

Part 2 **PERFORMANCE REPORTS**

04
05



Holden prototype
Dragi Markovic

Introduction

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 the three inter-related themes of:

- Aboriginal and Torres Strait Islander history and culture
- Australia's history and society since European settlement in 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.

GUIDING PERFORMANCE

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 at Appendix 2.)

These functions determine all aspects of the Museum's performance; the Government's performance targets, laid out in the annual Portfolio Budget Statements (PBS), shape how they are executed. Performance targets are achieved through work defined in two output groups and 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.

(Performance against PBS outcome and outputs is detailed on the following pages.)

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 outlines the organisation's key priorities and guides the activities of all Museum business units. The priorities for 2004–2007 are 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.

Performance at a glance

OUTCOME ACHIEVEMENTS

OUTCOME

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

PERFORMANCE INDICATORS

Relevance of acquisitions

Proportion of acquisitions acquired in accordance with Collection Development Framework	Target 100%	Actual 100%
---	--------------------	--------------------

Accessibility of National Historical Collection

Proportion of the collection which is available for exhibition, public programs and research	Target 50%	Actual 50%
--	-------------------	-------------------

The extent to which awareness and understanding is increased of Australia's history and culture

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%	Actual 77%
--	-------------------	-------------------

Access to exhibitions and programs

Number of visitors or users of Museum's exhibitions and programs (excluding web)	Target 800,000	Actual 666,173
--	-----------------------	-----------------------

COLLECTIONS AND GALLERY DEVELOPMENT

The Museum's two key outputs largely focus on the core business activities of collecting and exhibiting. In January 2003, the Federal Government established a panel to review the Museum's exhibitions and public programs. The *Review of Exhibitions and Public Programs* report, delivered in July 2003, presented a vision and suggestions for the Museum's further development. Last year the Museum's Council approved the Collections and Gallery Development Plan 2004–2008 to address the recommendations of the report. The key aims of the plan are to:

- improve navigation and wayfinding throughout exhibition galleries
- refurbish and enhance permanent exhibitions with new panels and displays
- begin development of a new presentation for the Circa theatre
- detail new exhibition concepts for the Nation and Horizons galleries
- develop a new acquisitions program to enhance the National Historical Collection
- develop a research plan to heighten the Museum's standing as a centre for scholarship and ideas.

This year, with the benefit of additional government funding, the Museum made significant progress in the development of its collections, research and exhibitions, in line with the Collections and Gallery Development Plan.

Changes were made to the Hall, including installation of a new information hub, and to the permanent galleries. A staged program for content changes and redevelopment in the Horizons and Nation permanent galleries and Circa theatre was established. The Museum actively pursued a major acquisitions program for the National Historical Collection (NHC), and reviewed its collections policies and procedures. Council approved the new *Research and scholarship* policy in November 2004.

New staff were recruited and the curatorial section was restructured, with two new teams established to undertake work implementing major elements of the plan. The Collections Development team is responsible for leading and coordinating curatorial work related to collecting activities and the Gallery Development team is developing content for exhibition changes and fuller redevelopment in the Nation and Horizons galleries.

Detailed description and performance analysis of collection and exhibition activities are given in the following sections, according to output groups.



Host Anthony Haller welcomes a group of Russian visitors at the new Information Hub.

Dean McNicol

OUTPUT GROUP 1.1 — COLLECTION DEVELOPMENT AND MANAGEMENT

PERFORMANCE INDICATORS

Quality

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

Quantity

1000 conservation treatments	Achieved 1600 treatments completed
------------------------------	---

Price

\$9.153m (\$45.76 per collection item)	\$6.432m (\$32.16 per collection item)
--	---

BACKGROUND

The National Museum of Australia seeks to build a broad-based collection that provides a material record of Australian history. The NHC 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 190,000 items.

Other collections include the Education Collection, comprising materials to support Museum programs and activities, and the Archival Collection, comprising documents, photographs, and sound and vision recordings associated with material in the NHC.

The Museum acquires objects for the collections through purchase or donation.



George Serras

Director Craddock Morton with an Australian flag retrieved from the World Trade Centre ruins.

DEVELOPING THE COLLECTIONS

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

This year was extremely productive for the collections development program. In the 2004 budget, the Federal Government announced that the Museum would receive \$1 million per year for acquisitions. With this injection of funds, the Museum was able to secure iconic, compelling artefacts for the NHC, and will have the means to do so in the future.

NEW ACQUISITIONS

Council approved 108 significant collections during the year for inclusion in the NHC, the details of which are in Appendix 3. Important objects acquired through purchase or gift this year included:

- the first-ever Holden, the No.1 Prototype, constructed in Detroit as the definitive model for millions of Holden cars
- the No. 215 Holden, believed to be the first FX model commercially sold in Australia, bought by famous Australian industrialist Essington Lewis
- an Australian flag retrieved from the ruins of the World Trade Centre, New York, following the terrorist attacks of 11 September 2001. The flag was salvaged by a police officer and presented to Australia's Consul-General in New York
- the Royal Agricultural Society Challenge Shield (the Dally Messenger Shield), rugby league's first major prize (awarded 1908–1913)
- a work by the nineteenth-century Aboriginal artist William Barak
- the crown awarded to three decades of Miss Australia Quest winners, to feature in an upcoming Museum travelling exhibition
- four land grants from the colony of New South Wales
- Evonne Goolagong Cawley's Wimbledon trophies for 1971 and 1980 (singles) and 1974 (doubles); the tennis racquets she used in the 1971 and 1980 finals, and her tennis dress from the 1971 tournament
- a silver tankard presented to AC Bannerman for the 1880 Ashes cricket tour.



Dean McNicol

Michelle Downes with the crown she wore as Miss Australia 1973.



George Serras

Registration Manager Carol Cooper and Pamela and Jim Maple-Brown in the Springfield family museum.

A MAJOR GIFT

In November 2004, one of the biggest and best-documented collections on the history of a major rural property was donated to the Museum. The collection is from Springfield, a large wool growing property near Goulburn, New South Wales, that had remained in the same family since it was established in the 1820s. The collection includes a range of material highlighting both the pastoral economy (for example, shearing equipment, wool samples and framed photos of stud rams) and the everyday lives of the property owners, the Faithfull and Maple-Brown families.

Following the announcement of the gift, a team of curatorial and collections staff spent several weeks at Springfield packing and documenting nearly 2000 objects. The collection was transported to the Museum's Mitchell repositories where for the first six months of 2005 it was carefully listed and prepared for valuation as part of the Government's Department of Communications, Information Technology and the Arts (DCITA) Cultural Gifts Program.

In late June 2005, Jim Maple-Brown and his sister Diana Boyd signed the Museum's Deed of Gift and the Certificate of Donation for the Springfield gift. The collection will go before the DCITA committee at its meeting in October 2005. When legal title to the collection has passed to the Museum, staff will prepare the objects for exhibition both within the permanent galleries and as part of a forthcoming exhibition on the history of the Museum's collections.

COLLECTIONS POLICY

The quality and relevance of the Museum's collections development program is dependent on a strong foundation of policy, documentation and practice. In the course of the year the Collections Development section revised the Museum's *Collections development* policy (approved by Council in November 2004) and established new targeted collecting guidelines to build holdings in identified areas. New processes were developed for proposing and documenting acquisitions and work began to revise the Collections Development Framework to guide day-to-day collecting activities.

Another task was to determine priorities in collections work across the Museum. A series of workshops identified six key projects to address needs in collections acquisition, documentation, storage, conservation, and in exhibitions and public access to collections. These projects will be ongoing throughout the coming years.

The Museum strives to build collections that are nationally significant, in line with its legislative responsibilities. It seeks objects, documents, images and other materials that have rich associations and communicative power, while representing the thematic and geographic breadth of Australian history ...

Collections Development policy, November 2004

MANAGING THE COLLECTION

The Museum's Registration section manages the accessioning, documentation, storage and accessibility of objects in the NHC. Some highlights of these roles throughout the year are summarised below.

ACCESSIONING OBJECTS

Accessioning is the process that formally registers an object into the Museum's permanent collection. The allocation of a unique number and recording of source and identification details establishes its identity and ownership as well as the Museum's accountability for the object. During the year, the Museum accessioned 73 collections, comprising a total of 403 objects. These collections included the Bali Bombing 2002 Memorial collection from the Parliament of Victoria, and the Matthew Flinders collection of the book *A Voyage to Terra Australis* in two volumes (plus atlas) detailing his expedition to Australia during 1801–1803.

DEACCESSIONING OBJECTS

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

STORING OBJECTS

Storage of objects is a continuing challenge for the Museum. Fewer than four per cent of collection objects are on display at any one time. The rest are stored at repositories in the northern Canberra suburb of Mitchell. Work progressed this year to make better use of current storage space and to improve storage for important collections. Activities included:

- the Bark Painting Relocation Project, completed in April 2005. This provided improved storage and updated documentation for more than 400 paintings
- removal of an unusable mezzanine level and replacing it with high-rise racking. This created much needed space for newly accessioned materials
- relocation of more than 8900 objects onto new shelves. This also enabled stocktaking and bar coding of these objects
- the first stages of relocating paper and textile objects to the main store to take advantage of the superior environmental conditions at this location.

DOCUMENTING OBJECTS

Improving documentation of existing collections, as well as documenting new acquisitions, continued to be a priority. The new collections and exhibitions information management system, Opal, was released to staff in July 2004. It now contains approximately 76,000 object records. Some 3500 records were added to the system in this financial year. This includes approximately 1500 records for items in the Springfield collection of colonial objects (see page 19).

The implementation of the Opal system also provided an opportunity to review data standards and work practices. This work will continue during 2005–2006.

The Museum continued to systematically bar code the collection, this year adding 11,000 objects to the system.

CONSERVING OBJECTS

Preserving the NHC for future generations is one of the Museum's key strategic priorities. During the year, the Museum's conservators treated more than 1600 objects, condition reported 950 objects, conducted 11,334 pest and hazard checks and 364 pest treatments.

Conservation treatment highlights included:

- consolidation treatment and relocation to upgraded storage of 470 bark paintings
- treatment of 50 drawings of the Birdsville Track by Noelle Sandwith
- major treatments of Sir Robert Menzies' Bentley, the Delaunay, and the Wolseley Shearing Plant
- major treatment of the Oates riding habit.

Museum conservators also continued involvement in national and international conservation related activities including:

- hosting the International Council of Museums (ICOM) – Committee for Conservation Metal 2004: Triennial Metals Conservation Conference held 4–8 October 2004
- attending the Getty Conservation Institute 'Director's Retreat for the Advancement of Conservation Education' at the University of Melbourne 20–22 July 2004, attended by conservation managers from the Asia-Pacific region
- participating in the Tsunami Cultural Assistance Reference Group established to provide advice to Australian aid projects in tsunami affected countries
- researching musical instrument collections in the UK, Europe and the USA to determine appropriate preservation methods for the Museum's musical instrument collection
- participating in the design and development of an undergraduate training program for conservators at the Canberra Institute of Technology.



George Serras

Conservators Peter Bucke, David Hallam and automotive engineer Col Oglivie examine the paintwork on the Essington Lewis Holden.



Dragi Markovic

Delegates gather for the International Council of Museums metals conference hosted by the National Museum.

LOANING OBJECTS

The Museum makes objects from the NHC available for loan to other cultural institutions, and brings in objects from around Australia and overseas for its own exhibitions.

Loans from the collection this year included:

- a bark painting and sculpture by David Malangi for display in *No Ordinary Place: The Art and Life of David Malangi* to be held at the National Gallery of Australia, Queensland Art Gallery, Flinders University Art Museum and Museum and Art Gallery of the Northern Territory
- a shield, message stick, cross boomerang and stone knife for display at the Menmyny Museum, Yarrabah
- a violin from the AE Smith collection for a performance at the ABC Eugene Goossens Hall.

A full list of outward loans is in Appendix 5.

The Museum's permanent galleries and travelling exhibitions displayed 5833 objects of which 1334 were loans from 146 lenders, comprising 67 institutions and 79 private individuals.

