



LAND · NATION · PEOPLE

PART TWO
Performance reports

GUIDING PRINCIPLES FOR PERFORMANCE

The National Museum of Australia is explicitly charged in its legislation with developing, preserving and exhibiting the social and environmental history of the Australian nation. These guiding principles have been consistently applied since the Museum's establishment by the Government in 1980. With these principles in mind, the Museum aims to:

- be a social history museum
- be a modern museum, using new technologies, display techniques and the latest research
- reach the widest possible Australian audience
- stimulate research and debate
- address in an integrated way its three themes of land, nation and people
- give a special place to the history of Indigenous Australians.

The National Museum of Australia brings Australia's stories together from a national perspective. By exploring the nation's history and revealing the stories of ordinary and extraordinary Australians, the Museum promotes exploration of knowledge and ideas, and provides both a dynamic forum for discussion and a place for reflection about issues of importance. This emphasis is clearly evident, for example, in the Museum's new Collections Development Framework, which aims to build a collection that reflects the diversity of Australia's heritage and cultures, and in the Museum's permanent and temporary exhibitions, which tell the stories of Australians.

In fulfilling its national role and by integrating its three core themes of land, nation and people, the Museum is committed to sharing and communicating knowledge and providing lifelong learning experiences for those who visit the Museum or use its programs.

An extensive range of collaborations and relationships also support the achievement of Museum objectives. This engagement broadly includes formal and informal relationships with academic and cultural institutions at national and international levels, government departments, schools, community groups and individuals.

PERFORMANCE REPORTING

This report provides actual performance and financial information against the budgeted expenditure and planned performance targets laid out in the *Portfolio Budget Statements 2002–2003*. No changes were made to the Museum's outcome or output structure for the year.

Following a review of the National Museum's first year of operation to ensure it was able to maintain its range and level of activities, an additional \$9.0 million in operating funds was provided by the Government over and above the previously approved base funding for 2002–2003. This increased base funding estimates to \$9.2 million, \$9.4 million and \$9.6 million in the outyear.

The performance framework summarised in the table below does not correspond directly to the Museum’s diverse range of activities. Accordingly, a summary of achievements follows the performance table to provide a context for the Museum’s formal reporting requirements.

PERFORMANCE AT A GLANCE

SUMMARY TABLE OF OUTCOME AND OUTPUTS ACHIEVEMENTS

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

<i>Total price of outputs:</i> \$69.669m	<i>Actual price of outputs:</i> \$72.081m
<i>Departmental appropriations:</i> \$67.565m	<i>Actual Departmental appropriations:</i> \$67.565m
<i>Revenue from other sources:</i> \$2.104m	<i>Actual revenue from other sources:</i> \$4.516m

Overall achievement of the outcome

PERFORMANCE INDICATOR	ACHIEVEMENTS
Relevance of acquisitions: <ul style="list-style-type: none"> proportion of acquisitions acquired in accordance with Collection Development Framework target — 100% 	<ul style="list-style-type: none"> 100% of acquisitions acquired in accordance with Collection Development Framework From November 2002 new Collection Development Policy and Framework 2002–2007 guided all acquisition activities
Accessibility of National Historical Collection: <ul style="list-style-type: none"> proportion of the Collection which is available for exhibition, public programs and research target — 50% 	<ul style="list-style-type: none"> 60% of the National Historical Collection is available for exhibition, public programs and research 50% increase in visits to collections in storage
The extent to which awareness and understanding is increased of Australia’s history and culture: <ul style="list-style-type: none"> 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% 	<ul style="list-style-type: none"> Exit surveys conducted during 2002–2003 demonstrated that 95% of visitors recorded a satisfied or very satisfied visit 83% of visitors surveyed confirmed they had learned something new about Australian history during their visit Evaluation of the schools program demonstrated that over 95% of schools visiting the Museum were satisfied that the schools programs met their core curriculum requirements
Access to exhibitions and programs: <ul style="list-style-type: none"> number of visitors or users of Museum’s exhibitions and programs (excluding web) target — 850,000 	<ul style="list-style-type: none"> 825,049 visits in 2002–2003

OUTPUT GROUP 1.1 — COLLECTION DEVELOPMENT AND MANAGEMENT

<i>Total price of outputs:</i> \$23.505m	<i>Actual price of outputs:</i> \$20.402m
<i>Departmental appropriations:</i> \$23.229m	<i>Actual Departmental appropriation:</i> \$20.042m
<i>Revenue from other sources:</i> \$0.276m	<i>Actual revenue from other sources:</i> \$0.360m

PERFORMANCE INDICATOR	ACHIEVEMENTS
<p>Quality:</p> <ul style="list-style-type: none"> 100% of National Historical Collection acquisitions is consistent with acquisitions policy 75% of National Historical Collection stored at or above appropriate Museum standards 	<ul style="list-style-type: none"> 100% of National Historical Collection acquisitions consistent with acquisitions policy Collections Development Policy and Framework reviewed and updated, accompanied by a five-year strategy to guide staff in identifying acquisitions consistent with new policy and framework Large scale rationalisation of storage and new storage acquired By 30 June 2003, 90% of National Historical Collection stored at or above appropriate Museum standards
<p>Quantity:</p> <ul style="list-style-type: none"> 1000 conservation treatments 	<ul style="list-style-type: none"> 1200 conservation treatments
<p>Price:</p> <ul style="list-style-type: none"> \$23.505m (\$123.71 per Collection item) 	<ul style="list-style-type: none"> Price: \$20.402m (\$107.38 per Collection item)

OUTPUT GROUP 1.2 — NATIONAL EXHIBITIONS, PROGRAMS AND SERVICES

<i>Total price of outputs:</i> \$46.164m	<i>Actual price of outputs:</i> \$51.679m
<i>Departmental appropriations:</i> \$44.336m	<i>Actual Departmental appropriations:</i> \$47.523m
<i>Revenue from other sources:</i> \$1.828m	<i>Actual revenue from other sources:</i> \$4.156m

PERFORMANCE INDICATOR	ACHIEVEMENTS
<p>Quality:</p> <ul style="list-style-type: none"> 70% of all visitors satisfied or better 80% of school visits satisfied that schools programs meet core curriculum requirements 60% of users access the website first time 	<ul style="list-style-type: none"> 95% of visitors recorded a satisfied or very satisfied visit Over 95% of schools visiting the Museum were satisfied that the schools programs met their core curriculum requirements Achieved
<p>Quantity:</p> <ul style="list-style-type: none"> 850,000 visitors or users of programs 400,000 unique sites use the website 	<ul style="list-style-type: none"> 825,049 visits in 2002–2003 480,000 individual sessions or unique visits in 2002–2003 used the website, an increase of approximately 55% from previous year
<p>Price:</p> <ul style="list-style-type: none"> \$46.164m (\$54.31 per visitor) 	<ul style="list-style-type: none"> Price: \$51.679m (\$62.75 per visitor)

PERFORMANCE COMMENTARIES

OUTPUT GROUP 1.1: COLLECTION DEVELOPMENT AND MANAGEMENT

Performance highlights

- New Collections Development Policy, Framework and Implementation Plan were introduced to guide future acquisitions, exhibitions and programs.
- 32 new acquisitions were approved by Council.
- Collection documentation and control were improved.
- There was a large scale rationalisation of collection and non-collection storage.
- There was a 50 per cent increase in public visits to collections in storage.
- A staff member was appointed to the Australian Government's Cultural Heritage Reference Group for Iraq.
- Conservation advice was provided to the local community affected by the January bushfires.
- International masterclasses in photographic conservation were presented at the Museum.
- The remains of 405 individuals were returned to Aboriginal communities.

Background

The National Historical Collection originally consisted of objects transferred by the Commonwealth Government following the Museum's establishment in 1980. These were primarily objects 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 primarily through donations and, to a limited extent, by sponsorship and purchase. The Museum does not have access to special purpose acquisition funds such as those available currently to other national collecting institutions. Objects in the Collection total some 190,000 items.

New collecting policy

A new Collections Development Policy and Framework were approved by Council in November 2002 to complement the Museum's new operating environment and to define collecting activities for the next five years. Based on the Museum's three core themes of land, nation and people, the new collecting priorities are:

- interacting with the environment
- peopling Australia
- Aboriginal and Torres Strait Islander peoples
- governing

- creating culture
- celebrating life
- making economies
- building Australia.

A detailed Implementation Plan was also developed to identify specific collecting subjects within each of the eight priority areas. These now guide curatorial and research staff in their consideration of material for acquisitions. Specific collecting subjects include:

- pre-19th and 20th-century migration
- colonial government
- land and water management
- urban renewal and development
- climate change
- education and the role of public research in Australia
- sport
- technological and structural changes and their impact on industry
- regional resources including agriculture
- transportation.

There are a number of other Council-approved policies for the Collection's care and management.

New acquisitions

Council approved 32 significant collections during the year for acquisition to the National Historical Collection, the details of which are in Appendix 3.

Highlights included:

- the Saw Doctor's Wagon, a tinker's wagon operated from the 1930s to the 1960s as a tool-sharpening business and family home by Harold Wright, an English migrant. The collection also includes more than 3000 tools and other equipment associated with Harold's life and occupation. The wagon and tractor were brought from Wangaratta to Canberra and are featured in the *Rare Trades* exhibition



■ *Harold Wright's post-war tinker's wagon*

George Serras

- two suitcases and a child's handmade farmyard set from the Eddisons, an English immigrant family who arrived in Australia at the start of the First World War. Their story encompasses migration, war and land settlement and the collection will be on display in the Horizons gallery in early 2003–2004
- Sabai Island dance costumes reflecting Islander trade networks and the continuation of their traditional culture
- Sydney Olympics memorabilia including items from the opening and closing ceremonies as well as sporting equipment.

Other significant collections acquired by the Museum during the year included:

- a 19th-century 18-carat gold cup awarded for the main horserace at the Tirrana Picnic Races, donated by the David Innes Watt family. By 1875 this race meeting, near Goulburn, New South Wales, was regarded as one of the best horse-racing venues and social events in the colony
- an early 20th-century wooden ballot box used in state and federal elections
- a limited-edition print of the word *Eternity* by Sydney artist, cartoonist and filmmaker, Martin Sharp, in a script similar to the one used by the eccentric Sydney street-dweller, Arthur Stace
- a Rugby League jersey from the 2003 World Sevens tournament, signed by Rugby League players and relatives of the Coogee Dolphins Rugby League Club players who died in the 2002 Bali bombings
- a targeted Indigenous collection from Tasmania comprising shell necklaces, prints, woven baskets, posters, possum-skin drums, and kelp water carriers
- objects belonging to John Close, a member of Mawson's 1911–1913 expedition to Antarctica, including a brass and leather telescope, a pocket compass and a handsewn canvas bag
- Humphrey B Bear's famous honeypot, yellow bowtie, tartan vest, straw hat, joggers, striped nightcap, and footage from his long-running children's television show.



Dragi Markovic

■ *Tirrana Picnic Races Cup*



Dragi Markovic

■ *Early wooden ballot box*

Collection control and documentation

Accessioning of objects approved by Council was a high priority this year following the development of exhibitions and the opening of the Museum in March 2001. More than 1875 objects from 36 collections were accessioned, a large proportion being items in the newly-acquired Saw Doctor's Wagon, a centrepiece in the Museum's temporary *Rare Trades* exhibition.

The recording of objects on the Museum's electronic database increased during the year with 4500 records being added, bringing the total to 65,000 records. Greater control over the location and movement of objects was achieved by the barcoding of 2000 objects, bringing the number of objects barcoded by the Museum to date to 18,000.

Detailed knowledge about individual objects also increased significantly during the year with improved documentation of 2948 objects, compared with 1181 objects in 2001–2002.

Outward and inward object loans

The Museum continues to make the National Historical Collection available for loan as well as bringing in material for its own exhibitions from around Australia and internationally. This program of inward and outward loans underlines the Museum's commitment to the concept of a distributed national collection — a cooperative national network approach to identifying, managing and making accessible cultural collections across Australia.

Significant objects in the National Historical Collection which continue to be on loan to other museums and art galleries include:

- the *Endeavour* cannon to the Australian National Maritime Museum in Sydney, originally loaned in the 1980s
- the *Endeavour* anchor to the James Cook Historical Museum in Cooktown, Queensland, originally loaned in the 1980s
- Boer War objects to the Australian War Memorial, loaned in 1989
- the Stream anchor from Matthew Flinder's vessel, the *Investigator*, to the Western Australian Maritime Museum in Fremantle, originally loaned in the 1980s
- Cobb and Co Coach no. 112 to the Queensland Museum in Toowoomba, originally loaned in the early 1990s
- Dhava Singh's hawker's wagon, and blacksmithing tools from the Locker collection to the Stockmen's Hall of Fame at Longreach in Queensland, originally loaned in the early 1990s
- a large collection of historically important mineral specimens to the Australian Miners' and Prospectors' Hall of Fame in Kalgoorlie, Western Australia, loaned in 2001.

A full list of current outward loans is in Appendix 5.

Since 1 July 2000, 151 collections on loan from 82 institutions and 69 individuals have been used in Museum exhibitions to complement objects from the Museum's own collections and to enhance individual stories being told. Objects lent to the Museum during the year are listed in Appendix 4.

Increased public interest in access to collections

As the Museum and its collections have become more widely known, the number and complexity of public requests for access and donation offers has increased, requiring registration and curatorial staff to provide greater time assisting the public in this way.

