

Review of Campus Operations

MELBOURNE MUSEUM – EXHIBITIONS AND PROGRAMS

Campus Overview and Key Achievements

Melbourne Museum is a broad-based State museum with a national and international focus that covers the natural and physical sciences as well as social history and cultures. Exhibitions cover six major themes: Australian society, indigenous cultures, the human mind and body, science, technology and the environment.

Melbourne Museum is spread over six levels – three of which contain public galleries and purpose-built amenities such as restaurants and cafes and dedicated education rooms. Through its exhibitions, Melbourne Museum aims to provide an interactive and exciting visitor experience to the broadest possible audience.

Melbourne Museum promotes public debate on concepts and issues relating to the natural environment, new technology and other changes occurring in our society. The Museum features excellent education and catering facilities, a state-of-the-art storage facility for the Museum's collections, a range of performance spaces, and a study centre, InfoZone, which provides information access for the public. Through the internet, the public can also electronically access information on the Museum's collections, research, exhibitions and educational packages.

Major features of Melbourne Museum include:

- Bunjilaka, the Aboriginal Centre, where issues relating to the experiences, rights and perspectives of Australia's indigenous people are explored.
- The Forest Gallery, a living gallery with trees over 20 metres tall, thousands of other plants and a wide variety of living creatures including insects, birds, fish and snakes.
- The Children's Museum, with exhibitions and activities tailored for 3 – 8 year-olds.
- A Touring Hall for major travelling exhibitions.
- ICE: Immersion Cinema Experience, located in The Age Theatre. ICE is Australia's biggest interactive cinema and the first of its kind in the southern hemisphere.
- Melbourne Museum Shop, offering a wide variety of giftware, Museum merchandise, books and educational materials.
- InfoZone, providing information access for the public to the Museum's collections and research materials.
- An adjacent IMAX Theatre.

Highlights included:

- More than 860,000 people visited Melbourne Museum during the 2001/2002 financial year, of which over 650,000 were ticketed admissions to the galleries.
- Melbourne Museum staged more education and public programs than ever before in the Museum's history, and showcased more than 40 major and minor touring exhibitions.
- Melbourne Museum developed a strong presence in the tourism market, with 36% of visitors from interstate and overseas.

- In July, Melbourne Museum unveiled the first blockbuster exhibition, *The Seductive Treasures of Gold and Civilisation*. This exhibition celebrated the 150th anniversary of the first gold rushes in Australia and was attended by approximately 50,000 visitors.
- Over 30,000 visitors experienced a diverse range of community and audience programs, presented in collaboration with a number of organisations, at Melbourne Museum's first birthday celebrations in October 2001.
- To celebrate the Centenary of Federation, *Federation Tapestry*, the largest tapestry ever commissioned in Australia, was donated to Melbourne Museum in December and hangs on permanent display.
- *Termite Log*, a new display featuring close-up viewing of termites, bull ants and huntsman spiders was introduced into the Forest Gallery in December.
- The *Spirit Country* exhibition of Indigenous art opened at Melbourne Museum on Boxing Day, with the Myer/Gantner Collection being gifted to Museum Victoria in January 2002.
- In April, Melbourne Museum travelled back to the Cretaceous period with a spectacular new theatrical show titled *Hatchling: a Dinosaur is Born*. A great success, this new production transformed the Touring Hall, and was designed exclusively by EARTH Visual and Physical.
- In May, *Raincheck 3000*, an educational interactive instalment sponsored by Melbourne Water, was unveiled, featuring a raindrop's journey through a Melbourne water catchment.
- Extensive preparations, public programming and marketing were undertaken to prepare for a successful opening of *The Italians* exhibition on 4 July 2002.

Long-term Exhibitions

Evolution Gallery

Dinosaurs in Time

Dinosaurs in Time is an exhibition about the history of life on earth. It covers the past 3,500 million years of life on our planet, from ancient microfossils to trilobites, dinosaurs, mammals and plants, and presents the fossil record as evidence for evolution.

Darwin to DNA

This exhibition explores the processes and mechanisms of evolution through three different themes: the historical background on the discovery of evolution, the underlying genetic mechanisms required for evolution to occur, and how our understanding of the evolution of ourselves and other organisms has changed through the study of DNA.

Mind and Body Gallery

Bodyscape: Mapping the Mind and Body

The wonderful diversity of body maps and images produced over the centuries is explored in this exhibition, as well as the methods and devices used to acquire them. The gallery traces our evolving understanding of the inner workings of the human body and displays insights into the most mysterious realm of all - the human mind.

Biotech & Beyond

Focusing on biotechnology in food and medicine, this exhibition engages visitors with the diverse range of applications that are increasingly a part of our everyday lives, encouraging discussion about these technologies and their implications for human society.

Body Parts

Examining everything from the hidden microscopic world of the cell and the workings of genes and DNA to the intricate regulatory systems, *Body Parts* looks at how our bodies work.

Medical Melbourne

The focus of this exhibition is the people and human drama behind biomedical advances and breakthroughs. Real life stories of Nobel Prize-winners, research team leaders, young scientists, laboratory assistants and others are used to illustrate the journey of scientific discovery.

Pacific Gallery

Te Vainui O Pasifika

Developed in partnership with Pacific Islanders living in Melbourne, *Te Vainui O Pasifika* displays watercraft objects from nearly every country in the Pacific. Its many features include a Solomon Islands war canoe and three large sails painted in traditional and contemporary designs by Pacific Island artists.

Australia Gallery

The Australia Gallery explores the lives of people and the communities in which they live. A range of objects, stories and multimedia provide visitors with a greater insight and understanding of Australia's non-indigenous history and culture.

Melbourne – Stories from a City

Visitors explore the history of Melbourne: the city, its people, neighbourhoods, workplaces and cultures.

Windows on Victoria

Showcased in this exhibition are eight key events in Victoria's history since European settlement. Each event had a lasting effect on Victorian society and is illustrated with objects from the Museum's collection.

Phar Lap – A True Legend

This exhibition explores the role of Phar Lap, Australia's most famous racehorse, as the country's first media star.

Science and Life Gallery

The Science & Life Gallery features exhibitions that explore digital technology, biodiversity, and the scientific principles behind physics, chemistry, geology and biology, and how they have changed our perceptions of the world.

Science Arcade

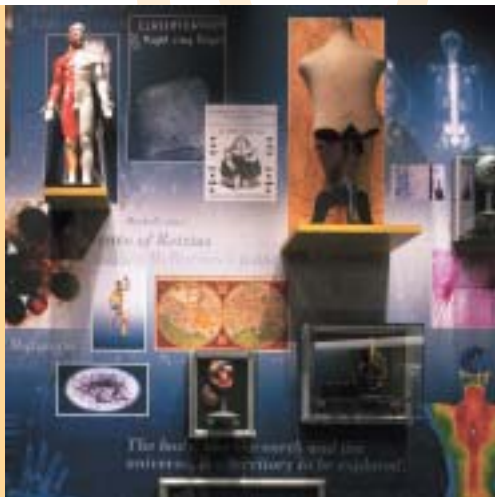
The *Science Arcade* explores natural phenomena from a scientific perspective. Visitors can investigate electromagnetism, gravity, formation of rainbows and other phenomena through interactives and multimedia. The Science Arcade aims to introduce important scientific understandings that lay the basis for further investigations elsewhere in the Museum and beyond.