Significant international loans for the *Extremes* exhibition (see page 30) included:

- a balsa sea lion raft from the Museo Arqueologico de La Serena in Chile
- 220,000-year-old hand axes from the National Museum of Namibia
- Dr David Livingstone's cap and compass from the Royal Geographic Society in London.

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

MAKING OBJECTS ACCESSIBLE

As well as exhibiting and lending objects from the NHC, the Museum provides special access to its collection repositories and responds to specific inquiries about objects. During the year, visits were arranged for 38 external requestors and responses provided to a further 28 written requests for information. Visitors included national and international researchers, collection donors, members of the National Association of Watch and Clock Collectors, students from the University of Virginia, USA, students from the History Teaching Fellowship and University of Canberra Cultural Heritage Management course, members of the Friends of the Museum, artists and museum professionals. Inquiries concerned a diverse range of collection items, including musical instruments, gold mining objects, thylacine specimens, Aboriginal art and artefacts, horsedrawn vehicles and large technology objects.

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.

The Museum's Repatriation section strictly controls the management of human remains and secret/sacred objects, 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 the prescribed authority under the *Aboriginal and Torres Strait Islander Heritage Protection*

Act 1984, the Museum is the repository for unprovenanced remains and objects referred to the Federal Minister under the Act. No remains have been deposited with the Museum under this Act.



Community representatives with Senator the Hon. Amanda Vanstone, Minister for Immigration and Multicultural and Indigenous Affairs and Jörgen Frotzler, Counsellor, Embassy of Sweden at the Swedish repatriation event.

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 NHC.

During 2004–2005, the Museum transferred the remains of 67 individuals to Aboriginal communities in the Northern Territory, South Australia, New South Wales, Western Australia and Victoria. Of these returns, community representatives subsequently asked that the Museum hold 28 on their behalf until further notice.

The Museum also received requests from the Office of Indigenous Policy Development to assist with the repatriation of 18 sets of remains from Sweden and four from Michigan returned to Australia during 2004–2005.

The Museum also assisted other organisations with the return of human remains from overseas. Programs included assisting the:

- Foundation for Aboriginal and Torres Strait Islander Research Action, by providing temporary storage for human remains and objects returned from the Horniman Museum, the Manchester Museum, and the Royal College of Surgeons in London
- Office of Indigenous Policy Coordination, in the storage and repatriation of remains and objects from Edinburgh, Michigan, USA, and Sweden.

Council approved the revised *Aboriginal and Torres Strait Islander human remains* policy in June.

The Museum's Repatriation section is supported by funding from the Museum, the Office of Indigenous Policy Coordination 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

PERFORMANCE INDICATORS

Quality

70% of all visitors satisfied or better	Achieved 91% satisfied or better
80% of school visits satisfied that schools programs meet core curriculum requirements	Achieved 89% satisfied

Quantity

800,000 visitors or users of programs	Not achieved 666,173 total visitors
400,000 unique visits to the website	Not achieved 383,000 unique visits

Price

\$34.679m (\$43.35 per visitor/user)	\$34.712m (\$52.11 per visitor/user)
--------------------------------------	---

BACKGROUND

The Museum's exhibitions and programs aim to create awareness and understanding of Australia's history and cultures, stimulate thought and encourage informed discussion about the broader issues of historical significance. They employ the best educational and communication techniques and reflect the highest standards of historical accuracy and scholarship. They also aim to cater for diverse audiences with different learning styles, needs and interests.

EXHIBITIONS

The Museum continued to deliver a rich and varied exhibition program, at the Museum itself and to venues throughout Australia.

DEVELOPING THE GALLERIES

As mentioned on page 16, a central part of the Museum's four-year Collections and Gallery Development Plan is the staged redevelopment of the Circa theatre and two galleries, Nation and Horizons. The plan includes updating and refreshing the existing galleries in the short-term in advance of their complete redevelopment in 2007 and 2008.

As the first stage of that program, the Gallery Development section researched and prepared content for two new displays this financial year. One display, representing the significance of sport in national life, will be installed in the Nation gallery, while another on the British discovery and colonisation of Australia has been readied for the Horizons gallery.

During the year, the names of the permanent galleries were reviewed. The name of Tangled Destinies will be changed to Old New Land. The names of Eternity and the First Australians gallery will remain the same. The names of Nation and Horizons will be maintained until the

new gallery developments in 2007–2008. Exhibition briefs were developed for the future redevelopment of these two galleries. The briefs establish a conceptual plan for two galleries and detail the interpretive approaches to be taken. New project teams will begin work on the research program for both galleries in the next financial year.

Circa is the Museum’s rotating theatre positioned at the entrance to the permanent galleries. It shows a 12-minute multimedia program exploring the Museum’s three main themes of land, nation and people. The Collections and Gallery Development Plan identified a need to refurbish the theatre as an introduction to the galleries. This year work progressed on developing a new multimedia program, and on identifying technologies to refresh the screen infrastructure. Council approved a creative brief for the new program in April 2005, and script development has commenced.

The Gallery Development section prepared content for new printed Museum guides. These guides — for families, for the Garden of Australian Dreams, and an introduction to the National Historical Collection — will let people tailor their visit to their own needs and interests. Other guides on a variety of themes will be published in the future. Research continued into the interpretation of, and other potential uses for, the Garden of Australian Dreams, as well as the possible future uses of interactive kiosks in the permanent galleries.

PERMANENT EXHIBITION GALLERIES

In addition to the gallery development work, the Museum continued its program of object changeover within all of the permanent galleries. These changeovers allow the Museum to update exhibits to display recently acquired items for the public and make sure objects are removed from display to ensure their preservation as part of the Museum’s NHC management strategy.

The Museum changed over the following number of items:

GALLERY	OBJECTS REMOVED	OBJECTS INSTALLED
Tangled Destinies	59	44
Nation	231	131
Horizons	33	29
Eternity	57	35
First Australians	62	139
Total	442	378

Nation: Symbols of Australia

The Nation gallery explores Australian history and culture through the lens of national symbols, both official and popular.

Significant object changeovers enhanced Nation’s content during the year. These included a display about the Bali bombings, featuring items left in sympathy on the steps of Victoria’s

Parliament House; and a diorama depicting Governor Bligh which highlights the dramatic events of the Rum Rebellion at the start of the nineteenth century.

Recognising that the Museum has a national brief and that reaching audiences across Australia is a strategic priority, the exhibit *Looking around* aims to represent various community groups throughout Australia through a collection of their own photographs. This year *Looking around* focused on three Northern Territory communities as the Museum collaborated with the Gap Youth Centre and Royal Flying Doctor Service in Alice Springs and locals from the Narrows in Darwin.

Much of this year was also devoted to developing a new Nation exhibit that will explore the role of sport in Australian society and profile several well-known sportspeople. The Museum acquired several sport-related collections in the past 12 months and these will feature in the new exhibit.

Work also progressed on new exhibits planned for 2005–2006, including one focusing on the Australian icon, the Holden car.

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. Among the new migration stories added to the gallery this year have been the experiences of Afghan cameleers, German families and Irish orphans.

In the mid-nineteenth century, Afghan cameleers played a crucial role in ‘opening up’ the arid regions of central Australia. They provided transport for exploration, hauled supplies and trade goods, and contributed to the construction of telegraph stations, railway lines and border fencing. The Horizons *Afghan* exhibit features a prayer rug, Koran, camel bell and curled slippers.

Like millions of other displaced Germans, Werner and Martha Hessling were unable to find a home following the Second World War. Through a government-assisted scheme, the Hesslings and their two young children migrated to Australia in 1954. The Hessling story features personal items the family brought with them from Germany, including Werner’s lederhosen and a diary that records each day of their 1954 journey to Australia.

Between 1848 and 1850, more than 4000 girls were sent to Australia as part of the government-sponsored Irish Orphan Scheme. Left destitute by the Irish famine, the girls were expected to find work as domestic servants, marry and stay on in the colonies. At the centre of the *Irish orphans* exhibit is a seachest issued to Margaret Hurley from Galway who, in 1850, was 17 when she sailed for Sydney on the *Thomas Arbuthnot*.

Work also progressed on a new introductory *Encounters* exhibit, which will open in Horizons in November 2005. *Encounters* will provide the background to the arrival of the First Fleet, discussing the prior occupation of the continent by the Australian Aborigines; the role of the Dutch in mapping and naming New Holland in the seventeenth century; the visits of William Dampier to Australia in 1688 and 1699; the trepang harvest conducted by the Macassans on Australia’s northern shores; the three claims for the continent made by Tasman for the Dutch, by Cook for the British and by St Aloüarn for the French; and the earliest efforts to establish a colony at Sydney Cove.

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 exhibition uses these stories as windows onto larger moments, movements, events and themes in Australian history. The themes of the exhibition are based on the emotions joy, hope, passion, mystery, thrill, loneliness, fear, devotion, separation and chance.

Since opening in 2001 this gallery has maintained a dynamic program of object changeovers, ensuring that visitors are presented with a variety of new stories in each theme. This year new stories in the gallery included:

- Bernard O'Reilly, heroic rescuer of the survivors of the Stinson airline disaster in 1937
- Joyce Doru, a Sudanese refugee separated from her family and unsure of their fate for 10 years until the Red Cross tracing service managed to track them down
- Ingrid Ozols, a sufferer of depression who now works with *beyondblue*, the national depression initiative to raise awareness of depression as an issue for many Australians
- Juanita Nielsen, journalist, activist and murder victim.

Two new stories in the gallery are the result of exciting additions to the NHC. John Collison Close accompanied Sir Douglas Mawson on the Australasian Antarctic Expedition of 1911–1914. Close was assistant collector on the expedition and later published many journal articles on his findings. The Museum has recently purchased a significant collection relating to John Close. Part of this collection, his telescope, is now on display as part of his story in the theme of loneliness.

Olive King, daughter of wealthy Sydney businessman and philanthropist Sir George Kelso King, has been added to the theme of thrill. Olive was visiting her sister in London when war broke out in 1914 and immediately purchased a second-hand lorry and had it converted into an ambulance. She served in France and Greece, ferrying wounded soldiers from the battlefield to field hospitals. She later joined the Serb Army and was decorated for her bravery. This year the Museum purchased Olive's commemorative medallions, some of which are now on display in Eternity.

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 throughout the year.

Tangled Destinies: Land and People in Australia

The Tangled Destinies gallery presents an environmental history of Australia. It entwines the stories of Indigenous and non-Indigenous attitudes to environments, and the adaptation of non-indigenous people, plants and animals. The gallery also explores the personal and emotional attachments of people to the diversity of Australian landscapes and places.



George Serras

Mitchell Baum examines platypus specimens on show in Tangled Destinies.

New displays installed during the year feature objects from the Northern Territory and Western Australia including:

- a piece of the Perth-to-Kalgoorlie water pipeline on loan from the National Trust of Australia (WA)
- a camel water tank on loan from the Western Australian Museum, Kalgoorlie-Boulder
- a silver trophy for 'champion garden' in Kalgoorlie in 1905, on loan from the City of Kalgoorlie-Boulder.

These objects were part of a major change in the gallery that saw the replacement of the *Cities* exhibit with a new exhibit called *Australians living inland*. This relates how people have interacted with water and focuses on the areas of Alice Springs, Kalgoorlie and Wagga Wagga.

First Australians: Gallery of Aboriginal and Torres Strait Islander Peoples

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

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

This year saw enhancements to the existing *Tasmania* exhibit with inclusion of new material on community connections to land and sea and caring for the country. Another key changeover was the replacement of the Wik display with Indigenous material from Victoria that examined links between ancestors and contemporary community and cultural regeneration.



Dulcie Greeno gathers shells for jewellery making on a Tasmanian beach.

Dean McNicol



The history and reproduction of possum skin cloaks are explored in the First Australians gallery.

Dragi Markovic; b&w images La Trobe Picture Collection, State Library of Victoria

The upgrading of these exhibits brought improvements in exhibition content and interpretation, visitor circulation, and relations between the Museum and Indigenous community groups.