In response to this public demand, in 2001–2002 the Museum introduced a duty curator scheme to respond to collection offers as well as to general inquiries about the Museum's collections and exhibitions. Through this scheme, a roster system provides the services of specialist collection staff as the first point of contact with the general public. In its second year of operation, the scheme responded to 302 collection offers, which resulted in 37 collections being accepted and 78 carried over for consideration next year. Duty curators also responded to more than 500 general inquiries about the Museum's collections and exhibitions during the year.

Following the success of the duty curator scheme, the Museum also introduced a duty registrar scheme to improve public access to the collections and to respond more efficiently and effectively to public demand. Accordingly, the number of visits by members of the public and specialist organisations to collections in storage increased by nearly 50 per cent during the year. Visitors included the Friends of the National Museum of Australia, students from the Canberra Institute of Technology Museum Studies and the University of Canberra Cultural Heritage Management courses and museum professionals from overseas.

Collection storage improvements

In recognition of the need to regularly review and assess strategic storage requirements and to meet the Government's expectation that 75 per cent of the National Historical Collection would be stored at or above appropriate museum standards, the Museum acquired new storage space during the year. This enabled a largescale rationalisation of existing collection and non-collection storage and also achieved the creation of a dedicated large technology conservation workshop and upgraded storage for several historic vehicles.

By the end of the year the Museum had exceeded the Government's performance measure by 15 per cent, with 90 per cent of the National Historical Collection being stored at or above appropriate museum standards.

Further storage rationalisation will continue next year with the consolidation of bark paintings in the main repository, and the relocation of the *Hong Hai* refugee boat inside the McEachern Street storage facility in Mitchell.

Conservation achievements

This has been a challenging and rewarding year for conservation-related activities at the Museum, heightened by major national and international events. In particular:

- Eric Archer, manager of conservation at the Museum, was appointed to the Australian Government's Cultural Heritage Reference Group for Iraq which was established to identify ways in which Australia could assist Iraq with restoring its cultural heritage. The reference group consulted widely, including with international bodies such as Interpol, the British Library and British Museum and with US officials. The report of the reference group was presented to the Minister for the Environment and Heritage for the Government's consideration
- the Museum responded to Canberra's disastrous January bushfires by providing conservation advice to the local ACT community through forums, radio talkback and open days
- the Museum's protective strategies and mechanisms for its collections were reviewed in the case of natural disasters.

The Museum continued to have successful research partnerships on projects relevant to its collections. Highlights were:

- the development and testing of a method of assessing thin film oil-based coating quickly by electrochemical means through a partnership with the University of Canberra and the private sector. This vehicle oils additive project is expected to prolong the useful life of vehicles in museums through correct selection of products based on actual tested performance
- the purchase of specialised equipment for testing of corroding systems in a laboratory in collaboration with Australian War Memorial, the University of Canberra, the Australian National University and James Cook University. The results of this research will be used for large technology object preservation
- the analysis of items from the Museum's wet specimen collection to investigate methods of DNA fingerprinting animal tissue preserved in formalin specimens. This project is being conducted with the Centre for Forensic Science at the Canberra Institute of Technology.

Results of other successful partnerships included:

- the first of a series of masterclasses to train photographic conservators in Australia, a highly significant development for the training of photographic conservators within Australia and the preservation of photographic documentation in Australia's cultural institutions. The training program was organised by the Museum in collaboration with ScreenSound Australia and the National Gallery of Victoria, and was assisted by a major grant from the American J Paul Getty grant program to the Australian Institute for the Conservation of Cultural Material Inc. Doug Nishimura, an internationally-recognised research scientist from the Image Performance Institute at the Rochester Institute of Technology in New York, presented the first series at the Museum for 90 participants from Australia and south-east Asia



George Serras

■ *Conservators gather for international masterclasses organised by the Museum and the Australian Institute for the Conservation of Cultural Material*

- hosting a National Training Summit to discuss the future training of conservators, in collaboration with the Australian Institute for the Conservation of Cultural Material Inc.

Public interest in the Museum’s conservation activities also increased markedly during the year. In response to public demand, Museum activities included:

- tours for special interest groups, such as the participants in the 14th annual Cycle History conference sponsored by the National Steam Centre and the Friends of the National Museum of Australia
- advice to the public on preserving family treasures through the Museum’s inaugural Treasures Day and to the local Arrawang Primary School on its historic collection of Aboriginal culture
- consultations with community groups such as the Eden Aboriginal Land Council on conservation and collection management, and the Townsville Indigenous community and the Museum of Tropical Queensland on the preservation and maintenance of significant rock art sites



Dragi Markovic

■ *Treasures Day at the National Museum*

- training placements for university students from the Bachelor of Applied Science in Conservation of Cultural Materials program at the University of Canberra
- collaboration with the National Archives of Australia in presenting a seminar on hazardous materials management in museum collections.

Due to an increase in object changeovers in the exhibition galleries and in travelling exhibitions, there was a greater level of activity in preparing objects for display. More than 1200 objects received conservation treatments in 2002–2003, compared to 1100 in the previous year. Highlights of conservation treatment included:



George Serras

■ **Conservator Carmela Mollica examines the riding habit of an 1880s bush missionary**

- the preparation of objects for the Museum’s first international exhibition, *Stories from Australia: Aboriginal and Torres Strait Islander Peoples*, which opened in China in December 2002
- treatment of the newly-acquired Saw Doctor’s Wagon for the *Rare Trades* exhibition
- treatment of an 1880s silk riding habit
- rehousing of the 1835 Batman Land Deed in a purpose-built, low-oxygen display case to limit the oxidation of the parchment, allowing the deed to remain on permanent display with minimal degradation
- surveying the condition of a quartet of stringed instruments made by AE Smith, an Australia violin maker in the 1930s, to enable preservation of this important collection and to allow the instruments to be played in public performances at the Museum.



Dragi Markovic

■ **Conservator Patrya Kay surveying the stringed instruments**

The return of Indigenous human remains and sacred objects

The Museum holds human remains and sacred/secret objects derived from the collections originally held by the former Australian Institute of Anatomy. These collections were transferred to the Museum in 1984. While it has not actively sought to acquire either human remains or sacred objects, the Museum is the legally-prescribed authority under the *Aboriginal and Torres Strait Islander Heritage Protection Act 1984* for remains and objects referred to the Minister. The management of this material is strictly controlled by detailed policies and handling guidelines to ensure that these collections are cared for in a culturally sensitive and appropriate manner.

The National Museum’s repatriation activities are funded by the Museum, the Aboriginal and Torres Strait Islander Commission and the Return of Indigenous Cultural Property Program, an initiative of the Cultural Ministers’ Council as part of a government program to return Indigenous human remains and sacred objects to the Australian Indigenous peoples with cultural rights to those materials.

Since the program commenced, more than 75 Aboriginal and Torres Strait Islander communities and representative organisations have been advised of human remains and sacred objects in the Museum’s care and invited to pursue repatriation.

The Museum returned the remains of 405 individuals to Aboriginal communities in the Northern Territory, South Australia, New South Wales and Victoria in 2002–2003.

The Museum also continued to assist the Aboriginal and Torres Strait Islander Commission in coordinating the management and repatriation of Indigenous human remains returned from Edinburgh University, Scotland, to communities with cultural rights to those materials.

In 2003 the Foundation for Aboriginal and Islander Research Action in Queensland requested the Museum's assistance with the care and repatriation of Indigenous human remains returned from the Royal College of Surgeons, London. Some of the remains have since been returned to the communities and the remainder are being held temporarily by the Museum prior to repatriation.

Repatriation-related advice and assistance has also been provided to state and territory cultural heritage institutions, the Hunterian Museum in Glasgow and the United Kingdom Government Working Group on Human Remains.



Dragi Markovic

■ Ngarrindjeri delegate Basil Sumner accepts the Museum's largest ever repatriation of Aboriginal remains

Valuation of the National Historical Collection

The Museum revalues the National Historical Collection every three years in accordance with the *Guidelines for Financial Statements of Commonwealth Authorities and Australian Accounting Standard 4 (AAS4)*. Revaluation took place in 2002–2003 and as at 30 June 2003 it was valued to be \$132.212 million, including the library collection. This was a moderate increase over the previous valuation figure of \$128.286 million as at 30 June 2000.

Individual valuations of objects received by the Museum are also undertaken throughout the year by external valuers to meet requirements for the Commonwealth Government's Cultural Bequests Scheme managed by the Department of Communications, Information Technology and the Arts. Valuations are also undertaken prior to objects being loaned to other institutions, or for material destined for travelling exhibitions.

Disposal of items in the National Historical Collection

If the Council decides to dispose of any material from the National Historical Collection, then Section 9 (5) of the *National Museum of Australia Act 1980* requires that details of that disposal should be included in the annual report for that period.

One deaccessioning and disposal was approved by Council in 2002–2003. To facilitate the Museum's participation in the government program to return Indigenous human remains and sacred objects to the Australian Indigenous peoples with cultural rights in those materials, in November 2002 the Council agreed to the deaccessioning and disposal of all secret, sacred and private Indigenous material in the National Historical Collection.

Snapshots of the Museum

More than 4500 images of the collections and a diverse range of public programs were taken during the year. These included photographs of local and interstate communities, school groups, significant public and corporate events, as well as images for the media and external publications.

Three feature projects were:

- object photography for a new range of Museum publications and merchandise, such as high-quality boxed sets of cards, books for the 125th anniversary of the Murray River paddle steamer, the PS *Enterprise*, souvenir books about the Sundowner Bean Car and Ernabella batiks, and children's publications
- photographic documentation for the joint AIATSIS/Museum project of artefact production by Roy Barker, an Aboriginal man from Lightning Ridge in New South Wales
- the development of a photographic record of quilts in the National Historical Collection, including quilts from the 1988 Bicentennial, Country Women's Association and the McColive collections.

OUTPUT GROUP 1.2: NATIONAL EXHIBITIONS, PUBLIC PROGRAMS AND EVENTS

Performance highlights

- Major changeovers of objects occurred in the permanent galleries, including 25 new stories in Eternity.
- A new exhibition, *Paipa*, was launched in the First Australians gallery.
- The pilot exhibition, *Melting Pots of Culture*, was installed off-site at Reconciliation Place.
- The Anzac pilgrims appeal was launched.
- Four major temporary exhibitions were launched and four are in development.
- The Museum's first international exhibition, *Stories from Australia: Aboriginal and Torres Strait Islander Peoples*, opened in China.
- Four travelling exhibitions opened across Australia.
- The storytelling program for children and adults, at the Museum and outside Canberra, was a great success.
- Sky Lounge was fully booked out.
- 60 youth groups across Australia participated in online musters as part of the 2002 Year of the Outback.
- 113 public lectures, forums, seminars, conferences and workshops were presented.

- 81,748 students and 1734 schools visited the Museum on booked tours.
- More than 1000 teachers attended professional development workshops.
- Nine Talkback Classroom forums were held involving more than 1000 students and nine national and well-known figures.
- *Our Voices* teaching resource won a national award for excellence in educational publishing and *Australian History Mysteries* was shortlisted for a national award
- The Museum was contracted to develop content for interactive online curriculum materials for primary schools.
- The largest conference on desert archaeology ever held in Australia was attended by 90 delegates from 16 countries.
- Over 100 volunteers dedicated more than 3000 hours of their time to Museum activities.
- 93 per cent of the media coverage of the Museum was judged by an external consultant as favourable. The level of unfavourable coverage dropped from eight to two per cent.
- A new sponsorship was launched with APN News and Media Ltd.
- There was a 55 per cent increase in visits to the Museum's website.
- The Museum was invited to advise the National Museum of World Cultures in Sweden on the development of information and communication technologies.
- More than 825,000 people visited the Museum, with increasing numbers attending travelling exhibitions and public programs.
- 95 per cent of visitors surveyed recorded a satisfied or very satisfied visit; a five per cent increase from last year.

Background

Social history museums examine the past, help people understand the present and envision the future. They play an important role in the transmission of historical knowledge. They sometimes celebrate common events or explore tragedies and injustices. They need to ensure that they are balanced and representative of diverse voices. Museums are visited, and their products are used, by people of all ages, interests and backgrounds, often in family groups. They are major contributors to informal and family learning and are a vital part of what is now seen as a process of lifelong learning.

The aim of the Museum's exhibitions and programs is to help create awareness of Australia's rich history, stimulate thought and encourage informed discussion about the broader issues of historical significance. It is important that they employ the best

educational and communication techniques and reflect the highest standards of historical accuracy and scholarship. At the same time, visitors come to the Museum to enjoy themselves, and its exhibitions and programs need to cater for different learning styles and visitor needs.

It is impossible to display every aspect of any history in permanent exhibitions which, out of necessity, must concentrate on key themes. Over time, other aspects of that history can be represented in temporary exhibitions or in other ways through public programs and through the targeted use of new technologies. The Museum's public programs are designed for people of all ages and interests, using talks, seminars, workshops, debates, concerts, theatrical performances, live radio and television programs, narrowcasting, websites and interactive online activities. Programs also make use of film, curriculum materials and publications in a variety of forms. It is through these mediums that the Museum provides different access opportunities and ways of addressing topics in a balanced way.

Changeover of objects in the Museum's galleries

As at 30 June 2003 there were approximately 4000 objects on display in the permanent exhibition galleries and the Open Collections area of the First Australians gallery. These exhibitions are not, however, static. Objects are refreshed with new items from the Museum's collections, loan objects are replaced as agreements expire and new loan agreements negotiated. This involves considerable work for staff, including research and writing of text, locating suitable replacement objects and images and preparing objects for display.