@digital.au

@digital.au delivers an immersive experience that utilises multimedia and lighting effects. Many significant collection items are used, including Morse code equipment, radio devices manufactured by the Marconi Company, one of Bell's first telephones, a television brought to Australia by Baird and some early computers. A highlight of the exhibition is CSIRAC, the first computer in Australia and is the only remaining intact first generation stored memory computer in the world.

Southern Diversity

Southern Diversity is a discovery of Australia's unique plants and animals. Familiar and lesser-known groups including kangaroos, cockatoos, sea jellies, ants and sharks are highlighted through six Victorian environments. The Mallee, the Alps, river redgum, forests, rocky coasts, bays and the deep ocean are highlighted with backlit photographs, small models, animal sounds and real specimens.



*Mind and Body Gallery,
Melbourne Museum.*

*Detail of the Melbourne Museum
glass facade entrance.*

Bunjilaka Gallery

Koori Voices

By telling the stories of Aboriginal people in Victoria, this exhibition celebrates the survival of Aboriginal culture and the ways in which Aboriginal people have continually sought to maintain autonomous lifestyles in spite of oppressive policies and welfare regimes. It recognises the history of Koori attempts to maintain rights and dignity within the struggles and achievements of daily life.

Belonging to Country

This exhibition explores the complex relationship the Aboriginal people have to land and waters throughout Australia. This spiritual, economic and political connection is explored through a wide variety of objects from the collections.

Two Laws

Aboriginal perspectives on knowledge, law and property are explored in this exhibition. Artworks, artefacts and a video discussion between anthropologist Baldwin Spencer and Arrernte Leader Irrapmwe raise the issues of conflict between indigenous and non-indigenous laws and perceptions.

Children's Museum

1, 2, 3, Grow

1, 2, 3, Grow tells the story of growth through the themes of size, colour and shape. Children explore how plants, animals, minerals and humans grow using a wonderful selection of specimens from the Museum's natural history collections.

Forest Gallery

Forest Secrets

An outdoor landscaped display that represents the tall forests in the mountains east of Melbourne and features living plants and animals. The gallery is designed as a pleasant sensory experience, but also as an exhibition that reveals the ever-changing nature of forests based on the five forces of water, earth movement, climate, fire and people.

Temporary Exhibitions

The Seductive Treasures of Gold and Civilisation

18 July – 21 October 2001

This exhibition celebrated the 150th anniversary of the first gold rushes in Australia and was Melbourne Museum's first blockbuster exhibition. *The Seductive Treasures of Gold and Civilisation* brought together Australia's largest ever collection of goldfields art, and assembled over 190 artworks from galleries around the country, all related to Australia's rich goldfields history.

Stolen Generations

7–31 July 2001

A joint initiative of the School of Architecture and Design, RMIT University and Museum Victoria, the Stolen Generations Memorial Design competition sought proposals for temporary memorials. The winning entries were exhibited to show an innovative approach to examining the issue of stolen children.

Melbourne Water Life in the Tall Eucalypt Forests

8 August – 28 October 2001

This exhibition featured photographs by Esther Beaton depicting life in the tall eucalypt forests east of Melbourne.

ReggaeXplosion – 50 years of Jamaican Music

11 August – 7 October 2001

This lively exhibition displayed 400 photographs and album covers, featuring mainly Jamaican artists from the 1940s to the 1990s. *ReggaeXplosion* included video, ambient soundtracks and audio booths of the reggae musical genre including ska, rocksteady, bluebeat, reggae, dub and dancehall.



*Koori Voices photo display,
Bunjilaka Gallery.*

*Forest Gallery,
Melbourne Museum.*



The white Giraffe in the Children's Museum, Melbourne Museum.

Launch of The Seductive Treasures of Gold and Civilisation at Melbourne Museum.

The Melbourne Cricket Ground model, Australia Gallery, Melbourne Museum.



100 Languages of Children

8 September – 28 October 2001

Presented in collaboration with Reggio Emilia Information Exchange, this exhibition showed the potential of children from three months to six years. It documented the collaborative projects of children, teachers and parents from the Reggio Emilia toddler and pre-schools.

Espresso Comes to Melbourne

10 September – 11 November 2001

Located among the chairs and tables of the Balcony Café, this display showcased some of Melbourne's earliest espresso machines and other coffee-related material. It was launched by Mario Pasquale, co-proprietor of Mario's Café, simultaneously with the launch of the book by historian Andrew Brown-May titled *Espresso! Melbourne Stories*.

Retro Moments

20 September – 14 October 2001

Sculptures by Gippsland artist Colin Suggett were exhibited for two weeks as part of the Melbourne Fringe Festival. The sculptures looked at the individual in modern society.

Totems and Dreaming

3 October – 23 October 2001

Artworks produced by emerging and student artists under the guidance of well-known indigenous artists Treaahna Hamm and Jennifer Mullet and exhibition organiser Lee Darroch were exhibited. The project was funded by the Aboriginal and Torres Strait Islander Board of the Australia Council through the East Gippsland Aboriginal Arts Cooperative.

Immunisation: From Pestilence to Protection

11 October 2001 – November 2002

This exhibition explored the history of vaccines, from the discovery by Jenner of inoculation against smallpox through to today and beyond. It looked at various diseases, such as hepatitis and polio, how disease spreads and the rise of antibiotic resistance. It included features on new vaccines such as DNA vaccines and polyvalent vaccines against new diseases such as HIV and melanoma.

Illuminations Project

21 October 2001

A spectacular light show on the façade of the Royal Exhibition Building was launched on the Museum's first birthday.

Telstra Presents Transitions

10 November 2001 – 27 January 2000

For 17 years, the Art Gallery of Northern Territory's National Aboriginal and Torres Strait Islander Museum and Art Award has endeavoured, with the support of Telstra sponsorship, to recognise, support and promote the artistic productions of Australia's indigenous cultures. *Transitions* is a selection of the finest contemporary work submitted for Australia's premiere indigenous arts award over the past 17 years.

Einstein

12 November 2001 – 29 January 2002

Offered by the Embassy of Israel, this exhibition highlighted Einstein's achievements in physics alongside his work for world peace.

**Australian Commercial Magazine
Photography**

15 November – 15 December 2001

The Society of Advertising, Commercial and Magazine Photographers (ACMP) is the representative body for professional photographers and their industry. The Fuji ACMP Photographers Collection was established in 1993 to annually showcase the talents of Australian and professional photographers.