Other activities during 2004–2005 were:

- development of a major new exhibit, *Goolarri media*, representing an Indigenous community radio station that broadcasts from Broome to the Kimberley and Pilbara region, expected to open late 2005
- development of two temporary exhibitions *Our Community* and *Pooaraar*, opened 30 June 2005
- redevelopment of the First Australians gallery temporary exhibition space
- a primary research project on Aboriginal breastplates
- development of *Batmania*, an online interactive on John Batman's Melbourne Treaty of 1835
- production of two editions of the Aboriginal and Torres Strait Islander Program's magazine, *Mates*.

TEMPORARY EXHIBITIONS

The Museum this year reviewed its policy for temporary and travelling exhibitions and developed a five-year schedule for its temporary galleries and travelling exhibitions program. Under the policy, the Museum's focus will shift from major temporary exhibitions to smaller travelling exhibitions of less than 300 square metres. Once every two years the Museum may develop a larger exhibition (of approximately 300–500 square metres) for the main temporary gallery, which will then travel to metropolitan venues and larger regional centres.

Travelling and temporary exhibitions form a fundamental component of the Museum's strategy to provide community access to the National Historical Collection.

Temporary and travelling exhibitions policy, February 2005

The Museum has three galleries that display temporary exhibitions and during the year presented a wide range of exhibitions.

Royal Romance

The Museum developed this exhibition to explore the country's enthusiasm for the Queen during her royal tour in 1954, and Australia's relationship with the monarchy today. The exhibition was displayed in the Nation Focus Gallery from February to October 2004.

Refined White

This exhibition was developed by the Australian Sugar Industry Museum and examined the history of South Sea Islanders in Australia's sugar cane industry. It was displayed in the First Australians gallery from March to August 2004.

Lost for 500 years: Sunken Treasures of Brunei

The Museum hosted this exhibition, developed by Art Exhibitions Australia, from August to October 2004. It presented the story of the discovery, exploration, archaeological excavation, conservation and research into the cargo of a late fifteenth-century Asian trading vessel that sank off the coast of the Brunei sultanate. The cargo included a diverse range of Chinese and mainland South-East Asian ceramics.



George Serras

His Royal Highness Prince Mohamed Bolkiah, Brunei-Darussalam's Minister for Foreign Affairs, joins Senator the Hon. Robert Hill and curator Dick Richards in the Sunken Treasures of Brunei exhibition.

A World without Polio: Truly Remarkable

Rotary Australia developed this exhibition with assistance from the Museum. On display in the Nation Focus Gallery from December 2004 to February 2005, the exhibition looked at Rotary's work to eradicate polio around the world over the past 20 years.



George Serras

The Hon. Kim Beazley, MP, shares his childhood polio experience with (left to right) Freda Hanley, Jenny Hertz, Bill Rowlings and Kris Klugman.

Extremes: Survival in the Great Deserts of the Southern Hemisphere

This major Museum-developed exhibition showcased the human and environmental histories of Australia's Red Centre, the Namib and Kalahari deserts in southern Africa and the Atacama Desert in South America.

Following the Tropic of Capricorn, it took visitors on a journey through the archaeology and landscapes of these hard dry lands and provided a strong comparative perspective on Australian experience. The exhibition opened in December 2004 and will end in August 2005.

The Museum launched five scholarly books in association with *Extremes*, developed an education kit for schools, held a series of public forums on aspects of desert experience, and organised a highly successful family day.

Mirror Mirror: Reflections of Beauty

This exhibition, to be co-curated with the National Gallery of Victoria, was cancelled due to the unavailability of significant loan objects which would have compromised the quality of the exhibition.

Short-term displays

The Museum also presented a number of short-term displays in the Hall. These displays included:

- Holden motor car display (January 2005), showcasing the Museum's collection of vintage Holden cars
- Mr Speedway display to coincide with the Annual General Meeting of the Ulysses Motorcycle Club in Canberra (March 2005). This display included two NHC items — the Golden Gauntlet and Silver Helmet trophies — plus the loan of two speedway motorbikes

- Royal Agricultural Society Challenge Shield which had been presented to Eastern Suburbs captain Dally Messenger in 1913, and donated to the Museum by his family in March 2005
- *Hans Christian Andersen 2005* (June 2005), to celebrate the bicentennial of his birth.

TRAVELLING EXHIBITIONS

The Museum's diverse travelling exhibitions program is a core component of the strategy to reach national audiences. During 2004–2005, the Museum presented and toured seven exhibitions to each mainland state and territory.



Dean McNicol

Aiden McDonald and Grace Rogerson at the Hans Christian Andersen 2005 exhibition opening.

As a national institution, the Museum is responsible for engaging national audiences and delivering outcomes to all Australians.

Outreach policy, February 2005

Behind the Lines: The Year's Best Cartoons 2003 and 2004

This exhibition is developed and toured each year by the Museum to highlight that year's best political cartoons. During the year, the Museum travelled *The Year's Best Cartoons* for 2003 and developed and opened the 2004 cartoon exhibition at the Museum. This exhibition series usually travels to New South Wales, Victoria, Western Australia, South Australia and the Northern Territory.



George Seirras

Herald Sun cartoonist Mark Knight goes Behind the Lines.

Outlawed!: Discover the Stories behind the World's Rebels, Revolutionaries and Bushrangers

Developed by the Museum, this exhibition explored the enduring appeal of the rebel through the stories of 25 outlaws from nine countries. It contrasted 'facts' about outlaw characters with evolving popular mythologies. It opened at the Museum in late 2003, and travelled to Melbourne Museum from June to October 2004.

Hickory Dickory Dock: The Changing Face of *Play School*

The Museum developed this exhibition to explore the changing face of ABC Television's *Play School*, one of Australia's longest-running and best-loved children's television shows.

The exhibition looks behind the scenes and celebrates the toys, presenters and educational features of *Play School*. The exhibition toured to Victoria, New South Wales, Western Australia and Queensland. It is scheduled to tour Tasmania in late 2005.

Rare Trades: Making Things by Hand in the Digital Age

This Museum-developed exhibition celebrates the art of skilled manual work and ancient trades and the enduring need for people to make things by hand. During the year, the exhibition toured to South Australia, Western Australia, Queensland and Victoria.

In Search of the Birdsville Track: An Artist in the Outback

This temporary and touring exhibition opened at the Museum in June 2005 and will travel through New South Wales and Queensland during the next financial year. The exhibition showcases the work of English artist Noelle Sandwith who travelled the Birdsville Track in 1953. During her trip, Sandwith sketched, photographed and wrote about those she met and the scenes she encountered. The National Museum of Australia Press published a book on Sandwith's work to accompany the exhibition.



George Serras

The Birdsville Track comes to Canberra.

Pooaraar: The Great Forgetting

This selection of pen and wash drawings from the NHC explores Aboriginal and European interaction from 1770 through to the present day. The drawings were created by Indigenous artist Bevan Hayward (known as Pooaraar) who was commissioned to illustrate the poetry of Geoff Page for the book *The Great Forgetting* (published jointly by the Museum and Aboriginal Studies Press in 1996). The exhibition opened in the First Australians gallery in June 2005.



George Serras

Community members help launch the photographic exhibition, Our Community.

Our Community: A Great Place to Be

Our Community: A Great Place To Be explores the distinctive cultural and social diversity of communities in the north-west of New South Wales: predominantly Walgett, Brewarrina, Lightning Ridge and Angledool. Through photographs and associated material, the exhibition looks at the concept of community as self-defining and explores local social histories. This exhibition in particular makes contemporary Aboriginal rural culture more visually accessible to broader Australia. It opened in the First Australians gallery in June 2005.

The images for the exhibition were taken by some of Australia's leading photographers — Juno Gemes, Sharon Aldrick and Ron Blake who worked closely with project leader Frances Peters-Little and Indigenous and multicultural communities.

FUTURE TEMPORARY AND TRAVELLING EXHIBITIONS

Development began on several temporary exhibitions to be staged over the next five years. They include:

- *25 Years of Collecting* (working title) — this exhibition will represent the strength and diversity of the Museum's collection
- 100 years of surf life saving in Australia
- the Miss Australia Quest
- *Title Deeds* (working title) — featuring up to 30 large Papunya Tula canvasses by Indigenous artists
- *Migration Memories* — an exhibition drawing on the outcomes of an Australian Research Council grant (see page 34).

SCHOLARSHIP AND RESEARCH

The Museum seeks to ensure that the development of its collections, exhibition, publications and other activities all reflect the highest quality of research and scholarship.

Research and scholarship policy, November 2004

As specified in its Act, the Museum conducts and disseminates research about Australian history, consistent with the core thematic areas of Aboriginal and Torres Strait Islander history and culture, Australia's history and society since British settlement in 1788, and the interaction of people with the environment.

The Museum also undertakes research related to the care and preservation of collection objects. 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.

During the year, the Museum undertook a number of initiatives to enhance its scholarship and research. The *Research and scholarship* policy was revised and a new strategic plan for research and scholarship was adopted. Under the policy, the Museum determined that the Museum's collections, their nature as historical evidence, and their role in creating understandings of the past would continue to be the principal focus of the research and scholarship. This focus includes:

- the collections, understood as objects which are in some way evidence about the past or the historical experience
- the people, communities, ideas and events that comprise historical experience and that are documented and represented by the collections
- practices of interpretation and visitor experience, such as exhibitions, public programs and conservation activities, through which the collections are used to create understandings of Australian history and society.

To continue to build in-house capacity for research, the Museum also inaugurated a staff research scholarship scheme and a mentoring program to assist staff to write for publication.

AUSTRALIAN RESEARCH COUNCIL GRANTS

The Museum is currently an industry partner in a number of research projects funded by the Australian Research Council (ARC).

The Museum continued its partnership with the Bureau of Meteorology and the Australian National University on the joint project 'The human elements: A cultural history of Australian weather'. This explores the experience of weather in Australia from the 1880s to the 1980s. The National Museum of Australia Press publication, *A Change in the Weather*, released in April 2005, was one of the products of this project.

In May 2005, the Museum embarked on a research project relating to migration. 'Migration memories' is a three-year ARC Linkage project between the Museum and the Australian National University's Centre for Cross-Cultural Research. It is an interdisciplinary study examining the ways migration histories, ranging from 1788 to the present, can be represented in different museum settings. Project personnel will work closely with community participants in three locations recording their family stories of migration. It is expected that the stories and supporting objects will be developed into displays in three regional locations and that the local exhibitions will be brought together as a temporary exhibition at the Museum in 2007.

The two conservation-related ARC Linkage grant projects — 'Bronze Age textiles from Dong Song coffins in Vietnam' and 'Studies in the degradation of dyes and pigments in ink on paper, in photographic media and on painted surfaces' — progressed on schedule into their second years of activity. Three Museum conservators joined Australian National University and Vietnamese archaeologists in the Red River Delta in December 2004, where they successfully excavated a Dong Song coffin and burial shroud. The conservators will be returning to Vietnam in late 2005 to undertake treatment of the shroud and conduct a conservation workshop.

Another major research project continued with the Museum's partnership with the Murray–Darling Basin Commission and the University of Tasmania. The project, 'Activating and maintaining community participation in natural and cultural resources', delivered a number of outputs this year, including:

- 'Committing to place: Murray–Darling Basin' outreach project — this project researched how information and communication technologies can increase community engagement with environmental and cultural heritage issues. It featured a number of online activities, including *Basin Bytes*, in which people in Wentworth, Goolwa and Toowoomba created their own interpretations of their relationship with the environment in photographs and text. These were published on the Museum's website.
- *Pass the Salt*, another online project, focused on the issue of salinity in the Wagga Wagga, New South Wales, district. The resulting website featured oral history, photographs and objects that were subsequently acquired for the Museum's collection.

Other ARC Linkage grant projects included:

- 'Collaborating for Indigenous rights: A 50-year retrospective exploring the history of black and white Australian activism 1957–1972'

- ‘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’
- ‘Anthropological perspectives on ethnographic collecting by Australian colonial administrators in Papua New Guinea and their contribution to museum collections’
- ‘Managing the volunteer workforce: Flexible structures and strategies to integrate volunteers and paid workers’
- ‘Aliens and others: Representing citizenship and internships in Australia during World War II’
- ‘Copyright and cultural institutions: Digitising collections in public museums, galleries and libraries’.

