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National Museum of Australia
Annual Report

National Museum of Australia
Annual Report and Audited Financial Statements

06
07

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ISSN 0818-7142

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Produced by the National Museum of Australia

Designed by Grey Worldwide
Printed by Goanna Print
Photography by George Serras, Lannon Harley, Dragi Markovic and Dean McNicoll, National Museum of Australia, unless otherwise acknowledged.

Text and cover paper used in this report is a certified FSC (Forest Stewardship Council) mixed source paper, derived from well-managed forests. It contains 80 per cent recycled fibre, 20 per cent totally chlorine free pulp and is ISO 14001 accredited.

Front cover images:

A selection of objects from the *Cook's Pacific Encounters* exhibition: (left to right) *Helu* (comb), Tonga, coconut leaf midribs, plaited fibre, l. 13 cm, w. 5.5 cm, Inv. Oz 159; *Tuinga* (pendant), Tonga, shell, tortoiseshell, bone, teeth, cord, l. 12 cm, Inv. Oz 190; *Heva* (mourning dress), Tahiti and the Society Islands, shell, barkcloth, tortoiseshell, feathers, mother-of-pearl; *Kupe'e ho'okalakala* (bracelet), Hawai'i, boar tusks, *olonā* fibre, about 20.4 cm (inner), 40.7 cm (outer), h. 10 cm, Inv. Oz 239.

The complete collection of objects displayed in this exhibition can be viewed at www.nma.gov.au/exhibitions/past_exhibitions/cooks_pacific_encounters. Object photography courtesy of the Georg-August University of Göttingen; photos: Harry Haase, Uwe Walter and Michael Tropea.

Back cover images:

(left to right) Convict love token, made about 1830 from a 1797 penny; Engraved boab nut, 1964–66, by Jack Wherra, Ngarinyin people, Mowanjum, Western Australia; Mourning locket belonging to legendary boxer Les Darcy's fiancée, Winnie O'Sullivan, 1917; Work table sent from Botany Bay by naval surgeon-general John White to Sir Andrew Snape Hamond, 1790s.

Chapter images:

Part 1: Engraved boab nut, by Jack Wherra, Ngarinyin people, Mowanjum, Western Australia, 1964–66.

Part 2: Burnished and incised wooden lil-lil club (view from front and back), north-western New South Wales, nineteenth century.

Part 3: Work table made from planks of beefwood sent from Botany Bay by naval surgeon-general John White to Sir Andrew Snape Hamond, 1790s.

Part 4: Convict love token made from a 1797 penny, engraved with the inscription, 'When this you ~ see ~ remember me when I am far from the[e]', and on the reverse, 'Thomas Lock, aged 22, Transp'd 10 Years', about 1830.

Part 5: Mourning locket containing a photograph of legendary boxer Les Darcy, and a lock of his hair, belonging to his fiancée, Winnie O'Sullivan, 1917.

National Museum of Australia
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Australian Government

Department of Communications,
Information Technology and the Arts



Chairman's letter of transmittal

Senator the Hon George Brandis SC
Minister for the Arts and Sport
Parliament House
Canberra ACT 2600

Dear Minister

On behalf of the Council of the National Museum of Australia, I am pleased to submit our annual report for the financial year ended 30 June 2007. The report is presented in accordance with Section 9 and Schedule 1 of the *Commonwealth Authorities and Companies Act 1997*, and it has been prepared in conformity with the Commonwealth Authorities and Companies (Report of Operations) Orders 2005.

This year has seen the successful conclusion of the Museum's 2004–07 Strategic Plan, with considerable progress made in developing the National Historical Collection, reaching national audiences and strengthening the Museum's capacity for research and scholarship.

It has been an active year for the Museum, with record national visitation, the establishment of the Centre for Historical Research, a strong program of temporary and travelling exhibitions, and with important new acquisitions to enhance the collections made possible through the funding of \$1 million per year from the Australian Government.

Changes to the permanent exhibitions also progressed this year, and the Museum's program of public events, educational programs and outreach activities was again well-received and well-attended.

I take this opportunity to acknowledge the support of my fellow Council members in guiding the Museum towards the successes it has achieved during the year.



Senator the Hon George Brandis SC.



The Hon Tony Staley.

I would also like to express Council's appreciation for the ongoing support of the portfolio ministers, Senator the Hon Helen Coonan, Senator the Hon Rod Kemp and Senator the Hon George Brandis. I would like to pay tribute to Senator Kemp's long service as minister and wish him well for the future, and welcome Senator Brandis as our new minister.

Finally, all members of Council join me in congratulating the Director and staff on the Museum's continuing success.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Tony Staley', with a stylized, cursive script.

Tony Staley

Chairman of Council
National Museum of Australia
August 2007

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Part one

Executive summary

Vision

A recognised world-class museum exploring Australia's past, illuminating the present, imagining the future.

Mission

To promote an understanding of Australia's history and an awareness of future possibilities by:

- developing, preserving and exhibiting a significant collection
- taking a leadership role in research and scholarship
- engaging and providing access for audiences nationally and internationally
- delivering innovative programs.

Values

The National Museum of Australia operates with the highest ethical standards. It embraces truth and the pursuit of knowledge for its own sake

and recognises the importance of aesthetic considerations. The Museum acknowledges the contributions of all Australians to the country's historical development and accepts a fundamental requirement for fairness and equity in its activities.

In operating within the framework established by such values, the National Museum of Australia:

- develops and preserves the National Historical Collection
- upholds scholarly and professional integrity
- makes best use of its resources
- values and is open-minded to new ideas
- promotes continuous learning
- strives to be innovative and creative
- anticipates and responds to its diverse audience needs.



Director Craddock Morton.

Director's review of operations

In all its activities, the Museum is committed to encouraging meaningful public engagement with Australian history and culture. As we conclude the final year of our 2004–07 Strategic Plan, the Museum is celebrating a period of high achievement in honouring this commitment.

A record number of people visited Museum exhibitions nationally this year, and our website also attracted record visitation. We believe this reflects the public's ongoing interest in Australia's history and, as our research confirms, a high level of satisfaction with the Museum's exhibitions and programs. And for the second time in three years, the Museum was named Best Major Tourist Attraction in the Australian Tourism Awards, a significant acknowledgement for a public institution.

The year's exhibitions program continued to present compelling collections and diverse topics that attracted a range of audiences. The major international exhibition *Cook's Pacific Encounters* showcased, for the first time in the Southern Hemisphere, the world's largest

identifiable collection of artefacts from Captain James Cook's Pacific voyages. *Between the Flags: 100 Years of Surf Lifesaving*, developed in collaboration with Surf Life Saving Australia, celebrated the centenary of surf lifesaving in 2007. *Miss Australia: A Nation's Quest* relived the splendour, romance and glamour of one of the nation's most successful charity endeavours. Other exhibitions focused on the year's best political cartoons, the growth of dynamic urban Indigenous cultures across Australia, the development of Australia's rail network, and the 40th anniversary of the 1967 Referendum. The Museum presented seven temporary exhibitions, toured nine travelling exhibitions to 28 venues throughout Australia and collaborated on a major exhibition for an international venue.

The Centre for Historical Research was established and key staff appointed including a new director and a number of research fellows. The centre's work will enhance our research capacity and enable us to engage more broadly in scholarly discourse on Australian history. National Museum of Australia Press continued to be an important vehicle for disseminating the Museum's research, publishing two new editions of the scholarly journal *reCollections* and nine books, including two that were shortlisted for literary and publishing industry awards.

The acquisitions program gained considerable momentum through the purchase of significant objects such as the Leichhardt nameplate — which solved part of the mystery of explorer Ludwig Leichhardt's disappearance in 1848. Other important acquisitions were Captain James Cook artefacts, including a magnifier and surveyor's plane table frame used to assist in accurate coastal mapping, a medal struck in association with a French expedition to Australia in 1800 led by Nicolas Baudin, and a carved boomerang and two mulga plaques made by the renowned Aboriginal artist Albert Namatjira.

Implementation of the four-year Collections and Gallery Development Plan continued, with substantial progress made towards redeveloping the Circa theatre and two exciting new permanent galleries, Australian Journeys and Creating a Country, which will open in 2008 and 2009 respectively.

The Museum's international activities included ongoing support for the International Council of Museums (Australia) Museum Partnerships program, which enables Australian museums to share their expertise with our Asia-Pacific neighbours, and partnerships in research and exhibitions programs. Key international collaborations that will have continuing benefits in coming years included a staff exchange with the British Museum, and exhibitions development with museums in the United States and Japan.

Business planning and financial management were strongly aligned across all program areas and a substantial emphasis was placed on building the organisation's business operations skills and developing staff.

The Museum's business continuity plan was put into action in December when a major storm brought down part of the administration wing's ceiling. The plan proved to be robust and our staff's implementation of it ensured that the Museum was closed for only one day while damage was assessed.

The new Strategic Plan for 2007-10 will continue our focus on developing the collections, broadening our research base, presenting compelling exhibitions and reaching out to audiences, to encourage awareness and understanding of Australian history and culture.

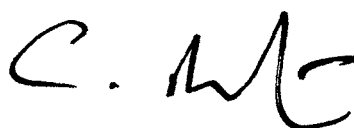
As reported last year, collection storage remains a crucial issue for the Museum. Our failure to gain government support for relocation to a new consolidated site has

required us to make contingency plans to continue our highly compacted multi-venue storage facility. This is unsatisfactory, not least because it prevents the Museum from being able to provide full access for researchers to our non-displayed collections. Similarly, our lack of exhibition space in the Acton facility restricts our capacity to exhibit many significant objects from the National Historical Collection. Additional exhibition space would, for example, allow us to provide a more comprehensive interpretation of the rich, deep and ancient history of this land and people's interaction with it; or to explore Australia's role in the Asia-Pacific region.

I wish to acknowledge the government's support for the Museum and in particular the support of our portfolio ministers throughout the year — Senator the Hon Helen Coonan, Senator the Hon Rod Kemp and Senator the Hon George Brandis. I am also grateful for the continuing support and assistance of the Chairman of Council, the Hon Tony Staley, and of other Council members.

I would also like to acknowledge the highly active Friends of the National Museum of Australia for their ongoing support and commitment to the organisation and our many volunteers who give up their time to assist us.

The Museum's achievements reflect the continuing dedication of our people. I wish to thank and congratulate every staff member for their commitment and contributions this year.



Craddock Morton

Director
August 2007

The year at a glance

Outcomes and outputs

The National Museum of Australia is a statutory authority within the Australian Government's Communications, Information Technology and the Arts portfolio. The Museum is funded by the Australian Government to achieve an agreed outcome through a series of outputs and associated performance indicators, as specified in the annual Portfolio Budget Statement (PBS). The Museum's outcome is:

Australians have access to the National Museum's collections and public programs to encourage awareness and understanding of Australia's history and culture (National Museum of Australia, Portfolio Budget Statement 2006–07).



Garden of Australian Dreams, National Museum of Australia.

Financial summary, measured against PBS

Total price of outputs: \$44.431m	Actual price of outputs: \$47.081m
Departmental appropriations: \$40.026m	Actual appropriations: \$40.026m
Revenue from other sources: \$4.405m	Actual revenue from other sources: \$10.705m

Performance summary, measured against PBS

Performance indicators	Achievements
<i>Relevance of acquisitions</i>	
Proportion of acquisitions acquired in accordance with Collection Development Framework Target 100%	100% of acquisitions acquired in accordance with Collection Development Framework
<i>Accessibility of National Historical Collection</i>	
Proportion of the National Historical Collection which is available for exhibition, public programs and research Target 50%	50% of the National Historical Collection is available for exhibition, public programs and research
<i>The extent to which awareness and understanding of Australia's history and culture is increased</i>	
Proportion of visitors and users who indicate the Museum's exhibitions and public programs have contributed a new or different awareness or perspective on Australia's history or culture Target 75%	81% of visitors surveyed confirmed they had learned something new about Australian history during their visit
<i>Access to exhibitions and programs</i>	
Number of visitors or users of Museum's exhibitions and programs (excluding web) Target 600,000	945,210 visitors or users

Output group 1.1 Collection development and management

Financial summary, measured against PBS

Total price of outputs: \$9.151m	Actual price of outputs: \$7.565m
Departmental appropriations: \$8.826m	Actual appropriations: \$8.826m
Revenue from other sources: \$0.325m	Actual revenue from other sources: \$5.129m

Performance summary, measured against PBS

Performance indicators	Achievements
<i>Quality</i>	
100% of National Historical Collection acquisitions are consistent with acquisitions policy	100% of National Historical Collection acquisitions are consistent with acquisitions policy
75% of National Historical Collection stored at or above appropriate museum standards	75% of National Historical Collection stored at or above appropriate museum standards
<i>Quantity</i>	
1000 conservation treatments	2175 treatments completed
<i>Price</i>	
\$9.151m (\$46.15 per collection item)	\$7.565m (\$37.83 per collection item)

Output group 1.2 National exhibitions, programs and services

Financial summary, measured against PBS

Total price of outputs: \$35.280m	Actual price of outputs: \$39.516m
Departmental appropriations: \$31.200m	Actual appropriations: \$31.200m
Revenue from other sources: \$4.080m	Actual revenue from other sources: \$5.576m

Performance summary, measured against PBS

Performance indicators	Achievements
<i>Quality</i>	
70% of all visitors satisfied or better	94% of visitors recorded they were satisfied or very satisfied with their visit
80% of school visits satisfied that schools programs meet core curriculum requirements	98% of schools visiting the Museum were satisfied that schools programs met their core curriculum requirements
<i>Quantity</i>	
600,000 visitors or users of programs	945,210 visitors or users
400,000 unique visits to the website	797,368 unique visits
<i>Price</i>	
\$35.280m (\$58.67 per visitor/user)	\$39.516m (\$41.81 per visitor/user)

Strategic and business priorities: Summary of activities and achievements

1. Key strategic priority: Enhance exhibitions, programs and services

The National Museum of Australia will implement the plan approved by Council to address the recommendations of the *Review of Exhibitions and Public Programs* (2003) including gallery development, National Historical Collection development and visitor amenities improvement.

Business priority for 2006–07	Report
1.1 Implement permanent gallery development Year 3 plan	<p>Four of the six projects within the Museum Enhancement Program — visitor amenities, gallery guides, kiosk enhancement and the Garden of Australian Dreams refurbishment — were completed. Progress towards the redevelopment of the permanent galleries included:</p> <ul style="list-style-type: none"> • redevelopment of the Circa theatre progressing, with script development and the appointment of a production company in May • content development progressing to completion of workbooks for new galleries Australian Journeys and Creating a Country • completion of tendering for exhibition designers, with Cunningham Martyn Design Pty Ltd appointed in May 2007. <p>See pages 30–32.</p>
1.2 Implement 2006–07 exhibitions program	<p>The exhibitions program promotes knowledge of Australian history and provides access to Museum collections throughout the country. This year, the Museum</p> <ul style="list-style-type: none"> • developed four temporary exhibitions • presented three buy-in exhibitions • sent nine Museum exhibitions to 28 venues throughout Australia • began collaboration on a major exhibition for an international venue and commenced planning to host two major international exhibitions at the Museum. <p>See pages 35–43.</p>

2. Key strategic priority: Care for the National Historical Collection

The National Museum of Australia will develop and care for the National Historical Collection to help fulfil the Museum’s national role.

Business priority for 2006–07	Report
2.1 Implement first stage of documentation and digitisation plan	<p>Stage 1 focused on documentation backlog work, with good progress made. In 2006–07:</p> <ul style="list-style-type: none"> • 2600 objects were accessioned • 5000 object records were added to the collections database • 6200 records were updated • approximately 8000 object records were released to the website. <p>See pages 23–25.</p>
2.2 Develop National Historical Collection in line with Collection Development Framework	<p>The Museum’s Council approved 94 significant collections for inclusion in the National Historical Collection. All were acquired in accordance with the Collection Development Framework as per the PBS performance indicator. Targeted collecting projects supported gallery redevelopment, and future exhibitions. A series of operating procedures concerning collection assessment and documentation were reviewed and improved procedures were implemented.</p> <p>See pages 18–22.</p>
2.3 Implement 2006–07 conservation work plan	<p>The work plan was implemented, exceeding PBS performance indicators, with 2175 objects treated by conservators. Highlights included:</p> <ul style="list-style-type: none"> • treatment of 554 objects for major temporary exhibitions • completion of a major treatment of Sir Robert Menzies’ Bentley • salvaging and conservation of a series of paintings damaged by the December 2006 storm • completion of two major Australian Research Council grant projects. <p>See pages 25–27.</p>

3. Key strategic priority: Sustain research and scholarship

The National Museum of Australia will ensure research and scholarship continue to underpin collection development, exhibitions, programs, conservation, publications and other activities.

Business priority for 2006–07	Report
3.1 Further develop the Museum’s research profile and capacity	<p>Research and scholarship continued to be fundamental to Museum activities, to enhance Australians’ knowledge and understanding of history. Highlights included:</p> <ul style="list-style-type: none">• establishment of the Centre for Historical Research and recruitment of key staff• continuation of the Visiting Fellowships program• strengthening of the relationship with The Australian National University• progress on 12 Australian Research Council projects• publication of two volumes of the scholarly e-journal <i>reCollections</i>. <p>See pages 43–46.</p>



Garden of Australian Dreams, National Museum of Australia.

