

# ENHANCE ACCESS, VISIBILITY AND COMMUNITY ENGAGEMENT



# PERFORMANCE OVERVIEW

## STRATEGY

Ensure that the public are aware of what we have to offer.

## ACTIONS AND RESULTS

Over the last year, Museum Victoria has redeveloped its brand to position itself as a leading, vibrant and connected cultural institution.

Marketing and Public Relations campaigns continued to promote permanent and existing exhibitions, as well as touring and special exhibitions. Museum Victoria invested in audience development through effective market research and audience evaluation.

Museum Victoria produced a quarterly *What's On* guide as well as publishing its Members Magazine. The Museum Victoria websites provided information on exhibitions and programs at each venue.

Museum Victoria published some absorbing titles during this past year including: *Phar Lap: A True Legend*; *Colliding Worlds: First contact in the Western Desert 1932-1984*; and *Memoirs of Museum Victoria*. The Museum also co-published: *The Photographs of Baldwin Spencer* with Melbourne University Press; and contributed to the publishing of *CSIRAC: Australia's First Computer Music*, and *First Home: The Couta Boat and Victoria's Couta Coast*. *Phar Lap: A True Legend* and *Child's Play* were subsequently reprinted.

## STRATEGY

Attract and engage diverse audiences.

## ACTIONS AND RESULTS

Museum Victoria continued to develop exhibitions and promote activities to attract and engage diverse audiences. These included cultural festivals, ship reunions, *Romp and Stomp* and activities to coincide with National Science Week, National Water Week, Cultural Diversity Week and *designed to inspire*. Other activities included school holiday programs, craft activities, lectures, workshops, tours, special children's events, shows, eel feeding demonstrations and field trips.

Melbourne Museum hosted a range of activities to engage a diverse audience including school holiday activities and a range of workshops. Events such as the L'Oreal Melbourne Fashion Festival, the Victorian Producers' Market and *Global Songs* also drew in visitors from diverse backgrounds and areas of interest. The Community Collections program was offered at Melbourne Museum and enabled members of the community to exhibit their own private collections. The Birrarung Strategy delivered a program of community exhibitions developed with members of Victoria's Indigenous communities. The exhibitions displayed included: *Track, Traps and Tucker*; *City Style*; and *Gunnai Ukan (Mother) Stories*.

At the Immigration Museum, the Community Partnership program assisted community groups with the development of exhibitions and community cultural festivals such as *Welcome to my home* (Bosnian Community) and *First Eleven* (Woomera Council). Scienceworks offered events such as the *Model Solar Car Challenge* and *Machines in Action*.

### STRATEGY

Broaden access to our museums' venues, websites, knowledge and expertise.

### ACTIONS AND RESULTS

Museum Victoria's three museums recorded strong visitor attendance over the year. Overall, Museum Victoria engaged with over 5 million people, including almost 1.5 million people who visited our venues or participated in activities at Scienceworks, Immigration Museum, Melbourne Museum and IMAX.

Museum Victoria's website continued to grow in popularity. In 2005/06 it attracted in excess of 3.5 million visitors.

### STRATEGY

Reach those who cannot easily come to us.

### ACTIONS AND RESULTS

The Museum Victoria Discovery Program encompasses the *Museum in a Van* presentations, Kits for Loan program and participation in regional festivals. The Discovery Program was expanded to ensure that 60% of its audience was from regional Victoria.

The Scienceworks Star6 program continued to provide children at year six level from metropolitan and regional schools with the cost of travel to visit Scienceworks and entry to the Planetarium.

### STRATEGY

Continue to meet the needs of the Victorian education sector.

### ACTIONS AND RESULTS

Museum Victoria delivered a broad range of curriculum-based learning experiences at all venues, in accordance with the priorities and initiatives of the Department of Education and Training. Museum Victoria provided both staff-led and self guided programs. Strong bookings were achieved at all venues, resulting in a total of over 350,000 education attendances in 2005/06.

To address a reduction in funding from 2006/07 a review of education program delivery has commenced. This focuses on developing an integrated Public Programs department comprising both Education and Visitor Programs.

# CASE STUDY: THE FAMILY OF BRANDS





Consistent with the situation faced by museums throughout the world, Museum Victoria operates in an increasingly competitive environment. To engage visitors and fulfil our organisation's objectives, our communications must effectively gain the attention of the broader community.

