emu Hill creek near Badgingarra.
- Contributed to the management and sustainability of the State's environment and resources development by providing expert advice and information in response to over 3,400 requests from the government and private sector on biodiversity and culturally significant issues.

## 5. MAJOR CHALLENGES AHEAD:

*Please list the three – four major challenges for your museum for the year ahead (or further) which might be addressed by CAMD.*

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- Establishing the Western Australian Museum as a place where people can explore their identity, heritage, environment and sense of place and experience the diversity and creativity of this extraordinary State.
  - Developing a sustainable business model that will enable the Museum to achieve its vision.
  - Successfully make the case for a new flagship museum at the Perth Cultural Centre.
  - Developing relationships and partnerships with organisations that will ensure that the Museum can be effective in all its areas of operation.