Bush Colour

3 December 2001 – 18 March 2002

Bush Colour was the first public exhibition of works on paper by women from Maningrida region, and celebrated the strength and vibrancy of artwork. The exhibition was curated by Judy Watson and toured by ArtBack Touring.

Art on a String

20 December 2001 – 17 March 2002

Curated by Dianne Young and Louise Hamby, this exhibition featured necklaces by Aboriginal artists from Arnhem Land and the Central Desert area around Alice Springs and incorporated complementary materials from the Museum's collections.

Spirit Country

26 December 2001 – 6 March 2002

A collection of great cultural and artistic significance, this exhibition comprised of Aboriginal works from the Gantner Myer Aboriginal Art Collection. Paintings, sculptures and weavings, by contemporary artists practising in art centres in the Central District region, the Kimberley and the 'top end' of Australia were displayed. A ground painting was created with the *Spirit Country* exhibition by three elders from the Yuendumu group. Selected works from this exhibition were shown in the Brisbane City Gallery 18 April to 16 June 2002, and will be exhibited in Shanghai Library from 16 November to 1 December 2002.

Beyond the Possum Skin Cloak

February 2002

Bunjilaka hosted *Beyond the Possum Skin Cloak*, a community fashion parade featuring work by students from the Aboriginal Development Unit of RMIT, Bundoora. The parade included shawls, evening wear, sarongs and ponchos and featured printed designs based on Aboriginal motifs and designs. After the parade a number of the garments were displayed in Birrarung.

**Vasa 1628 Strange Fate of a
King's Warship**

26 February – 14 April 2002

The story of the disastrous maiden voyage of the *Vasa* and its resurrection 333 years later is told in this fascinating exhibition. Personal belongings of those lost at sea and ship carvings feature alongside the interactives of the ship's salvage operation.

Top Designs

6 March – 14 July 2002

Top Design is the annual exhibition of selected VCE student works in Design and Technology, Media and Visual Communication and Design. The exhibition launched the VCE Season of Excellence.

Megafauna

April 2002 – 2003

Articulated skeletons of Australian megafauna were installed in the link between the Science Arcade and the Evolution Gallery.

**urban dingo: the art and life of
Lin Onus 1948-1996**

6 April – 29 July 2001

This major retrospective from the Queensland Art Gallery brought together key works from major collections including paintings, drawings and sculptures. This exhibition received strong support from the Koori and wider community, and had led to the Onus family loaning nine major works for long term display at Melbourne Museum.

Beneath Our Feet

3 May – mid-November 2002

The story of the backbreaking slog of Victoria's early explorers, miners and surveyors. This exhibition celebrated 150 years of geological survey work in Victoria and was organised by the Department of Natural Resources and Energy. It also acknowledged the importance of the longstanding collaboration between Museum Victoria and the Geological Survey of Victoria.

**Artist on the Burma-Thailand Railway:
The War Drawings of Jack Chalker**

12 – 30 June 2002

This exhibition included many of ex-POW Jack Chalker's small sketches and notes made during captivity and after the World War II. These drawings and notes have been purchased by Tattersalls Holdings Pty Ltd and will be presented to the Australian War Memorial. Jack Chalker and Ray Hornsby, Chairman of Trustees, Tattersall's Holdings opened the exhibition.

Sensational Screens

18 June – 7 July 2002

Sensation Screens is part of the State Government's initiative to promote design in Victoria. Participants at the Scandinavian Furniture Workshop facilitated by Erling Christofferson, one of Denmark's most recognised furniture makers, made the screens from Victorian ash.

Spirit of Arnhem Land

27 June – 6 October 2002

The people of Arnhem Land have the world's longest continuing artistic tradition. Walkley Award-winner Penny Tweedie exhibited stunning photographs of the men, women and children of this 50,000 year-old living culture.



Big Box, Children's Museum.

Visitor Programs & Special Events

Museum Tours

A program of Museum tours is in place, including monthly AUSLAN tours for the deaf.

Lecture Program

This program includes monthly floor talks on areas of specialist museum expertise, and has included the following lectures:

- *Protecting Life in our Seas* (Dr Tim O'Hara).
- *International Women's Day Celebration Lectures* (Dr Gaye Sculthorpe, Dianne Bray, Moya McFadzean, Liza Dale, Dr Tanya Hill).
- *Digging up the Past* (Michelle Berry and Mark Grist).
- *International Museums Day Celebration* (Gary Presland and Dr Carolyn Rasmussen).

Volunteers Speciality Tours

Volunteers have been integral to the Museum's experience for visitors, producing a number of specialty tours, including Poetry and Sports Tours.

School Holiday Programs

Melbourne Museum offered a range of school holiday programs, including performance, art and craft, science shows, demonstrations and story telling based on the following themes:

- *Gold (Spring 2001)*.
- *The Four Elements (Summer 2001/02)*.
- *Digging up the Past (Autumn 2002)*.
- *Get Crafty (Winter 2002)*.

Dinosaur shows

Three theatrical shows were developed: *Hatchling: A Dinosaur is Born*, developed in February and March and presented in April; and *Roving Dinosaurs and Dinosaur Safari* in May and June 2002.

Federation Tapestry

14 December 2001

Woven by members of the Victorian Tapestry Workshop, the tapestry includes designs by well-known artists such as Bruce Petty, Ginger Riley, Reg Mombassa and Celia Rosser.

Tarantula Cam

New tarantula enclosures were installed in the new high-security quarantine facility during the year where large, exotic tarantulas are held under federal permit. The public can see the spiders on the popular 'Tarantula Cam', a live web camera that features a live-to-air spider feeding every Friday at 3pm.

Other activities

A varied program of activities has been delivered during the school holiday and weekend periods, including: Make and Take craft activities, Sunday Science, A Closer Look, keeper talks, story telling and demonstrations.

Horizons

A series of three programs developed for the schools satellite TV network, focusing on the Museum's collection and staff.

Beneath the Surface

Archaeology online is a joint initiative with the University of Melbourne, La Trobe University, Heritage Victoria and Department of Education and Training. It includes the development of an online integrated curriculum website for Years 7 and 8 with the theme of archaeology.

Melbourne City Mission Winter

Sleepout

11 August 2001

Around 800 Guides from around Victoria slept overnight at Melbourne Museum as part of the annual fundraising event. Money raised went directly to Melbourne City Mission's programs that help young people and families who are homeless or at risk of becoming homeless.

Tarantella concert

30 August 2001

The main focus for Multicultural Audience Development in 2002 for Melbourne Museum has been the Italian community. The concert was organised and delivered by Melbourne Museum in partnership with the Government of the Lazio region in Italy. This partnership developed the new audience group for the Museum from the Italian Community.