There has been a major changeover of objects in the permanent exhibition areas this year, with almost 14 per cent of objects replaced. The number of objects replaced in each gallery were:

First Australians	81
Horizons	110
Tangled Destinies	24
Eternity	25
Nation	34
Total number of objects replaced	274



Dean Gojia

■ Junie, Tom and Conor Ryan explore the Paipa exhibition in the First Australians gallery

Permanent exhibition galleries

First Australians: Gallery of Aboriginal and Torres Strait Islander Peoples

Gallery description

First Australians: Gallery of Aboriginal and Torres Strait Islander Peoples explores the history of Australia through the experiences, stories and images of Indigenous Australians. Visitors are introduced to the distinct Indigenous groups and shown the wide diversity of languages and cultural differences between communities from different regions, exploring the overarching themes of identity, cultural diversity, spirituality, family and connections to country. The gallery also aims to explore a diverse range of Indigenous responses to cultural interactions from conflict to cooperation and coexistence.

Achievements

Of the 682 objects displayed in the First Australians gallery, 81 objects were replaced during the year.

In addition, a new exhibition, *Paipa*, was launched in the Torres Strait Islander section of the gallery in July 2002. This exhibition explores the migration of Islanders to mainland Australia, the impact of Christianity, their contribution to the Second World War, their involvement in the pearling, cane-cutting and music industries, as well as Islander youth responses to the changing environment.

Development began on new exhibits for the small exhibition which draws on the Museum's collection of 4000 children's art, to include contemporary views of the visits by Macassans to Arnhem Land from the 17th to the 19th centuries.

The Open Collections gallery, which provides enhanced public access to the Museum's collections and enables Indigenous communities and researchers to share their knowledge about objects, drew increased interest this year from researchers and the general public.

An exhibition of Indigenous children's artwork from the Museum of Victoria was displayed in the First Australians Focus Gallery from November 2002 to January 2003. *Thookay Hgaweeyan, Young Voices of Australia* told important stories about the experiences and concerns of the young artists, whose innocence and depth provided a moving and contemporary view of the importance of family, community and culture.

Development of a significant research collaboration with the Australian Institute of Aboriginal and Torres Strait Islander Studies and Indigenous communities in Victoria and Tasmania began in preparation for an exhibition on Indigenous toolmaking at the Museum in 2004.



George Serias

■ Rosie and Lee Cameron at the Museum's exhibition in Reconciliation Place

The exhibition *Melting Pots of Culture* opened at Reconciliation Place in Canberra to celebrate Reconciliation Week in 2003. This exhibition, at a new site below Old Parliament House, was developed by the Museum as a pilot project for the exhibition of collections off-site in non-institutional spaces. It features works by the prominent ceramicist Thancoupie from Weipa in north Queensland, the internationally acclaimed Warburton and Wathaurong glassworks in Victoria, as well as grinding stones and tools from the Museum's collections. The exhibition presented some unique challenges for curatorial, conservation and graphics staff including extreme light and heat conditions, security, and suitable display treatments for collection material located in an off-site venue.

Other local activities supported in the Canberra region included:

- an exhibition, *Kamerry Dreaming*, held at the Museum to highlight the work of local Indigenous artists
- Indigenous training placements at the Museum for students from the Australian National University and the Commonwealth Development Employment Program
- cross-cultural training for Department of Foreign Affairs and Trade graduates.

Our members really enjoyed the guided tours through the Gallery of the First Australians and the Eternity exhibition. We left with a greater understanding of what makes up the Australian nation.

National President, Pan-Pacific and South East Asia
Women's Association of Australia Inc. April 2003

Horizons: The Peopling of Australia since 1788

Gallery description

Horizons: The Peopling of Australia since 1788 is an exhibition about the major role that migration has played in the development of Australia. The aim of the exhibition is to convey that Australia is a land of migrants, and that each Australian has a heritage of migration, settlement and the sense of leaving one place for another. Horizons seeks to present migration as a strategy for Australia's economic and social development and to place it in the broader contextual framework of government policy.



George Serras

■ Melbourne visitor Wendy Drowley in Horizons

Achievements

Over the last 12 months 110 objects in the Horizons gallery were replaced. More than 240 individual objects are now on display supported by audiovisual and multimedia presentations.

One of the significant additions to Horizons was a new story documenting the migration experience of Walter Eddison and his family. Walter arrived in Australia from England in 1913 to pursue his dream of owning a farm and providing a new future for his family. At the outbreak of war in 1914, he joined the Australian Light Horse and in 1919 returned to Australia with his wife and children to establish a property in the area of Canberra now called Woden. The new objects on display include one of the suitcases in which he carried his belongings, a child's farmyard set and his war service medals.

Another addition to Horizons was the loan of objects from the South Australian Museum documenting the diversity of the British Empire. These are on display in the *Under the flag* exhibit. Discussions also took place with the Sydney Harbour Foreshore Authority to select

material from the Cumberland and Gloucester Street excavation in The Rocks area of Sydney for display in the *Who were the convicts?* exhibit. The artefacts selected belonged to the convict family of Richard Byrne and Margaret Kelly who lived in one of the earliest houses in The Rocks, and they will be on display later in 2003.

New displays within *Coming to work* were developed for opening late in 2003. The story of Rose Pappas, who migrated from the small Greek island of Castellorizo after the Second World War, will be a feature of this exhibition which will include her traditional Castellorizian costume. Rose wore this dress at her wedding in 1920 and it is one of the most complete examples of Castellorizian costumes held in a museum collection.

Tangled Destinies: Land and People in Australia

Gallery description

Tangled Destinies: Land and People in Australia presents an environmental history of Australia, using a cross-disciplinary approach to elaborate on how Australians have come to know and live in this land. Reflecting the remarkable diversity of Australian society and



landscapes, the gallery reveals a 'history of ideas' about the relationships between people and places. It entwines the stories of Indigenous and non-Indigenous attitudes to environments, the adaptation of Europeans and the plants and animals they brought with them, and the way that our understanding of the land has changed over time. Tangled Destinies brings together ideas, artefacts and images from a host of disciplines, including archaeology, social history, ecology, botany and zoology.

■ School children ponder the platypus story in *Tangled Destinies*

Achievements

The gallery contains 259 objects and 14 multimedia installations and during the year 24 objects were replaced. New loan agreements were negotiated to refresh and enhance exhibits relating to urban environments, biological invasions, and stories of place.

The thylacine skin, the buffalo catcher and diprotodon skeleton remained visitor favourites. The module examining the incidence of fire in Australian environments was reviewed to reflect the 'bush capital fires' becoming part of the national record.

A mix, not concentrating on any one aspect. Modern history, not a lot of fossils.

January 2003 visitor

Eternity: Stories from the Emotional Heart of Australia

Gallery description

Eternity: Stories from the Emotional Heart of Australia 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 Australia's social history. The themes of the exhibition are based on the 10 emotions of joy, hope, passion, mystery, thrill, loneliness, fear, devotion, separation and chance. A mix of multimedia enables visitors to explore these personal stories while *Your story* provides them with the opportunity to record their own story for inclusion in the exhibition.



George Serras

■ *Christine and Carmel Carlton
in Eternity*

Achievements

The Eternity exhibition of 161 objects continued to be very popular with visitors. The *Your story* video booths again captured stories from thousands of visitors including highly moving stories related to the Bali bombing in October 2002 as well as the Canberra bushfires.

The gallery underwent major changes with the introduction of 25 new stories in May 2003. Winter Olympic skater Steven Bradbury, former Young Australian of the Year Tan Le, and developer of the bionic ear Professor Graeme Clark, helped launch the stories which were drawn from the endeavours of sport, science, women, military and community interests in Australian society.

A full list of the extraordinary Australians who joined Eternity in 2002–2003 are included in Appendix 6.

Courage in explaining the past — very brave, a sign of maturity as a nation.

January 2003 visitor

Nation: Symbols of Australia

Gallery description

Nation: Symbols of Australia is an exhibition of 691 objects and 11 multimedia installations which explores Australian history and culture through the lens of national symbols, both official and popular.

Achievements

The main focus for the Nation gallery this year was the changeover of 34 objects, particularly in the *Snapshots of Australia* exhibit, which features a series of significant moments in Australian history. New objects acquired include a Rugby League jersey from the 2003 World Sevens tournament, signed by Rugby League players and relatives of the

Coogee Dolphins Rugby League Club players who died in the 2002 Bali bombings. This will be installed in Nation late in 2003.

The *Looking around* exhibit, which enables community groups to create photographic essays of their suburbs, also underwent a major changeover. In 2001–2002 the exhibit focused on communities in South Australia and Western Australia, and this year Tasmanian communities were featured, including the Penguin Primary School, the Grassy Bottom Regional Arts Group, the South Hobart Progress Association, and the Devonport Camera Club.

There was significant national response to the Museum's Anzac pilgrims appeal launched in April 2003. A new exhibition on Anzac pilgrims is planned for next year and the purpose of the appeal is to obtain information and objects from Australians who have travelled to Turkey to attend dawn services at Gallipoli. Over 30 offers have already been received, including photographs, journals, T-shirts and other souvenirs.



■ *Australia's story of transportation told in Nation*

Things from my era — nice to be affirmed as an Australian.

March 2003 visitor

Temporary exhibitions

Program description

In agreeing to the Museum's construction, the Government wanted, in addition to permanent exhibitions, 'an active schedule of changing exhibitions'. The Museum's temporary exhibition program enables it to fulfil the Government's objective and to complement its permanent exhibitions in fully exploring the many stories and issues inherent in the Museum's main themes of land, nation and people. The program also enables the Museum to engage, educate and inspire visitors with new subjects and provide further opportunities for corporate support.

Achievements

The Museum's temporary exhibition gallery was the venue for four major exhibitions in 2002–2003:

1. To Mars and Beyond: Search for the Origins of Life

To Mars and Beyond: Search for the Origins of Life, which opened in December 2001 and closed in October 2002, was the third major exhibition produced in conjunction with Art Exhibitions Australia for display in the Museum's temporary exhibition gallery. This exhibition explored scientific questions relating to the origin of life on earth and whether or not life exists elsewhere in space, with a particular focus on Australia's role in the exploration of outer space. Features on display included objects from the Russian Lavochkin Association and NASA space programs, a showcase 3-D trip to Mars, a piece of Mars rock to touch, holograms from France, satellite feeds from space, a 2.7 billion years old stromatolite, and a profile of Australian astronaut Andy Thomas.

A total of 86,202 visitors viewed the exhibition in Canberra before it opened at the Melbourne Museum in December 2002. The exhibition was visited by 51,014 visitors during its 21-week season in Melbourne.

2. Hickory Dickory Dock: The Changing Face of Play School

Highly successful with both children and adults, this exhibition about Australia's longest-running children's television program, opened in July 2002 and ran until April 2003. It featured some of the iconic props used on the set of *Play School* including the rocket and flower clocks acquired for the National Historical Collection.

The exhibition was complemented by a series of live *Play School* shows playing to full houses and will be adapted next year so that it can tour to regional centres.

3. Rare Trades: Making Things by Hand in the Digital Age

Rare Trades: Making Things by Hand in the Digital Age, co-curated by the Museum and Mark Thomson, the author of *Blokes and Sheds*, celebrates 24 very different tradespeople from around Australia. Some came to their trade through traditional apprenticeships such as Jean Carroll, a milliner who began her apprenticeship in Sydney in 1937 at the age of 14. Others came later, such as Mike Petersen, a bladesmith, who came to his trade after reading the book, *The Art of the Japanese Samurai Sword*.



George Serras

■ Curator Jane Carter with Play School presenter Noni Hazelhurst



George Serras

■ Milliner Jean Carroll shows her skills in Rare Trades

But what makes Rare Trades stand out are its eye-popping interactive demos and hands-on workshops.

Sunday Telegraph, June 2003

The exhibition examines the common threads that join these diverse trades and people, and addresses the key issues surrounding skilled manual trades at the beginning of the 21st century. The changing nature of work in Australia, the impact of technology on trade as well as the personal identity associated with trade skills are also explored.

The exhibition opened at Scienceworks in Melbourne in February 2003 with attendance of 60,628 exceeding expectations. It subsequently opened in Canberra in June 2003 and will close in October 2003 before travelling to Ipswich in Queensland.

4. Cartoons 2002: Life, Love and Politics

This year's exhibition of political cartoons, *Cartoons 2002*, was presented for the first time at the Museum rather than Old Parliament House, providing the opportunity to expand the exhibition and to bring the best of Australian cartooning to an even larger audience. After opening in Canberra, the exhibition travelled to the Western Australian Constitutional Centre in Perth.



■ Curator Guy Hansen guides the Treasurer Peter Costello to Cartoons 2002

Cartoons 2002 brought together the best works entered in the Museum's 2002 Political Humour Competition which, like the exhibition, is in its sixth year. A record number of entries was received this year from 67 artists, and on display were 102 entries from Australia's major cartoonists and illustrators. These included Bill Leak, Jenny Coopes, Alan Moir, Peter Nicholson, Geoff Pryor, Cathy Wilcox, Ron Tandberg, Mark Knight, Bruce Petty, Dean Alston, John Spooner, Michael Fitzjames and Brett Lethbridge.

Most of the entries in the competition were generously donated to the Museum and these cartoons will help to build a visual archive of Australian political history, recording major events and personalities.

The Sydney Festival and Museum of Sydney's travelling exhibition, *Leunig Animated*, was included in *Cartoons 2002*. This provided a behind-the-scenes look at the process of translating and animating Michael Leunig's beautiful and often poignant line drawings into three-dimensional life through stop motion animation. The animation project was a creative collaboration between Michael Leunig, New Town Films and Freerange Animation.