4. Key strategic priority: Engage national audiences

The National Museum of Australia will reflect its focus on customer service by developing programs, products and services which engage national audiences.

Business priority for 2006–07	Report
4.1 Implement 2006–07 education outreach plan	<p>This year saw innovative outreach programs continuing to reach students throughout the country and internationally. Highlights included:</p> <ul style="list-style-type: none">• a second National Youth Challenge to encourage students to explore history in their local communities• presentation of an international Talkback Classroom forum in Korea• three further units of work produced for the Studies of Society and Environment curriculum and development of a resource on Indigenous cultures for primary schools. <p>See pages 56–64.</p>
4.2 Review web platform and extend web content	<p>The review was completed with its key recommendation being to continue with the existing web platform for the next two years. In 2006–07 considerable content was added to the Museum’s website. Highlights included:</p> <ul style="list-style-type: none">• four new online exhibitions• two new research websites• two community-based online exhibitions. <p>See pages 71–72.</p>

5. Key strategic priority: Strengthen business processes

The National Museum of Australia will develop best practice business processes.

Business priority for 2006–07	Report
5.1 Implement electronic employee self-service component of human resources information system	<p>Stage 2, rollout of new software, was implemented to provide improved features and access for staff, including electronic access to information on, and processing of, leave, performance management and personal details.</p> <p>See page 105.</p>

6. Key strategic priority: Enhance staffing and workplace development

The National Museum of Australia will create a working environment where people are valued and organisational potential is continuously developed.

Business priority for 2006–07	Report
6.1 Implement strategies to promote entry-level employment opportunities for Aboriginal and Torres Strait Islander people	<p>The following strategies were implemented in 2006–07:</p> <ul style="list-style-type: none"> • cultural awareness training for staff • scoping of cadetships, graduate placements and in-service programs for Indigenous students • appointment of three Aboriginal cadets. <p>See pages 46–47, 104–105.</p>

7. Key strategic priority: Augment asset development and planning

The National Museum of Australia will further develop its asset and capital development plans.

Business priority for 2006–07	Report
7.1 Undertake first stage of storage and accommodation plan	<p>The first stage of the plan was completed and progress made on both short-term and long-term strategies including:</p> <ul style="list-style-type: none"> • an efficiency review of current Mitchell storage premises • the development, in light of the non-approval of new funds, of a more detailed functional design brief for a new collection storage facility • refurbishment of office accommodation at Mitchell and the identification of possible areas for expansion of staff accommodation at Acton. <p>See pages 96–99.</p>
7.2 Upgrade information technology infrastructure	<ul style="list-style-type: none"> • A review of the Museum’s server, storage and communications network infrastructure was completed and a number of recommendations were implemented with more planned for 2007–08. • A new IT Strategic Plan was completed and implementation begun. <p>See pages 74–75.</p>

8. Key strategic priority: Strengthen resource base

The National Museum of Australia will build, review and strengthen its commercial activities and its approach to collection donors, sponsorship and philanthropy.

Business priority for 2006–07	Report
8.1 Review Corporate Circle arrangements	<p>The review was completed on schedule and implementation of its recommendations are underway, including the restructuring of the sponsorship program.</p> <p>See page 94.</p>



Part two

Performance reports

The National Museum of Australia is one of the nation's major cultural institutions and home of the National Historical Collection. The Museum's exhibitions, collections, programs and research focus on three interrelated themes, specified in the *National Museum of Australia Act 1980*.

They are:

- Aboriginal and Torres Strait Islander history and culture

- Australia's history and society since 1788
- the interaction of people with the environment.

These areas define the Museum's intellectual and conceptual framework, which is articulated to the public through the themes of land, nation and people.



Visitor services hosts play an important role in interpreting different aspects of the Museum.

Guiding performance: Legislation, PBS and the Strategic Plan

The Museum's performance is guided by a set of legislative, public sector and organisational requirements. The *National Museum of Australia Act 1980* charges the Museum with the function of developing, preserving and exhibiting historical material of the Australian nation. It also specifies that the Museum should conduct and disseminate research and information about Australian history (see Functions and powers of the National Museum of Australia in Appendix 2).

These functions determine all aspects of the Museum's performance. The government's performance targets, specified in the annual Portfolio Budget Statement (PBS), are achieved through work defined in two output groups, which together lead to the outcome that:

Australians have access to the National Museum's collections and public programs to encourage awareness and understanding of Australia's history and culture.

For the Australian public, the Museum's vision statement captures the essence of the organisation's role:

A recognised world-class museum exploring Australia's past, illuminating the present, imagining the future.

At the operational level, the Museum's Strategic Plan and annual business priorities outline the organisation's strategic goals and guide the activities of all Museum business units. The key priorities, outlined in the 2004–07 Strategic Plan, were to:

- enhance exhibitions, programs and services
- care for the National Historical Collection
- sustain research and scholarship activity
- engage national audiences
- strengthen business processes
- enhance staffing and workplace development
- augment asset development and planning
- strengthen resource base.

The reports that follow provide quantitative measurement of the Museum's performance against the PBS, and qualitative discussion of its achievements as a cultural institution and in relation to the Strategic Plan. A synopsis of achievements against these measures is also included in the Executive summary (Part 1) of this report.

Outcome achievements

Achievement of the Museum’s outcome is assessed by PBS performance indicators and targets that focus on the continuing development of the collections through appropriate acquisitions, people’s ability to access and learn about the collections, the

quality of the experience and learning for visitors, and the number of people who visit the Museum. These measures are also seen in relation to the efficacy with which the Museum manages resources and budgets. This year the Museum continued to meet all targets specified for the delivery of its PBS outcome, as the tables below indicate.

Performance summary, measured against PBS

Performance indicators	Achievements
<i>Relevance of acquisitions</i>	
Proportion of acquisitions acquired in accordance with Collection Development Framework Target 100%	100% of acquisitions acquired in accordance with Collection Development Framework
<i>Accessibility of National Historical Collection</i>	
Proportion of the collection which is available for exhibition, public programs and research Target 50%	50% of the National Historical Collection is available for exhibition, public programs and research
<i>The extent to which awareness and understanding is increased of Australia’s history and culture</i>	
Proportion of visitors and users who indicated the Museum’s exhibitions and public programs have contributed a new or different awareness or perspective on Australia’s history or culture Target 75%	81% of visitors surveyed confirmed they had learned something new about Australian history during their visit
<i>Access to exhibitions and programs</i>	
Number of visitors or users of Museum’s exhibitions and programs (excluding web) Target 600,000	945,210 visitors or users in 2006–07

Financial summary, measured against PBS

Total price of outputs: \$44.431m	Actual price of outputs: \$47.081m
Departmental appropriations: \$40.026m	Actual appropriations: \$40.026m
Revenue from other sources: \$4.405m	Actual revenue from other sources: \$10.705m

Output group 1.1 Collection development and management

The National Museum of Australia seeks to build and care for a broad-based collection that provides a material record of Australian history. The National Historical Collection is the core collection of the Museum and consists of the most historically and culturally significant objects acquired by the Museum. Objects in the collection total more than 200,000. Other collections include the Archival Collection, comprising documents, photographs, and sound and vision recordings associated with material in the National Historical Collection, and the Education Collection, comprising materials supporting Museum programs and activities.

Output group 1.1 in the Museum’s PBS specifies performance measures for the acquisition, storage and conservation of the collections. As has been the case each year since opening in 2001, the Museum met or exceeded the measures this year, as the following table shows:



Garden of Australian Dreams, National Museum of Australia.

Quality

100% of National Historical Collection acquisitions are consistent with acquisitions policy	Actual: 100%
75% of National Historical Collection stored at or above appropriate museum standards	Actual: 75%

Quantity

1000 conservation treatments	Actual: 2175 treatments
------------------------------	-------------------------

Price

\$9.151m (\$46.15 per collection item)	Actual: \$7.565m (\$37.83 per item)
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Developing the collection

The National Historical Collection originally comprised objects transferred to the Museum by the Australian Government following the Museum’s establishment in 1980. These were mostly from the former Australian Institute of Anatomy, the former Institute of Aboriginal Studies and the University of Sydney, as well as a number of government departments and agencies. Since 1980 the Museum has acquired objects through donations and purchase.

The Museum’s Collections Development Framework guides acquisition practice, as measured by the PBS performance indicators. Further developing the collections within this framework was an identified business priority for 2006–07 (specified in the Strategic Plan under its second key strategic priority, ‘Care for the National Historical Collection’).

This year was extremely productive for the collections development program, implemented by curatorial teams. The Museum spent a total of \$2.292 million on acquisitions



Recently acquired woven pandanus Yawkyawk sculptures, by Kunwinjku artists (above left) Marina Murdilnga and (centre and above right) Lulu Laradjbi.

for the National Historical Collection in 2006–07, including \$1.040 million from a special acquisitions fund provided by the Australian Government. With this investment, the Museum was able to secure compelling artefacts for the National Historical Collection. Important objects acquired through purchase or gift this year included:

- artefacts related to Captain James Cook, including a magnifier and plane table frame with rule and square protractor used to assist in accurate coastal mapping
- a brass nameplate bearing the stamped impression 'Ludwig Leichhardt 1848'. Ludwig Leichhardt is one of Australia's renowned inland explorers, who disappeared without trace in April 1848 while leading an expedition to cross the continent from east to west
- a George III beefwood (casuarina) and tulipwood banded Pembroke work table, made in the 1790s from planks of beefwood sent by naval surgeon-general John White to Sir Andrew Snape Hamond, a celebrated eighteenth-century naval commander
- a medal struck in association with the French expedition to Australia in 1800 led by Nicolas Baudin
- two mulga plaques and a carved boomerang made by the renowned Aboriginal artist Albert Namatjira in the 1930s
- four silver salt spoons made by John Joel Cohen, a colonial silversmith based in Sydney, for Roderic O'Connor (1784–1860), landowner and third commissioner of survey and valuation in Van Diemen's Land.



Magnifier in silver capstan-style case, presented by Captain James Cook to astronomer William Bayly.



Detail of a work table made from planks of beefwood sent from Botany Bay by naval surgeon-general John White to Sir Andrew Snape Hamond, 1790s.



Recently acquired mourning locket containing a photograph of legendary boxer Les Darcy and a lock of his hair, belonging to his fiancée, Winnie O'Sullivan, 1917.

Cost of acquisitions 2001-07

Financial year	Cost of acquisitions
2001-02	\$190,000
2002-03	\$381,000
2003-04	\$566,000
2004-05	\$1,930,000
2005-06	\$2,002,000
2006-07	\$2,292,000

The Museum's Council formally approves the inclusion of objects into the National Historical Collection. This year Council approved 94 significant collections during the year, the details of which are in Appendix 3.

Curatorial teams working on two new exhibition galleries, *Australian Journeys* and *Creating a Country* (as part of the ongoing implementation of the *Review of Exhibitions and Public Programs* (2003)), undertook considerable targeted collecting. Acquiring

When science meets history



Conservator David Hallam (seated) and curator Matthew Higgins examine details of the Ludwig Leichhardt nameplate, and (inset) the Ludwig Leichhardt nameplate, 1848.

Authenticating the Leichhardt nameplate

The disappearance of explorer Ludwig Leichhardt's third major expedition in 1848 and the failure to find any definite artefacts of the expedition have been enduring mysteries. In November 2006 the Museum acquired a small object that resolved a large piece of one of the great puzzles of Australian history — what happened to Leichhardt.

The brass nameplate marked 'LUDWIG. LEICHHARDT. 1848' was discovered around 1900, attached to a partly burnt firearm in a boab tree near Sturt Creek, between the Tanami and Great Sandy deserts. It was passed to a South Australian family from whom the Museum acquired the nameplate.

After extensive historical and scientific research, the Museum's curators and conservators declared it genuine. Detailed scientific analysis by conservators, in collaboration with other scientists at CSIRO and the University of Canberra, shows the brass dates from the first half of the nineteenth century. Importantly, the results of the scientific analysis are entirely consistent with the historical record, providing corroboration of provenance.

The nameplate, the first authenticated relic of the 1848 journey, sheds light on an important part of the mystery. While it does not tell us where Leichhardt died, it provides evidence that he made it at least two-thirds of the way across the continent during his east-west crossing attempt.

The Leichhardt nameplate was displayed at the Museum during December 2006 and will be included in the new Creating a Country gallery. Detailed information on the scientific analysis of the plate is available on the Museum's website.



Late nineteenth-century toy theatre with hand-painted proscenium façade, showing a scene from Sleeping Beauty.

material related to European voyaging and migration to Australia during the eighteenth and nineteenth centuries was a particular focus.

Other targeted collecting projects focused on material relating to the pressing environmental issues of water and salinity, the history of the Snowy Mountains Hydro-Electric Scheme, and the histories of netball and rugby league. Objects from these collections will be included in the current permanent galleries or in forthcoming temporary exhibitions.

This year staff also reviewed a series of operating procedures used for collection assessment and documentation. The new procedures increased transparency of the decision-making process for including material in the National Historical Collection and produced a simplified 'Deed of Gift'. An audit of the new procedures, conducted at the end of the financial year, will inform other procedural improvements planned for 2007–08.

Managing the collection

Accessioning objects

Accessioning is the process that formally registers an object into the Museum's permanent collection. During the year, the Registration section accessioned 123 collections, comprising a total of 1042 objects. Among notable objects and collections accessioned this year were a hide water bottle carried by Robert O'Hara Burke during his ill-fated attempt to cross the continent in 1860; the Don Bradman collection, which includes a signed cricket bat used by 'The Don' in a test match at Nottingham, England, in 1934; an ethnographic collection compiled by the Reverend JW Schomberg during his time as superintendent at the Anglican Mission on Moa Island in the Torres Strait; and Professor Peter Spearritt's collection of over 200 pieces of royal memorabilia.

The Museum's Archive Collection contains paper and photographic material which supports the interpretation of the National Historical Collection. Over the past year, 46 collections containing six audiovisual items, 434 photographic items and 250 paper items were accessioned. Highlights from these collections include the Faithfull Family collection of 92 historic photographs taken at the Springfield merino station in New South Wales.

No objects were deaccessioned from the Museum's collection this financial year.

Documenting the collection

A key business activity for 2006–07 supporting the strategic priority, 'Care for the National Historical Collection', was the implementation of the first stage of the Documentation and Digitisation Plan.

Documentation and digitisation activities aim to address long-term collection information requirements. In early 2006, teams were established in the Registration, Curatorial and Collection Information Management sections to undertake backlog work and ensure documentation was recorded and made accessible in Opal, the centralised collection information management system.

Throughout 2006–07, the accessions backlog team made substantial inroads into documenting long-outstanding material. This involved a range of activities aimed at creating inventory-level information. The team accessioned approximately 2600 objects in 70 previously unaccessioned or partially accessioned collections. Some 5000 object accessioning records were added to the Opal database, and a further 6200 existing Opal records were verified and updated. Approximately 8000 object records were prepared for release to the 'Search our collections' section of the Museum's website. The team also provided access to 70 collections for curatorial assessment.

Examples of accession backlog objects and collections either accessioned or transferred into Opal this year include a pistol used by Frank Gardiner, the JW Lindo collection of ethnographic objects, the School of Public Health and Tropical Medicine collection and the President Mikhail Gorbachev collection which includes a mounted piece of a Russian missile.

The Museum's Collection Information Management section worked closely with the Curatorial and Registration sections to support the documentation and digitisation activities, and to make collection records available via the Museum's website.

Behind the scenes



Assistant documentation officer, Sarah Streatfeild.

Building the database

The Museum prides itself on excellent stewardship of its collections. This involves careful and precise procedures for receipting, accessioning, documenting, digitising, storing, conserving, loaning and transporting objects.

Tracking down precise information about objects that entered the Museum's collections decades ago, often from now defunct organisations, is one of the painstaking tasks of the backlog documentation and collections development staff in the Museum's Registration, Collection Information Management and Curatorial sections.

The disparate means by which the Museum's collections were acquired prior to opening in 2001, and the focus since opening on establishing rich programs of exhibitions, education and public events, have meant that the research and verification needed to fully document the collection could not be an immediate priority during the early years at Acton. Now, in the interests of having an accurate inventory of the collection and being able to make as much information as possible available about the objects, dedicated teams are addressing the backlog of collection assessment, accessioning and documentation.

In assessing objects or collections, curators research and make recommendations about their history, provenance and significance. Once accepted for inclusion in the collections, objects are accessioned. For Registration staff, this involves checking the acquisition history of the item, describing, measuring and photographing it and assigning a unique number and barcode. This information, along with information about the object's context and significance, is recorded in the collection information database according to specific standards that ensure information is consistent and can be easily searched and retrieved.



Conservators Peter Bucke and Victoria Gill at work on objects for the Miss Australia exhibition.

The Opal system is critical to the Museum's management of collection documentation. Its implementation during 2004–05 and 2005–06 enabled the consolidation of various collection information sources and, subsequently, analysis of strengths and weaknesses in the level of collection documentation. Following the inception of the Collections Online project, in March 2006, new public-release object records continued to be added to the Museum's website. As of June 2007, the number of object records on the Museum website stood at 11,585.