Our surveys have shown that people perceive themselves as time poor. Therefore, it is even more important that we present ourselves to the public in a meaningful and engaging way.

"People see around 1000 messages per day. Messages must be bold and direct to achieve cut-through," says Harold Mitchell, President Museums Board of Victoria.

In 2003 Museum Victoria began the process to become a 'networked' organisation. Today, Museum Victoria consists of a variety of components, including three museums, an IMAX Theatre and a World Heritage listed Exhibition Building.

CEO Dr J Patrick Greene describes the networked organisation as: "a single museum of many parts capable of achieving its full potential".



Museum Victoria must be represented in a consistent and coherent way in order to achieve its potential as Victoria's premier museum organisation. Combined with our research and collections, our quality of public access communicates a powerful story about our operational success.

From demonstrating how we conduct our business to how we present ourselves to the world, a consistent approach enables us to build our museum's profile and guide new patterns of growth within the sector.

### **THE VISUAL IDENTITY SYSTEM**

A Visual Identity System has been designed to establish the Museum Victoria 'family of brands'. This system represents Museum Victoria's organisation structure and the concept of the networked organisation. It also aims to reduce the cost of designing and producing Museum Victoria's communications.

### **THE DESIGN PROCESS**

The design process for Museum Victoria's new identity acknowledged the important role our staff members play in the organisation's operations. In a collaborative process, Museum Victoria designers worked alongside external consultants in a design centre at Melbourne Museum.

Staff members were invited to provide feedback at all stages of the design process and even visitors to the Melbourne Museum could observe the team at work through a window from the Forest Gallery.

A communications audit was conducted at the beginning of the project to ensure the system would work effectively across the range of internal and external communications and to provide a framework to navigate the system.

### **THE RESULTS**

Museum Victoria now has a single recognisable identity. It includes a common symbol as part of a graphical approach to represent our family of brands.



(Above left)  
Museum Victoria staff review concepts for the new Visual Identity System.



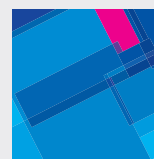
(Above centre)  
Colour palettes for the new Visual Identity System.

(Above right)  
Assessing the development of the new Visual Identity System.

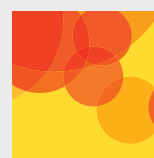
This symbol has at its centre an overlapping MV and is a graphic metaphor for the networked museum. It represents Museum Victoria with clarity and purpose.



To identify our distinctive venue brands, the system uses colours, graphic patterns and 'hero' images to define each brand and demonstrate its link to Museum Victoria. In this way each museum is differentiated whilst showing a family resemblance.



The Visual Identity System reflects a confident Museum Victoria. Not only does it honour the Museum's 150-year history, but strongly positions it for a move into the future.



(Above)  
Visual Identity System Master Logos and Graphic Patterns.

# MARKETING AND COMMUNICATIONS

## PROFILE

Museum Victoria reached audiences across the globe through a variety of media including television, radio, Internet and print. More than 4,300 stories featuring Museum Victoria were generated through public relations activities. These equated to over \$27 million in free publicity.

This amount is the best publicity result recorded to date for Museum Victoria and is an increase of 45 per cent from the previous year. Furthermore, the level of favourable coverage for Museum Victoria was 96 per cent.

Museum Victoria was host to thousands of stakeholders through high-profile events. A particular highlight was the visit of His Royal Highness, The Prince Edward, Earl of Wessex, KCVO, ADC to launch *Spirit of the Games: the Opening Ceremony revealed*.

## AUDIENCE

During 2005/06 exhibitions and events provided opportunities for collaboration and audience growth.

Museum Victoria undertook a strategic approach to reach audiences during the Melbourne 2006 Commonwealth Games period, with venues diversifying their offers and potential markets. Scienceworks targeted visitors from Western Melbourne during the Games as well as positioning *Sportsworks* for school visits and partnering with Coates Hire to present to audiences within the Games precinct, whilst Melbourne Museum and Immigration Museum targeted exhibitions to Commonwealth Games audiences during and after the games. These initiatives were highly successful and resulted in excellent attendance figures across the year.

A strong calendar of programs and exhibitions provided an opportunity for creative marketing and public relations campaigns. Highlights included:

- *Mummies: Ancient Egypt and the Afterlife*, Melbourne Museum's most popular touring exhibition since opening
- a successful *designed to inspire* program
- the promotion of seven new films and stakeholder development at IMAX

- five travelling exhibitions at Scienceworks as well as the reopening of *Sportsworks* in time for the Commonwealth Games
- continued audience growth at the Immigration Museum through events such as community days
- a well-supported season for *Greek Treasures: from the Benaki Museum in Athens* at the Immigration Museum.