Future temporary exhibitions

Four exhibitions are being developed for presentation over the next 18 months:

1. *Outlawed! Discover the Stories Behind the World's Rebels, Revolutionaries and Bushrangers*

Outlawed! Discover the Stories Behind the World's Rebels, Revolutionaries and Bushrangers will explore the stories of 22 intriguing bushranger and outlaw heroes from Australia, the United Kingdom, Italy, Mexico, China, India, Japan, the United States and New Zealand. From Ned Kelly to Robin Hood, from Jesse James to Phoolan Devi, the exhibition will examine how these outlaws and revolutionaries lived and died and the popular stories which made them legends. The exhibition will open at the Museum in November 2003 and will then tour to venues around Australia.

This year saw significant focus on development of the exhibition. With the assistance of the Museum's specialist consultant, Associate Professor Graham Seal, exhibition content was refined from biographical case studies of the selected outlaws, using 490 objects sourced from Australia, New Zealand, China, India, Japan, Italy and Mexico, as well as 299 images and approximately 160 edited films. The Melbourne company, Convergence Design, was successful in winning the exhibition design tender which will include a children's trail and activities for under-five year olds. The exhibition will also use diverse multimedia including film, touchscreens, information kiosks and interactive modules. Draft exhibition text has been prepared and early in 2003–2004 will be reviewed for accuracy and accessibility. Text will also be prepared for children.

2. *Cartoons 2003*

The Museum will open its seventh annual political cartooning exhibition in Brisbane in January 2004 and discussions are underway for the exhibition to tour to at least four other states and territories during the year.

3. *23° South: Archaeology and Environmental History of the Southern Deserts*

23° South: Archaeology and Environmental History of the Southern Deserts will be a major international exhibition in September 2004, placing Australian deserts and their human histories in a global context, comparing Australian arid lands with those in the Kalahari and Namib deserts of southern Africa and the Atacama desert of South America. Extensive planning in 2002–2003 for this exhibition included a content workshop with international experts held in January 2003 to scope the southern African component of the exhibition.

Consultations commenced during the year with bush communities about their inclusion in the exhibition, including a visit to the Museum in June by members of the Ikuntji (Haasts Bluff) community from the Northern Territory.

A committee was established to provide expert planning and advice throughout the development of the exhibition. Members include:

- His Excellency Cristobal G Valdes, Ambassador of Chile
- Mr Tjaart Steyn, First Secretary, South African High Commission
- Professor John Beaton, Executive Director, Academy of the Social Sciences

- Dr Michael Dodson, Chairperson, Australian Institute of Aboriginal and Torres Strait Islander Studies Council
- Associate Professor Roslynn Haynes, University of New South Wales
- Emeritus Professor John Mulvaney
- Dr Ken Johnson, Director of Desert Knowledge Australia
- Emeritus Professor Jack Golson, Centre for Archaeological Research
- Professor Martin Williams, Environmental Studies University of Adelaide.

The first meeting of the panel was held on 17 February 2003.

4. *Beauty*

Beauty is being developed through a unique partnership between the Museum and the National Gallery of Victoria. Curators from both institutions are working together to prepare the exhibition, which will examine the nature, history, appreciation, power and appeal of the human form. As a collaborative project between an art gallery and a social history museum, this exhibition will provide a model for other cultural institutions in crossing disciplines and sharing expertise on subjects of common interest. It is expected to attract a wide audience of both traditional and non-traditional museum visitors, as the broad range of disciplines incorporated into the exhibition, such as social history, anthropology, art history and psychology, as well as the cross-cultural nature of the exhibition, will appeal to a diverse audience.

The exhibition will open in Melbourne in September 2005 at Federation Square, and at the National Museum in December 2005.

Travelling exhibitions

The Museum's first international exhibition, *Stories from Australia: Aboriginal and Torres Strait Islander Peoples*, opened in China in December 2002. As part of the celebrations of the 30th anniversary of diplomatic relations between China and Australia, the Guangzhou Museum of Art invited the Museum to present an exhibition showcasing Indigenous Australian cultures. The exhibition opened in Guangzhou on 6 December 2002 and was supported by Mr and Mrs Chau Chak-wing, Mr Cui Zhen Ji and Mrs Cui Liao-Wen Ying. It also attracted sponsorship from Chinese and Australian companies.

The exhibition profiled nine diverse Indigenous communities across Australia, their lives and beliefs, and their distinctive stories and art. The exhibition, on show until February 2003, also explored the influence of ancestors and country, the message of ceremonies and the survival of ancient traditions. All objects in the exhibition came from the National Historical Collection. Traditional dancers from Saibai Island and East Gippsland introduced Chinese visitors to the exhibition through storytelling, song and dance, and Chinese school children worked with Indigenous artists to create a giant Rainbow Serpent.

The exhibition was opened by Vice-Mayor Chen Chuanya of the Guangzhou Municipal People's Government and the Australian Minister for the Arts and Sport, Senator the Hon. Rod Kemp. More than 40,000 visitors attended the exhibition.



Carol Cooper

■ Stories from Australia's Yarrabah people and other traditional communities on show in China in the Museum's first international exhibition

The short timeframe available to develop the exhibition provided a challenge for staff. However, all deadlines were met including the identification and collection of objects, the collation of information, and packing and transport arrangements. Museum staff gained valuable experience in the areas of international transport, customs clearance and the issues involved in installing such a complex exhibition in another country.

Four exhibitions travelled across Australia during the year:

- *To Mars and Beyond: Search for the Origins of Life* opened at the Melbourne Museum in December 2002
- *Cartoons 2002: Life, Love and Politics* travelled to the Western Australian Constitutional Centre in Perth in May 2003
- *Rare Trades: Making Things by Hand in the Digital Age* opened in February 2003 at Scienceworks in Melbourne before opening in Canberra in June 2003
- *I am Woman, Hear Me Draw: Cartoons from the Pen of Judy Horacek* travelled to the Western Australian Constitutional Centre in September 2002 and the State Library of Victoria in December 2002.

Public programs and events

The delivery of a wide range of educational, informative and entertaining public programs and events relevant to the Museum's objectives, and linked to both its permanent and temporary exhibitions, is an important aspect of the Museum's activities, with the concept of 'lifelong learning' applied to both formal and informal learning programs for children and adults.

Programs for families and children

Families, and especially children, continue to be a key audience for the Museum with programs designed to encourage self-directed exploration and to provide opportunities for interaction with themes, ideas and stories in the Museum. Family and children's programs are designed to give children the experience of seeing and talking about objects and stories from the past; introduce children to new technologies and ways of interpreting the world around them; and to encourage children to imagine what their future, or their children's future, could be like.

I regret very much that when my children were small ... there was not such an interesting and absorbing place I could take them to give them a sense of our country, in all its diversity.

Grant McCall, Director, Centre for South Pacific Studies, University of New South Wales

The range of programs offered to families and children were expanded and diversified in the Museum's second year of operation and partnerships continued to be fundamental to their success.

Programs included:

- a short course on cartooning and animation in collaboration with the Australian National University's Australian Centre for Arts and Technology in January 2003
- seven sellout shows featuring *Play School* presenters supported by ABC TV and ActewAGL in April 2003
- six workshops teaching children the basic skills of archaeology and forensic analysis of artefacts, involving archaeologists and anthropologists from the Australian



Dragi Markovic

■ *Children join the search during National Archaeology Week*

National University's Centre for Archaeological Research. These workshops were part of the inaugural National Archaeology Week which was coordinated nationally by the Museum's Michael Westaway.

Other partnerships included activities with the University of Canberra, the May Gibbs Children's Literature Trust, the ACT Writers Centre and the ACT Children's Week Committee.

The museum is the best place to go.

Chloe, aged 7

The Museum's storytelling program continued to be enormously popular with younger children and their carers, with the program extended into the children's space for the *Rare Trades* exhibition. For the first time Auslan interpretation now accompanies the storytelling program once a month.

Storytelling was again a popular component of the children's festival at Canberra's Floriade festival in September and October 2002, and in April 2003 the Museum piloted its storytelling program outside Canberra at the Red Ochre festival in Dubbo, New South Wales. Introduced this year in association with the Friends of the Museum, Play Lunch with Friends is a paid program which provides parents and their young children with activities linked to storytelling and the themes of the Museum. The Museum is currently developing a strategy for under-five year old children and their carers which will include some paid programs.

Adult programming included paid storytelling on a variety of themes linked to the Eternity gallery, or special events such as the Winter Solstice and All Hallows Eve. These continued to be very popular with all sessions booked out.

Theatre and music were a strong feature this year for the Museum's public programs with musical performances for people of all ages held every second Sunday. In partnership with the Australia Council, magician Thor Blomfield and his team complemented the story in the Eternity gallery about Australia's most famous magician, Levante, by directing and presenting a performers-in-residence workshop in March 2003.

Commissioned by the Museum in 2001–2002, Edith Cowan University's major report on the representation of children in Australian cultural institutions was submitted in February 2003. A workshop in May 2003 was held by the



Dragi Merkovic

■ Performers Lucia Mastrantone and Thor Blomfield in *Speaking with Magic*

Museum with key contributors to the report, and a major conference is planned for October 2003. The expected outcome of this research and the conference is to provide a sound framework for the representation of children, the interpretation of children's culture and the development of children's programs in the Museum.

Young people's programs

A number of workshops for young people held throughout the year were part of the Museum's successful Writers in the Museum program, in partnership with the May Gibbs Children's Literature Trust. The ten workshops were led by successful artists including:

- artist Elaine Russell — making toys with minimal materials
- writer and illustrator Jeanette Rowe — how to create cartoon characters and develop a story around them
- writer Hoa Pham — creating stories based on experiences from other cultures
- writer Elizabeth Honey — how to create mood and atmosphere in writing
- Thor Blomfield — the secrets of being a magician.

Programs targeted at young people from their mid-teens to mid-20s were also a special focus this year. The multimedia program Sky Lounge, introduced in 2001–2002, was presented in the Garden of Australian Dreams over four Friday nights in February 2003. Designed to attract young people to the Museum with a mix of music, films and food, the general theme of the program this year, Animation and the Future, was consistent with the Museum's temporary exhibition, *Cartoons 2002*. A selection of the best digital animation from film festivals around the world was included with a collection of the best Flash animation. The work of emerging animators was showcased along with that of musical performers.

Sky Lounge proved to be a major success and attracted significant media support with the ABC's national youth network, Triple J, a partner in the project. Local television station Southern Cross Ten, *BMA* magazine and clothing company Stocks were also sponsors of the event.

It represents a much needed — courageous — foray into youth culture and youth markets ... This in itself is a significant coup for the Museum.

Muse magazine, March 2003

Highlights of other young people's activities were:

- facilitating an 'online muster' in August 2002 involving 60 youth groups from all states and territories as part of activities for the 2002 Year of the Outback. The purpose of the muster was to enhance the delivery of the Museum's online programs to young people living in remote and outback communities



Dragi Markovic

■ *Archaeologists join a public forum to discuss the recovery of Iraq's cultural heritage*

- a national competition to create a concept for the youth section of the Museum's website, conducted in partnership with Noise, the Australia Council's national media-based arts festival which showcases the creative work of young Australians. The competition was won by 18-year-old Jem Freeman from regional Victoria who spent three days working with Museum staff to further develop his winning design. Jem's design will become part of the Museum's new website in December 2003
- Youth Week activities at the Museum in April 2003 in partnership with the ACT Youth Week Committee
- Presentation of a workshop, *Creating the News*, involving 20 young people working with television presenter Richard Morecroft, ABC Radio's Paul Carr, Canberra Youth Theatre's Linda McHugh and Museum broadcast staff to develop and film their own television news program based on the Museum's *To Mars and Beyond* temporary exhibition.

Public forums, seminars, conferences and presentations

The Museum brings together leading experts in their fields with members of the general public to exchange perspectives and experiences on themes relevant to the Museum's permanent and temporary exhibitions. In 2002–2003 the Museum presented 113 public lectures, forums, seminars, conferences and workshops and highlights included:

- four forums on topical community issues such as the 2003 ACT bushfires and the national drought

- two forums focusing on the recovery of Iraq's cultural heritage and the challenges of international cooperation, featuring a range of international experts such as Dr Lyndel Prott, former Director of UNESCO's Cultural Heritage Division and Professor Amareswar Galla, Director of the Australian National University's Centre for Sustainable Heritage Development
- six workshops and seminars for the inaugural National Archaeology Week, organised by the Australian Archaeological Association and coordinated nationally by the Museum. Topics included forensic anthropology, the future of Iraq's cultural heritage, archaeology and the history of the Gallipoli battlefields, and the Aboriginal peopling of Australia
- a seminar by Dr Carol Mayer, Senior Curator of Ethnology at the Museum of Anthropology in Vancouver, Canada who spoke about her museum's relationships with south Asian, Muslim, First Nations and Chinese communities
- five lectures linked to the *To Mars and Beyond* exhibition, presented by eminent speakers such as Dr Seth Shostak from Search for Extra Terrestrial Intelligence, Dr Fred Watson from the Anglo Australian Observatory, and Dr Allan Paull from the University of Queensland
- a live satellite telephone cross to Arctic explorer, Marcus Fillinger who succeeded in making the first solo and unassisted dive at the North Pole, as part of activities for World Earth Day
- the Celebrating Australians lecture series, based on stories in the Eternity exhibition, with Professor Graeme Clark presenting the inaugural lecture, 'The bionic ear: passion in science'
- three public lectures on desert environments and archaeology presented by Professor David Thomas from the University of Sheffield, Professor Martin Williams from the University of Adelaide, and Professor Clive Gamble from the University of Southampton



George Serras

■ The Museum's Roger Garland (centre) teaches Museum Studies to students at the Canberra Institute of Technology

- 'In conversation with Barry Hill on TGH Strehlow', with author Barry Hill and Museum archaeologist, Dr Mike Smith
- a Discovering Democracy forum on civics education
- a political cartooning conference in December 2002 featuring Australian cartoonists and Steve Bell, cartoonist from London's *Guardian* newspaper
- regular lunchtime seminars for Friends of the National Museum, staff and other interested participants presented by both Museum staff and external researchers
- a video conference link between museum workers across Australia and Museums Australia's national conference in Perth
- 'Untangling Tangled Destinies', a critique of the Museum's Tangled Destinies gallery, led by Museum archaeologist, Dr Mike Smith, and Dr Richard Gillespie from Museum Victoria
- 13 lectures and two major conferences, in collaboration with the Australian National University, covering a range of topics including population development, sustainable energy systems and evolutionary computing
- four lectures, in collaboration with the Australian National University's Australian Centre for Art and Technology, on new forms of media
- three film screening events held in collaboration with Canberra Institute of Technology and the Australian Film, Television and Radio School.