In addition to ARC Linkage projects, Museum staff were 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’.

Details of ARC grant projects are given in Appendix 7.

OTHER RESEARCH PROJECTS

During the year, an environmental art project featuring the key desert archaeological site of Purnitjarra rock shelter was completed with the launch of the book *Strata: Deserts Past, Present and Future* by Mandy Martin, Libby Robin and Mike Smith. The project, funded by Land and Water Australia, also featured an exhibition of associated artworks at the Araluen Arts Centre in Alice Springs.

Museum archaeologist Dr Mike Smith also collaborated with Dr June Ross (University of New England) on archaeological excavations at two rock shelters at Glen Thirsty in central Australia. Both sites are radiocarbon dated to the last millennium and contribute to understanding recent prehistoric changes in Aboriginal settlement in the Lake Amadeus basin.

A number of important audience research projects were launched during the year, with most results due in the next financial year. Significant visitor research partnerships also underway include:

- a disability study, in association with the Australian Museum in Sydney. This is expected to report on the experiences of different disability groups in both Canberra and Sydney and include an access checklist of value to all museums
- a study of factors which promote repeat visitation in different venues, in partnership with the University of Technology, Sydney, the Powerhouse Museum, Museum Victoria, the Australian War Memorial, the Australian National Maritime Museum and the University of New South Wales
- research into museum learning as experienced by adolescent school visitors, in partnership with the University of Technology, Sydney, the Australian Museum, Museum Victoria and Sovereign Hill.

Museum staff continued to publish widely in their fields, through National Museum of Australia Press and other publishers. For details on National Museum of Australia Press publications, see page 53. For a full list of staff professional activities and publications see Appendix 8.

PUBLIC PROGRAMS AND EVENTS

The Museum enhances awareness and understanding of Australia's history and culture through its exhibitions and also its broad range of public programs, events and educational activities. Subjects explored through these programs relate to the content of permanent and temporary exhibitions, to the Museum's collections and research, and to issues of historic and contemporary relevance.

The Museum's Public Programs and Events section plans activities with different audiences in mind. Programs are delivered at the Museum, throughout Australia and through technology-based outreach activities. They include conferences, talks, seminars, workshops, public forums, concerts, theatrical performances, film screenings, storytelling, family festivals, live radio and television programs, websites and interactive online activities. The Museum seeks to maintain existing audiences and attract new audiences to its onsite, offsite and website programs.

PROGRAMS AT THE MUSEUM

For families and children

A number of programs for children and families related to the Museum's temporary and permanent exhibitions were held. A variety of successful programs accompanied *Extremes*, including the family festival *A day in the extremes*, Nigel Sutton's performance as Sandy de Parched, and craft activities for children of all ages. A popular family weekend was held in association with the new First Australians gallery exhibits *Tooloyn Koortakay* and *We're Here* — activities conducted by members of the Tasmanian and Victorian Aboriginal communities included making kelp necklaces, possum skin bracelets and shell necklaces. During June 2005, storytellers told Hans Christian Andersen stories and the film *Hans Christian Andersen* was shown.



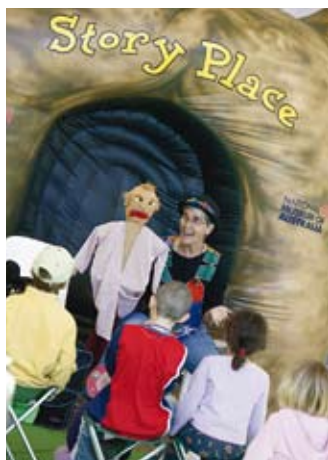
Larry Brandy shares Aboriginal artefacts with visitors to *A day in the extremes*.

George Serras

Other special programs for families and children included a range of activities celebrating Indigenous culture. During NAIDOC Week in July a series of activities featured writer Pilawuk White (Ngangiwumeri), Aboriginal storytelling, the Wombat Wobble Show with Shades of Brindle, a workshop with Phillip Brown and a dance performance by Wiradjuri Echo. In September, Wiradjuri artist and performer Darren Wighton presented a didjeridu workshop.

Special guests Margaret Reid, Jackie French and Dr John Irvine participated in the annual Children's Week awards at the Museum in October 2004. As part of the May Gibbs Children's Literature Trust partnership, South Australian illustrator David Kennett worked on his new

book in the Hall during Children's Week. In April, a presentation by writer Anthony Hill about animal heroes celebrated the 90th anniversary of the Gallipoli landings.



Storyteller Patsy Allan outside the boab tree at Floriade.



Tim the Yowie Man with Ilesha Thompson and Claire Hubbard.

A workshop on forensic investigation was conducted as part of National Archaeology Week, the popular Tim the Yowie Man mystery and grossed-out tours continued to attract families, and storytelling at Floriade and the National Folk Festival also appealed to young audiences. Regular programs such as storytelling, craft activities, play lunch with Friends for children aged under five and their carers, and musical performances in the Hall and Amphitheatre were also popular with families and children.

For adults and young people

Forums linked to temporary exhibitions included *Stories of Polio*, featuring people who had suffered from polio and members of the medical profession; *Sunken Treasures of Brunei* which explored the nature of underwater archaeology and diving; the Sundays in the Desert series of forums associated with *Extremes* that explored seeing, writing, surviving and singing the desert; and Philip Adams in conversation with cartoonists Geoff Pryor, Cathy Wilcox and Mark Knight to accompany *Behind the Lines*.

The Museum presented an extensive range of programs for adults interested in understanding, researching or discussing topics at an academic level. The Museum's relationship with the Australia National University resulted in a substantial program of lectures, forums and conferences and this year the Museum co-hosted a record 44 events, many of which spanned several days.

As part of the Museum's contribution to an ARC Linkage grant, a one-day symposium on War and Citizenship brought together a range of scholars and academics who explored internship during the Second World War. Metal 2004: Triennial Metals Conservation Conference was conducted with the International Council of Museums Committee for Conservation. The Interpretation Australia Association national workshop on the theme of interpreting difficult stories addressed topics including Bali, Anita Cobby, the Aboriginal Tent Embassy, Canberra bushfires, and international sites of trauma.



Chef Margaret Fulton with Brendan Gradidge from the Hyatt and Sydney visitor Lauren Clancy at the Anzac Biscuit Bash.

The Museum held a series of public events to commemorate the 90th anniversary of the landings at Gallipoli. Historians, journalists and pilgrims discussed the meaning of the Anzac legend, people's pilgrimages to Gallipoli and the way the Anzac legend has evolved through film. A lighter side of the Anzac legend was explored through the Great Anzac Biscuit Bash which featured Margaret Fulton and representatives from the Country Women's Association from around Australia.

The Museum's commitment to learning-based programs and activities for older Australians was strengthened through a number of University of the Third Age Learning Circles based upon Museum exhibitions or collections and specialist tours during Seniors Week.

During the year, Celebrating Australians (now a discontinued program) aimed to provide a look into the more personal life of an Australian who has made a significant contribution to society. It sought to explore the challenges, accomplishments, defeats and memories in an informal presentation. This year, the Museum's Celebrating Australians program recognised three outstanding Australians and their contribution to Australian society: Indigenous musician Jimmy Little, author Robert Dessaix, and outgoing Senior Australian of the Year Tehree Gordon.

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

Special event

In March, Canberra played host to over 5000 members of the Ulysses Motorcycle Club as they held their annual AGM in the nation's capital. To welcome club members, the Museum staged a motorcycle display in the Hall and presented an event in the Garden of Australian Dreams with Andy Caldecott, a Paris to Dakar rider, in conversation with journalist Jim Trail, followed by the classic Australian motorcycle film, *Stone*. The film's producer, writer, director and star, Sandy Harbutt, was also present for discussion with the audience.



Museum staff member Luke Cummins and members of the Ulysses Motorcycle Club.

Music, performance and film

The Museum makes extensive use of performance as a form of interpretation. This year's program included *Arborio*, developed by Jigsaw Theatre Company in celebration of the International Year of Rice; and two programs presented by Nigel Sutton, who appeared as Robbie the Rat, telling fantastic tales of his life in early Australia, and Sandy De Parched, a thirsty French adventurer revealing the mysteries of the southern deserts in the *Extremes* exhibition.

Music continued to enhance the experience of visiting the Museum, with performances held regularly in the Hall and Amphitheatre. The diverse music program included youth bands, local choirs and instrumentalists, and visiting musicians from both interstate and overseas. A second Eternal Strings concert was performed by the Carl Pini Quartet playing stringed instruments from the Museum's collection, crafted by world-famous Australian violin-maker AE Smith.



George Serras

Robbie the Rat brings the Museum to life.

In conjunction with the National Folk Festival, the Museum sponsored a number of lunchtime concerts as well as performances and workshops by a group of women and children from Ernabella in central Australia.

Film has become a major medium for programming that appeals to audiences of all ages, including youth. The Museum hosted very successful film events such as *short::seasons*, *Lights! Canberra! Action!*, the Canberra Short Film Festival, the Art of the Documentary and film programs to accompany NAIDOC Week, the *Extremes* exhibition and Science Week.

Culturally diverse programs

The Museum hosted a number of culturally diverse programs, including a Latin American Film Festival, supported by the Latin American embassies in Canberra. The Gyuto Monks from Tibet presented several talks and performances and public talks were delivered by the Lama Choedak Rinpoche and Buddhist Teacher Lama Ole Nydahl. A public forum on belly dancing, featuring women from different communities in the Australian Capital Territory, also proved popular.

Continuing its commitment to researching cultural diversity, the Museum completed a comprehensive report, 'Representing Cultural Diversity at the National Museum of Australia' (undertaken by an intern through the Australian National Internships Program at the ANU).

Conservation programs

A high level of public interest in the Museum's conservation activities resulted in the following public programs:

- tours of the collections for special interest groups such as the Friends of the Museum
- talks to community groups including the Friends of the Museum on the preservation of musical instruments.

Launches for exhibitions and publications

The exhibition *Lost for 500 Years: Sunken Treasures of Brunei Darussalam* was jointly opened by His Royal Highness Prince Mohamed Bolkiah, Minister of Foreign Affairs, Brunei Darussalam and the Hon. Alexander Downer, MP, Minister for Foreign Affairs. The Hon. Kim Beazley, MP, launched *A World without Polio: Truly Remarkable*, an exhibition developed by Rotary Australia in partnership with the Museum. A suite of events to promote the exhibition *Extremes: Survival in the Great Deserts of the Southern Hemisphere* included a media and tourism industry preview of the exhibition and the launch of four books relating to the desert theme.



George Serras

Archaeologist Dr Mike Smith and colleagues at the launch of four books linked to deserts.

ABC presenter and photojournalist Michael Bowers opened *Behind the Lines: The Year's Best Cartoons*. The Danish Consul General Jorgen Mollegaard launched *Hans Christian Andersen 2005*, a travelling exhibition produced by the Hans Christian Andersen 2005 Foundation to celebrate 200 years since the birth of the world-famous writer.

A series of exhibitions and modules in the First Australians gallery were opened during the year. Richard Frankland, Gunditjmara film-maker, playwright and political figure launched *We're Here* and *Tooloyn Koortakay*. In June, *Our Community: A Great Place to Be* and *Pooaraar: The Great Forgetting* were opened by Senator Gary Humphries, Senator for the Australian Capital Territory.



George Serras

Craddock Morton, Mary Munckton, Ian Metherall and Senator Gary Humphries with the Essington Lewis Holden and Holden prototype.

The unveiling of two major acquisitions, the Holden Prototype No. 1 and the Holden No. 215, was attended by Mr Jack Rawnsley, an engineer who constructed the original prototype in 1946; John Morrison, Holden's Resident Director, Corporate Affairs, Sydney; and Don Loffler, Holden expert historian and author. Ian Metherall and Mary Munckton, two members of Essington Lewis's family from Melbourne, unveiled the vehicles.