Storing the collection

Storage of objects is a continuing challenge for the Museum. Fewer than 4 per cent of collection objects are on display at any one time. The majority of objects are stored at repositories in the northern Canberra suburb of Mitchell. Work to make better use of current storage space, improve storage for important collections, and plan for short-term to long-term storage developments, continued this year. Activities included:

- reconfiguring racking storage in the exhibition precinct area at 9–13 Vicars Street to maximise storage capability for exhibition development and provide greater access to collection material and loans for gallery redevelopment

- purchasing new custom-made cabinets for storing the Museum's bark painting collection
- continuing ongoing targeted stocktaking and barcoding of collection objects
- developing plans for reconfiguring the old receipt and despatch area to include an airlock for the loading-bay, a new object quarantine and receipting area and a new photographic studio.

In addition, detailed information on collection types and storage methods was prepared, including predictions for future growth as part of long-term planning for a new Museum storage facility being undertaken with Museum storage consultants Thinc Projects (see p. 98).

Conserving the collection

Preserving the National Historical Collection for future generations is one of the Museum's key strategic priorities, supported by a conservation work plan. The Conservation section manages the preservation and maintenance of the collection, including the preparation and treatment of objects for exhibition. During the year, 2175 objects were treated and 1165 objects were condition-reported.

Driving history



Sir Robert Menzies' Bentley at Parliament House, Canberra, October 2006.

Restoring the Menzies Bentley

In 1964 the Australian Government purchased a Series 3 Bentley to transport dignitaries and senior politicians around Canberra. After Prime Minister Sir Robert Menzies retired, he used the Bentley in Melbourne until his death in 1978.

The Bentley came to the National Museum of Australia in 1985, in need of a complete engine overhaul. The Museum is pioneering new methods of preserving vehicles in a functional condition, not only to preserve the historical integrity of the vehicles but also to be able to demonstrate them in public. Parts for the Bentley were sourced from around the world, and an exact copy of the radiator core was made in New Zealand. Mechanical engineer Ian Stewart manufactured piston sleeves by hand, to an accuracy of a quarter of the thickness of a human hair.

The 2.5-tonne vehicle includes the original owner's manual and logbook with the driver's signature and 'R. Menzies' as the last passenger, dated 16 August 1977.

Conserved and preserved by the Museum, the Bentley was displayed in the Museum's Hall during January 2007 and, in October 2006, made a graceful return to the political realm, visiting Prime Minister John Howard at Parliament House.

Conservation treatments 2001–07

Financial year	Number of conservation treatments
2001–02	1100
2002–03	1200
2003–04	1500
2004–05	1600
2005–06	1770
2006–07	2175

Conservation highlights for the year included:

- treatment of 554 objects for temporary exhibitions *Between the Flags: 100 Years of Surf Lifesaving* and *Miss Australia: A Nation's Quest*
- completion of a major treatment of Sir Robert Menzies' Bentley
- biennial slipping of PS *Enterprise*
- salvage of a collection of the Lifesaver series of paintings by artist Paul Blahuta
- completion of a remedial storage project for high-priority objects in the wet specimens collection
- completion of a remedial storage project for textiles in the collection
- preparation of environmental and conservation facilities data for storage and accommodation planning.

Museum conservators also participated in national and international conservation activities including:

- preparation of the AE Smith collection of stringed instruments for a concert by the Grainger Quartet, broadcast nationally by ABC Classic FM radio

- participation in a joint Indian National Trust and AusHeritage symposium, Museums of the 21st Century, in New Delhi, India
- participation in the Australian Institute for the Conservation of Cultural Material (AICCM) Preventive Conservation workshop 'Sustainable buildings: Costs vs conservation needs'
- participation in the selection panel for the Community Heritage Grants program
- participation in the University of Melbourne symposium on museums in East Timor
- completion of two ARC Linkage Grant projects, 'Studies in the degradation of dyes and pigments', and 'Bronze Age textiles from Dong Son coffins in Vietnam' (see Appendix 7).

Moving and tracking the collection

After arrival at the Museum, objects are moved for a variety of purposes including access for research, conservation assessment or treatment, mount assessment, display, documentation or permanent storage. Each year approximately 3600 objects are moved between the Mitchell repositories and Acton. To assist in the movement of collection materials, a bar code system is used that allows for an object's location to be tracked and recorded as it moves through various processes before being placed on display or into permanent storage. This year the Registration section worked with the Information Technology section to recommend the purchase of a new bar code system that will update object locations in real time with the Opal database. This system will require the installation of radio networking technology throughout the repository storage areas.

Loaning the collection

The Museum makes objects from the National Historical Collection available for loan to other cultural institutions, and borrows objects from around Australia and internationally for its own exhibitions. Loans from our collection this year included:

- a tablecloth and footstool for display at the Victorian Immigration Museum's *Swiss-Italian* exhibition
- four musical instruments made by AE Smith for rehearsal and performance at the Eugene Goossens Hall, Sydney
- six objects for the exhibition *Scarred and Strengthened: Australians in the Great Depression* at Old Parliament House, Canberra
- two drawings by Noelle Sandwith for display in the South Australian Museum's travelling exhibition *Australia's Muslim Cameleers*.

A full list of outward loans is in Appendix 5.

The Museum's permanent galleries and travelling exhibitions displayed 4966 objects of which 987 were loans from 214 lenders, comprising 79 institutions and 135 private individuals.

Interesting private and national objects loaned to the Museum for the *Between the Flags* exhibition included:

- a Second World War 'Bear' flying suit/lifeguard suit from Peter Arriola
- a 1940s wooden double-ender surfboat from Kim and Leanne Marsh
- a surf-reel and trophy made by the crew of HMAS *Sydney* from Fremantle Surf Life Saving Club
- from Bondi Surf Bathers' Life Saving Club, a march-past costume, surfplane and a set of shark jaws.

Objects currently on loan to the Museum are listed in Appendix 4.

Providing public access

As well as exhibiting and lending objects from the National Historical Collection, the Museum provides special access to its collection repositories and responds to public enquiries about collections. During the year, 145 visits to the repositories were arranged, and responses were made to numerous requests for information received by letter, email and telephone. Visitors included researchers, filmmakers, artists and community members, and enquiries covered a diverse range of collection items, including Aboriginal artefacts, children's drawings, large technology objects, textiles and wet specimens.

Some memorable events involving special access to Museum objects included the display of the 'Ashes' letter opener, for an evening showing at the Prime Minister's Lodge in November 2006; a presentation of stored Melanesian objects for a visit by the Prime Minister of Vanuatu in March 2007; the provision of the First Fleet table for inspection at the Furniture History Symposium in March 2007; and the filming of Sir Robert Menzies' personal camera for the *National Treasures* series by Film Australia in June 2007. Altogether 108 objects have come out of storage for 25 special events, often involving media coverage.

Repatriation of remains and sacred objects

The Museum provides advice and assistance on the repatriation of Indigenous human remains and sacred objects to federal, state and territory cultural heritage institutions, Indigenous communities and representatives, and to the media and general public.



(clockwise from left) Repatriation Program Director, Dr Michael Pickering and General Manager Collections and Content, Mathew Trinca with Te Papa delegation members Te Ikanui Kapa, Lee Rauhina-August (hidden) and Jonathan Mane-Wheeki.

The management of human remains and secret/sacred objects is strictly controlled by the Repatriation section, to ensure that material is cared for in a culturally sensitive and appropriate manner.

The Museum has not actively sought to acquire human remains or sacred objects. However, as a prescribed authority under the *Aboriginal and Torres Strait Islander Heritage Protection Act 1984*, the Museum is the repository for unprovenanced remains referred to by the Australian Government Minister under the Act. To date, no remains have been deposited with the Museum under this Act.

The Museum also holds human remains and sacred objects transferred from the Australian Institute of Anatomy collections in 1985. These have been deaccessioned and do not form part of the National Historical Collection.

During 2006–07, the Museum transferred the remains of 14 individuals to Aboriginal communities in South Australia, Western Australia and New South Wales. In addition, community representatives from the Torres Strait have asked that the Museum hold some remains on their behalf until further notice. The Museum also transferred 38 sacred objects to traditional custodians in the Northern Territory and was asked to continue holding a further 18 objects.

For the first time, the Museum was also involved in the repatriation of remains from Australia to Indigenous communities overseas. In May 2007, the Museum worked with colleagues at the Museum of New Zealand/Te Papa Tongarewa to return the remains of Maori and Moriori individuals to New Zealand.

The Museum also assisted the Department of Families, Community Services and Indigenous Affairs in the storage and repatriation of remains and objects from the United Kingdom and the United States of America.

Repatriation activities were supported by funding from the Museum and the 'Return of Indigenous Cultural Property Program' — an initiative of the Cultural Ministers Council and administered by the Department of Communications, Information Technology and the Arts.

Output group 1.2 National exhibitions, programs and services

The Museum's exhibitions, programs and services aim to achieve the PBS outcome of encouraging awareness and understanding of Australia's history and culture. Research, scholarship and the highest standards of historical accuracy underpin all of the Museum's exhibitions and programs, and high-level educational, interpretation and communication techniques are employed to cater for diverse audiences with different learning styles, needs and interests.

Output group 1.2 in the Museum's PBS specifies performance measures for visitor numbers, visits to the Museum's website, and satisfaction levels for visitor and school groups. The Museum again met or exceeded the measures this year, as the table (right) shows.

Gallery development

This year saw substantial progress on the Museum's program to redevelop two major permanent galleries and the revolving theatre, Circa.



Repository officer Mark Worrall (in forklift) and conservators David Hallam and Ainslie Greiner inspect the base of a 1940s surfboat.

Background

In 2003, the Council of the National Museum of Australia initiated a review of the Museum's exhibitions and programs. Among the recommendations, the review panel advised the Museum to reconsider selection of themes and narratives for the existing Horizons and Nation galleries. In 2004, the Museum produced the Collections and Gallery Development Plan 2004–08 to address the review's findings.

Performance summary, measured against PBS

Performance indicators	Achievements
<i>Quality</i>	
70% of all visitors satisfied or better	94% of visitors recorded they were satisfied or very satisfied with their visit
80% of school visits satisfied that schools programs meet core curriculum requirements	98% of schools visiting the Museum were satisfied that schools programs met their core curriculum requirements
<i>Quantity</i>	
600,000 visitors or users of programs	945,210 visitors or users of programs
400,000 unique visits to the website	797,368 unique visits to the website
<i>Price</i>	
\$35.280m (\$58.67 per visitor/user)	\$39.516m (\$41.81 per visitor/user)

The plan proposed that Horizons should be redeveloped as Australian Journeys to represent voyages of discovery, exploration and settlement of the Australian continent. It also proposed redeveloping the Nation gallery as Creating a Country to provide a general history of Australia’s economic, social and political conditions.

In 2006–07, the Museum’s first business priority, ‘Implement permanent gallery redevelopment Year 3 plan’, focused on further developing a number of exhibition projects set out in the Collections and Gallery Development Plan, as outlined below.

Circa

The revolving theatre, Circa, at the entrance to the Museum’s exhibition spaces, is a popular feature with visitors. Since opening in 2001 Circa has offered a staged audiovisual experience, presenting diverse perceptions of contemporary Australia through the key themes of land, nation and people.

As with its exhibitions, the Museum intends to keep Circa fresh, engaging and purposeful. The theatre itself serves as a transitional zone from the outside world to the Museum’s interiors, and the new audiovisual, to open in 2008, will be an introduction to the Museum’s exhibitions and collections, with the aim of connecting visitors to the experiences they will encounter in the permanent galleries.

Researchers and curators worked on developing the script for Circa, and a production company, Bearcage Media Services Pty Ltd, was appointed in May with a view to opening the refurbished theatre in early 2008.

Development of the permanent galleries

Content development for the new galleries included considerable targeted collecting, with a particular focus on acquiring material related to European voyaging and migration to Australia during the eighteenth and nineteenth centuries. A short film exploring the theme of journeys to and from Australia was installed in the Visions theatre.

In May 2007, exhibition design consultants Cunningham Martyn Design Pty Ltd were appointed to manage the design and documentation stages of the new galleries.

Australian Journeys: Due to replace the Horizons gallery in 2008, Australian Journeys will explore the passages of people to, from and across Australia. The gallery will trace the ways in which migrants and travellers have made homes in Australia and overseas, and built and maintained connections between places here and abroad.

Creating a Country: This gallery will replace the Nation gallery in 2009, and will present a general history of Australia through 10 key themes that focus on events in particular times and places. The gallery will explore how people have responded to the challenges of living in this continent and developed distinctive social, political and economic practices. The objects in the gallery will communicate the physical character of responses to the continent, and the ingenuity and determination Australians have displayed in making their lives here.

Permanent galleries

Old New Land: Australia's People and Environment

The Old New Land gallery presents an environmental history of Australia. It examines the stories of Australian attitudes to the environment, looking at the relationship of Aboriginal and Torres Strait Islander people to the land and the adaptation of settlers from Britain, Europe and Asia to the continent's diverse environment. The gallery also explores the personal and emotional attachments of people to the great range of Australian landscapes and places.

New objects from the National Historical Collection installed during the past year relate to a range of themes and stories represented in the gallery and include:

- an echidna sculpture, replacing a loan from the National Gallery of Australia
- a pituri bag, replacing a loan from the University of Queensland
- trout flies used on the Thredbo River by the Rutledge family of the Gidleigh property.

In the 'Biological invasion' module, historic footage of rabbit eradication measures will be installed which will give visitors a graphic insight into the wars waged against this notorious pest.

Horizons: The Peopling of Australia since 1788

The Horizons gallery explores the reasons why people came to Australia, from the convict period through to the present day. It includes materials related to the administration of the nation's migration programs, and the personal mementos and effects of migrants who have come to these shores.



Tim Sharp (centre), with his mother Judy and brother Sam. Tim's story, of an artist with autism, has been added to the Museum's Eternity gallery.



The Eternity gallery's 'Your story' allows visitors to contribute their own stories to the Museum.

Strengthened by a significant range of new exhibits installed in the previous year, Horizons has been a focus for host talks on the 'Encounters' and 'Springfield' modules in 2006–07. Object changeovers in the course of the year have refreshed the gallery and enriched its representation of more than two centuries of Australian settlement and migration. Next year, Horizons will be replaced by the new Australian Journeys gallery.

Nation: Symbols of Australia

The Nation gallery explores Australian history and culture through the lens of national symbols, both official and popular. Two new displays were commissioned in the gallery and a range of object-for-object changeovers were undertaken during the course of the year.

One new exhibit explores the use of Australian native plant species for food. 'Native harvest' documents the development of the macadamia nut industry, and ways in which the Alice Springs Aboriginal community has drawn on traditional knowledge to gather and market bush foods. A second exhibit on the history of

dairying in Australia completes the renewal of the 'Feeding the nation' module.

At the centre of the gallery, the display 'Australia's own car', documenting the development of the Holden motor car in the post-Second World War era, was enhanced by the addition of newly acquired Holden prototype hubcaps. Other changeover objects installed in the gallery this year include a ceramic 'Norm' who settled comfortably into his couch in the 'Life. Be in it.™' exhibit. The module 'Sport: A national obsession?' was updated with a new netball display, based on a recent targeted collecting project about the sport. In 2009, Nation will be replaced by the new Creating a Country gallery, as part of the Collections and Gallery Development Plan.

Eternity: Stories from the Emotional Heart of Australia

The Eternity gallery examines the lives of 50 Australians, famous and not famous, living and dead. The gallery uses these stories to highlight larger moments, movements and events in Australian history. The themes of

the gallery are: joy, hope, passion, mystery, thrill, loneliness, fear, devotion, separation and chance.

This year new stories in the gallery included:

- Junius Schomberg, an Anglican missionary based at St Paul’s on Moa Island in the Torres Strait in the 1920s and 1930s
- Mary Card, designer of crochet patterns, who became deaf in later life
- Tim Sharp, an artist with autism, who draws to overcome the separation he feels from society
- Marie Byles, English immigrant, conservationist and bushwalker, Buddhist and the first practising female solicitor in New South Wales
- Mary Hamm, a woman whose hope for a family led her to adopt three Aboriginal children during the 1950s and 1960s
- Sir Littleton Ernest Groom, barrister, politician and Speaker of the Commonwealth House of Representatives between 1901 and 1936.

Many of the stories in the Eternity gallery are made possible by generous loans from the people featured in the stories. Ben Lee, an Australian musician who was discovered at the age of 13 and has since become a successful international recording artist, has been added to the theme of Chance, for which he has loaned his first guitar. Another new story in Eternity features a doll designed and loaned by Jenny Kee, an artist who draws on Australian fauna and flora for her colourful designs. The gallery’s ‘Your story’ video booths, in which visitors can contribute a story of their own lives to the exhibition, continued to capture moving stories from visitors. Eternity also underwent an upgrade to improve its technology and graphical elements towards the end of the financial year.

First Australians: Gallery of Aboriginal and Torres Strait Islander Peoples (The Gallery of First Australians)

The Gallery of First Australians represents the Aboriginal and Torres Strait Islander peoples of Australia as required by section 5 of the *National Museum of Australia Act 1980*, incorporating historical collections and exhibitions.

To improve audience understanding of Aboriginal and Torres Strait Islander history and culture, the Gallery of First Australians presents stories, objects and images that explore experiences from time immemorial through colonisation to contemporary Australian life.

This year saw enhancements to the existing exhibits with inclusion of new material on community connections to land and sea, and caring for country. The upgrading of these exhibits brought improvements in exhibition content and interpretation, visitor circulation, and relations between the Museum and Aboriginal and Torres Strait Islander community groups.