Details of all public lectures, forums, seminars, conferences and presentations are in Appendix 8.

Working with community organisations

A sense of community ownership and commitment is essential to the Museum's success and future development. The Museum encourages this by involving communities in the development of its exhibitions, programs and services, working with communities to establish networks for fostering an understanding of Australia's history, providing expertise to assist small museums and community organisations improve their skill base, as well as assisting communities to document their own histories.

There are many examples of this type of Museum support and encouragement documented throughout this report. Examples of other relationships developed during the year with regional museums and other communities include the:

- Adaminaby Snowy Scheme Collection Committee
- Albury Regional Museum
- Museum of the Riverina in Wagga Wagga
- Echuca community in Victoria, through the piloting of a program called Basin Bytes which involves young people recording digital images of their environment for publication on the Museum's website
- Canberra Institute of Technology where a number of Museum staff share their expertise with Museum Studies students.

Event management and coordination

Exhibitions, launches and other public occasions require event management and coordination, and many events are organised by the Museum in collaboration with outside community or commercial organisers.

Events were staged around the opening of temporary exhibitions and conferences as well as launches of the Museum's publications. Venue and event management were provided to mark events such as Mental Health Week, Dementia Awareness Week and the ACT Aids Action Council anniversary memorial vigil. The Museum also sponsored performances at Acton in conjunction with the National Folk Festival, the National Multicultural Festival and the Blues and Rock Festival.

Venue and event management was also provided for conferences held at the Museum by outside organisations, such as the Pan Pacific and South East Asia Women's Association of Australia's *Sharing a Culture of Peace* conference.

Schools Programs

While there is no common nationwide curriculum, the Museum's schools programs are designed to be relevant to a broad range of school curriculums. The Museum presented programs for preschools, primary and secondary schools including activities for visiting school groups, events and activities specifically directed to school students, publications to reach national school audiences, and web-based resources for schools. These programs enable students to investigate Australia's history, cultures and environment. In addition, the Museum has developed a program of professional development for teachers throughout Australia to promote the programs and resources it provides.

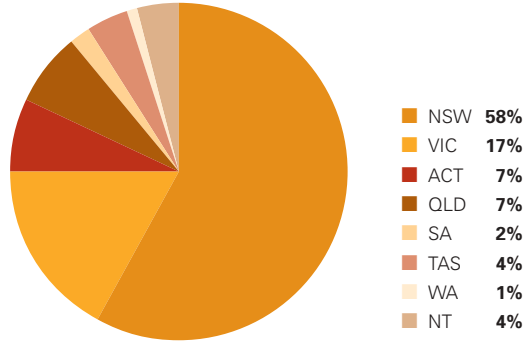
The National Museum of Australia is an amazing treasure house of educational resources. If you thought the Museum was just about displays and exhibitions, think again.

Education Review/Campus Review, April/May 2003

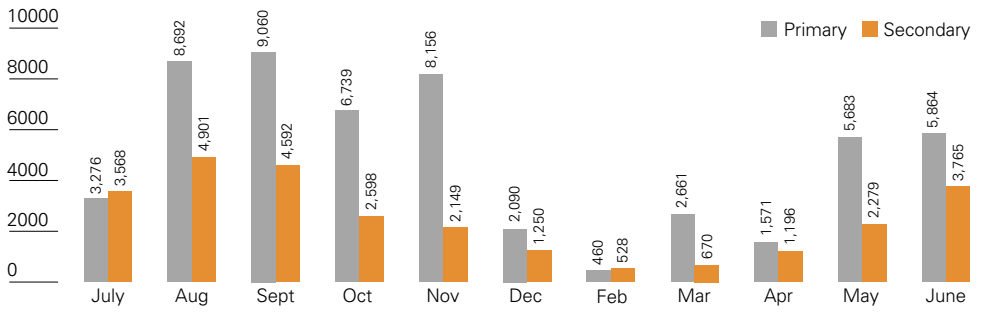
Approximately 81,740 students from 1734 schools visited the Museum this year compared to 82,393 school students and 1869 schools last year. As in previous years, two-thirds of student visitors were from Year 5 or 6 and nearly 60 per cent of students came from New South Wales.

Although a slight decline in overall numbers, it is an expected 'leveling off' after the Museum's first two years of operation. However, the number of students and schools are expected to rise again by the end of the next financial year if forward bookings received by the end of June 2003 are an indication.

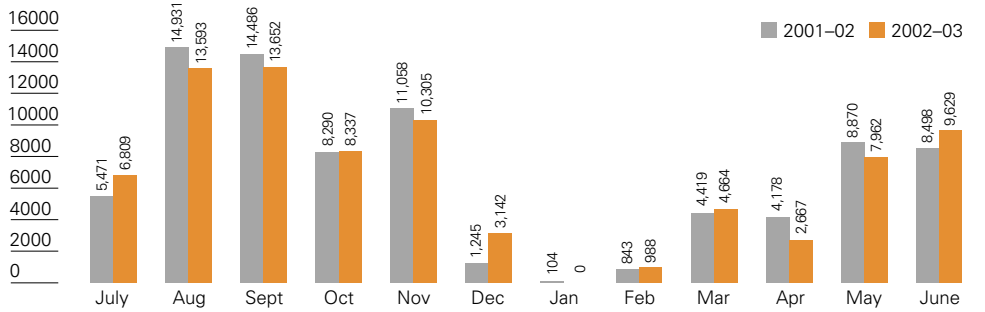
The following charts reflect the number of schools and students booked to visit the Museum and do not include those schools and students who came to the Museum as unbooked visitors.



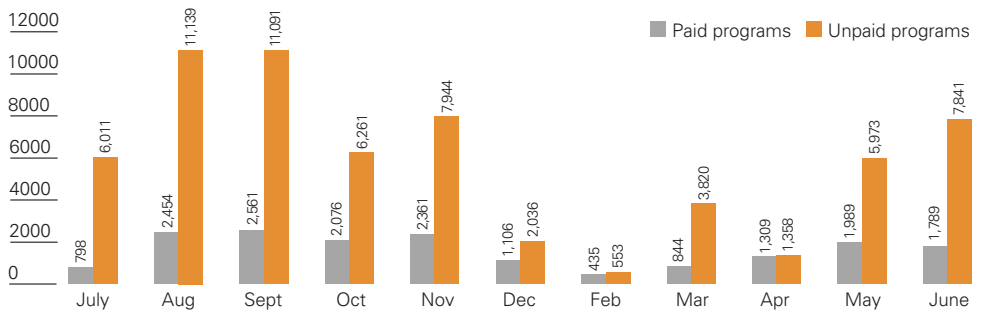
Number of schools by State — 2002–2003



Number of students Primary/Secondary 2002–2003



Number of students comparison 2001–2002/2002–2003



Number of students paid v unpaid — 2002–2003

New marketing initiatives aimed at schools and bus and tour companies included a new brochure mailed to all schools in Australia and advertisements in major school excursion planners published by commercial operators. The schools program was also advertised in materials produced by the National Capital Educational Tourism Project. Evaluation of the schools bookings process demonstrated that the top 50 tour operators who book schools programs with the Museum were highly satisfied with the services provided by the Museum.

Program evaluations continued to demonstrate that all programs are well received by both students and teachers, with over 95 per cent of schools visiting the Museum stating they were satisfied that the schools programs met their core curriculum requirements. A new schools programs evaluation database will become available in 2003–2004 which will enable the Museum to more closely monitor and report on the effectiveness of schools programs.

Highlights of the schools programs at Acton during the year included:

- expansion of the Springboard into Horizons program with the addition of Springboard into Eternity, Springboard into Nation and Springboard into First Australians. These programs have been designed to help students investigate important themes in Australian history, understand the main concepts of the permanent galleries and make connections between the content focus of the galleries and the curriculum
- revision of all preschool to Year 4 programs following program evaluation
- the creation of a performance program for students in conjunction with the *To Mars and Beyond* temporary exhibition
- a cartooning competition for secondary school students as part of the Museum's temporary exhibition, *Cartoons 2002: Life, Love and Politics*.

In 2003–2004 a new senior schools program for Year 10, 11 and 12 students will be developed as well as themed, interactive guided tours for younger students.

Collaborative programs

The pre-service history fellowship program, established in 2001–2002 in collaboration with the Australian War Memorial, Monash University and the National Capital Educational Tourism Project, was expanded with the inclusion of the University of Sydney and Newcastle University. Nearly 50 postgraduate students have already taken part in the program which enables them to experience schools programs at the Australian War Memorial and the Museum. Evaluation of this program has demonstrated that these prospective history teachers find their visits to the Museum and the Australian War Memorial enriching experiences. The program will be extended next year to include students from the University of Tasmania.

Other collaborative programs included:

- membership of a Commonwealth Government reference group established to revitalise history teaching in schools and provide comment on primary and secondary draft history curriculum materials produced by the National History Centre and the Curriculum Corporation

- hosting an Indigenous education forum attended by the state and territory Indigenous education managers as well as representatives from the Catholic and Independent school sectors. The forum's principal aim was to create an ongoing relationship between Indigenous educators and the Museum's Indigenous schools program to ensure that the work of the Museum complements the work of state and territory Indigenous education units. This relationship will be formally established in 2003–2004
- a visit by an education officer from the Jewish Museum in Berlin, Ms Miriam Goldmann, to study the Museum's education and public programs
- continued collaboration with the National History Challenge program and the Australian History Teachers' Association to enable students to create museum displays on specific history topics.

Professional development of teachers

The professional development of teachers has been a high priority for the Museum since it opened in 2001 and this year more than 1000 classroom teachers attended professional development workshops at the Museum. Evaluations from these workshops were overwhelmingly positive, demonstrating that the Museum's focus on providing teaching strategies and resources to support a variety of curriculum areas are likely to have a positive impact on the quality of teaching in Australian classrooms.

Even as an Australian history teacher I learnt a lot.

October 2002 visitor

Reaching a national schools audience

In 2002–2003 the Museum presented a range of projects to provide services to national school audiences.

Talkback Classroom

Now in its third year, Talkback Classroom gave more than 1000 nationally selected senior secondary students from around Australia a voice on matters of their concern, allowing them to question leaders on issues of national and international significance. The students also spent a day at Parliament House meeting politicians and learning about the role of Parliament, and a day at the Museum polishing their journalistic and broadcasting skills before their on-screen debut. Teacher resources published by the Museum and on the website, www.nma.gov.au/education/resources, encourage teachers to use Talkback Classroom as part of their curriculum.

A highlight of Talkback Classroom this year was the forum with the Prime Minister, the Hon. John Howard, MP and student panellists from Australia and the United States. This program was the first collaboration between the Smithsonian Institution, the Museum and the Commonwealth Parliamentary Education Office. Discussions are in progress to conduct future forums with the Smithsonian and with students from other countries.

Nine forums were held in 2002–2003 covering such topics as the Iraq conflict, Australia’s alliance with the United States, homelessness and child poverty, alternative energy resources and education. They were all broadcast on the ABC’s youth digital channel, *Fly TV*, and the first five were also broadcast on ABC’s Triple J. Radio National broadcast the final four forums of the year and Radio Australia broadcast the forum with the Prime Minister.

The guests of Talkback Classroom from July 2002 to June 2003 were:

The Hon. Ms Julia Gillard, MP	Shadow Minister for Population and Immigration
The Most Reverend Dr Peter Carnley	Anglican Archbishop of Perth and Primate of Australia
Senator the Hon. Amanda Vanstone	Minister for Family and Community Services
Ambassador Tom Schieffer	United States Ambassador to Australia
Dr Philip Nitsche	Director <i>EXIT</i> (Australia)
Senator the Hon. Robert Hill	Minister for Defence
The Hon. Brendan Nelson, MP	Minister for Education
The Hon. John Howard, MP	Prime Minister of Australia
Senator Bob Brown	Leader of the Australian Greens



Dean Golja, George Serras and Brendan Bell

■ *Senator the Hon. Amanda Vanstone, Senator Bob Brown, the Hon. Ms Julia Gillard, MP and the Hon. John Howard, MP, Prime Minister of Australia were Studio guests in the Museum’s Talkback Classroom*

Our Voices primary schools publication project

One of the Museum's most ambitious school projects to date, *Our Voices* is a primary school teaching resource written by Museum staff and based on its core themes of land, nation and people. Through an agreement with Rigby publishers, the resource comprises 21 books, three teachers' resource books, three poster packs and a CD-ROM. *Our Voices* examines historical and contemporary issues shaping Australian culture and is closely linked to the study of society and the environment in the primary school curriculum.