On International Museums Day in May, the Museum celebrated its acquisition from Scope Victoria (formerly the Spastic Centre of Victoria) of the Miss Australia crown worn by winners of the prestigious Miss Australia Quest from 1965 to 1991.

Former Miss Australia 1973, Michelle Downes, spoke about the significance of the Miss Australia Quest at the event.

The historic Royal Agricultural Society Challenge Shield was acquired from the Dally Messenger family. David Messenger III, former owner of the shield, and David Gallop, Chief Executive of the National Rugby League, spoke at the handover event.



George Seiras

David Gallop and ACT school boy Rugby League players with the historic Royal Agricultural Society Challenge Shield.

OUTREACH EVENTS

The Museum acknowledges the primacy of national audiences and strives to ensure that its range of exhibitions, programs and services are developed within a national framework.

Outreach policy, February 2005

As part of its strategic priority to engage audiences beyond the Museum's Canberra site, the organisation undertook a range of public outreach programs.

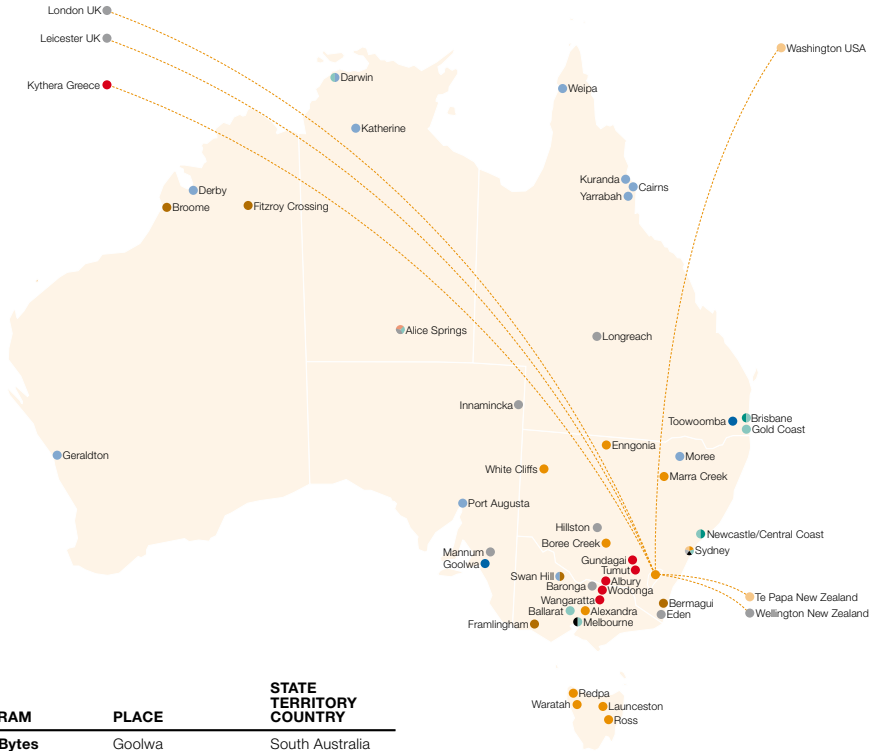
A major commitment this year was to supply programming for Croc Festivals, a series of events toured nationally and managed by Indigenous Festivals Australia. Croc Festivals travelled to seven states and territories over two-and-a-half months and attracted more than 15,000 Indigenous and non-Indigenous young people from regional and remote locations. The tour started in Weipa, Queensland, then moved to Katherine in the Northern Territory; Derby and Geraldton in Western Australia; Port Augusta in South Australia and Swan Hill in Victoria; before finishing in Moree, New South Wales.

The Museum contracted hip-hop artists Morganics and Wire MC, and video artist Finton Mahony, to facilitate workshops for students who wrote and recorded their own songs and videos. Through these recordings the students were able to express their views about their community, their lives and aspirations and the challenges confronting them. The 14 tracks and seven music videos were developed as a package also containing a 25-page song booklet sent to all participating schools. Two tracks are being featured in the First Australians gallery's *Our Community* exhibition.

Following the success of online *Basin Bytes* projects in Echuca and Wentworth last year, the Museum has begun development of online exhibitions with communities in Toowoomba, Queensland and Goolwa, South Australia — at opposite ends of the Murray–Darling system.

The Museum is one of the few cultural institutions in the world to have a broadcast studio capable of producing broadcast-quality radio, television programs, video conference and webcasts. The Studio enabled the Museum's outreach activities this year to include several programs hosted in conjunction with the Australian Science Festival. These included three panel discussions, broadcast live on Radio National.

OUTREACH MAP



PROGRAM	PLACE	STATE TERRITORY COUNTRY
Basin Bytes	Goolwa Toowoomba	South Australia Queensland
Croc Festivals	Weipa Katherine Derby Geraldton Port Augusta Swan Hill Moree Kuranda Cairns Yarrabah Darwin	Queensland Northern Territory Western Australia Western Australia South Australia Victoria New South Wales Queensland Queensland Queensland Northern Territory
Songs and Stories	Wangaratta Wodonga Albury Tumut Gundagai Kythera	Victoria Victoria New South Wales New South Wales New South Wales Greece
Looking Around	Gap Youth Centre, Alice Springs Royal Flying Doctor Service, Alice Springs The Narrows, Darwin	Northern Territory Northern Territory Northern Territory
Snapshots	Sydney Boree Creek Enngonia Marra Creek White Cliffs Redpa Waratah Launceston Ross Alexandra	New South Wales New South Wales New South Wales New South Wales New South Wales Tasmania Tasmania Tasmania Tasmania Victoria
Talkback Classroom	Washington Te Papa Sydney	USA New Zealand New South Wales

PROGRAM	PLACE	STATE TERRITORY COUNTRY
Teaching History Fellowships	Brisbane Newcastle/ Central Coast	Queensland New South Wales
Professional Development for Teachers	Darwin Alice Springs Brisbane Gold Coast Melbourne Ballarat Sydney Newcastle	Northern Territory Northern Territory Queensland Queensland Victoria Victoria New South Wales New South Wales
Conference Presentations	Melbourne Sydney	Victoria New South Wales
Repatriation staff visited	London Leicester Wellington Eden Sydney Baronga Hillston Alice Springs Longreach Mannum Goreta Innamincka	United Kingdom United Kingdom New Zealand New South Wales New South Wales New South Wales New South Wales Northern Territory Queensland South Australia South Australia South Australia
Repatriation has had close consultative involvement with groups in	Bermagui Framlingham Swan Hill Broome Fitzroy Crossing	Sweden New South Wales Victoria Victoria Western Australia Western Australia

SCHOOLS PROGRAMS

The Museum provides a wide range of interactive, student-centred and curriculum-based programs for preschool, primary and secondary schools throughout Australia. These programs enable students to investigate Australia's history, cultures and environment.

During 2004–2005, the Museum added to and refined its suite of core activities for visiting school groups and expanded the focus on outreach for schools unable to visit the Museum in Canberra, enabling it to meet its strategic goal of engaging national audiences. Highlights of the year included the production of a second *Australian History Mysteries* curriculum resource for secondary schools including a DVD, an inquiry learning booklet and a website. The highly successful Talkback Classroom project continued with an increasing emphasis on international forums, and as in previous years, educational material on the Museum's website was increased to include further classroom resources and interactive activities. In addition, the Museum contributed to the nationally devised Croc Festivals program in seven regional centres around the country.

Special programs offered during the year to school groups visiting the Museum included:

- a new interactive video program entitled *Storykeeper* designed for large groups which introduces students to the Museum
- a program based on the science of forensic archaeology, held during both National Science Week in August 2004 and National Archaeology Week in May 2005
- the annual schools cartooning competition, held in conjunction with the Museum's temporary exhibition on political cartooning, *Behind the Lines*. The competition attracted entries from many primary and secondary schools students which were displayed as part of the exhibition. The winning entries were placed on the Museum's website
- a hands-on program to complement the Museum's major temporary exhibition *Extremes: Survival in the Great Deserts of the Southern Hemisphere*.

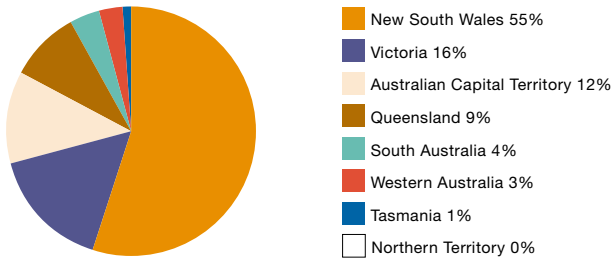
Evaluation indicates programs are well received by both students and teachers. A new evaluation database is now used to monitor and report on the effectiveness of schools programs.

ATTENDANCE AT ON-SITE PROGRAMS

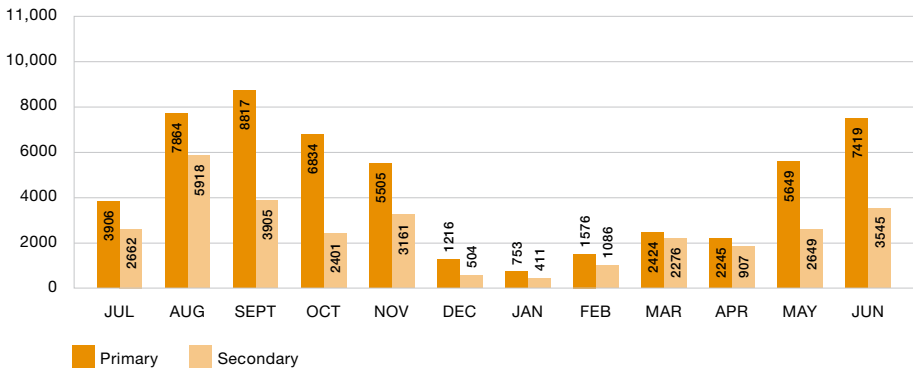
Approximately 82,700 students from 1754 schools visited the Museum in the reporting period. The number of bookings for schools programs for 2005 at the end of June was higher than for the corresponding period in 2004.

Two-thirds of student visitors were from Year 5 or 6 and nearly 60 per cent came from New South Wales. The following charts reflect the number of schools and students booked to visit the Museum — they do not include those who came as unbooked visitors.

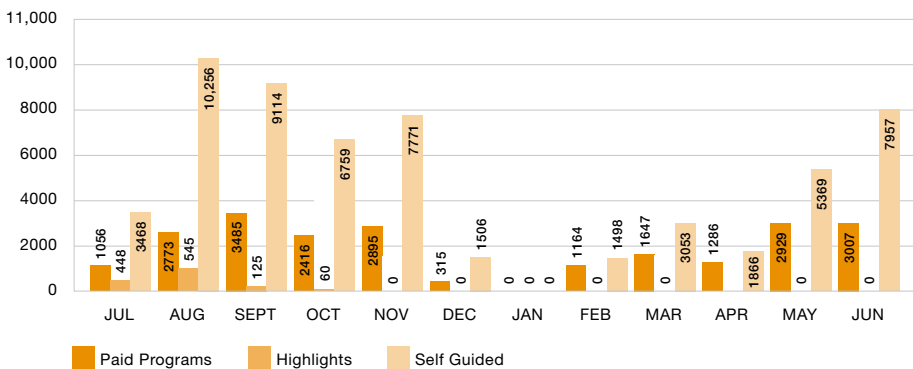
SCHOOLS PER STATE JULY 2004 – JUNE 2005



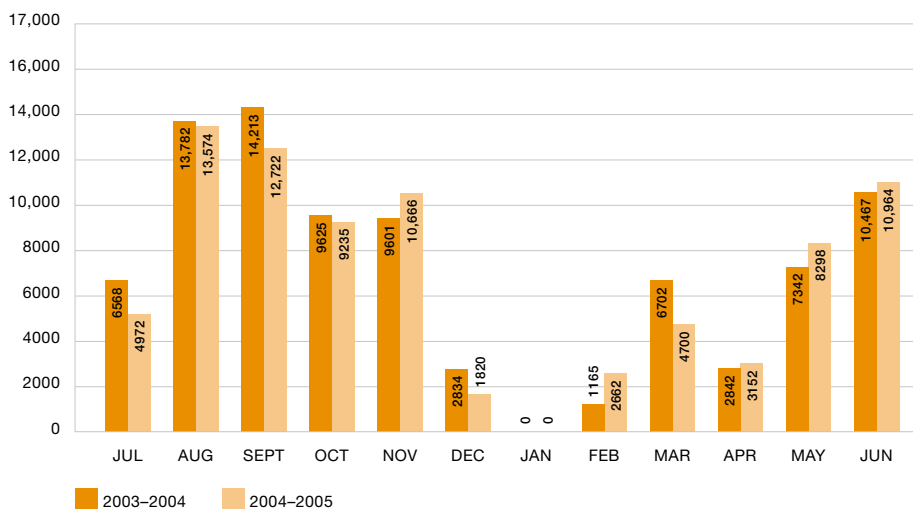
PRIMARY VS SECONDARY FIGURES JULY 2004 – JUNE 2005



PAID VS UNPAID JULY 2004 – JUNE 2005



NUMBER OF STUDENTS COMPARISON 2003–2004/2004–2005



The Museum marketed its schools programs to schools and bus and tour companies through a range of initiatives. These included a new schools programs brochure mailed to all schools in Australia and a number of paid and free advertisements in 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 (NCETP).