Adult Learners Week

2 – 8 September 2001

350 adult learners engaged in a series of activities hosted by Melbourne Museum and the central western metropolitan region of Adult Community and Further Education.

Club Wild

30 & 15 November, 3 December 2002

A disability-friendly disco was held in the Australia Gallery during the International Week for People with a Disability.

Global Sounds

19 January – 2 March 2002

The Boite, 774 ABC Radio and Melbourne Museum collaborated to host seven summer evening world music concerts.

Trams on Parade

1 March 2002

Visitors, under the guidance of a resident artist Amanda King, painted a tram for inclusion in Melbourne's Moomba Parade in March 2002.

Virtuosic Visions

23 & 30 March 2002

Virtuosic Visions is an externally funded program of experimental music.

Medal Identification Day

15–22 April 2002

Held in InfoZone, this event offered a free medal and war memorabilia identification service.





Stories from the Hidden City

11–28 April 2002

Partially funded by the Australia Council and Arts Victoria, *Stories from the Hidden City* was the first theatre performance presented at Melbourne Museum and comprised of 12 performances created specifically for the Australia Gallery. Directed by Bagryana Popov, the intricate and meaningful exploration of life was woven from local performers personal stories and highlighted the diverse histories of Melbourne.

Out of the Vaults

May 2002

Each weekend during the month of May, curators selected their favourite items from the collection and spoke about them to the visiting public.

Tasmania Tiger: Mystery of the Thylacine

19 May – 28 August 2001

Telling the story of the growth of the Thylacine's image to mythical proportions. Thylacine Days were held in August 2001 in InfoZone with guest speaker Dr Bob Paddle.

*This page:
View of the Royal Exhibition Building, Festival Plaza.*

Immersion Cinema Experience (ICE).

*Opposite from left:
Girl Guides - City Mission Sleep Out at Melbourne Museum.*

Minister for the Arts, the Hon. Mary Delahunty MP cuts Melbourne Museum's 1st Birthday cake.

Ngak Ngak in Limmen Bight River Country (whole work), Federation Tapestry.

Sing Sing Sing

2 June 2002

Two hundred people from community choirs throughout Victoria met, taught each other a new repertoire and performed around the Museum in a joint initiative of Melbourne Museum and the Centre for Lifelong Learning (Australia Catholic University).

Lapse

8 June 2002

Presented in the Touring Hall Foyer, *Lapse* is a chamber opera developed by music students from the University of Melbourne.

InfoZone

The services on offer in InfoZone include:

- Comprehensive reference collections containing approximately 1,800 objects and specimens from the Museum's collections.
- Over 2,000 book, video, journal and magazine titles in InfoZone library.
- InfoZone website and catalogue.
- Electronic information resources including 180 Museum Victoria information sheets, catalogued web site links, CD ROMS and video streaming of selected pieces of exhibition multimedia.
- Free access to the internet.
- Video viewing & print and photocopying facilities.
- Seminar room fully equipped with the latest audiovisuals.

Melbourne Museum offered exciting and stimulating programs at InfoZone during the year, supported by print material developed specially for the varying education groups.

ICE (Immersion Cinema Experience)

ICE, located in the Age Theatre, is the first Immersion Cinema in the southern hemisphere and continued to be very popular during the year. Eighty interactive touch-screens bring the 'choose your own adventure' format into the 21st Century. Three screens, astounding special sound effects and larger than life digitally-created images take the visitor on a captivating, interactive virtual cinema journey. The films on offer included the inaugural show *Vital Space* and the new film *Sharks – Predator/Prey*.

Royal Exhibition Building

Many large-scale events graced the Royal Exhibition Building this year, including the Melbourne International Flower & Garden Show and the Arts & Antiques Fair. The Royal Exhibition Building and Melbourne Museum were also used as the venue for the Australian Film Institute Awards in 2001, generating extensive publicity.

Capital works planning to relocate the public entrance to the northern portal, synergise with Melbourne Museum and the Plaza, build ticketing facilities and a screen wall, and replace part of the flooring and to revamp the theatrette are continuing. Planning with the Australian War Memorial is also advanced for an opening of their display in May 2003.

Negotiations also continued with the Federal Department of Environment and Heritage regarding the nomination of the Royal Exhibition Building on the World Heritage List.

Judy Bell

Immigration Discovery
Centre Coordinator



Located in the original vaults of the Old Customs House, the Sarah and Baillieu Myer Immigration Discovery Centre is a place for learning, research and private study.

Entry is free and visitors can access a library on immigration history, an extensive book collection on cross-cultural topics, information about family history research and a comprehensive list of internet links to family history sites locally and around the world. The computer facilities also provide links to specialist Museums and Archives around the world, and visitors can search the database of people registered in the Museum's the Tribute Garden.

As Immigration Discovery Centre Coordinator, Judy assists visitors embark on their own journey of discovery.



IMMIGRATION MUSEUM – EXHIBITIONS AND PROGRAMS

Campus Description

Over the last 200 years, people have journeyed from all over the world to settle in Australia. They have come for a range of reasons: many have been forced from their homeland as a result of conflict, whilst others have been drawn to Australia with the hope of a better life. Whatever the reason, these people all have a story to tell.

The Immigration Museum brings to life these personal stories of people from all over the world who have immigrated to Victoria and made it their home, and explores the cultural diversity that has resulted. For many visitors, the Immigration Museum is a highly emotional and very personal discovery. It aims to explain to people the history of immigration, to allow visitors to explore their own heritage and to gain a better appreciation and understanding of multicultural Australia.

Located in the Old Customs House, the Immigration Museum offers a unique visitor experience, a personal experience that engages and encourages learning through a range of exhibitions and public programs.

Key Achievements

The Immigration Museum has received wide critical acclaim and earned a number of awards for the range of services and facilities it provides. During its third full year of operation, the Museum continued to build on the positive reputation it has established with stakeholders and audiences. It continued to position itself as a living cultural centre – a place for community, cultural, educational and social discourse. Annual visitation far exceeded expectations and the Museum strengthened its position as a high quality, competitive venue in Victoria's cultural attractions market.

Highlights included:

- 116,000 visitors (includes ticketed and non-ticketed) experienced a wide range of exhibitions, activities and cultural events.
- A major partnership with the Victorian Health Promotion Foundation and the Heart Foundation enabled the development of four community exhibitions in the Access Gallery and three community festivals. The four SmokeFree Community Festivals included celebrations of Chinese, Arabic, Macedonian and Italian cultures.
- Achieving an overall visitor approval rating of 95% for the Museum's exhibitions and visitor experience.
- Strategic partnership with the Myer Foundation in developing community access and outreach programs.
- The 'new look' Sarah and Baillieu Myer Immigration Discovery Centre was officially launched by Sir James Gobbo AM and Mr Baillieu Myer. The refurbishment offers improved access, as well as upgraded, state-of-the-art computer facilities with internet access to numerous immigration sites and CD ROMs to family history research.
- Over 27,000 students and teachers visited the museum in school groups, and an increased participation in school holiday programs established a niche market.
- The inaugural *Kids Fest* was an opportunity for over 800 children and adults to sample diverse cultures and traditions from around the world through children-focused cultural activities and games.
- Retaining the Museum's Gold Medal Rating as part of the Victorian Managed Insurance Authority accreditation program.
- Consolidating venue hire and cafe operations, the Museum hosted a diverse range of corporate functions, events and launches.