Gallery objects removed and installed

Gallery	Objects removed	Objects installed
Old New Land	16	11
Nation	92	217
Horizons	12	9
Eternity	20	25
First Australians	66	120
Total	206	382

Temporary and travelling exhibitions

Developing and presenting exhibitions is one of the key functions of the Museum, as specified in the *National Museum of Australia Act 1980*. This year, the temporary and travelling exhibitions program continued to expand and included content that supports the Museum's core themes of land, nation and people. The Museum developed four temporary exhibitions and hosted three buy-in exhibitions at the Acton site, toured nine travelling exhibitions throughout Australia, collaborated on a major exhibition for an international venue and commenced planning to host two major international exhibitions during the next three years.



Dancers from the Tongan Association of Canberra and Queanbeyan and Te kere Ote Tarakakao, Canberra and Queanbeyan Maori Culture Group, entertain guests at the opening of Cook's Pacific Encounters.



Mr Martin Lutz, Ambassador to Australia for the Federal Republic of Germany, speaks at the opening of Cook's Pacific Encounters.

Cook's Pacific Encounters: The Cook–Forster Collection of the Georg-August University of Göttingen (June – September 2006)

This major international exhibition showcased, for the first time in the Southern Hemisphere, the world's largest identifiable collection of artefacts from Captain James Cook's Pacific voyages. The exhibition comprised 350 ritual and everyday items, collected between 1768 and 1779 from islands including Tonga, Tahiti, New Zealand and Hawai'i. They are now held by the Georg-August University of Göttingen in Germany.

German Ambassador Martin Lutz and Brigitta Hauser-Schäublin, Director, Institute of Ethnology, University of Göttingen, launched the exhibition on 30 June 2006. The exhibition (supported by the Australian Government's Art Indemnity Australia Program) was brought to Australia in conjunction with Art Exhibitions Australia and included a component, developed by Museum curators and staff, exploring Cook's Australian experiences.



A superb display of fishhooks was among objects shown for the first time in the Southern Hemisphere in Cook's Pacific Encounters.

Life in the Pacific (July – October 2006)

This photographic exhibition complemented *Cook's Pacific Encounters*. It was developed by the Honolulu Academy of Arts and showcased the present-day lives and culture of Pacific communities visited by Cook in the 1700s.

Beaded Links: The Beaded Links of the Commonwealth of Nations (August 2006 – February 2007)

This buy-in exhibition, initially developed for the Melbourne Commonwealth Games in 2006, explored the common heritage of beading throughout Commonwealth nations and included historic and contemporary jewellery, costume, and religious and ritual artefacts. Key objects were a beaded dress from the personal collection of Queen Elizabeth II, sixteenth-century glass beads from Nigeria, rosary beads which belonged to Cardinal Pell's grandmother and maireener shell necklaces from Tasmania.

Between the Flags: 100 Years of Surf Lifesaving (December 2006 – February 2007 and touring)

This major temporary exhibition celebrates the centenary of surf lifesaving in 2007. Developed in collaboration with Surf Life Saving Australia, it examines the history of surf lifesaving, the lifesaver as an Australian icon, beach culture and stories of the people who patrol our beaches.

Behind the Lines: The Year's Best Cartoons (December 2006 – February 2007 and touring)

This was the latest in the Museum's long-running series of exhibitions presenting the previous year's best political cartoons. An inaugural award was introduced this year for 'Contribution to Political Cartooning'. The People's Choice Award was again awarded for



Visitors are fascinated by the display of surf lifesaving caps in *Between the Flags: 100 Years of Surf Lifesaving*.

the cartoon most popular with visitors. At the National Museum and the Big Laugh Comedy Festival in Parramatta it was won by John Farmer's *Bananas* and at the Museum of the Riverina in Wagga Wagga it was won by Phil Somerville's *A Bit of a Chat*.

Miss Australia: A Nation's Quest (March – June 2007 and touring)

This exhibition explores the splendour, romance and glamour of one of the nation's most successful charity endeavours, the Miss Australia Quest, and traces the quest's history from humble beginnings in 1908 through to its final year in 2000. Gowns, trophies and sceptres, along with the personal stories of titleholders, volunteers, fundraisers and sponsors, are features of the exhibition.

Miss Australia opened at the Museum of Brisbane in October 2006, was shown at the National Museum in the first half of 2007 and will finish its tour with an extended season at the Melbourne Museum until April 2008.

70% Urban (March 2007 – January 2008)

This exhibition draws on the Museum's collections of Aboriginal and Torres Strait Islander material to explore the growth of dynamic urban Indigenous cultures across Australia. It features a diverse range of objects and artworks that show how Indigenous people have drawn on new materials and ideas to assert their identity through the telling of stories about cultural survival.

Great Railway Journeys of Australia (April – August 2007)

This exhibition, from the Workshops Rail Museum, Ipswich, Queensland, explored the development of Australia's rail network. It featured some of the most famous railway journeys in Australia including the *Indian Pacific*, the old and new *Ghan* and the *Queenslander*.

Key objects included a 1920s dining car and a model of the *Southern Aurora* club car.

'67 Referendum: Spin, Myths and Meanings (March 2007 – January 2008)

This display commemorates the 40th anniversary of the referendum which saw 90 per cent of Australians vote to remove references in the Australian constitution that discriminated against Aboriginal people. It explores the facts and myths about the referendum and recalls some of the activities involved in achieving these changes.

Travelling exhibitions

Engaging national audiences, as outlined in the Strategic Plan 2004–07, has been a priority for the Museum. Travelling exhibitions provide an important vehicle for achieving this goal. The Museum aims to reach all states and territories within a two-year period with as many of its touring exhibitions as possible. In 2006–07, nine exhibitions travelled to a total of 28 venues across New South Wales, Victoria, Queensland, South Australia and Western Australia. Of these venues, seven were



70% Urban explores the growth of urban Indigenous cultures across Australia. The exhibition features artworks by the Campfire Group (left) and Helen S Tiernan (right).

in metropolitan venues, 14 in regional areas and seven in remote areas of the country. The Museum continues to work with the Northern Territory to identify suitable venues for museum exhibitions.

Financial year	Number of exhibitions
2001-02	1 at 4 venues
2002-03	5 at 6 venues
2003-04	6 at 9 venues
2004-05	5 at 9 venues
2005-06	8 at 28 venues
2006-07	9 at 28 venues

Over the past seven years, the number of touring exhibitions has increased from one to nine, and from four venues to 28 venues. In addition to *Miss Australia* and *Behind the Lines* (see p. 37), the following exhibitions toured in 2006-07:

Hickory Dickory Dock: The Changing Face of Play School

The Museum’s long-running and popular exhibition on the ABC-TV children’s program *Play School* finished its three-year tour in December 2006. The exhibition looked behind the scenes and celebrated *Play School*’s presenters, toys and educational features. Throughout its tour, the exhibition travelled to 12 venues across New South Wales, Queensland, Tasmania, South Australia and Western Australia, and was seen by 92,000 people.

The exhibition reached a diverse range of communities, including regional and remote areas. Many venues were keen to host the exhibition and after the 12-venue tour was finalised, the Museum was approached by another six venues interested in hosting the

display. Visitors expressed a high level of enjoyment, and this was particularly evident among family groups. At one country venue half the population of the town turned up in a three-week period to see the exhibition.

Ned Kelly: Fact and Fiction

This exhibition tells Ned Kelly’s story through the places and people that shaped the man and the legend. It includes Kelly’s death mask, a helmet worn by Mick Jagger in the 1970 Kelly film, and pages from the Hanlon transcript of the Jerilderie letter.

The exhibition opened in February 2006 and has toured to six venues to date, four of which were during 2006-07. Designed to travel to non-traditional venues, *Ned Kelly* has been hosted in libraries and wineries, as well as the more traditional galleries and museums. It is fully booked until January 2009.

Regional venues use the exhibition to develop school and public programs and the exhibition is visited by many local schools. The exhibition is also free to venues, and is therefore a cost-effective option for regional communities with limited funding.

Pooaraar: The Great Forgetting

This exhibition featured 22 framed works in black and white ink wash by Noongar artist Pooaraar (Bevan Hayward). The works were commissioned to illustrate the poetry of Geoff Page for the book *The Great Forgetting*, which looks at 200 years of interaction between Aboriginal and non-Aboriginal people in Australia.

During 2006-07 the exhibition toured to four venues across Western Australia, Queensland, New South Wales and South Australia. The exhibition finished its tour in April and visited six venues in total during its tour, including Tasmania.

Our Community: A Great Place to Be

This exhibition explored the distinctive cultural and social diversity of communities in the north-west of New South Wales: predominantly Walgett, Brewarrina, Lightning Ridge and Angledool. Through photographic and associated material, the exhibition looked at the concept of 'community' as self-defining. The exhibition travelled to four venues during its tour and closed in September 2006.

In Search of the Birdsville Track

The drawings made by English artist Noelle Sandwith during her trip along the Birdsville Track in 1952–53 feature in this exhibition. The works capture the environment, characters and lifestyles of the people she met on her trip. The exhibition toured in early 2007 to the Geraldton Regional Art Gallery in Western Australia, and will tour to Bathurst, New South Wales, in May 2008.

All Aboard! 150 Years of Railways in Australia

Developed in partnership with the Powerhouse Museum and the University of New England, this graphic exhibition celebrates the 150th anniversary of the start of rail in Australia. It includes photographs, text and a soundscape to tell the remarkable story of Australia's railways, and the people who built, worked and rode on them.

The exhibition is free to venues and is very popular, especially in country towns with volunteer-run museums. It has travelled widely to regional and remote areas in New South Wales, South Australia, Western Australia and Queensland.

The exhibition has toured to 18 venues to date.



Tourism Australia chairman and rail buff Tim Fischer AC speaks at the opening of All Aboard! 150 Years of Railways in Australia.

Between the Flags: 100 Years of Surf Lifesaving

Celebrating the centenary of surf lifesaving in 2007, this temporary exhibition toured this year to the Australian National Maritime Museum in Sydney and the Queensland Museum in Brisbane. Over the next two years the exhibition, which received Australian Government Visions Australia funding, will tour to the South Australian Maritime Museum, the Western Australia Museum, the Melbourne Maritime Museum as well as regional museums on the Gold Coast and New South Wales south coast.

On the road



Hickory Dickory Dock travels around Australia

After a successful stint as a Museum Focus Gallery exhibition from July 2002 until April 2003, *Hickory Dickory Dock* was reworked, received Visions Australia funding, and hit the road.

The Museum's travelling exhibitions are designed to fit a range of venues. Objects, sets, props and furniture are carefully packed in crates and transported. The 64 objects and associated materials for *Hickory Dickory Dock* travelled in semitrailers north to Chinchilla, west to Perth, south to Launceston and to nine other places in-between — a total of 23,300 kilometres. At each venue, white-gloved staff from the Museum's Exhibitions, Registration and Conservation sections unpacked Big Ted and friends, documented their condition, and installed the exhibition. They returned at the end of the show to deinstall, condition-report, repack and reload the show for transport.

In Ipswich the install team stopped traffic in a main street as they guided the truck into the Global Arts Link gallery with an inch to spare in what was described as 'an intimate encounter with architectural features'. In Wagga Wagga, the doors to the Museum of the Riverina were so narrow the crates had to be unpacked in the forecourt, and in Kalgoorlie, staff learnt how to load crates onto a gantry lift, so the show could be moved onto the second floor of the Goldfields Arts Centre.

Some valuable lessons were learned during the tour. For example, no show since has been allowed to be as heavy.

In January 2007 staff attended the final showing of *Hickory Dickory Dock* at the ABC's headquarters in Ultimo, Sydney. After three years on the road, all objects were still in fine condition. Only Big Ted had been replaced along the way (by Little Ted) as he had commitments celebrating 50 years of television, including an engagement at the Logies.

ABC Play School's rocket clock featured in Hickory Dickory Dock, an exhibition that successfully toured for over four years.



Brian Lynch, the winner of the ABC Collector Cam competition, which was run in collaboration with the ABC television program *Collectors*.

Short-term displays

The Museum also presents short-term displays in the Hall. These provide another opportunity to exhibit key objects or stories of interest to the community. The displays vary from small, single-item displays, through to large exhibitions such as the 'ABC Collector Cam' display, which was run in collaboration with the ABC television program, *Collectors*. Viewers were asked to send in stories about their own collections, produced on their home video cameras, and to vote for the best story of the year. The grand prize winner, Brian Lynch, had his collection shown at the Museum.

Other short-term displays included:

- a National Trust display focusing on Victoria
- the Leichhardt nameplate
- a display featuring the Museum's newly acquired Holden cars
- the Menzies Bentley
- a celebration of the life of Delia Murphy, an Irish performer.

External exhibitions

The Museum also assisted in the development of a number of displays for external organisations. This year these included:

- displaying the Ashes letter opener at the Lodge during a dinner held by the Prime Minister for the touring English cricket team
- helping Parliament House develop an exhibition on parliamentary broadcasting
- developing a small graphic display for the Montreal 1967 Expo reunion at Bowral, New South Wales.

Practical support for small museums

Following the closure of a number of temporary and travelling exhibitions at the end of their scheduled life, the Museum donated showcases, plinths and mounts to volunteer museums in regional New South Wales. This is part of a Museum program that aims to provide equipment and advice to help regional museums develop or extend their exhibitions.

Research and scholarship

Research and scholarship underpin all exhibitions and programs and are critical to the Museum achieving its PBS outcome. Under its Act, the Museum is mandated to conduct and disseminate research about Australian history, relating to its core thematic areas of Aboriginal and Torres Strait Islander history and culture, Australia's history and society since 1788, and the interaction of people with the environment.

Sustaining research and scholarship activity is one of the Museum's key strategic priorities, outlined in the Strategic Plan 2004–07. During the year, the Museum established the Centre for Historical Research. The centre subsumes the former Research and Development section, and incorporates the Museum's Library.

The centre comprises a head and senior research fellow (Dr Peter Stanley, who commenced work in February), several senior research fellows, research fellows, curatorial staff on attachment, visiting fellows and associates, and interns from the Museums and Collections program jointly coordinated by The Australian National University and the Museum.

The centre's senior research fellows include the Museum's Dr Mike Smith and two scholars from The Australian National University, Dr Libby Robin and Dr Nicholas Brown, who share a position on a six-month rotation. Margo Neale, presently working as the Director's Principal Advisor, Indigenous Matters, will join the centre when her commitments to a major exhibition project permit.

The Museum continued its Visiting Fellowships program this year, bringing researchers and writers into the Museum to interact with staff and the collection. In 2006–07 the Museum welcomed four visiting fellows: historian Dr Maria Nugent, who worked on Captain Cook studies, novelist Frank Moorhouse as a writer-in-residence, Dr Jenny Newell on exchange from the British Museum and Dr Susan Cochrane of the University of Queensland. A Director's Fellowship was created which will enable the Museum to attract notable researchers across its fields of research, such as historian David Day, Professor of Australian Studies, Centre for Pacific and American Studies at the University of Tokyo, who will join the Museum in late 2007.

Other visitors included Calogero Santoro, Professor of Archaeology, Departamento de Arqueología y Museología, Universidad de Tarapacá, Arica, northern Chile and Director of the Centro de Investigaciones del Hombre en el Desierto (Centre for Research into Man in the

Desert); 2006 visiting fellow Julian Holland; and historian Dr Glen McLaren.

In partnership with the Australian Academy of Science, the Museum also sponsored a student essay prize for the best university research essay on the history of Australian science or Australian environmental history. The 2007 prize was awarded to Dr Coral Dow for her essay 'A "Sportsman's Paradise": The effects of hunting on the avifauna of the Gippsland Lakes'. Because of the high standard of entries, many of the essays are to be published in the international journal *Environment and History* as a special issue on Australian environmental history, under the guest editorship of Dr Libby Robin and Dr Mike Smith.

Dr Peter Stanley, Dr Mike Smith and Dr Libby Robin, of the Centre for Historical Research, hold key editorial positions with the Museum's scholarly journal, *reCollections: Journal of the National Museum of Australia*. See p. 71.

Strategic partnerships

The Museum's relationship with The Australian National University was also strengthened by the signing of a memorandum of understanding covering collaboration on a range of scholarly and public programs, a relationship which the establishment of the Centre for Historical Research has enhanced. Agreement has been reached in principle with the Menzies Centre in London, as a key link in the Museum's engagement with the international Australian studies network. Further scholarly collaborations with Australian and overseas bodies are being investigated.

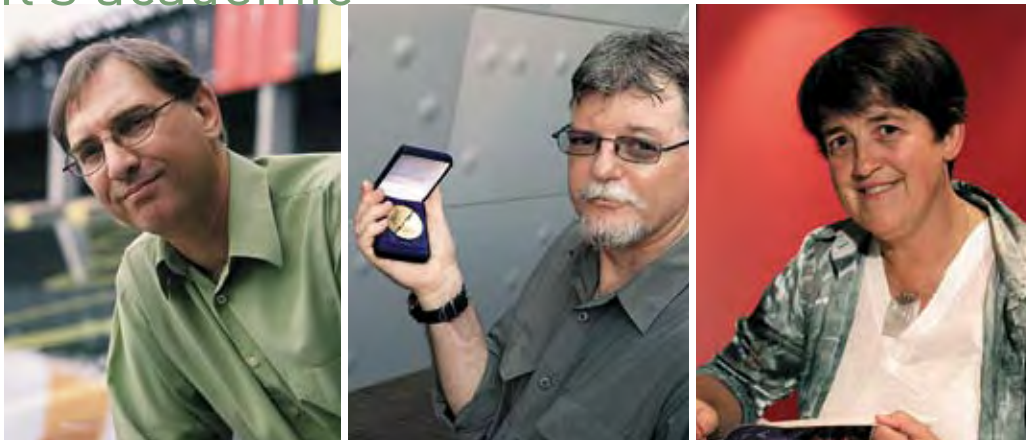
Australian Research Council grants

The Museum also undertakes research related to the care and preservation of the collection. Such projects are often collaborative ventures with other academic and cultural institutions. Other collaborative research projects focus on museological areas such as audience needs, evaluation, outreach and learning in museums.