COLLABORATIVE PROJECTS

The Museum continued to run its very successful pre-service history fellowship programs in conjunction with the Australian War Memorial, NCETP and several other Australian Capital Territory cultural institutions. The number of universities involved in the project increased to four to include Monash University (Melbourne), the University of Tasmania, Griffith University (Queensland) and Newcastle University (New South Wales) — a total of 40 students. Evaluation indicates these prospective teachers find visiting and experiencing the National Museum of Australia and Australian Capital Territory educational sites rewarding and enriching. In January 2005, the first primary teacher history fellowship program was initiated in association with the History Teachers' Association of Victoria and Australian Capital Territory cultural institutions.

The Museum again sponsored the Australian History Teachers' Association's National History Challenge which enables students to create Museum displays on a specified history topic. In this way the Museum continues to support the teaching and learning of history in schools.

In May 2005, two important national education forums (in association with the Department of Education, Science and Training and the Australian Curriculum Studies Association) were held at the Museum: the National Values in Education forum and the National Civics and Citizenship forum. On both occasions the Museum ran workshops and gave presentations to the nationally selected delegates.

As part of its commitment to providing Indigenous education, both locally and nationally, the Museum took part in Reconciliation Day held in June 2005.

PROFESSIONAL DEVELOPMENT FOR TEACHERS

Professional development workshops for teachers, held at the Museum and at conferences around Australia, attracted more than 1000 participants. A special series of in-school student and teacher professional development workshops were held in association with the Croc Festivals.

Evaluation indicates that the Museum's efforts to provide teaching strategies and resources to support a variety of curriculum areas have a positive impact on the quality of teaching in Australian classrooms.

REACHING A NATIONAL SCHOOLS AUDIENCE

Major outreach activities for schools and teachers this year included:

Australian History Mysteries 2 schools publication project

The creation of this DVD, print and website curriculum resource represents another major milestone in the creation of curriculum materials for Australian schools. The five case studies cover topics in twentieth-century Australian history, closely allied to areas of the History curricula around the country. Each one focuses on Museum collections and also includes historical sources from a wide range of Australian Capital Territory and regional cultural institutions. Preparations are underway for a series of youth challenges to be held in each state and territory in August 2005.

Croc Festivals program

Croc Festivals is a federally funded initiative to promote health and education to regional and remote students in Australia, with a particular emphasis on Indigenous student welfare. The Schools and Public Programs sections attended each of the seven venues, providing sessions for visiting primary and secondary students based on both hip-hop music and the different kinds of work people do in a museum. In the hip-hop sessions students created their own songs using words that symbolised what life was like in their community. These songs were recorded and filmed. In the working in a museum sessions, students were introduced to the many and varied work roles people undertake in a museum and had fun role-playing one aspect of the work of a conservator.

Talkback Classroom

More than 1000 students from the Australian Capital Territory, regional New South Wales and Victoria participated as audiences in Talkback Classroom with student panellists selected from all states and territories. Eleven Talkback Classroom forums held during the financial year enabled senior secondary students



Talkback Classroom's first time voter panel: the Hon. Christopher Pyne, MP, Senator Bob Brown and Senator Jacinta Collins.

Dragi Markovic

to interview the following major decision-makers from politics, the media and the wider community:

Senator Kerry Nettle	Senator for New South Wales, Australian Greens
The Hon. Christopher Pyne*, MP	Parliamentary Secretary to the Minister for Health and Ageing, Member for Sturt
Senator Jacinta Collins*	Senator for Victoria, Australian Labor Party
Senator Bob Brown*	Leader of the Australian Greens
Major General Michael Jeffery	Governor-General
Tom Schieffer	US Ambassador to Australia
Dr Christopher Newell	Associate Professor in Medical Ethics, University of Tasmania
Kevin Rudd, MP	Shadow Minister for Foreign Affairs
Xavier Becerra	US Congressman, California
The Hon. Helen Clark	Prime Minister of New Zealand
The Hon. Kevin Andrews, MP	Minister for Workplace Relations
Andrew Denton	ABC TV presenter of <i>Enough Rope</i>
The Hon. Diana Bryant	Chief Justice of the Family Court of Australia

* Appeared together on the 'first time voters' forum

Selected forums were broadcast on ABC Radio National's *Life Matters* program and three were also broadcast on the SBS youth television program, *School Torque*. Highlights included international Talkback Classrooms run in partnership with the Smithsonian Institution in Washington DC and with Te Papa, the National Museum of New Zealand.

Snapshots of remote communities

The Museum continued Snapshots, a successful outreach program for remote school communities, which enables students to document their community through photographs subsequently exhibited in the local community, at a state-based institution and on the Museum's website. State-based partners included the Queen Victoria Museum and Art Gallery in Launceston and the Museums and Art Galleries of the Northern Territory.

Studies of Society and Environment magazine

As in 2003–2004, the Museum prepared three inquiry-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.



The Member for Wagga Wagga, Daryl Maguire, admires student work in the Snapshots launch, with Daniela Giorgi, Graham Spindler and Colleen Fitzgerald.

Online educational materials for schools

Additional classroom resources were made available on a wide range of issues and topics related to the Museum's themes. Several new interactives are now available, including an interactive based on the *Frontier conflict* exhibit in the First Australians gallery.

VISITATION NUMBERS AND TRENDS

Four years after opening, the Museum's visitation numbers have stabilised at the anticipated long-term levels. The decline this year reflected the smaller number of temporary exhibitions and a general downturn in tourism to Canberra. Visitor satisfaction levels remained high with 91 per cent indicating they were 'satisfied' or 'very satisfied' with the Museum.

This year was marked by normal seasonal fluctuations, experienced by most Canberra venues with peaks in school holiday months and major downturns inbetween, especially in the winter.

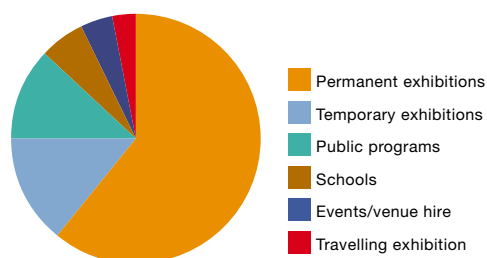
The year's visitation was marked by the following features:

- Schools visitation remained at about the same level
- Travelling exhibitions and functions/venue hire experienced much quieter activity
- Attendance at public programs and events increased a substantial 15 per cent. This can be attributed to an increased level of activity and the scheduling of a series of popular events including the highly successful *A day in the extremes* in February.

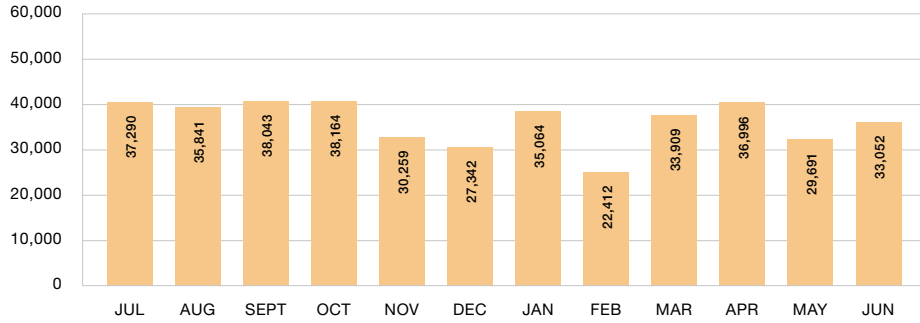
VISITOR NUMBERS		
LOCATION	2003–2004	2004–2005
Permanent exhibitions	435,101	398,063
Temporary exhibitions	94,964	19,978
Travelling exhibitions	122,164	87,693
Public programs and events	40,593	46,731
Schools	85,141	82,765
Functions/venue hire	42,214	30,943
Total	820,177	666,173

TRAVELLING EXHIBITION VISITOR NUMBERS	
<i>Rare Trades</i>	19,282
<i>Outlawed!</i>	21,114
<i>Hickory Dickory Dock</i>	24,580
<i>Behind the Lines 2003</i>	15,717
<i>Behind the Lines 2004</i>	7000
Total	87,693