- Improved signage and public amenities enhanced visitor comfort, safety and a high standard of maintenance of the building.

Long-term Exhibitions

The four main galleries house historical objects and stories that are enhanced by multimedia technology and interactives. The result is an entertaining experience that engages the senses and brings to life the many dimensions of the immigration journey.

Leavings and Settlements Galleries

The Leavings and Settlements Galleries use multimedia, case studies and time lines to investigate the causes that motivates people to immigrate and the push pull factors within countries that drive global shifts in population.

Journeys Gallery

In the centre of the Long Room stands the Museum's 17-metre ship, known as the Journeys Gallery. Authentically recreating the steerage-class square-rigger of the 1840s ocean liner, visitors hear the sounds of creaking timber and the chug of engines, which effectively recreates the ambient environment of each era.

The Impacts Gallery

This gallery recognises and celebrates the enduring influences immigrants have had on Australian society whilst recognising immigration has not always been a positive experience for our indigenous peoples.

Access Gallery

The Access Gallery is an important element of the Museum, presenting exhibitions generated by local community groups.

The Museum also includes two extensive galleries for touring exhibitions from Victoria, interstate and overseas.

Sarah and Baillieu Myer Immigration Discovery Centre

The Centre provides public facilities for research and study of settlement and migration subjects.

Tribute Garden

Located in the Festivals Courtyard, the Tribute Garden records, for posterity, the names of over 7000 families who have made the journey to Victoria.

Temporary Exhibitions

Lost and Found: A Shared Search for Belonging

17 May - 11 November 2001

Produced in partnership with the City of Melbourne, this exhibition featured over 25 artworks developed by indigenous and immigrant artists exploring themes of self-determination, identity and survival.

Showing Face

13 June – 16 September 2001

This travelling exhibition from Bendigo's Golden Dragon Museum explored the identity of the Chinese who lived in regional Victoria from the 1850s to Federation. Using the physical feature of 'face' as a symbol of the way in which the Chinese were set apart from European immigrants, the exhibition incorporated the themes of 'Foreign Face', 'Old Face' and 'New Face' to characterise the history of one of the oldest immigrant groups in Victoria.

Suburban Voices: Stories of Multicultural Manningham

9 August – 28 October 2001

Suburban Voices centred on a collection of personal stories of 20 people from diverse cultural backgrounds within the City of Manningham. It provided wonderful insights into the lives of immigrants to Australia, looking at the decisions they faced with homesickness, isolation and the triumphs of life in a new country.

Rituals: Linking Yesterday, Today and Tomorrow

19 February – 5 May 2002

Rituals presented an Arabic community perspective, exploring the themes surrounding birth, marriage and death as they relate to the Christian, Muslim and Druse faiths within the Arabic community. The photographic essay journeyed through baptismal dips, circumcisions, heavenly offerings, burial ceremonies and many other milestones and traditions that form an integral part of daily living. This exhibition examined how immigrants from diverse Arabic backgrounds have preserved, changed or adapted rituals whilst striving to maintain their cultural integrity in Victoria.

Portraits Without Names:

Palestinian Costume

5 April – 14 July 2002

This exhibition featured more than a hundred rare coats, dresses, headveils, shawls, jewellery and photographs spanning two centuries. From exquisitely embroidered Bethlehem wedding garments and coined headdresses from Hebron to textiles produced by Palestinian refugees in camps throughout the Middle East, the design and decorations reflected the strength of the people and their identity over the past two hundred years. Showcasing both traditional everyday wear and ceremonial dress of Palestinian village and *bedouin* women, the exhibition included rare items on loan from the Tareq Rajab Museum in Kuwait.

Secret Splendours: Women's costume of the Arab World

5 April – 14 July 2002

This exhibition of breathtaking costumes and textiles covered a cross-section of the Arab world, including Morocco, Tunisia, Egypt, Syria, Jordan, United Arab Emirates, Kuwait, Oman, Yemen and Saudi Arabia. It featured historical and contemporary examples of costumes worn by urban, village, oasis and *bedouin* women. Some of the most striking items are heavy, silk floss embroidered wedding outfits from Siwa Oasis in Egypt, ornate cross-stitched *bedouin* dresses from the Sinai Desert and lavish, gold-sequined festive overdresses from the Gulf region.

Textiles and Tales:

Punjabi Women in Victoria

14 May – 4 August 2002

The weaving of *daris* and embroidering of *bahgs* were seen as an important part of a young Punjabi woman's responsibility in preparing herself for married life. Craft skills were taught to girls from an early age and were the responsibility of women in her family and village. The finery of these skills placed an intrinsic value not only on the young woman but all the women in her family. This exhibition explored the value of traditional textiles in the lives of women who immigrated to Victoria from the Punjab region in southern India, and the importance placed on these utilitarian objects as signifiers of personal history, identity and heritage.



Highlights included:

- Stage Three of the Tribute Garden was opened at the end of July 2001, and was attended by over 5,000 registrants and their families.
- The State Government's campaign for International Day for the Elimination of Racial and Religious Intolerance was launched by the Hon Steve Bracks MP, Premier of Victoria on 21 March 2002, attracting significant media coverage.
- 'Harmony Day' was launched by the Hon John Pandazopoulos MP, Minister assisting the Premier on Multicultural Affairs.
- Adult Learners Week Victoria was launched by the Hon Lynne Kosky MP, Minister for Education and Training, with educators from all over Victoria in attendance.
- The Senior Citizens Festival at the Immigration Museum included a joint program with the Melbourne Aquarium and the Victorian Multicultural Commission, attracting approximately 350 seniors from Ballarat, Shepparton, the Latrobe Valley and Bendigo.

Visitor Programs

A dynamic and exciting program of exhibitions and events, that reflected the issues and aspirations of our culturally diverse community, was presented throughout the year. Over the past 12 months, the Immigration Museum has continued to seek new audiences while simultaneously broadening its reach and appeal. A number of strategies were implemented to target Australia's culturally-diverse communities.

The program of festivals and the Access Gallery continue to strengthen and develop ties with specific cultural communities within Victoria. This program is two-fold. It provides an opportunity for communities and cultural groups to pro-actively participate in the creation of exhibitions and programs at the Immigration Museum, thus encouraging the broader community to attend. These programs provide access to people that would generally not visit and/or work with museums on such events and exhibitions.

A program of market research and evaluation continued with a series of Visitor Profile and Visitor Experience surveys conducted on festival days and throughout the year.