The Museum was an industry partner in 12 research projects funded by the Australian Research Council (ARC) in 2006–07, including:

- 'Bronze Age textiles from Dong Son coffins in Vietnam'
- 'Studies in the degradation of dyes and pigments in ink on paper, in photographic media and on painted surfaces'
- 'Australian Indigenous collectors and collections'
- 'Increasing visitor frequency: An approach to understanding and forecasting how cultural attraction visitors respond to various incentives to increase visitation rates'
- 'New literacy, new audiences: A model for Australian content generation and multiplatform publishing 2005–2007'
- 'The Australian Dictionary of Biography online'
- 'Indigenous participation in the Australian colonial economy'
- 'Migration memories: An analysis of representations of Australian migration histories'
- 'Cultural collections, creators and copyright: Museums, galleries, libraries and archives and Australia's digital heritage'.

It's academic



Dr Peter Stanley, Head of the Museum's Research Centre; Dr Mike Smith with his Rhys Jones Medal for 'Outstanding Contribution to Australian Archaeology'; Dr Libby Robin, at the launch of her book, How a Continent Created a Nation.

Research centre in action

Soon after commencing at the Museum, the Head of the Centre for Historical Research, Dr Peter Stanley, completed a manuscript entitled 'Invading Australia' (to be published by Penguin), and started research for future books on the lives of Great War survivors, on the bushman-writer Bill Harney and on the material history of early twentieth-century Australia. Dr Stanley was also appointed an adjunct professor in The Australian National University's History program, which builds on similar appointments of other staff, Dr Mike Smith and Margo Neale. In June, Dr Stanley delivered the keynote address to the University of South Australia's annual Writings on War symposium.

Senior research fellow Dr Mike Smith began a collaborative research project on the 'Archaeology of Australia's deserts and drylands: Reconstructing the human history of arid Australia'. This project deals with the deep human history of one of Australia's most distinctive habitats, and allows the Museum to play a strategic and leadership role in promoting archaeological research in Australia. During the year, Dr Smith was awarded the Rhys Jones Medal for 'Outstanding Contributions to Australian Archaeology' by the Australian Archaeological Association. He was also elected a Fellow of the Australian Academy of the Humanities and a Fellow of the Society of Antiquaries (London).

Senior research fellow Dr Libby Robin is using her training in the history of science to consider the relationship between the Australian environment and society's identity and expectations. She is also working on the relationship between these ideas and globalisation, including a global project to contribute to the Integrated History and future Of People on Earth (IHOPE) project. Dr Robin published her book *How a Continent Created a Nation* in February.

Further details on these projects are in Appendix 7. The centre will review the viability of further ARC linkage proposals in the coming financial year with a view to deciding whether to continue them as a means of enhancing its scholarly productivity.

Museum staff were also involved in several ARC Discovery Grant projects. These were:

- 'Unsettling history: Australian Indigenous modes of historical practice'
- 'Art and human rights in the Asia-Pacific: The limits of tolerance in the 21st century'
- 'Asia's first people: The role of East Asia in human evolution during the past half million years'.

For details on National Museum of Australia Press publications, see the Publishing section (pp. 70–71). For a full list of staff professional activities and research and scholarly outputs, see Appendix 8.

Library resources

The Museum's Library acts as a research service and information resource for Museum staff. It currently holds more than 40,000 books, journals and audiovisual materials predominantly concerning museum studies and conservation, Indigenous Australians, Australian history and the Australian environment. In April 2007 the Library became part of the new Centre for Historical Research.

In June 2006 the Library launched a new internal portal to give staff and on-site users easy desktop access to an expanding suite of electronic research tools. Notable additions this year included SCOPUS, a citation (and full text) database, and RefWorks, a citation management tool. At present the Library portal is being prepared for an external launch via the Museum's website.

Staff also made steady progress on the cataloguing of new special collections donated by Dr Robert Edwards and Dr David Ride. In addition, work continued indexing the personal papers of Dr Robert Edwards and archiving the Sir Colin MacKenzie collection papers, which originally came from the Institute of Anatomy.

The Library is open to the public between 9.30 am and 4.30 pm, Tuesday to Friday, and is used frequently by students and researchers.

The Office of the Principal Advisor (Indigenous) to the Director

This office, with Margo Neale as Principal Advisor, was established during 2005–06 to provide specialist advice on Indigenous matters. With its assistance, the following projects commenced this year:



Human Resource Advisor, Employee Relations and People Development, Rachel Reid (second from right), with (left to right) cadets Rebecca Richards, Kashia Collins and Ben Cruise.



(left to right) Craddock Morton, Director of the National Museum of Australia and Tetsuo Taniya, Executive Officer, Culture & Sports Projects Bureau, Yomiuri Shimbun, sign a memorandum of understanding at the Australian Embassy in Tokyo witnessed by Murray McLean, Australian Ambassador to Japan, for the 'Utopia: the Genius of Emily Kame Kngwarreye' exhibition. Photo courtesy Australian Embassy, Tokyo.

Indigenous employment

The Indigenous Employment Working Party reformed to become the Indigenous Employment Implementation Group chaired by the Director. It developed an action plan for the next 12 months to include:

- cultural awareness training across the Museum
- cadetships, graduate placements and establishment of short-term in-service programs for Indigenous students
- an Indigenous employment coordination position and the use of Indigenous media for advertising Museum positions, both Indigenous and non-Indigenous.

See pp. 104–105 for more on Indigenous employment in the Museum.

International touring exhibition

The Museum is organising a major exhibition on the work and culture of Indigenous artist Emily Kame Kngwarreye. The exhibition, which has the working title 'Marks of Utopia: The genius of Emily Kame Kngwarreye', will travel during the first half of 2008 to two of Japan's most prestigious venues, the National Museum of Art in Osaka and the National Art Centre in Tokyo. The exhibition will feature key works from public, private and corporate collections.

Workshops on the art and culture of Emily Kame Kngwarreye were conducted at Asialink (University of Melbourne) and at the Power Institute (University of Sydney) in May 2007 as part of the Kngwarreye exhibition. Leading academics, curators, art historians and critics contributed.

A delegation of Japanese partners for the Kngwarreye exhibition project attended four days of meetings with Australian stakeholders at the Museum. They visited Kngwarreye's home in central Australia and other major lenders across the country.

The Museum's Director, Craddock Morton, visited Japan in December 2006 and signed a memorandum of understanding at the Australian Embassy in Tokyo with the major co-organiser, Tetsuo Taniya, Executive Officer, *Yomiuri Shimbun*, a major daily newspaper in Japan.

Outreach program

Museum staff attended the Garma festival in Arnhem Land in August 2006, delivered an education program and coordinated a printmaking workshop on visual culture. Selected works are proposed for a touring exhibition in partnership with the Yothu Yindi Foundation. The 'Museum-in-a-case' education pack was trialled for future use in Arnhem Land schools.

Academic research

Margo Neale worked on an exhibition entitled *Thresholds of Tolerance* and an accompanying workshop at The Australian National University in May. This formed part of the research outcomes for the ARC project 'Art and human rights in the Asia-Pacific: The limits of tolerance in the 21st century' in partnership with the Humanities Research Centre, The Australian National University.

Public programs and events

The Museum enhances the public's awareness and understanding of Australia's history and culture (one of its PBS outcomes) through a broad range of public programs, events and educational activities, for a wide diversity of audiences participating in onsite, offsite and website programs.

Subjects explored through these programs relate to the content of permanent and temporary exhibitions, to the Museum's themes, collections and research, and to historic and contemporary issues. The Museum was successful in attracting audiences to its programs this year: a total of 53,097 participants in public programs and events.

Programs and events at the Museum

For families and children

The Museum conducted school holiday programs linked to both temporary and permanent exhibitions including:

Between the Flags: 100 Years of Surf Lifesaving

- *Between the Flags* Family Festival, held on Australia Day, 2007
- 'Surf, sea and sand' dance workshops for young children
- a family film festival inspired by the exhibition
- 'Safety tips in the surf', with Tim the Yowie Man and lifesavers



The Museum meets the beach at the Between the Flags Family Festival held on Australia Day.

Beaded Links: The Beaded Links of the Commonwealth of Nations

- an afternoon of beading for the family

Miss Australia: A Nation's Quest

- children's workshops and a family film festival

Great Railway Journeys of Australia

- Thomas the Tank Engine storytelling sessions, linked to the journeys featured in the exhibition.

School holiday programs also included regular events such as NAIDOC Week, which celebrated Aboriginal and Torres Strait Islander culture, through storytelling, workshops and demonstrations, as well as the second annual didjeridu competition. The regular Tim the Yowie Man 'Grossed-Out' and 'Mystery' tours

continued to attract enthusiastic audiences, as did craft activities. Storytelling and didjeridu-playing in the First Australians gallery were popular throughout the year. The Museum also supported important community events, such as Children's Week, reflecting the fact that children and families are core audiences for the Museum.



Young visitors to the Museum enjoy the Thomas the Tank Engine storytelling sessions.



(top) Visitors celebrate Aboriginal and Torres Strait Islander culture by learning to play the didgeridus during NAIDOC Week; (bottom left) Amaroo Preschool students watch Museum Education Officer Deborah Frederick decorate her face with ground ochre; (bottom right) Preschoolers stroke a possum skin in the 'Tooloyn koortakay' exhibit.

For adults and young people

The Museum hosted a number of forums and panel discussions, which interpreted the Museum's collections and highlighted significant moments in Australian social history. These included:

- Discovering Lake Mungo, examining the discovery of 20,000-year-old footprints
- Leichhardt: The Man, the Mystery, the Science, the History, a symposium examining Leichhardt in all his facets – explorer, scientist, figure of literature and mystery
- 'Ben Chifley: A local man', focusing on the life and times of the former prime minister
- Whitefella Forgetting, Blackfella Remembering, reflecting on the cult of

forgetfulness about Aboriginal people in Australian history alongside Aboriginal people's own will to remember the colonial past

- Stories from the 1967 Referendum, developed in association with Reconciliation Australia, which celebrated the 40th anniversary of the 1967 Referendum with campaigners from around the country.

Other events interpreting the exhibitions included a panel discussion featuring political cartoonists Bruce Petty, Peter Nicholson and Jon Kudelka (linked to the *Behind the Lines* exhibition), and the first forum of the Eternity Series, featuring shark attack victim Rodney Fox. The Museum also launched a new series, 'The Historical Imagination', featuring informal conversations between artists, historians

Some of those who lobbied for change for Aboriginal people during the 1967 Referendum campaign reflect on their experiences during the Stories from the 1967 Referendum forum.



and curators. Sessions included writer Frank Moorhouse in conversation with historian Dr Lenore Coltheart; and writer Nick Drayson, discussing his book *Love and the Platypus* with environmental historian Dr Libby Robin.

Forums held in partnership with external organisations included the Sustainable Energy Options for Australia forum, held in conjunction with the Australian Science Festival, and a series of talks by the Canberra Skeptics including 'Was Canberra a good idea?' and 'The future isn't what it used to be'.

The Museum's association with The Australian National University resulted in an extensive program of lectures, forums and conferences. Major conferences included:

- Discovering Cook's Collections: A Public Symposium, which explored the significance of the Cook–Forster ethnographic collection acquired during Captain James Cook's eighteenth-century Pacific voyages
- Addressing Poverty: Pro-Poor Growth and Financial Inclusion in Asia Pacific, focusing on key issues and current economic initiatives
- Climate Law in Australia, addressing the emerging legal dimensions of global warming.

The Museum's strong association with students and staff from The Australian National University and the Canberra Institute of Technology continued, with several events presenting student work in the fields of film and television, new media and fashion.

Performance, film and music

The Museum again made extensive use of performance as a form of interpretation and maintained its position as a leader in this field by presenting:

- a return season of *The Dora Fay Davenport Show*, a reminiscence theatre piece specifically designed for older Australians to evoke memories of the 1950s and encourage discussion about the past and how it has influenced the present
- storytelling and performances by 'Robbie the Rat', who interpreted the *Cook's Pacific Encounters* exhibition, and the PS *Enterprise*
- performances by John Shortis and Moya Simpson, interpreting the political events of the year through cabaret to accompany the annual cartoon exhibition *Behind the Lines: The Year's Best Cartoons*.

Music continued to enhance the visitor experience with choirs, bands, instrumentalists and visiting musicians from both interstate and overseas performing in the Hall and Amphitheatre. A large number of film events were programmed especially for a young adult audience, including short::seasons, Lights! Canberra! Action!, the Canberra Short Film Festival, the Art of the Documentary, ACT Filmmakers lecture series, and film programs to accompany NAIDOC Week and the temporary exhibitions program.

In May the Museum's collection of stringed instruments, made by renowned violin maker AE Smith, was played by the Grainger Quartet in a highly successful concert at the ABC's Eugene Goossens Hall in Sydney. Four hundred people attended the performance



Young visitors participate in a program associated with the 'Goolarri: The sounds of Broome' exhibit.



Dancers from the Tongan Association of Canberra and Queanbeyan who performed at the festival day for Cook's Pacific Encounters.

which was broadcast live on ABC Classic FM radio to about 70,000 listeners. The pre-recorded interval talk included an interview with the Museum's senior conservator Robin Tait, who spoke about the history of the instruments and how the Museum cares for them.

Culturally diverse programs

The Museum delivered a range of programs focusing on Indigenous culture, including workshops, performances, talks and special events such as NAIDOC Week. A program for Indigenous young women was held in conjunction with the 'Goolarri: The sounds of Broome' exhibit in the Museum's Gallery of First Australians. Links between the Museum and Goolarri, the Broome Aboriginal Media Association, were enhanced by the presentation of two workshops at the Museum as part of the Kimberley Girl competition held in Broome.

Other programs designed to reflect Australia's cultural diversity included:

- 'An afternoon of Pacific encounters' (in association with the *Cook's Pacific Encounters* exhibition), which celebrated Pacific Islander culture with family activities including craft, dance and music
- a forum on contemporary Vanuatu culture, featuring anthropologist and Director of the Vanuatu Cultural Centre Ralph Regenvanu and historian Lissant Bolton who discussed the role of sustaining Indigenous cultural practices in Vanuatu
- a Latin American film festival, held for the third consecutive year and again supported by nine Latin American embassies in Canberra
- lectures examining Italian culture, presented in association with the Embassy of Italy, the Association of Research between Italy and Australia, and the Italian Institution of Culture



Thursdays Island artist Rosie Barkus poses with her textile work printed with a dhari (headdress) motif in 'Dhari a krar'.



The Hon John Howard, MP, Prime Minister of Australia, unveils the National Rugby League Centenary logo.

- a St Patrick's Day concert, a celebration of the work of Irish performer Delia Murphy, featuring local Irish musicians, linked to the 'If I were a blackbird I'd whistle and sing' display in the Hall, celebrating 60 years of Irish diplomatic representation in Australia
- a series of lectures by Lama Choedak Rinpoche examining the Buddhist religion.

A number of other programs were developed as part of the Museum's commitment to providing access for all audiences:

- a performance by community-based women's integrated dance group Radiance Dance Troupe to celebrate International Day of People with a Disability
- support of the AIDS Action Council's International AIDS Candlelight Memorial Vigil.

Museum events

Museum events such as launches, previews and openings provide an opportunity to acknowledge donors, lenders and sponsors, and are effective promotional tools for highlighting the Museum's achievements. Key events included:

- 'Dhari a krar: Headdresses and masks from the Torres Strait', opened on 10 July 2006 by Craddock Morton, Director, National Museum of Australia
- *Beaded Links: The Beaded Links of the Commonwealth of Nations*, opened on 10 August 2006 by Louise Douglas, General Manager, Audience and Programs, National Museum of Australia, with exhibition curator Jumoke Debayo as guest speaker
- a press conference held on 23 November 2006 at which Senator the Hon Rod Kemp, Minister for the Arts and Sport, announced the acquisition of explorer/scientist Ludwig Leichhardt's nameplate, and attended by former owner of the plate, Mrs Catherine Bristow-Smith
- on 27 November 2006, the unveiling of the National Rugby League Centenary logo by the Hon John Howard, MP, Prime Minister of Australia, season launch and announcement of the Museum's partnership with the Australian Rugby League and National Rugby League to create an exhibition reflecting on 100 years of rugby league in 2008, attended by Senator the Hon Rod Kemp, Minister for the Arts and Sport,



Senator the Hon Rod Kemp with Terry, Sandy and Barry at the opening of *Between the Flags: 100 Years of Surf Lifesaving*.

and rugby league champions Laurie Daley and Johnny Raper

- *Between the Flags: 100 Years of Surf Lifesaving*, opened on 5 December 2006 by Senator the Hon Rod Kemp, Minister for the Arts and Sport
- the display of the winning entry in the 'Collector Cam' competition from the popular ABC-TV series *Collectors*, launched by the program host Andy Muirhead on 8 January 2007
- 'If I were a blackbird I'd whistle and sing', a display in the Hall opened on 13 February 2007 by His Excellency Mr Máirtín Ó Fainín, Irish Ambassador
- the book *How a Continent Created a Nation*, by Dr Libby Robin, launched on 21 February 2007 by CSIRO ecologist Dr Steve Morton
- *Miss Australia: A Nation's Quest*, opened on 8 March 2007 by Deborah Thomas, Editorial Director, *Australian Women's Weekly*, with Gay Walker, Miss Australia 1972, as guest speaker, and attended by 14 Miss Australia titleholders
- *Miss Australia: A Nation's Quest*, media and tourism preview on 8 March 2007 with Miss Australia 1988, Caroline Lumley, and attended by 10 other Miss Australia titleholders.