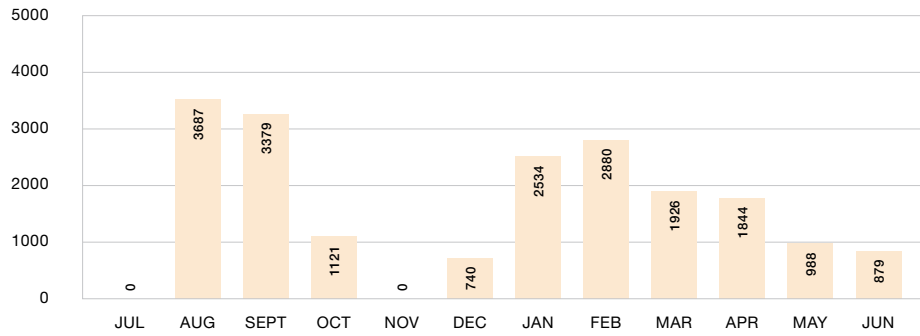
VISITOR STATISTICS 2004–2005



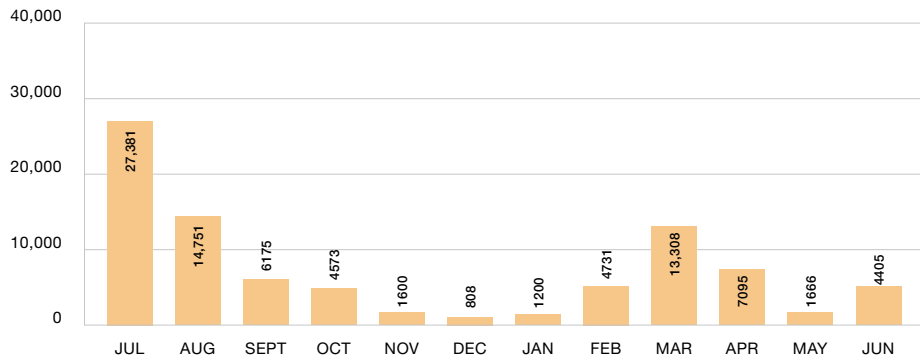
PERMANENT EXHIBITIONS



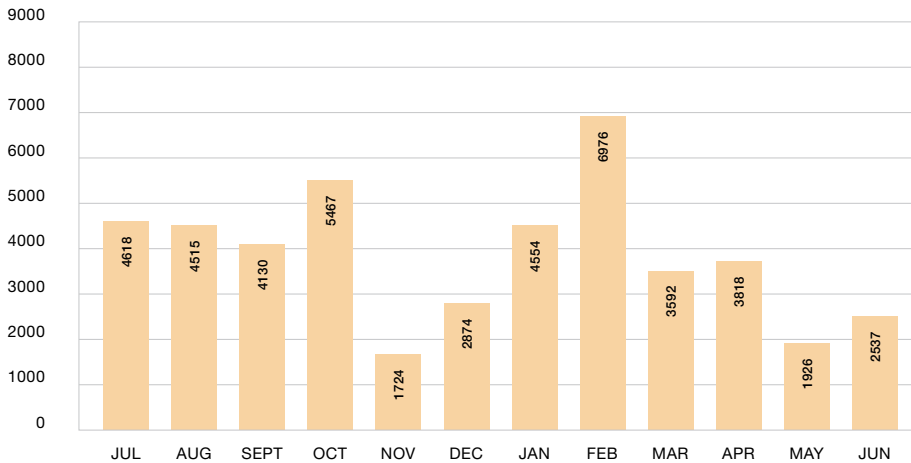
TEMPORARY EXHIBITIONS



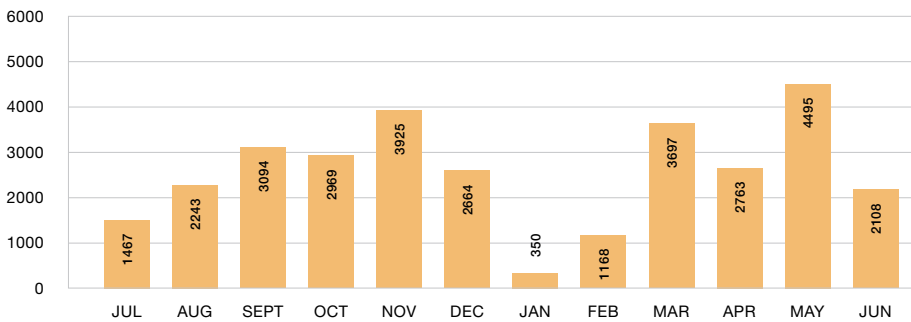
TRAVELLING EXHIBITIONS



PUBLIC PROGRAMS AND EVENTS



FUNCTIONS/VENUE HIRE



VISITOR FEEDBACK

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

- Museum visitors have continued to demonstrate high satisfaction levels. Of 1218 visitors interviewed during the year, 91 per cent said they were 'satisfied' or 'very satisfied' with their experience.
- Age groups most strongly represented were 40–44 years, 50–54 years and 55–59 years (each 10 per cent).
- Twenty-six per cent of visitors were from Canberra or Queanbeyan, 61 per cent from elsewhere in Australia, in particular Sydney and regional New South Wales, and 13 per cent were from overseas.
- The proportion of repeat visitors rose to 40 per cent in April. Fourteen per cent of visitors interviewed during the year had previously visited the Museum three or more times.

When invited to say what they liked most about the Museum, visitors mentioned features such as Circa and Kspace (22 per cent and 16 per cent respectively) the Museum's architecture (16 per cent), and the overall layout and presentation of exhibitions (13 per cent). Asked to agree or disagree with a key statement, 77 per cent also confirmed that they had learned something new about Australian history during their visit.

The positive visitor response is also confirmed by questions such as 'Would you recommend the National Museum to your friends?' with 84 per cent of visitors responding 'yes, definitely' and a further 12 per cent 'probably'. When asked 'Which of these words describe the feelings you experienced during your Museum visit?', most visitors selected 'welcome' (75 per cent) and 'relaxed' (74 per cent). None felt 'bored', although 6 per cent admitted to feeling 'confused'.

Aspects of the Museum which elicited negative comment included 'confusing layout' (8 per cent) and 'easy to get lost' (3 per cent). An improved map given to all visitors as well as further work on exhibition labelling and signage is expected to address this problem.

OFFICIAL VISITORS

The Museum was host to an increasing number of official visitors during the year. These included delegations and representatives from overseas governments, international research institutes and cultural organisations, as well as visits from Australian members of parliament, other government representatives and sponsors and donors.



George Serrias

Curator Sophie Jensen shows Crown Prince Frederik and Crown Princess Mary of Denmark through the Eternity gallery.

Supporting services to enhance outputs

COMMUNICATIONS AND INFORMATION MANAGEMENT

PUBLIC AFFAIRS

Public affairs strategies this year resulted in significant coverage for the Museum's exhibitions, collection and programs, reaching out to audiences across Australia.

The most notable increase in publicity came from news of acquisitions including the Holden Prototype No.1 and the Miss Australia crown. Additions to the NHC were unveiled at media launches where curators joined guests with strong connections to the objects: Holden engineer Jack Rawnsley worked on the prototype and Michelle Downes wore the crown as Miss Australia 1973. Publicity for both was achieved in broadcast and print media well beyond Canberra, raising awareness among many Australians. The breadth and historical significance of the Springfield collection also generated much interest.



George Serras

Media interview with the Hon. Kim Beazley, MP, at the launch of *A World without Polio*.

The Public Affairs team continued to promote the highly visual nature, topicality and scholarship of the Museum's exhibitions, resulting in widespread coverage for *Extremes: Survival in the Great Deserts of the Southern Hemisphere* and the annual survey of political cartooning, *Behind the Lines*. Public Affairs worked closely with the Foreign Correspondents' Association and Department of Foreign Affairs and Trade to build on the international links in *Extremes*. Another successful strategy resulted in publicity for several publications linked to *Extremes*, emphasising the Museum's research and scholarly activities.

The team also worked with Rotary to promote *A World without Polio*, which opened in Canberra before starting a national tour. The Museum's travelling exhibitions continued to attract attention across Australia, with particular success at reaching audiences in Perth for the duration of *Hickory Dickory Dock* and *Rare Trades* in Geelong.

Other outreach activities, including the launch of the *Pass the Salt* online community exhibition in Wagga Wagga, achieved good coverage in regional areas. Metropolitan and regional media were successfully targeted for several Museum programs with a national focus, including the Great Anzac Biscuit Bash, where chef Margaret Fulton, Country Women's Association members and Museum curators spoke to radio presenters across Australia about the role of women during the war and the history of the Anzac biscuit.

This year the Museum consolidated media collaborations using the broadcast Studio to provide audio for events including Talkback Classroom and Science Week forums for broadcast on ABC Radio National. Work continued with the History Channel and on collaborative projects with organisations such as the Australian National University, the Murray-Darling Basin Commission and Te Papa Tongarewa, the National Museum of New Zealand.

MARKETING THE MUSEUM

National tourism award

The Museum won the Best Major Tourist Attraction category at the Australian Tourism Awards in 2004. This award is regarded as the highest accolade in the Australian tourism industry.

Brand awareness

In April 2003, the Museum launched a campaign to enhance recognition of the Museum's brand across a wider audience, create visitation from new markets and encourage repeat visitation from existing markets. For the last 12 months, the campaign concentrated on Sydney, the Australian Capital Territory and southern New South Wales.



Nick Slater, Australian Capital Tourism

ACT Minister for Tourism Ted Quinlan joins Museum staff members Trish Kirkland, Louise Douglas and Clint Wright at the national tourism awards in Alice Springs.

A national survey conducted by Newspoll in May 2005 indicated that the community's level of awareness of the Museum has risen steadily and that the number of people identifying the Museum as 'a place worth making a special visit to' has risen. The results also show that the brand awareness campaign has been successful in positioning the Museum as a stimulating and engaging place to visit.

Marketing campaigns

Successful campaigns were developed for temporary exhibitions — *Extremes: Survival in the Great Deserts of the Southern Hemisphere* and *Behind the Lines 2004: The Year's Best Cartoons*. Targeted marketing campaigns supported the Museum's other temporary exhibitions (*In Search of the Birdsville Track: An Artist in the Outback*, *Pooaraar: The Great Forgetting* and *Our Community: A Great Place to Be*) and travelling exhibitions (*Rare Trades*, *Behind the Lines* and *Hickory Dickory Dock*).

Other highlights included:

- the success of the Shop marketing strategy which contributed to a substantial increase in sales
- separate marketing campaigns for schools programs, Museum tours and school holiday programs
- development of tour packages for inbound tour operators and international markets.

The Museum continued to strengthen its collaborative relationships with tourism industry associations such as the Tourism Task Force, Canberra Convention Bureau, Australian Tourist Commission and Australian Capital Tourism Corporation.

PUBLISHING

The Museum publishes books and catalogues as part of its research, exhibitions and outreach activities. In 2004–2005, the Museum reviewed and approved its *Publishing policy*.

During the year, the Museum also published the first books under its new imprint, National Museum of Australia Press. The imprint was established to give the publishing program a sustainable identity within the general and academic publishing industries. It is envisaged that as the Museum's research output continues to grow, the Press will become a significant vehicle for its dissemination, both through print and electronic media.

The Museum aims to document and celebrate the distinctive characteristics and history of the nation. Through its publications the Museum provides access to and information about its collections, shares its research and scholarship and serves its general and specialist audiences nationally and internationally.

Publishing policy, February 2005

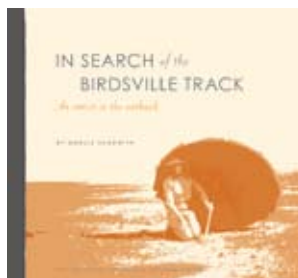
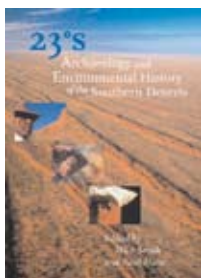
Six new publications were added to the Museum's list in 2004–2005. They included exhibition catalogues for *In Search of the Birdsville Track* and *Behind the Lines* (see pages 31–32 for exhibition details). Along with information and images from the exhibitions, Museum catalogues provide additional research and commentary on the subjects. They aim to help visitors engage with the exhibition beyond their visit, and give non-visitors the opportunity to explore the content.

National Museum of Australia Press released two major research publications in 2004–2005: *23°S: Archaeology and Environmental History of the Southern Deserts*, released in conjunction with the *Extremes* exhibition, and *A Change in the Weather: Climate and Culture in Australia*. Both books offer a cross-disciplinary approach to scientific and historical research and draw together international and Australian scholars. *A Change in the Weather* was launched in Melbourne on World Meteorological Day by Professor Geoffrey Blainey. The Museum also published the conference proceedings *Metal 04*, using a 'print on demand' facility, which has proved to be a cost-effective means of publishing for a limited print run with small ongoing demand.

In June, National Museum of Australia Press was successful in its application to be listed on the Register of Commercial Publishers maintained by the Department of Education, Science and Training. This will enable academics writing for Museum publications to claim full points for the purposes of the Register of Commercial Publishers scheme.

During the year, another title was added to the ongoing National Museum of Australia Collection Series. These books, which focus on single objects or collections from the National Historical Collection, aim to make Museum research attainable for non-specialised readers. They are accessibly written, attractively packaged and affordably priced. *Ernabella Batiks*, released in July 2004, has proved to be a very popular title. *Wrapped in a Possum Skin Cloak*, based on the Museum's Tooloyn Koortakay ('Squaring skins for rugs') collection of Victorian Aboriginal possum skin cloaks, is on the point of publication.

Children and families are key audiences for the Museum. This year National Museum of Australia Press embarked on a project to publish a series of readers aimed at children from seven to ten years old. The first series of *Making Tracks* features eight books by well-known Australian children's authors. Each has contributed a fictional story based upon an actual Museum object. The Museum's website will feature educational support material and activities based upon the chosen objects. The books are due for publication in early 2006–2007.



WEBSITE DEVELOPMENT

Two years ago, the Museum embarked on a major website architecture project aimed primarily at delivering an external website that could provide rich content for its diverse audiences and enable it to engage directly with users, and they with the Museum. The project was scoped in two stages: Release I and Release II. The first stage of the Museum's revised website was launched in November 2003 with the initial suite of functionality (Release I) and a new look and feel.