Satisfaction was measured as part of these studies, allowing identification of various aspects of positive visitor experiences, areas that need to be improved and track responses once the improvements have been put into place.

Highlights included:

- The Access Gallery exhibitions were developed in partnership with a range of community organisations, including the Australian Quilter's Association, Whitehorse and Manningham Regional Library Association and the Victorian Arabic Social Services.
- Stage Four of the Tribute Garden project attracted a further 1,153 registrants. The new design has been developed and will be launched in October 2002.
- 26,114 people visited and used the facilities and services of the Sarah and Baillieu Myer Immigration Discovery Centre (IDC).
- A number of family history workshops were delivered as part of the IDC program, attracting sizeable audience numbers. Programs included presentations on the history of shipping in the post-war period, the history and significance of cemeteries, author discussions and workshops on tracing family history specifically for the Chinese, Arabic, Italian and German communities. A number of projects were presented in partnership with the Public Records Office, National Archives, Genealogical Society of Victoria and the Polly Woodside.
- In order to satisfy the curiosity on the history of Old Customs House as a significant historical and architectural site, especially amongst our senior visitors and recreational groups, a tour focussing on the stories of Old Customs House and the Customs Service has been produced as a guided tour.



Above: Tribute Garden, Stage Three opening at the Immigration Museum.

Right: Journeys Gallery at the Immigration Museum.

Far left: Adriana Daniels making gnocchi at the Immigration Museum.

Left: Journeys Map at the Immigration Museum.



Pennie Stoyles

Manager, Education
Scienceworks



Along with the five other Education Officers, I am involved with exhibition development, production of education materials and organising all the programs for the students who visit Scienceworks on excursions and the teachers who come for professional development. My job continually provides new challenges and I learn something new every day.



Review of Campus Operations

SCIENCEWORKS MUSEUM – EXHIBITIONS AND PROGRAMS

Campus Overview and Key Achievements

Scienceworks is a dynamic and interactive science and technology museum.

The site incorporates the historic Spotswood Sewerage Pumping Station and the Melbourne Planetarium, as well as the Museum's exhibition halls and collections store.

Through hands-on exhibits, live demonstrations, activities and shows, Scienceworks visitors are encouraged to 'get a grasp of science and technology'.

The attendances for Scienceworks in this financial year have been outstanding with almost 350,000 visitors enjoying Scienceworks and the Planetarium. The success was due to the popularity of the two main exhibitions on the floor throughout the year: *Megawatt – It's Electrifying!* and *Terrorsaurus*, both of which were very attractive to schools and general visitors alike. Another significant factor was the celebration of Scienceworks' 10th birthday, which enabled a focus for media attention and activities across the year.

Highlights included:

- Refurbishment of *Nitty Gritty Super City* completed in February 2002.
- Launch of the new Planetarium show *Tycho Stars Again* in December 2001.
- Celebration of Scienceworks' 10th birthday in March 2002.
- Announcement in May 2002 of \$2,690,000 for exhibition development from the Victorian Government.
- Risk management funds of ~\$800,000 allocated to Scienceworks for roof replacement of the main exhibition hall and power conditioning for the site.

Long-term Exhibitions

Stayin' Alive

Stayin' Alive allows visitors to find out how they use their senses to understand the environment around them. It also demonstrates how we use technology to survive in extreme environments.

Nitty Gritty Super City

This exhibition engages young children in a variety of activities designed to develop an understanding of the world around us. New exhibits include a real excavator, a pianola, live yabbies and other, smaller additions.

Sports Works

Sports Works explores the science and technology of sport through the themes of fitness, movement and skills.

Driven by the Sun

This small exhibition focuses on the annual Model Solar Vehicle Challenge that takes place at Scienceworks each year. The exhibition contains information on this event, as well as some models and an audiovisual presentation. The 2001 Challenge achieved a record number of participants for the State finals.

Pumping Station

The Pumping Station and its machinery comes to life through interpretative information within the various areas of the facility, using multimedia, panels and guided tours.

A to Z of Collecting

Changing over four times a year, this small exhibition features collection items whose common element is connection with a particular letter of the alphabet.

Temporary Exhibitions

Megawatt

30 June 2001 – 28 January 2002

The exhibition was produced in-house and explored the role of electricity in our everyday lives. It featured a spectacular high-voltage demonstration, a live performance and interactive exhibits.

K'Nexhibition 2001

9 June 2001 – 7 October 2001

The exhibition, from Hasbro toys, comprised models made from the K'Nex construction toy and illustrated mathematical and scientific principles.

Sputnik Display

30 June 2001 – 15 July 2002

This display illustrated the actual size of this Russian satellite.

Mathematics Talent Quest Display 2 – 25 August 2001

Prize-winning entries from the annual mathematics talent quest run by the Mathematics Association of Victoria were displayed.

Two Wheel Warriors – The History of Harley Davidson in Australia

19 October 2001 – 17 March 2002

Originating from the National Motor Museum, South Australia, this exhibition traced the history of Harley Davidson in Australia. Eighteen motorbikes were displayed from local and national collections. In order to highlight links between this exhibition and the Museum's own collection objects, a special foyer display was mounted and a specific Vintage Motorcycles Collection Store Tour was conducted. The tour featured pre-World War II motorcycles and prototypes from both Australia and overseas.

Left & centre: Scienceworks 10th Birthday celebrations.

Right: Pumping Station at Scienceworks.



Foot Health Week Display

1 – 30 October 2001

This interactive display asked the visitor to match the shoe to the occupation. The display was for the Podiatry Association to highlight Foot Health Week. The interactive has been subsequently installed into the *Nitty Gritty Super City* exhibition as part of its refurbishment.

Put a Helmet on Your Head

22 December 2001 – 10 February 2002

This small display, in association with VicRoads during the Harley Davidson display, highlighted bike safety.

Terrorsaurus

20 February 2002 – 14 July 2002

This interactive exhibition from Questacon, The National Science and Technology Centre, explored the current scientific thinking about how dinosaurs lived. It featured robotic three quarter-sized dinosaurs.

Clockwise – It's About Time

30 March 2002 – 13 October 2002

From Te Manawa Museums Trust, New Zealand, *Clockwise* invite visitors to become a time traveller with timepieces, artworks and interactive exhibits. Numerous timepieces were added to this exhibition from the Museum's own collection. A special 'What's the timepiece?' demonstration was presented every day in the exhibition by staff and volunteers, featuring the recently activated Flinders Street Water Tower Clock mechanism.

Put Your Foot In It

30 March 2002 – 14 July 2002

This display allowed visitors to compare their footprint with that of a variety of dinosaurs.

Seeds of Time

28 June 2002 – 21 July 2002

Seeds of Time investigated the various stages in the germination of a seed and the development into a plant using live plants.