Museum staff also assisted in the launch of *Keeping Culture: Aboriginal Australia*. Contributing author Rodney Dillon officially launched the book on 11 August 2006 at the Tasmanian Museum and Gallery.



Miss Australia titleholders from all over Australia celebrate at the opening of *Miss Australia: A Nation's Quest* with curator Sophie Jensen (centre front).

Outreach map



Program	Place	State/territory/country
Australian History Mysteries Youth Challenge ●	Melbourne	Victoria
	Hobart	Tasmania
	Brisbane	Queensland
	Sydney	New South Wales
	Darwin	Northern Territory
	Perth	Western Australia
Adelaide ●	Adelaide	South Australia
	Geelong	Victoria
Snapshots ●	Geelong	Victoria
Talkback Classroom ●	Seoul	Korea
Teaching History fellowships ●	Werribee	Victoria
	Sale	Victoria
	Euroa	Victoria
	Shepparton	Victoria
	Buninyong	Victoria
	Melbourne	Victoria

Program	Place	State/territory/country
Professional development ●	Sydney	New South Wales
	Perth	Western Australia
	Brisbane	Queensland
	Melbourne	Victoria
Plenty Stories consultation ●	Horn Island	Queensland
	Thursday Island	Queensland
	Cairns	Queensland
	Malanda	Queensland
	Hopevale	Queensland
	Mount Isa	Queensland
	Mildura	New South Wales
	Sydney	New South Wales
	Forbes	New South Wales
	Perth	Western Australia
	Hobart	Tasmania
	Alice Springs	Northern Territory
Mulga Bore	Northern Territory	
Garma Festival ●	Gulkula	Northern Territory

Program	Place	State/territory/ country
Repatriation staff visited ●	Adelaide	South Australia
	Camp Coorong	South Australia
	Perth	Western Australia
	New Norcia	Western Australia
	Alice Springs	Northern Territory
	Gosford	New South Wales
Repatriation staff consultative involvement with groups in ●	Wellington	New Zealand
	Thirlmere	New South Wales
	Armidale	New South Wales
	Nowra	New South Wales
	Mudgee	New South Wales
	Dora Creek	New South Wales
	Tingha	New South Wales
	Menindee	New South Wales
	Hillston	New South Wales
	Goulburn	New South Wales
	Wyong	New South Wales
	Muswellbrook	New South Wales

Program	Place	State/territory/ country
Repatriation staff consultative involvement with groups in (continued) ●	Maitland	New South Wales
	Longreach	Queensland
	Torres Strait	Queensland
	Marree	South Australia
	Kalgoorlie	Western Australia
	New Norcia	Western Australia
	Broome	Western Australia
	Uluru	Northern Territory
	Docker River	Northern Territory
	Alice Springs	Northern Territory
Community consultation ●	Wellington	New Zealand
	Lake Mungo	New South Wales
Eternal Strings concert (with AE Smith instruments) ●	Mildura	Victoria
	Sydney	New South Wales

Education programs

Fostering an understanding and appreciation of Australia's history, cultures and environment among preschool, primary and secondary students is one of the Museum's core priorities. Each year the Museum's Education section produces a wide range of interactive, student-centred and curriculum-based programs for schools visiting the Museum and, through its Education Outreach Plan, for students and teachers unable to experience the Museum firsthand.

This year was the most successful yet for school visits, with about 86,500 students attending from over 1500 schools. Performance targets in Output group 1.2 of the PBS require that 80 per cent of visiting schools are satisfied that the programs offered meet core curriculum requirements. Evaluation this year showed that the Museum again exceeded

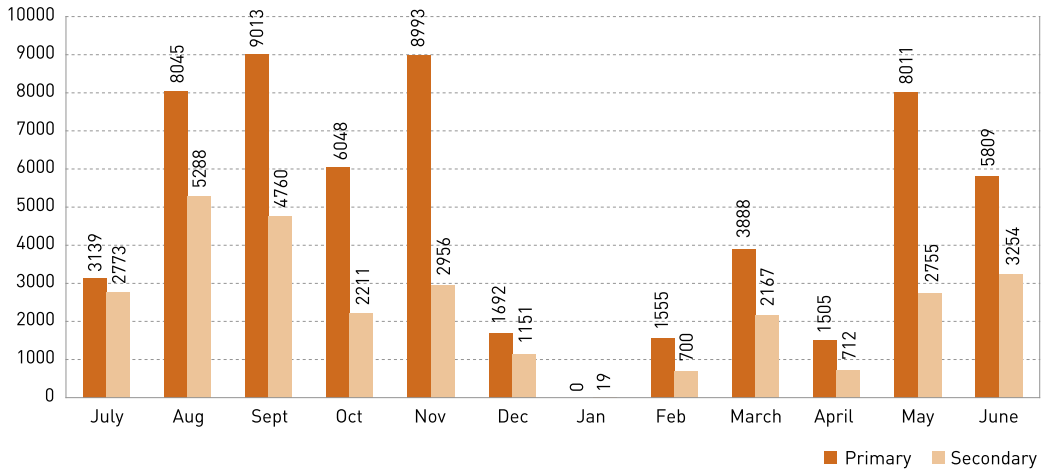


Pymble Ladies' College students participate in the 'Talking points' program.

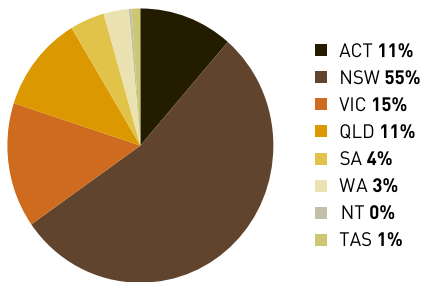
the PBS target, with 98 per cent of school visits (including both students and teachers) indicating satisfaction that schools programs met core curriculum requirements.

As in previous years, approximately two-thirds of student visitors were from years 5 or 6 and nearly 60 per cent came from New South Wales.

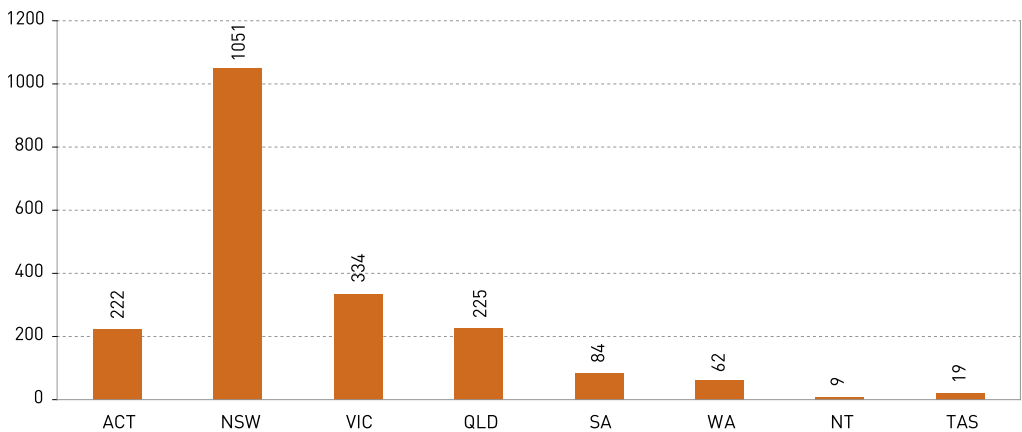
Numbers of primary versus secondary students, 2006-07



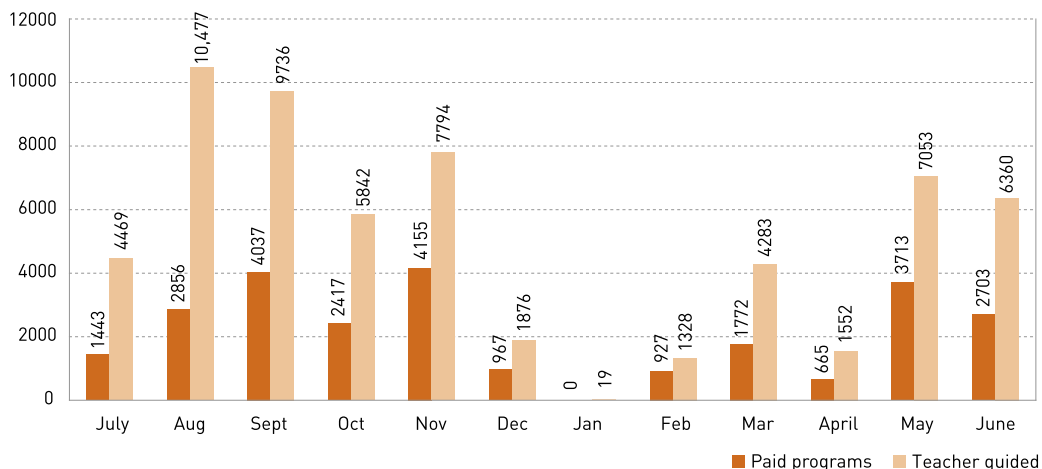
Percentage of school bookings per state, 2006-07



Numbers of schools visiting per state, 2006-07



Number of paid versus teacher-guided student visits, 2006–07



Schools programs and activities at the Museum

In addition to the core set of programs and activities provided each year, in 2006–07 the Museum offered visiting school groups:

- new programs for years 5–12 students, including ‘Springboard into migration stories’ and ‘Discovering Australian identities’
- a revised and enhanced version of the most popular primary school program, ‘Creating a nation’
- a new Highlights program including an audiovisual component
- additional pre- and post-visit support materials for teachers, posted on the Museum’s website
- a special drama/musical performance-based program devised and performed by students from Narrabundah College in the ACT and based on the *Miss Australia* exhibition

- a special end-of-year full-day program of activities based on the *Between the Flags* exhibition
- the annual schools cartooning competition, held in conjunction with the Museum’s temporary exhibition on political cartooning, *Behind the Lines*
- further activity-based programs to complement other temporary exhibitions.

Comparison of student visitation numbers, 2002–07

Financial year	Total visitation
2002–03	81,737
2003–04	85,141
2004–05	82,765
2005–06	83,780
2006–07	86,444

The Museum revised the format of its education excursion brochure, which is sent to all schools in Australia, by placing its school

Celebrating a milestone



The 500,000th schoolchild visits the Museum

In the same week as the Museum was named Best Major Tourist Attraction at the 2006 Australian Tourism Awards in Sydney, it also marked the visit to Acton of the 500,000th school student.

The half-a-million mark was cause for celebration in the Hall on 28 February. Charlotte Thompson and her classmates from Hartwell Primary School in Victoria were invited to take part in a special ceremony to mark the occasion. Charlotte, who happened to be celebrating her birthday on the day, helped to cut the cake and received a Museum showbag, along with her fellow students. Charlotte's school received a suite of National Museum Press publications for its library.

During the ceremony Education manager David Arnold asked the students what they thought they might find at the Museum. 'Everything,' one boy responded, and Audience and Programs General Manager Louise Douglas told him he wasn't far from wrong: 'We've got almost everything about our land, our nation and our people, so you're close.'

Volunteers (from left to right) Brian Buckley, Ron Kerr and Stella Smith with David Arnold, Manager, Education, and Charlotte Thompson, the 500,000th school student to visit the Museum.



Henley High School students participate in the 'Talking points' program.

visits activities under more explicit curriculum headings. This enables teachers to choose the most relevant activity for their students. Education programs were marketed to schools, and bus and tour companies, through:

- a mail-out of the new schools programs brochure to all schools in Australia
- paid and free advertisements in education journals and major school excursion planners published by commercial operators.

In addition, programs were advertised in the marketing materials produced by the National Capital Educational Tourism Project.

Reaching a national school audience

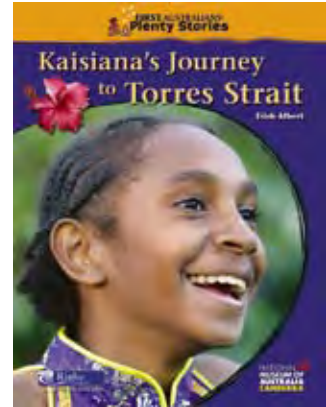
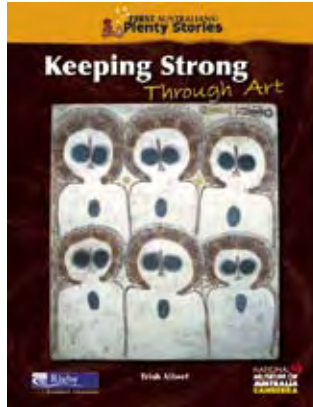
Implementing an education outreach plan was a business priority for 2006–07. The following activities were undertaken to support this priority:

Australian History Mysteries Youth Challenge program

In May 2007 the Museum staged a second National Youth Challenge program in collaboration with educational consultants Ryebuck Media. The program, 'Investigating history mysteries in your community', took place in all capital cities. It was designed to promote the processes, skills and motivation students need to explore history in their own local communities, and highlight the role of museums in telling Australian history. Ninety-three schools attended the program, including 775 students and 102 teachers. Student and teacher evaluations indicated a very high level of satisfaction with the program.

Plenty Stories Indigenous primary school series

Work continued on the Plenty Stories series, a primary school curriculum resource, written by the Museum's Indigenous Education



Three of the forthcoming titles in the Plenty Stories series.

Officer Trish Albert. The series comprises 18 books and teacher support materials. It explores Aboriginal and Torres Strait Islander cultures and histories through the Museum's collections and new and existing relationships with Indigenous communities. Nine titles for years 3–4 have been written and are due for publication next year. A further nine books for years 5–6 are planned for publication in March 2008. The project is the second major collaboration between the Museum and Rigby, a leading Australian educational primary school publisher. It is anticipated that a major promotional and professional development program will be implemented following the release of the years 5–6 titles.

Talkback Classroom

Talkback Classroom is a regular forum in which senior high school students interview politicians, public figures and community leaders. It is recorded in front of a live audience in the Museum's broadcast studio and edited extracts are posted on the website.

This year almost 1000 students from the ACT and regional New South Wales participated as audiences in Talkback Classroom with student panellists selected from all states and

territories. Nine forums were held during the reporting period, enabling students to interview the following major decision-makers:

- Professor Moon Chung-in, Yonsei University, South Korea
- Dr Jane Goodall, international environmentalist
- Dr Peter Shergold, Secretary of the Department of the Prime Minister and Cabinet
- Mr Bill Shorten, National Secretary of the Australian Workers Union
- Ms Julia Gillard, MP, then Shadow Minister for Health and Manager of Opposition Business
- Chris Taylor, ABC-TV's *The Chaser* program
- the Hon Mal Brough, MP, Minister for Families, Community Services and Indigenous Affairs
- the Hon Julie Bishop, MP, Minister for Education, Science and Training
- the Hon Malcolm Turnbull, MP, Minister for the Environment and Water Resources

Highlights included an international Talkback Classroom forum, conducted in partnership

with the Australia–Korea Foundation. The forum took place in the Educational Broadcasting System television studios in Seoul and explored the prospects for peace and reunification on the Korean peninsula. Preparations are underway for a second Australia–Korea forum in August 2007 on the theme of energy and energy security.

Snapshots of remote communities

Snapshots is an outreach program for regional and remote school communities, which enables students to document their community through photographs. These are subsequently exhibited in the local community, at a state institution and on the Museum's website. The program continued to be a success, supported by state partners including the Geelong Art Gallery in Victoria.

***Studies of Society and Environment* magazine**

The Museum continued to produce three enquiry-learning units of work based on permanent and temporary exhibitions for *Studies of Society and Environment*, a classroom curriculum magazine (distributed free of charge to all Australian secondary schools three times a year), which explores current and historical events and issues. This year the units covered pastoral settlement in the nineteenth century, the Miss Australia quest and the centenary of surf lifesaving in Australia.

Collaborative educational projects

The Primary Teacher History Fellowship program was once again run in association with the History Teachers' Association of Victoria and several cultural institutions in the ACT. This program introduces experienced primary school teachers to the full range of the

Museum's educational programs, including its expanding offerings on the Museum's website. Discussions are underway with other history teacher associations — NSW and Queensland in particular — to run similar outreach programs for primary teachers in these states.

The teaching and learning of history in schools was supported through the sponsorship of the Australian History Teachers' Association's National History Challenge, which enables students to create museum displays, or write analytical pieces about museum representations of history, on a specified history topic. In May 2007, the Museum hosted the National Civics and Citizenship forum organised by the Department of Education, Science and Training and the Australian Curriculum Studies Association. Museum staff made presentations at this important conference. In addition, the Museum was invited to attend the National Values in Education forum held in Melbourne, also in May.