The series was launched in February 2003 at the Museum, has been favourably received by directors of education and teachers in a number of states and is already being used in many schools across Australia. It was a winner in the *Australian Awards for Excellence in Educational Publishing*, primary series category. It is also a finalist in the open award category of the Australian Business Arts Foundation Awards (ABAF).



George Serras

■ Leonor, Nakiya and Manuel Xyrakis at the launch of *Our Voices*

Australian History Mysteries secondary schools publication project

The video, print and website resource, *Australian History Mysteries*, was launched by the Museum, Ryebuck Media and ScreenSound Australia in October 2002. This resource provides middle secondary level students with case studies based on materials from a range of museums, historical collections and historic sites. The website component of the series has been shortlisted for the *Australian Awards for Excellence in Educational Publishing* and has received favourable reviews in teacher association magazines. Over 300 kits have been sold since its release in November 2002.

Studies of Society and Environment magazine

The *Studies of Society and Environment* magazine is a classroom curriculum magazine distributed by Ryebuck Media free of charge three times a year to all Australian secondary schools. It features investigations of current ideas and issues on topics relevant to the curriculum for Years 9–12. Following its contributions to the magazine last year, the Museum prepared four inquiry-learning units for the magazine involving subjects from the Museum's permanent and temporary exhibitions. These were also placed on the Museum's website.

Scholarship and research

Scholarship and research, consistent with the Museum's core themes of land, nation and people, underpin all National Museum exhibitions and programs with a strong emphasis on collaboration with academic and cultural institutions. The Museum also nurtures a portfolio

of informal relationships with organisations, community groups and individuals.

Principal achievements during the year included:

23° South: Archaeology and Environmental History of the Southern Deserts

The largest international scientific conference on desert archaeology ever held in Australia was jointly sponsored by the Museum, the Wenner-Gren Foundation for Anthropological Research in New York, UNESCO, the University of Sheffield in the United Kingdom and the Humanities Research Centre at the Australian National University.



George Serras

■ *Museum archaeologist Mike Smith introduces the 23° South conference*

The purpose of this conference, held in January 2003, was to explore how climate change and human settlement have impacted on the great deserts of the southern hemisphere, and focused on the Australian deserts, the Namib and Kalahari deserts of southern Africa, and the Puna and Atacama deserts of South America, the last being the driest desert in the world. All are connected by the Tropic of Capricorn at 23 degrees south. The conference was also a landmark in the Museum's ongoing research for a major international exhibition in 2004 on these themes.

The conference was attended by 90 delegates from 16 countries including South Africa, Chile, United Kingdom, Switzerland and the United States and brought together, for the first time, leading international desert researchers from three continents, including:

- Professor Andrew Smith from the Department of Archaeology, University of Cape Town, South Africa
- Dr Jill Kinahan from the Namibia Archaeological Trust, Windhoek, Namibia
- Dr John Kinahan from Quaternary Research Services, Windhoek, Namibia
- Mr Alec Campbell, the former Director of the National Museum of Botswana, Gaborone, Botswana
- Dr Maria Isabel Hernandez Llosas from the National University of Buenos Aires, Argentina.

The conference also included an inter-congress of the World Archaeological Congress and the final symposium of UNESCO's IGCP413 program, Understanding Future Dryland Change from Past Dynamics. This was the first time the peak world body for archaeologists had ever held its congress in Australia and its location at the Museum was significant recognition of its status.

The 23rd South Conference is one of those fantastic meetings that occur very rarely...It was an inspired concept to bring together specialists from three continents and from such a range of disciplines.

Australian conference participant

The conference was an important milestone in the development of desert research worldwide, as it represented the first time that archaeologists and Quaternarists working in the deserts of southern Africa, Australia and South America had met as a group.

Australian Research Council Linkage Research Grants

The Museum's partnership in five Australian Research Council Linkage research projects which commenced last year continued. Still in their early stages of development, these projects cover a diversity of topics including the conservation of national heritage collections, development of communication strategies for rural communities, multicultural displays in Asia-Pacific museums, managing the volunteer workforce, and documentation of Papua New Guinean ethnographic collections.

The Museum was awarded another linkage grant in 2002–2003 in collaboration with the Australian National University and the Australian Bureau of Meteorology. This project will research the history of Australian weather.

Details of all Australian Research Council Linkage projects are in Appendix 9.

Other collaborative research

Co-understanding of Place, People and Water in Central Australia, is a project funded by the Commonwealth Land and Water Resources Research and Development Corporation and conducted by Museum archaeologist Dr Mike Smith, environmental historian Dr Libby Robin and artist Mandy Martin. This project, which is expected to be completed in the second half of 2004, will involve close collaboration with the Ikuntji (Haasts Bluff) community in central Australia.

A major archaeological field project in the Lake Amadeus Basin, central Australia, funded by a research grant from the Australian Institute of Aboriginal and Torres Strait Islander Studies and led by Dr June Ross from the University of New England and Museum archaeologist, Dr Mike Smith, will test current ideas about late Pleistocene and early Holocene Aboriginal settlement in the central Australian desert.

With financial assistance from the Australian Institute of Aboriginal and Torres Strait Islander Studies, Museum curator David Kaus, is documenting the manufacture and uses of Indigenous artefact production by Roy Barker, an Aboriginal man from Lightning Ridge in New South Wales. Barker grew up on the Aboriginal station at Brewarrina and learnt about artefacts from elders there. This project will ensure that Barker's knowledge is preserved for the future and will cover the full production process from the gathering of raw materials

to the manufacturing of objects including boomerangs, spearthrowers, shields, digging sticks, and hafted stone implements. The outcome of this project will also enhance future Museum exhibitions and other programs.

Professional activities of staff

Many staff made significant contributions to the Museum through their specific fields of professional expertise during the year, publishing and presenting a wide range of research papers at seminars and forums.

Some of the significant contributions during the year included:

- Nicki Smith's 'Dimensional change of Australian Aboriginal bark paintings using non-destructive monitoring techniques' published in the British journal, *Conservation Science*
- Mike Smith's 'The use of mineral magnetic parameters to characterise archaeological ochres' published in the *Journal of Archaeological Science*
- Michael Westaway's 'Faunal taphonomy and biostratigraphy at Ngandong, Java, Indonesia and its implications for the late survival of *Homo erectus*', co-written with T Jacob, F Aziz, H Otsuka and H Baba and published in the *American Journal of Physical Anthropology*
- Dawn Casey and Margo Neale's 'Intellectual property rights: ownership and access' presented at a seminar held at the Australian Institute of Aboriginal and Torres Strait Islander Studies
- Michael Pickering's 'Modelling hunter-gatherer settlement patterns: an Australian case study' published by Archaeopress.

Further details of professional activities by Museum staff are detailed in Appendix 10.

Friends of the National Museum of Australia

The Friends' major goals for 2002–2003 were to maintain and develop its membership base and profile, continue to provide programs to meet the needs and interests of its members, enhance the quality of its membership services and strengthen the partnership between the Friends and the Museum.

The Friends membership is now 2600, equating to approximately 5200 individual members with 75 per cent of these comprising families. This represents a similar number to the 2560 memberships at 30 June 2002. Approximately 50 per cent of the members live outside a 150-kilometre radius of Canberra, which is in keeping with the profile of visitors to the Museum. The Friends continue to examine ways of delivering programs and services to retain this membership group.

The Friends continued to deliver an active program of events and activities during the year, including:

- a winter gardening lecture series
- a talk on 'unmentionables'
- looking 'under the hood' of some memorable motors
- green gardens again



Dragi Markovic

■ Assistant Registrar Maria Ramsden hosts a popular Friends tour of the Museum's underwear collection

- International Museums Day — Friends and their Museum
- wine tastings with Museum sponsor, Southcorp Wines
- a lecture on Berlin's Jewish Museum with Miriam Goldman
- a winter solstice event
- previews of the *Hickory Dickory Dock: The Changing Face of Play School* and *Rare Trades* exhibitions
- play lunch with Friends — activities for parents and their young children.

The Friends' calendar of events and activities is developed in close consultation with the Museum, and more than 2000 Friends attended programs and events during the year.

The redesign of the *Friends* magazine was well received by members, and at the Museums Australia national conference it was awarded first prize in the Museums Australia Publication Design Awards, Magazine and Newsletter category, Level A.

Other achievements for the year included:

- continuing sponsorship by Rosemount Wines and the Hyatt Hotel
- sponsorship by JB Hi-Fi and Pete's Toys, providing stereo equipment and children's toys for the Friends Lounge
- fundraising activities to assist with the Museum's conservation projects
- a number of small temporary exhibitions in the Friends Lounge.

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

Volunteers

Members of the community who volunteer their time and services to the National Museum bring with them a wide range of skills and experience and considerably enhance the delivery of programs. Their enthusiasm and commitment is greatly appreciated by visitors and staff alike.

This year nearly 100 volunteers dedicated more than 3000 hours of their time to Museum activities such as:

- meeting school groups and providing a general introduction to the Museum and education programs
- assisting with the delivery of public programs and events such as National Archaeology Week, school holiday programs including outreach activities at Floriade, and the photographic conservation conference
- assisting with the operation and maintenance of the PS *Enterprise* including its relocation from the Kingston boat harbour to Acton, and the production of a new operations manual for the vessel
- assisting library, collection, conservation and curatorial staff
- interviewing visitors for regular surveys.

The role of volunteers in the Museum was also extended into new activities such as:

- translation services for *Stories from Australia*, the Museum's travelling exhibition to China
- research assistance for a range of forthcoming exhibitions
- constructing new touch trolleys
- assisting the Public Affairs and Photography sections of the Museum.



■ Volunteers all aboard the PS Enterprise

Dragi Markovic

In June 2003 the Museum acknowledged the contribution made by the dedicated volunteer crew of the PS *Enterprise* by taking them to the Murray River town of Echuca, where the PS *Enterprise* was once based.

A list of volunteers who assisted the Museum during the year is in Appendix 11.

Communications

Public Affairs

National, regional and city media coverage of the Museum's activities and exhibitions increased, building national ownership of and visitation to the Museum. The Museum's strategy was built around the growing number of exhibitions staged beyond Canberra — namely *To Mars and Beyond*, *I am Woman*, *Hear Me Draw* and *Rare Trades* in Melbourne, *Cartoons 2002* in Perth and *Stories from Australia* in China — and the Museum's activities of interest to media beyond the national capital.

An independent survey of media coverage between October 2001 and September 2002 was commissioned from Media Measures Pty Ltd. An overview from Media Measures Director, Ed Grossman, reported that this developing strategy produced strong results:

In all, 1,540 media reports or stories covering the NMA were featured in Australian and international media. Using the number of stories as a measure, the Museum actually gained more media coverage than in the previous year. The NMA generated an average of more than four stories each day. Some days the media featured stories on three or four different events and issues, all running simultaneously. Notable was the markedly increased coverage this year of the Museum's temporary exhibitions and activities. Exhibitions like *To Mars and Beyond* and *Hickory Dickory Dock* and activities like the Tracking Kultja festival stand out in terms of the positive media attention they generated. There also was, as detailed in this report, a dramatic increase in the amount of regional press coverage, with news reports in a large number of different publications covering all parts of Australia. This demonstrates an enhanced and highly effective national media strategy. The Museum's architecture continued to gain recognition, especially for its architectural awards, and it has continued to be featured in respected architectural publications.

In all, over 93 per cent of the media coverage gained by the Museum was judged as being favourable, a marked increase from last year's figure of 83 per cent. The level of unfavourable coverage has dropped from eight per cent to just two per cent. Whether favourable or not, the Museum has continued to use its media coverage as a means to arouse public interest, discussion and debate on contemporary issues. In this regard, its media coverage has had a significantly positive impact and has successfully promoted the Museum as an innovative energetic institution for all Australians.

The wider spread of national publicity was built through significant newsworthy Museum book launches, public programs, debates and activities, most of them after the period covered in the above media report. The handover of Aboriginal remains from the Museum

drew wide national and international media interest. The launches of the publications, *Aussie English for Beginners Book Two*, *Frontier Conflict: The Australian Experience* and the *Our Voices* series for Australian primary schools, were all similarly newsworthy. So too were the Museum's multimedia festival, Sky Lounge, and the national request for memorabilia from young Australians visiting Gallipoli.

Media collaborations continued to be built with all branches of the Australian Broadcasting Corporation and other media to broadcast and host debates. Museum forums also contributed to lively media debate on the subject of cultural heritage within Australia, Iraq and other countries. Partnerships were strengthened with communities and institutions keen to stage events in and dovetail their profile with the National Museum. Significant examples included the Science Festival, Children's Book Week and National Dementia Awareness Week. Ongoing collaboration with foreign missions, the Department of Foreign Affairs and Trade and tourism bodies remain vital to the strategy of building on the strong international profile gained by the Museum when it opened. These partnerships — especially with the Guangzhou Consulate — were significant in the north Asian promotion of *Stories from Australia*, when the exhibition opened there in December 2002.



George Searas

■ Backpackers join Director of Public Affairs Martin Portus to launch *Aussie English for Beginners Book Two*

Separate promotional strategies were also applied to the

Canberra openings of the exhibitions *Paipa*, *Hickory Dickory Dock*, *Leunig Animated and Cartoons 2002*, *Rare Trades* and the changeover of half the stories in *Eternity*, some involving promotional partnerships with regional media in New South Wales and Victoria. The *Rare Trades* opening in June produced strong media in and beyond Canberra, despite the successful profile gained in the Victorian media in February when the exhibition first opened at Melbourne's Scienceworks.