Visitor Programs & Special Events

Scienceworks' 10th Birthday

Scienceworks celebrated the start of its 10th birthday year on 23 and 24 March 2002. The weekend theme 'Extreme Science' was highlighted through many activities and saw a reunion of past and present staff, volunteers and supporters.

The Sunday celebrations featured a unique rendition of *Happy Birthday* by local singer Deborah Conway, plus the launch of the restored Cowley Steam Traction Engine, which had been lovingly restored by staff and volunteers over the 10 years of Scienceworks' operation.

Another significant birthday present was the donation to Scienceworks of the Werribee Ploughing Engine by Melbourne Water and its subsequent loan to the Lake Goldsmith Heritage Preservation Society.

With the addition of 10 x 10 metre-high candles to its roof, the Scienceworks building was transformed into a giant birthday cake, a spectacle that created great interest and discussion across the region.

Regional Arts Victoria Partnership

In order to celebrate Scienceworks' 10th birthday in regional Victoria, Scienceworks formed a partnership with Regional Arts Victoria. The support of the Mitchell Foundation enabled two unique and ground-breaking arts/science shows to be developed by Scienceworks and included in the Regional Arts Victoria 2002 Schools Touring Program.

Working Machines

As well as the *Machines in Action* days held at Scienceworks, the Museum's steam and diesel heritage vehicles attended several off-site community events. These included the Altona Bayside Festival, the Williamstown Festival, the Polly Woodside Federation Festival and rallies organised by the Lake Goldsmith and Echuca steam preservation societies.

Collections Store Tours

The daily tour of the Scienceworks Collections Store has continued to be popular with visitors, with 3,536 people taking the tour over the past year.

Melbourne Planetarium

Approximately 142,827 people attended the Planetarium during 2001/2002, a 4% increase on last year's usage. This includes over 50,000 school students and teachers.

The following shows were offered to visitors throughout the year:

- *Escape from Andraxus*
- *Launch Pad*
- *Spinning Out*
- *Guiding Lights*
- *Tycho to the Moon*
- *Tycho Stars Again*.

Tycho Stars Again was launched as a new show in December, with *Launch Pad* unveiled in August 2001.

Highlights included:

- In July, the Melbourne Planetarium, in collaboration with Swinburne University, hosted the 2001 Harley Wood Public Lecture by Dr. Brian Schmidt from the Research School of Astronomy & Astrophysics, Mount Stromlo Observatory. Dr Schmidt is the leader of the High-Redshift Supernova Search Team and spoke on 'Measuring the Universe'. The lecture is sponsored annually by the Astronomical Society of Australia.
- In 2001, Scienceworks participated, for the second year, in the Australian Space Students Association's Victorian Youth Space Forum. The attendees spent the evening of 27 September at the Planetarium where they attended a lecture by Dr Tanya Hill followed by a viewing of *Escape from Andraxus* and a special presentation of *What's in the Sky Tonight*.
- On 28 September 2001, Scienceworks took part in the inaugural IBM EXITE Camp which aims to encourage Year 8 girls to explore an interest in technology and engineering. The girls were introduced to the roles of technology and engineering in the production of astronomy shows for the digital Planetarium.



*Megawatt Exhibition,
Scienceworks.*

*Sports Works Exhibition,
Scienceworks.*

EDUCATION

The year was a particularly successful one with respect to the number of Education programs undertaken across the campuses and the number of students and teachers reached. Over 226,000 students attended programs at one of Museum Victoria's three campuses, with at least double that number accessing material from the Museum Victoria website.

Education staff were widely called upon to present papers, demonstrations, activities and professional development across the State at various professional conferences and events, as well as within schools and other educational organisations.

The year also saw the excellent support from the Department of Education and Training and the Catholic Education Office continue, via the provision of Extension Education staff and Grants, with the Catholic Education Office increasing its support by a further half-time position.

Museum Victoria staff have increased their involvement with the new and developing initiatives for improvements to education in Victoria with participation in a range of high-level committees. These include, among others, Local Learning & Employment Networks, The Victorian Schools Innovation Commission, Strategic Partnerships Reference Group. The close working relationship between Museum Victoria and the various education providers throughout the State continues to be invaluable.

Melbourne Museum

The number of education visitors for the year was close to projections with almost 100,000 students and teachers visiting Melbourne Museum. A higher than expected uptake from the adult and tertiary education sector was achieved with over 10,700 visitors in adult education groups. This 'post-compulsory' education group will become increasingly important to the museum and is aligned with Government initiatives in this area.

School visitation numbers were close to expectation from State, Catholic and Independent schools. A quarter of students were from rural and regional schools, and the participation of secondary schools in education programs has been impressive. At least one class from over 80% of all secondary schools visited the facility and 40% of primary schools sending at least one class to visit the Museum.

The exhibition *Top Designs*, featuring works by VCE students, attracted over 8,000 students. A supplementary program of lectures and workshops was developed in close collaboration with the Victorian Curriculum and Assessment Authority.

Teacher Professional Development was an important educational product on offer at the Museum. During the year, 1,389 teachers and 627 pre-service teachers attended *Learning in Non-Formal Settings*, a museum education professional development program aimed at enhancing the range of learning strategies available to teachers. High quality materials, providing a link between Melbourne Museum's exhibitions and state curriculum, were developed to support school visits. These include *Follow the Bunjilaka Possum: a Parents and Carers Guide to Bunjilaka for the Early Years* and *Student Guides*

to Bunjilaka, the Forest Gallery and the Australia Gallery. VCE Unit supports have also been forthcoming through VCE Australian History Unit 3 and 4 and *Renaissance Italy* lecture VCE Unit 3 and 4.

The sessions offered teachers the opportunity to learn how museums work and see what curriculum based services the Museum can offer. Museum Education programs offered included *The Melbourne Experience 1 & 2*, *People and Places*, *Art at Melbourne Museum*, *Aboriginal Melbourne* and *Processing History*.

Immigration Museum

The Immigration Museum believes formal and informal educational activities and learning experiences inspire, entertain, stimulate and provide multiple conduits to lifelong learning opportunities which are accessible to all.

Education programs at the Immigration Museum continued to strengthen the Museum's vision to foster understanding and tolerance and celebrate the many positive dimensions of our cultural diversity through the provision of a range of formal and informal educational activities and learning experiences. During the year 27,440 educational students (primary, secondary and language other than English) visited the Museum.

Stimulated by requests for concise 'information bites' on aspects of Australia's immigration history, and to complement issues raised in our exhibitions, especially temporary exhibitions, a series of *Fact Files* have been produced which are an easy reference to milestones in Australian immigration history. These resources are becoming popular merchandise items in the Museum Shop.

Scienceworks

Almost 99,000 teachers and students visited Scienceworks during the year, with over 50,000 also attending a Planetarium show. The result was one of the best years for education at Scienceworks.

The sleepover program for primary students continued to be popular with nearly 1,000 students attending either Scienceworks or Planetarium sleepovers, double the number from last year.