Professional development for teachers

Evaluation indicates that the Museum's efforts to provide teaching strategies and curriculum resources through its teacher professional development program have a positive impact on teaching in Australian classrooms.

Professional development workshops for teachers, held at the Museum and at conferences around Australia, attracted more than 1000 participants. Education staff presented workshops and made presentations at a variety of teacher conferences including the Victorian, NSW and Queensland history teacher conferences, an Australian Teachers of Media forum and the Primary English Teachers' Association annual conference. In addition, through the National Capital

Educational Tourism Project's outreach program, the Museum presented at several regional and capital city professional development sessions for teachers. As part of its Australian History Mysteries Youth Challenge program, the Museum was also able to run specific professional development sessions for teachers at each of the eight programs throughout Australia.

Several teacher previews focusing on the Museum's temporary exhibitions program were conducted, mainly with local ACT teachers, helping to build a strong network of committed teachers.

Visitation numbers and trends

In its sixth year of operation the Museum's national visitation reached a record number, although there were fluctuations within categories. Travelling exhibitions did particularly well and temporary exhibitions also performed substantially above estimates. Visitor satisfaction levels remained high with 94 per cent indicating they were 'satisfied' or 'very satisfied' with their Museum experience.

Visitation to the Museum in Canberra was also influenced by seasonal fluctuations that brought peaks in school holiday months and downturns in-between, especially during the winter months.

National visitation numbers, 2001-07

Financial year	Total visitation
2001-02	903,400
2002-03	825,000
2003-04	820,200
2004-05	666,200
2005-06	771,000
2006-07	945,210

The year's visitation was marked by:

- a slight decline in visitors to the permanent exhibitions
- substantially higher visitation than anticipated to both temporary and travelling exhibitions
- a steady increase in schools visitation, with numbers above those of previous years
- slightly reduced attendance at public programs due to a decreased level of activity
- a small decrease in numbers attending after hours functions.

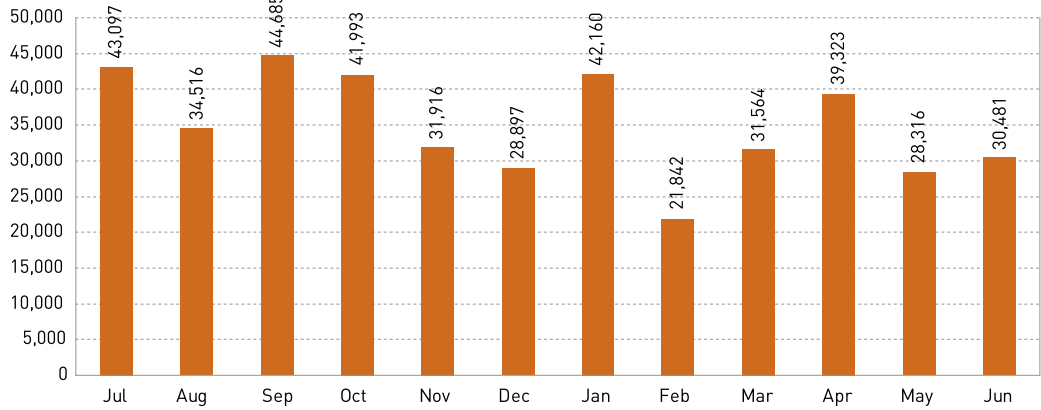
Visitation numbers, 2005-07

Location	2005-06	2006-07
Permanent exhibitions	428,123	418,790
Temporary exhibitions	91,101	105,710
Travelling exhibitions	63,762	248,641
Public programs/events	69,601	53,097
Schools	83,780	86,444
Functions/venue hire	34,234	32,528
Total	770,601	945,210

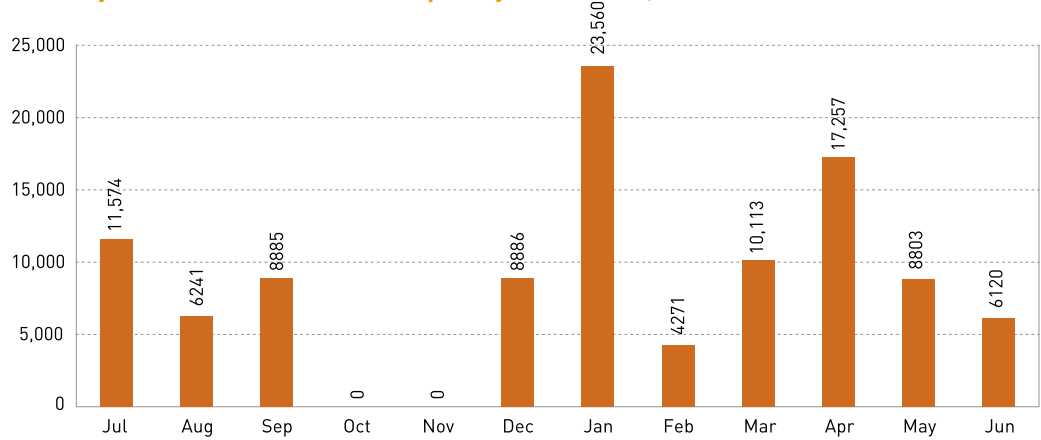
Travelling exhibitions visitation, 2006-07

<i>Hickory Dickory Dock</i>	32,802
<i>Miss Australia</i>	44,146
<i>Ned Kelly</i>	26,994
<i>In Search of the Birdsville Track</i>	1,984
<i>Our Community</i>	5,698
<i>Pooaraar</i>	29,444
<i>Between the Flags</i>	99,334
<i>Behind the Lines 2006</i>	7,489
<i>All Aboard! 150 Years of Rail</i>	750
Total	248,641

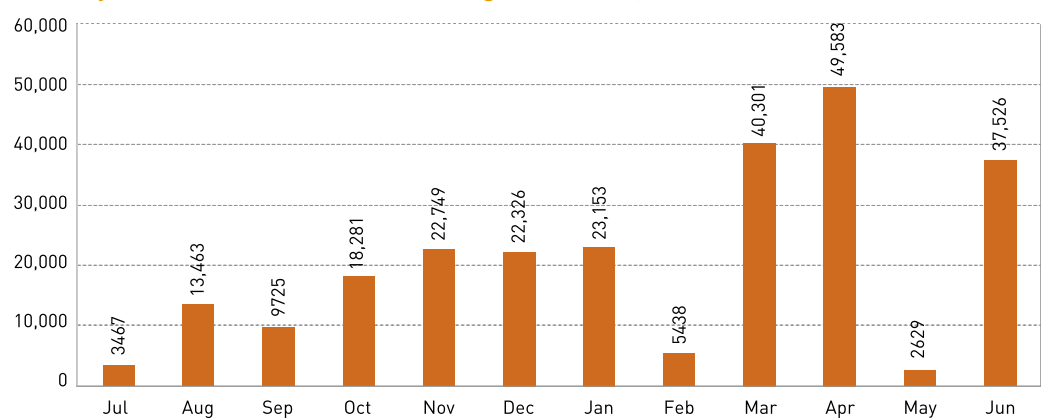
Monthly visitation numbers to permanent exhibitions, 2006-07



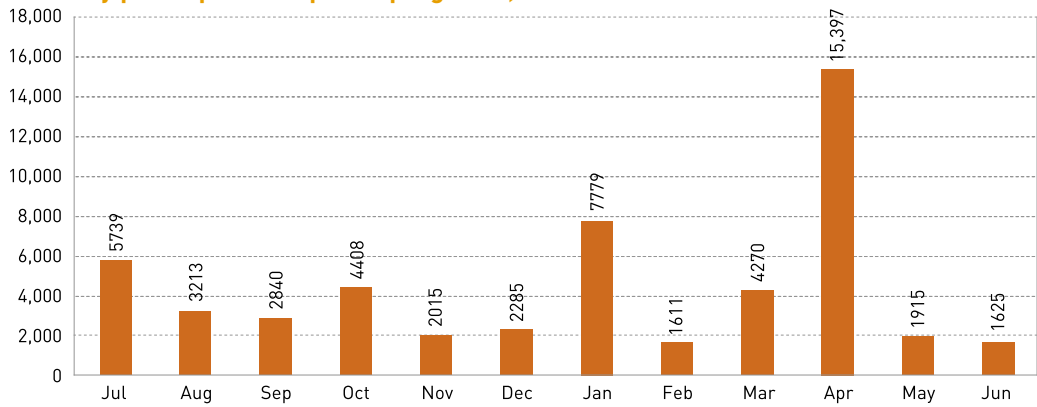
Monthly visitation numbers to temporary exhibitions, 2006-07



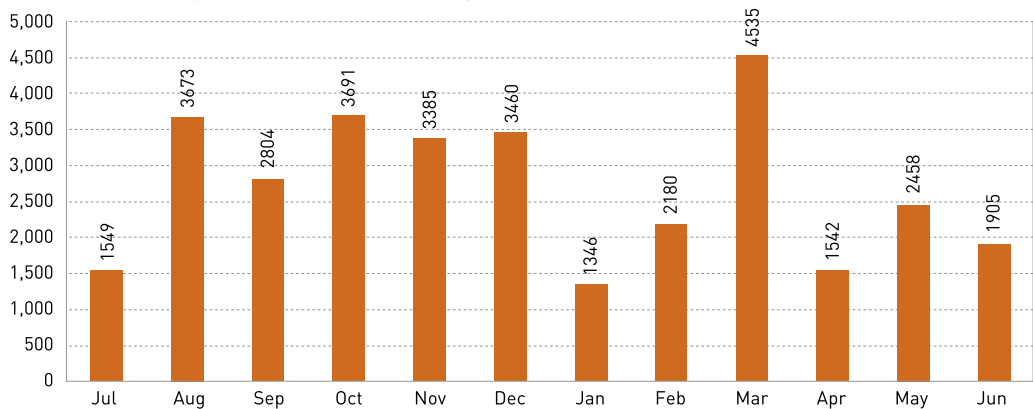
Monthly visitation numbers to travelling exhibitions, 2006-07



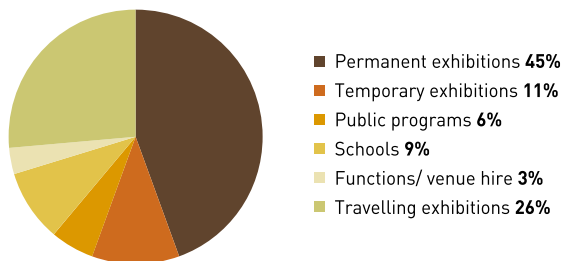
Monthly participation in public programs, 2006-07



Monthly participation in externally organised functions/venue hire, 2006-07



Breakdown of total 2006-07 Museum visitation by visitor category



Visitor feedback

The Museum actively seeks visitor comment by conducting exit interviews, commissioning audience research and inviting visitors to provide written feedback through Museum feedback forms. Informal comment is also noted by visitor services hosts and public programs staff. Data collected from visitor interviews is entered into a database that enables the analysis of visitor demographics, attitudes and behaviour over time.

Age groups most strongly represented were 55–59 years and 40–44 years (both 11 per cent). Thirty-two per cent of visitors were from Canberra or its close neighbour Queanbeyan, 58 per cent were from elsewhere in Australia, in particular Sydney and regional New South Wales, and 10 per cent were from overseas. The proportion of repeat visitors was 44 per cent overall. Twenty-six per cent of visitors interviewed during the year had visited the Museum three or more times.

Museum visitors have continued to demonstrate high satisfaction levels. Of 1200 visitors interviewed during the year, 94 per cent said they were 'satisfied' or 'very satisfied' with their experience. When invited to comment on what they liked most about the Museum, visitors mentioned overall layout, quality and the building or architecture (both 18 per cent) and the focus on Australian subjects (15 per cent). Eighty-one per cent of visitors agreed that they had learned something interesting about Australian history during their visit. The positive visitor response is also demonstrated by answers to questions such as, 'Which of the following words best describe your visit to the National Museum today?' Visitors tended to select 'stimulating' or 'engaging' (each 28 per cent), or 'contemporary' (25 per cent).

The only aspect of the Museum to elicit substantial negative comment was 'confusing

layout and flow' (11 per cent). Ongoing improvements to signage, availability of maps and further work on exhibition labelling continue to address this problem.

Communications and information management

Public Affairs

The Museum's Public Affairs section pursued an active strategy for generating media coverage of exhibitions, acquisitions and activities in order to reach, and engage, both national and international audiences to the Museum.

Some highlights of the work of the Public Affairs section include:

- **Leichhardt nameplate:** A press conference was held to announce the purchase of the Leichhardt nameplate, at which detailed analysis by conservation and curatorial staff and an extensive media kit with video were provided. The event generated extensive network television news, and national and regional print coverage. The story was also promoted on the Museum's website.
- ***Between the Flags: 100 Years of Surf Lifesaving:*** Print and magazine outlets were provided with an extensive range of photographs of historic and geographic interest, which were widely published.
- ***Miss Australia: A Nation's Quest:*** A media preview event — featuring 11 former Miss Australia titleholders — generated extensive coverage on network and local television, national and local radio, and national, metropolitan and regional media.



Miss Australia 1989, Lea Dickson, at the media preview of Miss Australia: A Nation's Quest.

- **ABC Collectors:** A display in the Hall of the collection of the winner of the 'Collector Cam' competition on the ABC's *Collectors* television program generated considerable coverage on ABC television and radio, and regional media. The *Collectors* program promoted the display and the Museum.
 - **Sir Robert Menzies' Bentley:** Completion of extensive conservation work on the Bentley used by former prime minister Sir Robert Menzies presented an opportunity to publicise important conservation work undertaken by Museum staff. With the assistance of staff from the Prime Minister's Office, Museum staff drove the Bentley and the Holden prototype no. 1 into the Prime Minister's courtyard at Parliament House. The Hon John Howard, MP, Prime Minister of Australia, was filmed, photographed and interviewed as he undertook a detailed examination of both cars.
 - **Ashes letter opener at the Lodge:** The 'other Ashes bail', an object loaned to the National Museum for display in the Nation gallery, was temporarily transferred to the Prime Minister's Lodge for a reception for the touring English cricket team. The display generated widespread coverage in Australian media and in the United Kingdom.
 - **Centre for Historical Research:** A half-day seminar for journalists from major print-media organisations was organised to explain in detail the work and vision of the Centre for Historical Research. The event generated a range of feature and in-depth articles and increased the profile of the centre.
 - **Hailstorm:** The damaging hailstorm that struck the Museum on 29 December 2006 created widespread media interest for many days following the storm. The Public Affairs section worked with other Museum staff to prepare timely and accurate reports for broadcast and print media that underscored the fact that the Museum and its collection and staff were unaffected. Having dealt with the immediate cause and effect of the storm, the media focus shifted to the quality conservation care extended to some non-collection artworks damaged by the storm.
- Staff who regularly represent the Museum in the media were provided with media training. Work continued on the development of a visiting journalists program with the



(left) The Museum won Best Major Tourist Attraction category at the Australian Tourism Awards; (middle and right) Posters showing the marketing concepts for Cook's Pacific Encounters and Miss Australia.

Department of Foreign Affairs and Trade and the Australian Capital Tourism Corporation.

Marketing

For the second time in three years, the Museum won the Best Major Tourist Attraction category at the Australian Tourism Awards. This award is regarded as the highest accolade in the Australian tourism industry, and was featured in a new brand campaign to enhance the Museum's reputation and encourage tourists to visit.

Brand awareness campaigns included television commercials and print advertisements that highlight the visitor experience and a selection of the Museum's significant and popular objects. Newspoll research undertaken in May 2007 showed that public awareness of the Museum remains high.

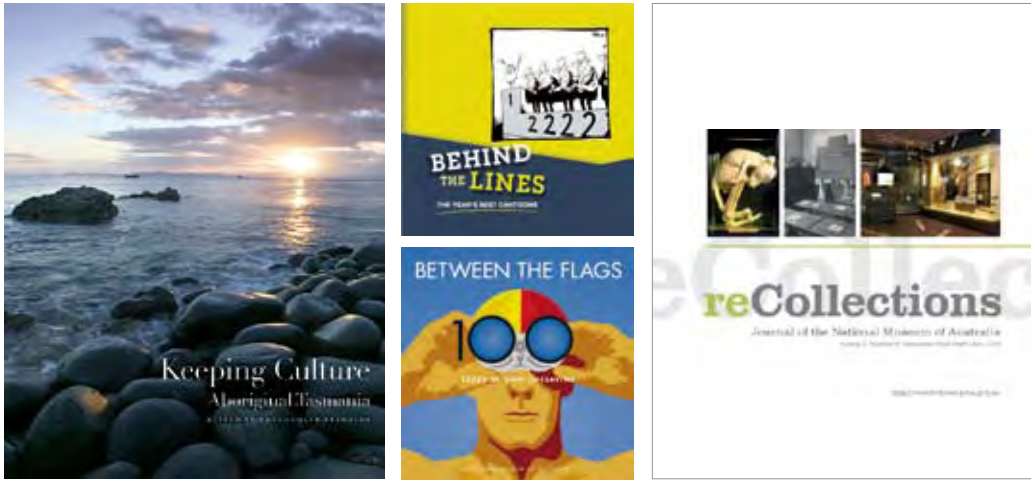
Successful marketing campaigns were developed for the temporary exhibitions *Cook's Pacific Encounters: The Cook–Forster Collection of the Georg-August University of Göttingen*, *Between the Flags: 100 Years of Surf Lifesaving*, *Miss Australia: A Nation's Quest*, *70% Urban* and *'67 Referendum: Spin, Myths and Meanings*.