During 2004–2005, work progressed on the second stage of functionality (Release II). This is expected to significantly extend the range of information and services available and provide the technical capability to create a website that is not just transmissive but interactive. Significant features of Release II include: online retail facilities for the Museum Shop, sophisticated search functions for collection records, and a subscription-based visitor interaction function that will enable visitors to engage directly with the Museum and other visitors. The new website was due for release during 2004–2005, however, because of technical difficulties, the release is now scheduled for early 2005–2006.

Online activities

As well as developing new functionalities, the Museum continued to develop its online content including exhibition and collections material, schools resources and visitor information.

Online exhibition sites were developed to support the Museum's major temporary exhibitions, *Extremes: Survival in the Great Deserts of the Southern Hemisphere* and *Behind the Lines: The Year's Best Cartoons*. Online versions of the Nation gallery's *Looking around* exhibits were also made accessible through the Museum's website, as was a selection of photographs from the Snapshots of Remote Communities outreach project. The exhibition featured farming activity, local landmarks, pets and people captured by students from regional schools. It is expected that schools in remote communities in other Australian states will be represented on the website over the next four years.

Another significant addition to the website included the *Pass the Salt* online exhibition undertaken by the Museum in collaboration with the Murray–Darling Basin Commission and the Museum of the Riverina. The exhibition explores places, examines objects and tells people's stories about salinity in the Wagga Wagga region, New South Wales. It is part of a Museum initiative exploring how local communities respond to large-scale environmental change.

A new online educational interactive *Aussie English for the Beginner* was inspired by a display in the Museum's Nation gallery and the Museum's *Aussie English* book series. Other classroom resources online included an interactive designed to help students critically analyse and assess museum displays.

Work continued on a collaborative online learning project in partnership with the Learning Federation. Under this project the Museum produces web-based interactive resources that explore different themes in Australian history, in line with primary school curriculum guidelines.

Overall visitation to the website continued to grow, with 795,000 visits in 2004–2005 reflecting a 60 per cent increase from the previous year (480,000 visits in 2003–2004).

MULTIMEDIA

The Museum commissioned a range of video, interactive and web-based multimedia projects for exhibitions. The major project for the year was the production of two audiovisual displays for the *Extremes* exhibition. In the first display, three desert people from South America, central Australia and South Africa took viewers on a journey through the archaeology and landscapes of the great southern deserts. The second display showcased key archaeological finds through high impact photography of desert rock art images and dramatic music.

PHOTOGRAPHY

The Museum's Photography section continued to produce high quality and innovative images to support the Museum's communications activities and corporate and public events. This year more than 240 photographic assignments were completed, producing approximately 3000 images. These images contributed significantly to the Museum's recent publications *Ernabella Batiks, 23° South* and *In Search of the Birdsville Track*.

Feature photographic projects this year were:

- comprehensive photography of the Springfield property, including documentation of its significant historical collection and sheep station activities
- photography of over 300 bark paintings.

COPYRIGHT AND REPRODUCTIONS

Strong, dynamic images are essential for the Museum to use in its exhibitions, publications, website, marketing and public affairs material. Throughout the year, the Museum's Copyright and Reproduction section (previously called Image Delivery and Intellectual Property) processed more than 3000 requests for images and copyright clearances for the Museum's use, along with an increasing number of external requests for the use of images owned by the Museum.

The Museum also continued to participate in an intellectual property, education and networking group, Copyright in Cultural Institutions, across national cultural institutions in the Australian Capital Territory.

COLLECTION INFORMATION SYSTEM

The Museum's new collection information system, Opal, was successfully launched in July 2004. This system is a version of the Australian product EMu (Electronic Museum) developed by Melbourne company KE Software.

The Opal system is used to manage a wide variety of daily tasks associated with the documentation, research, exhibition and preservation activities of the Museum's object, image and multimedia collections.

This year's activities centred on the technical bedding down of the system, including the initial warranty period, and the training of users. Opportunities to implement change management and improved business processes were realised as a result of using a consolidated database. A variety of internal reports, drawing from the data in the system, have improved the capacity to report on the collection.

The governance and aspects of the project were internally and externally audited throughout the year. The KPMG internal report returned a range of positive findings in relation to the overall management of the project and the subsequent training program for staff.

Testing on the replication of a subset of data from the Opal system to the Museum website's content management system is almost complete and online public access to collection information will be provided in the upcoming financial year.

Managing digital collections

A one day forum, A snapshot on managing digital or media asset collections, or... 'What is everyone else doing?', was held at the Museum in September 2004. The forum was attended by approximately 100 people from museums and art galleries from across Australia and New Zealand. In his opening address, Museum Director Craddock Morton recognised that while digitisation is an excellent addition to the tools a cultural institution has at its disposal for researching and providing access to its collections, it should never be seen as an end in itself. It must remain supporting of those key principles that shape cultural institutions such as scholarship and documentation, management and preservation, and access.



George Serrais

Craddock Morton speaks about managing digital assets.

Institutions presented their own experiences to the forum in a case study format. The day was well attended and a CD of the presentations and digital collections survey information was provided to all participants. The Museum continues to collaborate with other major cultural institutions on the best way to develop digital collections management strategies.

LIBRARY RESOURCES

The Museum's Library collects material in the areas of museum studies, conservation, Indigenous Australians, Australian history and the Australian environment. It currently holds more than 30,000 books, journals, photographs and audiovisual items. The Library is open to the public Tuesday to Friday.

This year the Library operated from its new premises in the Annexe at Acton and achieved an increase of more than 120 per cent in public use.

Donations from Andrew Reeves and Dr David Ride increased the Library's special collections. Work on cataloguing and organising these materials has been a priority project this year.

A new library information system was installed in mid-2005, with plans to go live in early 2005–2006. The system offers improved internal and external access to the online Library collection, more end-user self-service options and improved functionality to streamline Library services and operations.

INFORMATION TECHNOLOGY

Work during the year focused on improving end-user satisfaction and delivery of major IT projects. In 2003 the Museum changed its IT service provider. There followed an intensive period of consultative and administrative change, with emphasis on raising the level of service provided to IT users across the Museum. The number of calls logged and the number of calls outstanding demonstrates dramatically improved customer satisfaction and confidence. Comparing June 2004 to June 2005, users are now logging 68 per cent more calls and there has been a 92 per cent decrease in the number of requests outstanding. In addition to these customer service improvements, the new IT service provider continued to take over operational management of the Museum's IT infrastructure.

A number of IT projects were brought to a satisfactory conclusion during the year. These were:

- the Museum's internal intranet project, Museum Central, was reviewed and a new implementation strategy developed. This enabled the release of a completely new intranet in the middle of 2005. Content includes key procedural and support information from nine business units contained in some 400 pages
- the Employee Resources and People Development group specified and purchased a new human resources system. As well as providing standard human resource functions such as payroll, the new system supports rostering, recruitment management and employee self-service. This system will enable significant improvements in ERPD service delivery and easier staff access to HR functions and records
- IT security continued to be a major focus for the Museum. A comprehensive IT security policy was drafted and infrastructure improvements were completed to enhance overall security
- Museum IT staff continued to contribute to government IT management development and collaboration through active participation in the Commonwealth Chief Information Officer Forum and the Cultural Management Facility/IT group.

Work continued on the Museum's new software development to enhance the website. Following intensive testing of the technical aspects, the site is scheduled to go live later in 2005.

RECORDS MANAGEMENT

The Records Management section undertook a comprehensive stocktake of Museum files. A formal process for sentencing files was established and a number of older files disposed of in accordance with Commonwealth recordkeeping requirements.

Records Management established a project to enhance the Museum's recordkeeping practices using the DIRKS methodology recommended by the National Archives of Australia. Step A, the Preliminary Investigation, was completed in June 2005 to be submitted to the National Archives of Australia for approval. Further steps are planned for 2005–2006.

Records Management's recordkeeping software, TRIM, was upgraded to the latest version. This provides a more reliable database platform, allows for easier and more meaningful reporting, and offers increased functionality that will allow the Museum to embark on electronic recordkeeping later in 2005.

VOLUNTEERS

The Museum values the contribution of volunteers and recognises the wide range of skills and knowledge they bring to the Museum. By engaging volunteers the Museum is able to actively involve members of the community in its programs and promote the two-way transfer of skills and knowledge.

This year, 67 volunteers contributed 7261 hours to the completion of Museum programs — an increase of 1528 hours over the previous year. The following provides an outline of some volunteer activities within the Museum.

Schools programs

Twenty-six volunteers contributed a total of 2152 hours to the Museum's schools programs this year. Volunteers helped present and deliver a variety of programs to groups of students from five to 18 years of age. In October, their work was recognised with an Australian Capital Territory Children's Week Award.

Public programs

Volunteers continued to assist with the development and operation of touch trolleys throughout the Museum, holiday programs, play lunch with Friends, performances and special events. During the year, 12 volunteers contributed a total of 1692 hours to assisting with public programs.

Paddle Steamer *Enterprise*

The 126-year-old PS *Enterprise* is the largest operational object of the NHC maintained by the Museum. The vessel is crewed entirely by volunteers who fulfil different roles on board depending on their qualifications and experience. The crew consists of masters, engineers, galley hands and deckhands. Two new masters were appointed during the year.

The PS *Enterprise* operated for a total of 42 days over eight months. Visitor numbers to PS *Enterprise* public inspection days increased by 73 per cent, with more than 4115 visitors. During the year, 34 volunteers contributed a total of 1495 hours to the PS *Enterprise*'s operations and maintenance.



PS *Enterprise* engineer and Museum volunteer Joe Johnson.

George Serras

Museum Library

Five volunteers contributed 247 hours to the Library's operations, assisting with the cataloguing, repair, protection and security of the collections.



George Serras

Volunteer Emma Burke in the reading room of the Library.

FRIENDS OF THE NATIONAL MUSEUM OF AUSTRALIA

The Friends developed its membership base and profile during the year, providing programs to meet the needs and interests of its members, enhancing the quality of its membership services and strengthening the partnership with the Museum.

In December 2004, Friends membership comprised 3000 people. Approximately 25 per cent of members live outside a 150-kilometre radius of Canberra. Seventy per cent of members are families, 20 per cent individuals and 10 per cent organisations.

More than 2000 members attended Friends programs and events during the year, highlights of which included:

- a winter gardening series
- wine tasting at Kamberra winery
- the Women's Voices series
- the Indigenous Autobiography series
- the Architecture series — featuring modern European Architecture
- the Balinese exhibition and movie, *The Healing of Bali*
- the Eternal Strings concert featuring instruments created by AE Smith
- a Jon Lewis photographic exhibition, *Bougainville Portraits: Facing the Place*
- a Sri Lankan exhibition about the aftermath of the tsunami
- the Olympic Odyssey series featuring Australian Olympians.

The *Friends* magazine continued to be well received by members. Winner of a Museums Australia Publication Design Award in 2003, the magazine was also short-listed in 2004. The magazine is distributed widely to parliamentarians, libraries and museums around Australia and Australia's diplomatic missions overseas.

With the endorsement of Friends by the Australian Taxation Office as a Deductible Gift Recipient, the Friends Foundation started its activities this year. Initial foundation activities include the gifting of a motorised wheelchair to the Museum.

Carolyn Forster, President of the Friends, continued as a member of the board of the Australian Federation of Friends of Museums (AFFM) in 2005 and the Friends hosted the

Annual General Meeting of the AFFM in November 2004. The AFFM provides valuable links with other organisations in Australia and internationally, focusing on advocacy of cultural institutions.

The Friends acknowledge the following organisations for their invaluable support:

- continuing sponsorship by Rosemount Wines and the Hyatt Hotel
- continuing sponsorship by Pete's Toys, providing children's toys in the Friends Lounge
- sponsorship by The Lab and Epson to mount the exhibition *Bougainville Portraits: Facing the Place* in the Friends Lounge and Museum corridor
- continuing pro bono work by Friends auditors KPMG
- new partnerships and benefits for Friends members provided by Doma Hotels, Rodney's Nursery, Hopscotch films, Canberra Theatre, Berkelouw Books and Forrest Inn.



Enjoying play lunch with Friends.

Dragi Markovic

The Museum continued to provide financial support to assist with membership programs and services.