The third annual Science Showcase for Teachers was held in February to launch the 2002 Education Program to teachers. The showcase highlighted Scienceworks education programs and featured an address from Professor Bob Williamson, Director of the Murdoch Children's Research Institute, and a sneak preview of the *Terrorsaurus* exhibition, which was about to be opened.

Professional development for teachers continued to be an important part of the education program at Scienceworks. Over 1,200 teachers attended full day, half day or after-school sessions run by Scienceworks Education staff.

Scienceworks obtained a grant from the Federal Department of Education Science and Training to develop an astronomy program called *Big Sky Country* to tour regional Victoria during National Science Week 2002.

Scienceworks also benefited from the generous sponsorship of the Catholic Education Office who increased their support by funding a full-time education officer (placed teacher) in place of a half time education officer.

Website Education – <http://www.museum.vic.gov.au/education>

ed-online is Museum Victoria's online education gateway which is filled with projects and resources for students of all ages. Major projects include; the *Global Classroom* which is developed with the Victorian Department of Education and Training and Online Projects based on Museum Victoria's research programs and collections.

The challenge for our learning communities is to understand and prepare our young people for what has increasingly become a rapidly and profoundly changing world. The term *Global Classroom* refers to the work of many hundreds of Victorian teachers and their international colleagues who have been developing enquiry based collaborative learning activities, using real-life situations with real-life outcomes.

The *Flying Colours* project is a state-wide project, allowing students, teachers and members of the community to collect information about butterflies in their local area. There are 177 schools and groups now registered for participation in the *Flying Colours* project.

There are fifteen projects based on Museum Victoria's science, history and technology collections and research. They include student activities with thematic or curricula links.

Several Museum Victoria collection based projects feature interpreted collection databases. For example the *Bioinformatics* project provides access to more than a hundred years of natural science observation and collection. The *Bioinformatics* project contains 388,369 records and 12,217 images of Victorian animal species. Since its introduction in February 1999, the *Bioinformatics* website has processed 170,000 requests and served 22 million records to students and researchers from around the world.

In contrast, the database in *Biggest Family Album* contains over 9,000 photographs capturing human activities in Victoria and Australia from the 1870s to the 1950s.

Museum Victoria's online education gateway *ed-online* is used by over 400,000 students each year.

COMMERCIAL OPERATIONS

Commercial activities contribute positively to Museum Victoria's financial performance enhancing its public profile and providing the public with services and social experiences.

Melbourne Museum

Cafes

Several cafes operated by Peter Rowland Catering provide various levels of service style to suit visitors' needs. The cafes are located throughout the Museum, both in ticketed and non-ticketed areas.

Functions & Venue Hire

The Melbourne Museum building and its facilities have made it a popular venue for corporate functions, events and performances.

Private functions at the Museum have proved to be immensely popular. During 2001/02 there were almost 600 private bookings of Museum spaces. These include corporate dinners, product launches and weddings. The venue has also been popular with film crews from Australia and overseas. All hirers have enjoyed the Museum's striking architecture and exciting exhibits.

Retail

The Museum Shop, operating on two levels, showcased an extensive range of predominantly Australian stock. Important product areas include indigenous art and artefacts, Museum publications and children's toys.

Melbourne Museum Retail Department has established an original line of apparel, focussing on icons within the Museum's collection, such as Phar Lap, the Human Mind & Body Gallery, the Children's Museum and the Science and Life Gallery. A range of souvenir items for local and international tourists has also been created.

Immersion Cinema Experience (ICE)

Attendances to ICE continue to grow, with consistent full houses during holiday periods and expanding school bookings.

During periods when the theatre is not running ICE shows, it has been used extensively as a regular venue hosting lectures, presentations, workshops, demonstrations, launches and meetings for staff, external clients and the general public.

IMAX Theatre

During the course of the year, IMAX continued to screen a range of international film titles, from *The Human Body* to *Shackleton's Antarctic Adventure*. This giant screen entertainment venue enhances the experience of visitors to the precinct and is a compliment to the Museum's exhibitions and educational programs.

IMAX has played an important role in attracting new audiences to the Museum.

Carpark

The carpark continued to service the requirement of visitors to the precinct, as well as city workers. The carpark continued to participate in the Park 'n' Ride scheme with Yarra Trams, which encourages city commuters to park at the city fringe and use public transport to ease traffic congestion in the CBD.

Royal Exhibition Building (REB)

The Royal Exhibition Building is an important attraction within the Melbourne Museum precinct and is seen as an integral component of the Museum experience. To this effect the Museum has installed a Museum gallery in the northern transept of the REB, allowing access to the public through tours. The prominence of the building and its history will be promoted through future key partnerships including the Australian War Memorial.

Function preparations at the Pumping Station, Scienceworks.



IMAX cinema entrance and Melbourne Museum Plaza.

Staff at Melbourne Museum Shop.



Immigration Museum

The Museum's commercial operations generate funds to support ongoing exhibition development and visitor programs. The businesses also provide the public with services and social experiences that enhance their visit to the heritage-listed Old Customs House.

Cafes and Catering

The Immigration Museum has continued to build a close business relationship with its catering contractor, White Card Catering, who operate the cafe and provide catering for functions at the Immigration Museum. The cafe business has continued to build and has established itself as a CBD lunch venue, attracting local business people.

Functions & Venue Hire

The Immigration Museum provides venue hire for corporate and private functions in the Museum's unique indoor and outdoor areas. Venue hire revenue was approximately \$37,000 for the year.

During 2001/02 there were 150 functions held at the Immigration Museum, including corporate, government and private events. These included formal dinners, interactive workshops and product launches. Key clients that held functions at the Immigration Museum during 2001/02 included: Environmental Institute of Australia Conference & Dinner; Young Australian of the Year Awards Dinner; Department of Human Services – Child Protection Seminar; World Conference on Religion & Peace; Department of Employment, Workplace Relations (Victorian Government Office) Workshop; and *Refugee Like Me* – United Nations Book Launch.

Retail

The Immigration Museum shop has an extensive range of predominantly Australian stock and specialised merchandise aligned with temporary exhibitions. The shop has received a high approval rating from visitors.

Scienceworks Cafe and Catering

White Card Catering continue to operate the Scienceworks cafe offering a great mix of products for the differing Scienceworks clientele. White Card staff and the Functions Co-ordinator have established a strong working relationship that has helped build corporate function sales and bookings.

Functions & Venue Hire

The numbers of functions at Scienceworks and the Planetarium continued to grow throughout 2001/2002 with 120 functions being booked.

A number of community organisations, charities and tourism organisations also held meetings on the site which helped enhance Scienceworks' presence in the community.

Retail

The shop has grown in structure during the last 12 months, from educational tools, activities and games to great fun ideas for home. A trip to the Scienceworks shop has offered visitors an array of gift ideas for people of all ages.