The Museum achieved very high levels of awareness for the *Cook's Pacific Encounters* exhibition, with 98 per cent of surveyed visitors knowing about the exhibition before their visit, reflecting the effectiveness of the marketing and advertising campaign. Seventy-two per cent of visitors to *Between the Flags* knew about the exhibition prior to their visit, with the television commercial performing strongly to create awareness. To encourage more people visiting the Museum to also visit temporary gallery exhibitions, Marketing adopted a successful onsite campaign for *Between the Flags*.

Effective marketing campaigns also contributed to high levels of visitation to the *Between the Flags* Family Festival on Australia Day 2007, and to the school holiday program featuring a life-sized Thomas the Tank engine and storytelling by the 'Fat Controller'.

Print and digital media

The Museum places great importance on disseminating its research and scholarship and enabling the public to engage with rich information about collections, exhibitions



National Museum of Australia Press publications *Keeping Culture: Aboriginal Tasmania*, catalogues for *Behind the Lines* and *Between the Flags* and the Museum's scholarly journal *reCollections: Journal of the National Museum of Australia*.

and programs. Each year a diverse range of audience-focused communication products is produced to extend and deepen visitor experience, provide virtual access for those who cannot visit the Museum, and give insight into research, collections and topics not covered by our exhibitions. These products help the Museum realise its PBS outcome of encouraging 'awareness and understanding of Australia's history and culture'.

The products include National Museum of Australia Press publications, the electronic scholarly journal *reCollections*, the Museum's website, and audiovisual and multimedia productions. Producing and delivering these products is the key business priority of the Museum's Print and Digital Media section, which formed as a single business area this year to combine the strengths of the previously separate Publishing, Web Publishing, Multimedia and Copyright and Reproductions sections. By integrating these areas and continuously improving business processes, the Museum aims to be well equipped to meet the anticipated demand for published outputs

in coming years and for content online and through new forms of digital media.

This year saw a significant body of print and digital publications and products delivered.

Publishing

The Museum has been publishing books regularly since it opened in 2001. In 2004, National Museum of Australia Press was formed to support the strategic priorities of sustaining research and scholarship, engaging national audiences and enhancing exhibitions, programs and services.

National Museum of Australia Press produces books for scholarly and special-interest readers as well as general adult readers, children and educators. It currently has 40 books in print and an active production program is scheduled for the next three years. The opening of the Centre for Historical Research is expected to further the Museum's commitment to conducting and publishing original research and to expand the number and depth of titles on the Press's list.

In 2006–07 National Museum of Australia Press published nine books and two issues of its electronic journal. This year's highlights included the following:

- *reCollections: Journal of the National Museum of Australia*, the Museum's scholarly, peer-reviewed journal, was published twice this year and continues to strengthen in content and scope. Published both online (<http://recollections.nma.gov.au>) and in hard copy, the journal focuses on museum practice and the history and interpretation of objects in Australia and the Asia–Pacific region.
- *Keeping Culture: Aboriginal Tasmania* was edited by curator Amanda Jane Reynolds and produced in collaboration with Indigenous communities in Tasmania. This publication was the culmination of a Museum collecting project that began in 2003 to collect the material culture of contemporary Tasmanian Aboriginal people. Nine Tasmanian Aboriginal writers shared their cultural traditions, stories, poems and songs in the book, and provided their own perspectives of the collection. In June, *Keeping Culture* was shortlisted in the Australian Book Industry Awards.
- Four more titles were published in the children's series *Making Tracks*, inspired by objects from the National Historical Collection. These books joined four released during 2005–06, to complete the first collection. *Making Tracks* was written and illustrated by well-known Australian children's authors and illustrators. The titles are complemented by educational support material and interactives on the Museum's website. One title from the series, *Across the Dark Sea* by Wendy Orr, was shortlisted for the NSW Premier's Literary Awards this year.

- Two exhibition catalogues were released to complement Museum exhibitions. *Between the Flags: 100 Years of Surf Lifesaving* celebrates a national institution and colourful part of Australian life. *Behind the Lines: The Year's Best Cartoons* supported the always popular and long-running exhibition of political cartoons.

Website — www.nma.gov.au

This year the Museum's website had its highest number of unique visits ever, increasing from 467,000 last year to more than 797,000. This result is almost twice the target specified in the Museum's PBS performance measures for Output group 1.2: National exhibitions, programs and services (see p. 30).

This substantial increase in website visits was largely due to a wealth of new content that was developed by in-house authors and produced by the Web Publishing unit. Four new online exhibitions supported and extended access to physical exhibitions: *Between the Flags: 100 Years of Surf Lifesaving*, *Miss Australia: A Nation's Quest*, *Behind the Lines: The Year's Best Cartoons* and the 'Collector Cam' display.

Supporting the Museum's strategic priority of sustaining research and scholarship, two new websites were developed to offer access to in-depth content about particular subject areas:

- *Cook's Pacific Encounters: Cook–Forster Collection* features 300 artefacts in that collection, and provides large images and specialist information about Pacific artefacts. The website extends the collaborative partnership with the Georg-August University of Göttingen, begun with the *Cook's Pacific Encounters* exhibition, and highlights the Museum's interest in the Pacific region.



Multimedia modules developed for the 'Goolarri: The sounds of Broome' exhibit, which replicates a radio studio.

- A second website, *Collaborating for Indigenous Rights: 1967 Referendum*, commemorates the 40th anniversary of the 1967 Referendum. The first product of an Australian Research Council linkage grant, the website is an educational resource that enables students to explore this significant moment in Australian social history.

The Museum also published an online feature on the extensive research undertaken to authenticate one of its most significant collection acquisitions for the year, the Leichhardt nameplate (see p. 21). Access to the Museum's collection database, an important tool for researchers, was improved, with 11,585 records available online in 2006–07.

In keeping with another strategic priority — to engage national audiences — two community online exhibitions were developed following a partnership with regional areas. These were *Hooked ... on the Goulburn* (stories of people who fish on the Goulburn River) and *Farmers' Stories* (interviews with farmers in the Murray–Darling basin).

The Museum Shop came online in September 2006, enabling website visitors to purchase National Museum of Australia Press publications.

The Museum also commenced a program of periodic review, completing a web architecture review in September 2006 and a user evaluation in June 2007. Both reviews revealed room for improvement in the amount of content and the technical infrastructure of the Museum's website. The Museum is using the reviews to help inform how best to deliver content to our many audiences, especially with the increasing public uptake of new forms of digital media.

Audiovisual and multimedia products

Through its Multimedia unit, the Museum continued to commission quality audiovisual and multimedia projects to enrich the visitor experience of its temporary, travelling and permanent exhibitions. Major projects for this year were:

- six audiovisual displays for the *Miss Australia* exhibition
- five multimedia pieces for the *Between the Flags* exhibition, including a series of interviews with lifesavers from across Australia and an interactive which encouraged visitors to hop on a surf ski and attempt a surf rescue for themselves
- three multimedia modules developed for the 'Goolarri: The sounds of Broome' exhibit, including an interactive which allows visitors to take part in a simulated live recording session at the 'Goolarri' radio studio.

The Museum also developed a range of multimedia products for its website including an interactive featuring the 50-metre-long *Harvest of Endurance* scroll, documenting two centuries of Chinese contact with, and immigration to, Australia. This interactive won a highly commended acknowledgement at the Australian Interactive Multimedia Industry Association awards in 2007.

A number of interactives were tailored specifically for younger audiences: three more Making Tracks interactives were developed, each featuring an object from the Museum's collection, and three interactives were developed to support the Australian History Mysteries education program.

Copyright and production services

The Museum's exhibitions, publications and media products are highly illustrated with images, film, video and audio materials. In acquiring and producing these materials, the Museum diligently adheres to copyright and moral rights laws and cultural permissions practices. The Copyright and Production Services unit supplies images and media within the Museum and to external parties, and manages all associated rights and licensing processes. Since the Museum opened in 2001, the unit has processed an average of 3000 requests for images and copyright clearances per year. This year saw a similar number of requests processed, resulting in the supply of more than 5000 images to internal and external stakeholders. The number of requests from external publishers, academics and other cultural agencies for the use of Museum-owned images has also grown steadily each year since opening, reflecting a growing interest in the Museum's collections. This year saw a sizeable increase in external requests (approximately 25 per cent) over the previous year.

The Museum is an industry partner in the ARC Linkage project 'Cultural collections, creators and copyright: Museums, galleries, libraries and archives and Australia's digital heritage' with the Centre for Media and Communications Law at the University of Melbourne (see Appendix 7). Throughout 2006–07, the Museum also continued to participate in an intellectual

property education and networking group, Copyright in Cultural Institutions, comprising national cultural institutions in Canberra.

Photography

The Photographic unit produces high-quality images to support the Museum's documentation, exhibitions and communication activities. This year the team completed more than 260 photographic assignments, producing approximately 4200 images of collection objects, conservation and other Museum activities, and corporate and public events.

Images are an important component of collection documentation and are included in object records in the Opal collection information database. Museum photographers' work also featured in exhibitions, publications, the website, education kits, marketing activities and media information.

Some significant projects this year were:

- photography of approximately 1600 paper-based objects and photographs from the Springfield Merino Stud and Faithfull Family collections
- photography in remote areas of Australia for Plenty Stories, a new series of educational books highlighting Indigenous culture and lifestyle to be published by Rigby (see pp. 61–62)
- photography of historic albums, journals and diaries (Milne collection and Richard Thomas diaries) to provide content that supports an exhibition about anthropologist Herbert Basedow, planned for 2008
- photography for new marketing brochures to promote education programs to schools throughout the country.

Information technology

Information technology (IT) systems and activities underpin all business processes and exhibitions in the Museum. Progress was made in upgrading information technology infrastructure and implementing the electronic employee self-service component of the human resources information system.

A focus on planning and equipment changeover emerged as the main objectives for the year and, to that end, a new IT Strategic Plan was completed which sets strategic goals and actions.

The Museum's key IT strategic goals are to:

- provide a stable environment
- offer and manage current relevant applications, services and peripherals
- continuously improve the management of the Museum's technology services
- deliver an efficient, robust, secure and scalable environment
- strengthen holistic and integrated IT project planning and delivery
- provide technology capability and services that enhance the effectiveness and efficiency of museum staff
- provide technology capability and services that engage with, support the needs of, and provide access for museum visitors and clients
- manage our information in an efficient, effective, disciplined and strategically coordinated manner and make it readily available to those who need to use it.

A review of the Museum's server, storage and communication network infrastructure was completed in August 2006. It provided a high-level infrastructure design, recommendations

aimed at upgrading to newer technologies to better support future strategic initiatives, and guidance on implementation priorities and dependencies. A number of the review recommendations were implemented during 2006-07, including:

- procurement and implementation of a new scalable data backup solution which has enabled the expansion of disk storage capacity
- selection, procurement and implementation of storage area network infrastructure that will significantly increase the Museum's data storage capacity
- implementation of the first of several virtual server environments, which has improved performance of several business systems and enabled the decommissioning of several ageing servers
- design of a new IT communication network, with further detailed requirements under development for incorporation into a tender exercise to select and implement replacement network infrastructure during 2007-08
- evaluation, selection and procurement of IT management and monitoring tools to greatly assist in the proactive monitoring and support of the IT environment.

Several other IT-based projects progressed or were completed during the year:

- Project Quartz, the Museum's human resources system, went 'live' in July 2006. It delivers employee self-service, automated high-volume transactions (such as leave processing for non-rostered staff) and brings staff Personal Performance Plans under the Workplace Conversations Framework online. Significant work was commenced to automate the pay processes for rostered staff with completion now expected during

2007–08. Other enhancements throughout the year included the development and implementation of the Recruitment functionality in Quartz, providing additional forms online, piloting a new flex form through Quartz for non-rostered staff and developing a comprehensive maintenance and testing plan to ensure the system remains current and accurate in the future. Ongoing work will continue into 2007–08 including rolling out online flex recording to all non-rostered staff.

- The Museum’s email server and software was upgraded, providing a more intuitive system that was supported by staff training during its rollout.
- Opal, the Museum’s collection information management system, was migrated to new servers resulting in significantly improved performance for users of the system and a robust support model.
- The Museum Shop retail system was replaced with new software which is a module of the existing finance system. This has improved system integration, inventory control and reporting.
- Stage one of the Museum’s new booking and function management system was implemented, providing improved functionality, better performance and greater reliability. Development of self-service functionality for staff to book rooms and an online event registration module for the public will be designed and developed during 2007–08.
- Server and software upgrades were completed to the infrastructure supporting the Museum’s website providing improved performance and greater productivity and stability.

Considerable recruitment activity also occurred in the Information Technology and Services

section this year and was affected by the high-demand IT employment market. The section experienced an almost 100 per cent turnover of staff and the recruitment of a new management team. The new team will continue to augment and upgrade the Museum’s information technology infrastructure during 2007–08 and implement the IT Strategic Plan.

Records management

Work commenced on the electronic scanning of files pertaining to the National Historical Collection to enable preservation of paper files and photographic material and allow easier access to them. This has been well-received by staff and has improved productivity.

Records Management continues to progress the Designing and Implementing Recordkeeping Systems (DIRKS) methodology project. The documentation for Step B, the Analysis of Business Activity, has been updated following a review by the National Archives of Australia. The Centre for Historical Research business activity has been incorporated into Step B documentation as a new function. Step C, the Identification of Recordkeeping Requirements, is expected to commence in 2007–08.

A pilot group of staff across the Museum began to use the Museum’s recordkeeping software, TRIM, to electronically move files, and to store documents and emails. This is an initial step in the longer-term plan to progress electronic recordkeeping.

Volunteers

The Museum values the contribution of volunteers and recognises the wide range of skills and knowledge they bring to the



Education volunteer Cynthia Stockbridge chats with some interested visitors.

Museum. By engaging volunteers the Museum is able to actively involve members of the community in its programs and promote two-way transfer of skills and knowledge.

This year 77 volunteers contributed 4689 hours to the Museum. They participated in the following programs and activities:

- **Education:** Twenty-eight volunteers, including six new people this year, contributed a total of 1510 hours. They assisted Education staff in presenting many of the programs for booked school groups.
- **Public Programs:** Volunteers continued to develop and operate touch trolleys allowing visitors, particularly children, to touch and explore objects. Two volunteers developed a touch trolley for the *Between the Flags* exhibition; this was very popular and is now travelling around Australia with the exhibition. Eleven volunteers contributed 396 hours to a range of public programs in the Museum.
- **Museum Library:** Volunteers assisted with cataloguing, repair, protection and security

of the Library's collections. During the year, two volunteers contributed 206 hours to the Library's operations.

- **Records Management:** Volunteers assisted with preparation of Museum Collection files prior to their being scanned. They contributed 79 hours to Records Management this year.
- **Curatorial:** A volunteer assisted with the organisation of the Herbert Basedow photographic collection. One volunteer contributed 47 hours this year.

The Museum's most significant volunteer program supports the former Murray River paddle-steamer, *PS Enterprise* — its crew is drawn entirely from volunteers. The volunteers fulfil different roles depending on their qualifications and experience, bringing the *PS Enterprise* to life. Forty-one volunteers contributed 2451 hours to ensuring the *PS Enterprise* operated on at least one day of each weekend from September 2006 to May 2007. There were 4490 visitors to the vessel who heard volunteers explain its history, construction and operation.

Friends of the National Museum of Australia

The Friends continued its role of maintaining and enhancing community support for the Museum throughout 2006–07. Friends provided a range of benefits to members in the ACT and beyond, including more than 50 Friends events, which were attended by more than 2300 people.

Highlights included:

- the popular series Playlunch with Friends and Get Messy with Grandma
- the Women's Voices series, now in its fourth year
- curator-led previews of all Museum exhibitions
- a new series of talks featuring Museum curators presenting their research into key collection objects linked to the Museum Enhancement Program
- a new series, Museums of the World, featuring embassy representatives speaking about museums in their country
- the Inaugural Furniture History symposium, presented in partnership with the Furniture History Society
- a concert by the Band of the Royal Military College Duntroon, to celebrate the Friends' 18th birthday.

A number of events were presented in partnership with other organisations, including the Australian Federation of Friends of Museums, the National Trust, the Australiana Fund, the ACT Branch of Museums Australia, the Australian Open Gardens Scheme and the Furniture History Society of Australasia.

In June 2007, there were 1218 Friends memberships comprising 3211 people.

A significant number of Friends members joined as families (approximately 40 per cent) while 39 per cent joined as individuals. Approximately 20 per cent of Friends live outside a 150-kilometre radius of Canberra.

The Friends quarterly magazine, published in July, September, March and June, continued to showcase the activities of the Museum and the Friends. The magazine is also distributed widely to parliamentarians, libraries and museums in Australia and to Australia's diplomatic missions overseas.

The Friends gratefully acknowledge the following organisations and individuals for their invaluable support during the year:

- sponsors the Hyatt Hotel and Rosemount Wines
- Pauline Hore, auditor
- Duesburys Nexia, Hugo Ellwood
- Hopscotch Films for movie passes provided for Friends members.

The Museum continued to provide invaluable financial and in-kind support, enabling the Friends to develop and manage membership programs and services.



Grandfathers also enjoy the Friends' 'Get messy with Grandma' program.