Collaboration between Public Affairs and Public Programs created a schedule of lively debates and events around each exhibition. This was vital for maintaining media interest in and visitor numbers to these exhibitions, especially in the last months of *To Mars and Beyond* in Canberra. The Museum also gained a powerful profile in the Canberra community by organising forums on topical subjects such as the impact and response to the drought and the bushfires, forums fronted by local media personalities and broadcast from the Museum's Studio.

An internal review of the Museum's external communication strategy was initiated to better define its key audience targets and stakeholders, and to better coordinate the means by which the Museum communicates its diverse activities.

Marketing the Museum

Brand awareness

After two years of operation, an important priority for the Museum has been an evaluation of the awareness of the Museum in the local, regional and metropolitan markets. National research revealed that there was limited recognition of the Museum outside Canberra, and most people beyond the capital had traditional perceptions about the Museum. Following analysis of this research, strategies were developed this year to raise the profile and understanding of the Museum and these will be implemented next year with concurrent evaluation to determine their effectiveness.



■ Sydney buses carry the message of the Museum

In April 2003 the National Museum launched a significant partnership with a public company, APN News and Media Ltd, to deliver the first stage of a brand awareness campaign on outdoor billboards and Buspak. The campaign's strategy focused initially on the metropolitan markets of Sydney, Melbourne and Canberra and the campaign will be evaluated on a regular basis to ensure its effectiveness.

Marketing campaigns

Successful campaigns were undertaken for *Cartoons 2002: Life, Love and Politics* and *Leunig Animated*, Sky Lounge and *Rare Trades*.

Market research indicated a very high awareness of the *Cartoons 2002* and *Leunig Animated* campaign with 92 per cent of those who attended the exhibition aware of the marketing campaign before they attended. Of those who visited the Museum but did not attend the exhibition, around 41 percent were aware of the exhibition before they arrived at the Museum. Those who visited *Cartoons 2002* and *Leunig Animated* were more likely to be repeat visitors to the Museum (61 per cent) compared to 29 per cent of visitors who did not visit these exhibitions.

Sky Lounge was a major success, achieving the aim of attracting young people who traditionally do not visit museums. It was fully booked, attracting new audiences, in particular the target audience of the youth market aged 18–30.

Other marketing activities included:

- implementation of the Shop marketing strategy which was developed last year to position the Museum Shop as an essential part of any visit to the Museum, and to encourage destination shoppers

- 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, the Canberra Convention Bureau, the Australian Tourist Commission and the Canberra Tourism and Events Corporation.

The Museum in print

As part of the Museum's objective to promote awareness and understanding of Australia's cultures, histories and environments, publishing priorities were focused on the production of books, catalogues and text and graphic panels for exhibitions and the development of a range of paper-based merchandise for sale through the Museum Shop.

Publications included:

- *Stories from Australia: Aboriginal and Torres Strait Islander Peoples* by Carol Cooper and Amanda Reynolds, released in December 2002. This bilingual publication, in English and Mandarin, accompanied the Museum's major exhibition to Guangzhou, China
- *Cartoons 2002: Life, Love and Politics* edited by Guy Hansen, released in December 2002. The successor of the popular *Bringing the House Down* catalogues, *Cartoons 2002* drew from the exhibition of the same name to present the best of Australian political cartooning for 2002. The publication has sold steadily since its release
- *Aussie English for Beginners, Book Two*, text by the National Dictionary Centre, illustrations by David Pope, released in January 2003. This humorous look at the Australian vernacular, based on a popular exhibition in the Nation gallery, continued the success of the first volume. The first book sold out within a year of release and has now been reprinted. The second book received widespread media attention on release and has enjoyed strong ongoing sales
- *Frontier Conflict: The Australian Experience* edited by Bain Attwood and Stephen Foster, released in February 2003. This book examines different views on the extent of Indigenous and European conflict in colonial Australia and is based on a conference held at the Museum in December 2001. The book's release attracted substantial national publicity and academic attention. It sold out within six months and has now been reprinted



- children's activity and colouring books based on the Museum's collections were part of a major production program of paper-based merchandise for sale in the Museum Shop. Other products included postcards, gift cards, bookmarks, wrapping paper, children's showbags and gift bags
- the reprint of *I am Woman, Hear Me Draw: Cartoons from the Pen of Judy Horacek* due to high sales.

New publications in development for publication in 2003–2004 include:

- *It's Alive!* — an anthology of stories for 8–13 year olds based on the Museum's collections and themes
- National Museum of Australia Collection Series — a collectable suite of books on significant items in the Museum's collections such as the PS *Enterprise*
- *ABC* — an alphabetical journey through the Museum's collections for preschool children by Susan Hall. This publication is being developed with assistance from early childhood educators
- *Outlawed! Bushrangers, Rebels and Revolutionaries* — this catalogue, edited by Associate Professor Graham Seal, will accompany the *Outlawed!* exhibition opening at the Museum in November 2003
- *23° South: The Archaeology and Environmental History of the Southern Deserts* — a book to accompany the forthcoming exhibition in 2004, comprising a selection of papers presented at the conference of the same name, held in January 2002.

Specific focus was given this year to the promotion of the Museum's publishing program. This included the engagement of national book trade distributor, Bookwise International Pty Ltd, to represent its publications to the bookselling industry and this has already proved successful, with more than half of the *Frontier Conflict* print run sold in bookshops throughout Australia.

The Museum also exhibited at the annual Australian Book Fair at Darling Harbour, Sydney which attracts booksellers, librarians, teachers and publishing industry professionals throughout the country. The Museum's exhibit promoted its books and catalogues, as well as major educational titles authored by the Museum and published by commercial publishers.

Library resources

The Library continued to provide information services and access to its general and special collections for both staff and the public. Staff also provided valuable research assistance to support the development of major temporary exhibitions as well as strategic projects. Access was provided to researchers, both from Australia and overseas, wishing to use the Library's resources.

The Library continued to develop its general collection through a modest acquisitions program of monographs and serials, with increasing emphasis given to the electronic delivery of documents and other resources.

The scientist and museologist, Dr WDL Ride, continued his generous donation of materials through the Commonwealth Government's Cultural Gifts Program.

Image Delivery and Intellectual Property

Strong, dynamic images are essential for the Museum to use in its exhibitions, publications, website, marketing and public affairs material. Throughout the year more than 1200 internal requests for sourcing, delivering and licensing images, and copyright clearances were processed. The year also saw a growing number of external requests and licences for the use of images owned by the Museum.

Images and appropriate copyright clearances were made for a number of major Museum exhibitions and publications including *Outlawed!*, *Rare Trades*, *Aussie English*, *Our Voices*, *Frontier Conflict*, educational newspaper supplements and a variety of paper-based products.

A major achievement was the compilation of an intellectual property manual for use by Museum staff to be published in early 2003–2004. This provides both a comprehensive outline of the legal requirements for the protection of intellectual property rights and a practical guide on their interpretation and application in a museum environment. The manual will be available to other cultural agencies on request and provides a ‘best practice’ model for cultural institutions to follow in the development and revision of their intellectual property management frameworks. Complementing the manual has been the compilation of fact sheets on a range of intellectual property issues which are also available to Museum staff through the Intranet. In 2003–2004 a series of workshops will be presented for staff on intellectual property.

The Museum has continued to coordinate an intellectual property, education and networking group across national cultural institutions in the Australian Capital Territory. Copyright in Cultural Institutions was initiated in 2001–2002. A major focus this year for the group has been training in the provisions of the *Privacy Act 1988*.

A major review was completed of the Museum’s proforma goods and services contracts, such as deeds of gift, licences, museum theatre performance contracts, sponsorship agreements, and applications to access and reproduce the Museum’s collection for research purposes. The aim of the review was to ensure that the proformas maintain their legal currency and accuracy and these documents will continue to be reviewed periodically. A handbook explaining the requirements, obligations and implications of the clauses of the proforma contracts will also be produced in 2003–2004 as part of this project.

Information and Communications Technology

Audiences beyond Canberra are increasingly reached by the Museum using information and communication technologies. Visitors to Acton Peninsula are also offered a mixture of presentation techniques and leading edge technology to enhance their experience.

The recommendations of the 2001–2002 Strategic Review of Information and Communications Technology continued to be implemented. This included the establishment of a new integrated organisational structure for the development and delivery of information technology, digital communication and assets, multimedia and online services. Several other key strategic initiatives were commenced to establish



George Serras

■ Director Dawn Casey, contractor Nic Welbourne and Fiona Honor discuss the the Museum's online annual report

infrastructure and develop skills and capacity, including the establishment of a product development section managing the commissioning and production of multimedia products for exhibitions, marketing and the Museum's website. A number of new partnerships and collaborations were also established and existing ones strengthened.

Virtual visitors: The Museum online

Visits to the Museum's website increased significantly during the year. There were 480,000 individual sessions or unique visits in 2002–2003, an increase of approximately 55 per cent from 2001–2002. This figure exceeded the Government's performance output measure by 80,000 visits.

A new version of the Museum's website was launched in September 2002 using an integrated content management system which enables staff to author and edit web page content directly. A number of new site features were also added, including extended coverage of permanent exhibitions, additional resources for teachers and students, as well as promotion of special events such as Sky Lounge. An online version of the 2001–2002 annual report was also developed including video and audio highlights from the year as well as links to other relevant sites.

Partnerships and collaborations

As part of a significant educational and technology initiative, the Museum became the first cultural institution to be contracted to develop content for interactive online curriculum materials for primary schools throughout Australia. As part of the Studies of Australia project, the Museum is working in partnership with Massive Interactive, a Sydney-based multimedia company, and the national online learning organisation, The Learning Federation, a body jointly owned by all Australian governments. The project involves creating online learning materials about Australian history for primary students, based on

important events and people that have shaped Australian identities. The Museum's role in the project is expected to be completed in 2003–2004, with state and territory education departments publishing the material in 2004–2005.

The Museum's partnership with the Murray–Darling Basin Commission and the University of Tasmania on a \$1.13 million project funded last year by the Australian Research Council continued in 2002–2003. This research project, *Committing to Place*, is researching how information and communication technologies can increase community involvement in the management of environmental and cultural heritage issues. The results will also establish models for use by the Museum in its outreach activities in rural and regional communities.

Two new technology partnerships were also established this year. Novell, a leading international and software consulting company, entered into a three-year agreement with the Museum to provide support for strategic ICT projects, and in particular the implementation of the new web architecture project. Sun Microsystems, a previous supporter of the Museum through the *To Mars and Beyond* exhibition, also joined the technology partnership program, supplying professional services.

In response to an invitation by the Swedish Government, the Museum commenced a consultancy to advise on the development of information and communications technologies to be applied in the new National Museum of World Cultures due to open in Gothenburg, Sweden in 2004. The first stage of the consultancy will be completed in August 2003.

Through the Museum's memorandum of understanding with the Canberra Institute of Technology, training opportunities for students were provided in the areas of help desk support, systems administration and quality assurance for the website.

Multimedia production

More than 50 video and multimedia productions were developed during the year as well as television commercials and promotional DVDs. These included the media for new stories in the *Eternity* exhibition, video content for the exhibitions, *Hickory Dickory Dock*, *Stories from Australia*, *Cartoons* and *Rare Trades*, and multimedia interactives for the *Paipa* and *Rare Trades* exhibitions.

IT infrastructure and services

The growing convergence of digital technologies brings a range of opportunities for cultural institutions, and this year the Museum commenced development of a new system to effectively create and manage digital content resources for exhibitions, collections management, public programs, schools and online service delivery. To be known as the Collections and Exhibitions Information Management System (CEIMS), major aspects of the work carried out this year included mapping and documenting business processes related to exhibition development and delivery, integrating with other key systems such as the web architecture project and the central digital media repository, and commencing the mapping and migration process for the Museum's legacy data systems. Implementation of the system is due to commence in December 2003 and will encompass images, video and audio resources to international best practice standards.

Development of a digital content management system commenced to consolidate existing image databases in the Museum. The new system will also enable staff at their workplace to change the content of touchscreen multimedia and plasma screens in the visitor areas.

Information technology infrastructure was enhanced through the completion of the first stage of a high-speed optical fibre connection to the Mitchell repositories, significantly improving the speed and reliability of the Museum's wide area network services. All four major Museum sites will soon be linked by optical fibre.

Policies and standards

Initiatives included development of:

- a set of standards, policies and guidelines governing the use of information and communications technology by Museum staff, including the management of digital assets such as photographs and film
- an integrated information standards framework, bringing together best practice standards from Australian government agencies and the international museum sector. This framework is expected to be completed in the second half of 2003
- new procedures and standards to ensure the application of best practice in records management in collaboration with the National Archives of Australia.

Visitation numbers and trends

The National Museum's visitation pattern is broadly similar to the other national cultural institutions in Canberra. Visitation to the permanent and temporary exhibitions was affected by the January 2003 bushfires in and around Canberra, traditionally the busiest period of the year, and the decrease in general tourism due to world events. Nevertheless, total visitation across all areas of Museum activity remained high, and reached 825,049 by 30 June 2003.

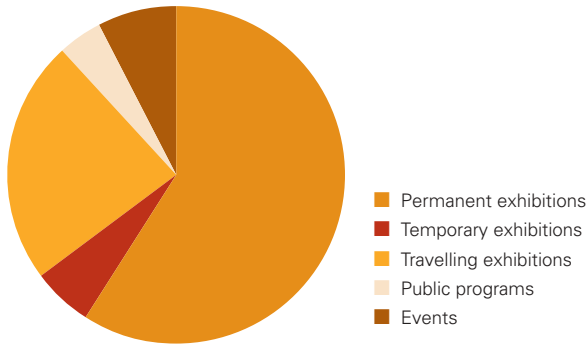
Visitation numbers comprise visits to the permanent exhibition galleries, major temporary and travelling exhibitions, public programs and events, as well as after hours functions held at the National Museum. School visitation is included within the permanent and temporary exhibition numbers.

LOCATION	NO. OF VISITORS	NO. OF VISITORS
	2001-2002	2002-2003
Permanent exhibitions	643,543	486,080
Temporary exhibitions	116,192	47,524
Travelling exhibitions	82,508	192,599
Public Programs	26,290	36,539
Events	34,869	62,307
TOTAL	903,402	825,049

The permanent exhibitions figure of 486,080 includes 81,110 school children who visited the Museum on booked tours. The figure does not include visitors to the permanent exhibitions as part of Friends functions.

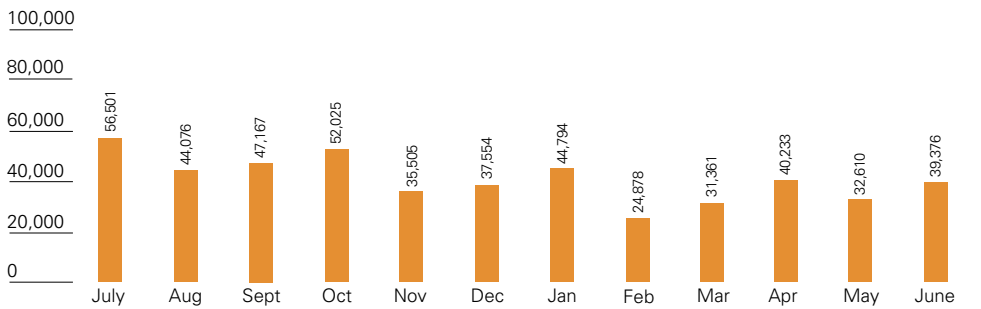
Travelling exhibitions figure of 192,599 includes:

<i>Bringing the House Down</i> (Melbourne, Albany)	8205
<i>I am Woman, Hear Me Draw</i> (Perth, Melbourne)	18,360
<i>Stories from Australia</i> (China)	40,385
<i>To Mars and Beyond</i> (Melbourne)	51,014
<i>Rare Trades</i> (Melbourne)	60,628
<i>Cartoons 2002</i> (Perth)	14,007

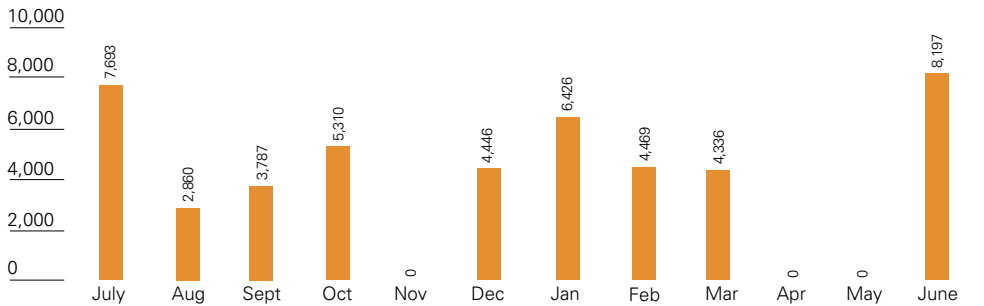


Visitor statistics — 2002–2003

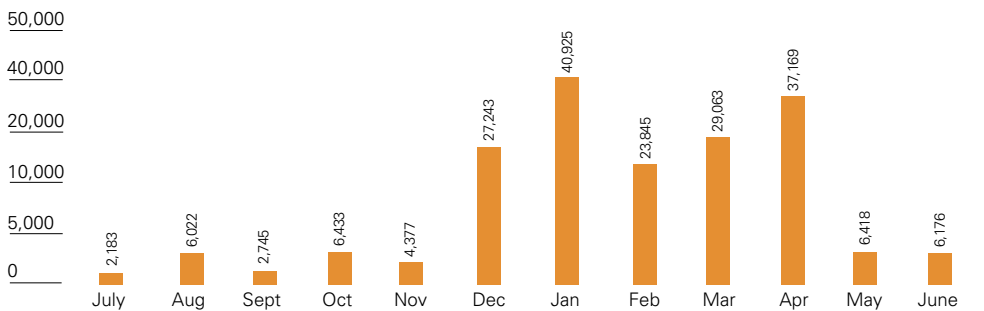
Visitor figures 2002–2003



Permanent exhibitions

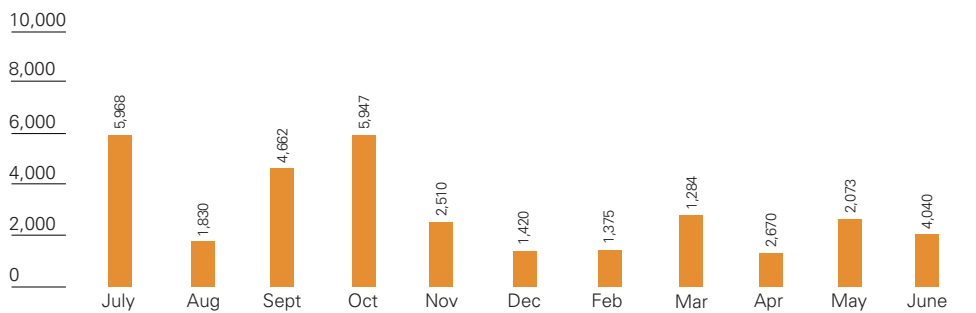


Temporary exhibitions

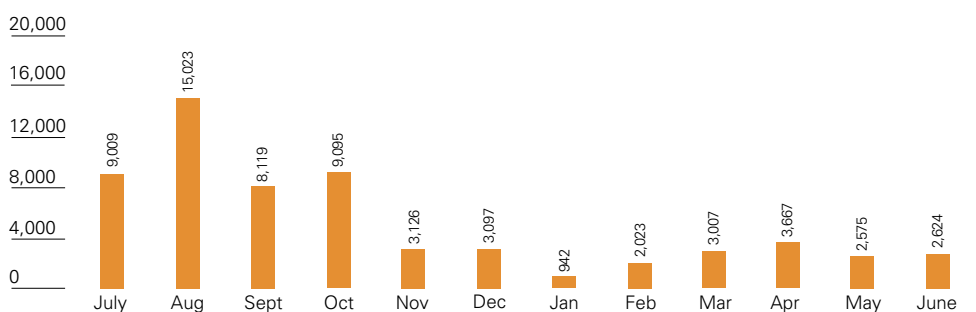


Travelling exhibitions

Visitor figures 2002–2003 (continued)



Public programs



Events

Visitor feedback

Visitor feedback is actively sought by the Museum as an essential element of its commitment to diversity of programs and quality of service and facilities. Comment is sought through exit interviews, commissioned market research, written feedback forms and informal comment to visitor services staff.

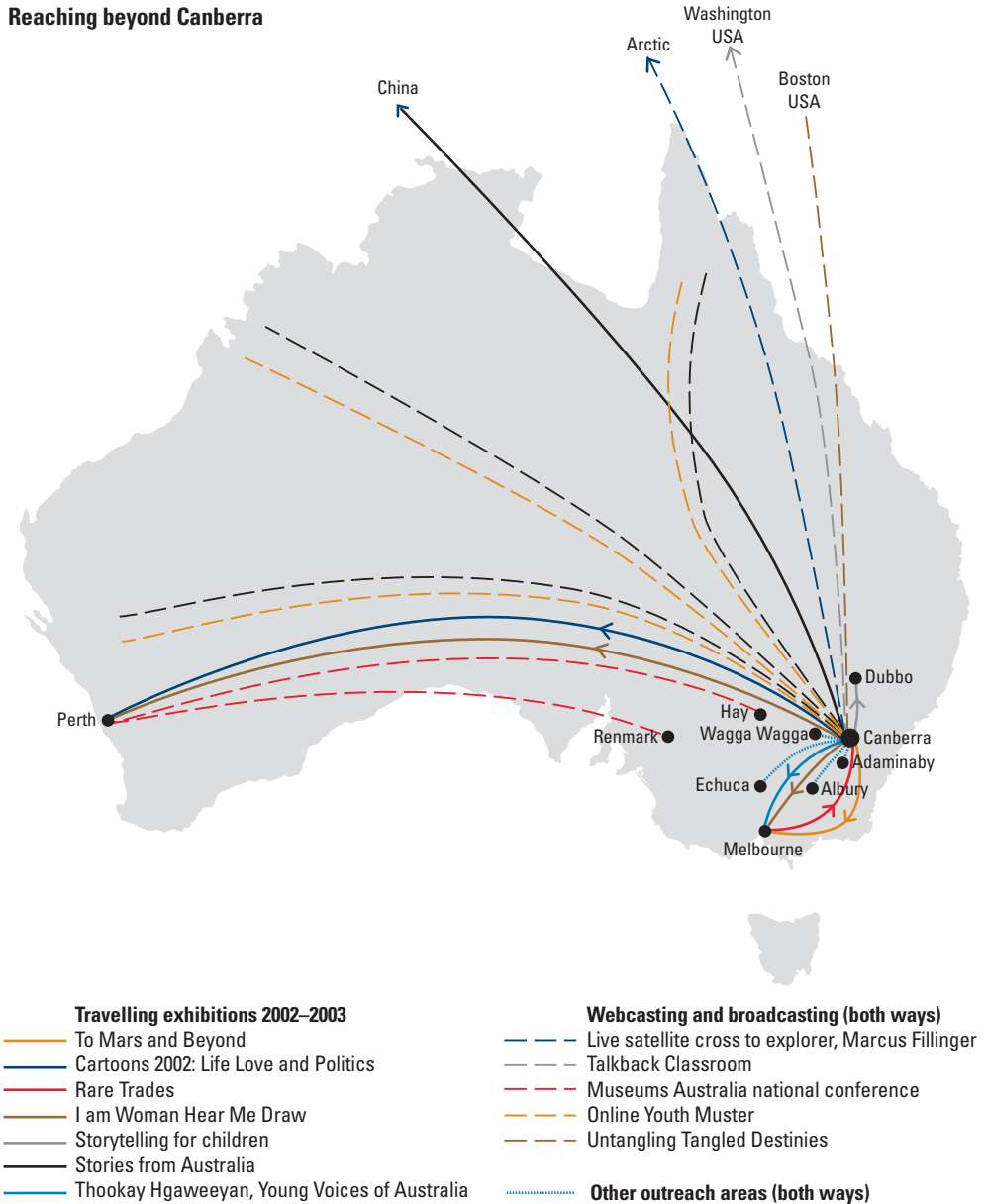
One of the main survey tools in 2002–2003 was a questionnaire completed by interviews with 2500 visitors. Standard questions designed to elicit visitor demographics, satisfaction levels, learning outcomes and tourist preferences were supplemented at different times by questions relating to marketing initiatives and the perceptions of temporary exhibitions. Key features were:

- 95 per cent of visitors recorded a satisfied or very satisfied visit (90 per cent was reported in 2001–2002)
- age groups most strongly represented were 36–40 and 41–45
- 44 per cent visited as a family group (42 per cent in 2001–2002)
- 32 per cent of visitors were from Canberra, 57 per cent from other areas of Australia, in particular Sydney and regional New South Wales, and 11 per cent from overseas (similar to figures in 2001–2002)

- the average length of a visit was just under two hours although 14 per cent of visitors stayed for three hours or more.

Visitors continued to make positive comments about the Museum’s architecture (21 per cent of surveyed visitors), the high quality of exhibition presentation (18 per cent) and the amount of information provided (14 per cent). Importantly, 83 per cent of visitors confirmed they had learned something new about Australian history during their visit.

Reaching beyond Canberra



Surveys also highlighted the following two areas where visitors were disappointed:

- guidance, signage and the Museum map (response by 19 per cent of surveyed visitors compared to 18 per cent last year)
- confusing layout or visitor flow (8 per cent of surveyed visitors compared to 11 per cent last year) coupled with some exhibits being too dark (7 per cent compared to 10 per cent last year) and high noise levels within the galleries (7 per cent).

Families identified limited car parking during school holidays as an issue in 2001–2002 (10 per cent of surveyed visitors). However, only one per cent of surveyed visitors identified this as an issue in 2002–2003.

Family groups are a key audience for the Museum. For this reason the Museum has embarked on a study of the family experience of museums, including their expectations and preferences. This study is being undertaken in partnership with the Australian Museum, Sydney. A joint publication reflecting outcomes of this research study is expected to be completed by October 2003 and will assist in the continued development of family-friendly programming and facilities at the Museum.

Preliminary findings of this study point to the importance of museums as a place to build family relationships, and provide an opportunity to be together, learn and explore. The study is also showing that family visitors are also interested in safe, supervisable exhibition spaces and look for access to physical activity such as climbing, running or the use of interactive modules.

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.

Visitors included the:

- Association of Former Members of the Parliament of Australia
- Delegation from the Papua New Guinea Parliament
- Advisor to the President of the European Community
- National Indigenous Youth Leadership Group
- Delegation from the Beijing Municipal Government
- Indonesian Ombudsman
- French Chief of Army.