In addition, our tourism program yielded strong results, with group bookings to the Royal Exhibition Building and Bunjilaka increasing significantly.

Museum Victoria's key sponsorship partners provided invaluable assistance with the promotion of Museum Victoria's activities within the community. These include: The Age, The Herald Sun, Channel Seven, Channel Ten, Connex, Melbourne Airport and V/Line.

Museum Victoria's membership program continues to attract loyal supporters. With 10,445 memberships in 2005/06, averaging 3.5 people for each membership, MV Members is one of the largest cultural membership programs in Australia.

## CONTINUOUS IMPROVEMENT

During the year, the Market Research and Evaluation team managed a comprehensive research program. This team worked closely with project and operation teams to improve the quality of projects, processes and decision-making.

Studies included 28 exhibition and program evaluations, 10 market research studies, 21 visitor studies and 17 other projects. Significant studies included: qualitative research into the education market to investigate the motivations, drivers, barriers and incentives of this audience; systems data analyses to understand the reach of our museums into the community, including those disadvantaged areas identified as important by government; and new research into the identification of the profile of visitors to IMAX.

Research results were used to shape exhibitions, programs and service delivery as well as marketing and communications strategies and campaigns.

# PRODUCTION STUDIO

The Production Studio is Museum Victoria's comprehensive in-house production facility providing services for the Immigration Museum, Scienceworks, Meelbourne Museum, Museum Victoria's websites and the Discovery Program.

It comprises the Design, Exhibition Fabrication, Media Production and Copyright, Preparation and Publishing units, providing exhibition and graphic design, photography, digital imaging, image research and management, exhibition multimedia, Planetarium show development, publication, preparatorial, construction and video services.

## HIGHLIGHTS

- Design, production and fabrication of *Spirit of the Games: the Opening Ceremony Revealed* at Melbourne Museum. The exhibition won 'Best Project' in the 2006 Museum Industry Recognition Awards (MIRA).
- In-house production of a television commercial to promote *Spirit of the Games*.
- Design, production and fabrication of the *Sportsworks* exhibition at Scienceworks.
- The travelling exhibition *Twined Together: Kunmadj njalehnjaleken* was designed, produced and fabricated.
- The Preparation unit moulded and cast the *Black Rod and Mace* for a travelling exhibition celebrating the 150th Anniversary of the Parliament of Victoria.
- The 2004/05 Museum Victoria Annual Report won two design awards: a second place in the international Museum Publications Design Competition run by the American Association of Museums and first place in the Museums Australia Publishing and Design Awards in the corporate category.
- Production Management and design of the new Planetarium show *The Problem with Pluto* was completed for an April launch.
- Project management was completed to enhance the *Dinosaur Animation and Soundscape* at the Evolution Gallery, Melbourne Museum.

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# EDUCATION

## EDUCATION PROGRAMS

Museum Victoria's curriculum programs and teacher professional development activities are based on the Museum's collections, activities and exhibitions. These programs are designed to create authentic learning experiences for students of all ages, as well as improving teacher skills and capabilities. They are delivered on-site, via the web and through programs in the community.

Education visitation for the year was 353,678, which for the first time includes education visitors to IMAX Melbourne. A further 6,000 students were able to access Museum Victoria programs via the Discovery Program.

## MELBOURNE MUSEUM

Education visitors to Melbourne Museum numbered 131,041. A further 92,561 visited IMAX. Highlights included:

- The development and publication of *Philosophy Guides for Bunjilaka*
- The *Top Designs* exhibition was developed with the support of the Victorian Curriculum and Assessment Authority, Victorian industry and the wider education community.
- *Mummies: Ancient Egypt and the Afterlife* programs included lectures and events in collaboration with University of Melbourne, the Egyptology Society of Victoria, Monash University and the Museums Australia Education Group (Victoria).
- *Talk Back Classroom* was held in collaboration with the National Museum, Canberra.
- The IMAX film *Mysteries of Egypt*, linking with the exhibition *Mummies: Ancient Egypt and the Afterlife*, was the most successful film for school audiences with attendance of 13,311.
- *Genetech 2006* - prominent guest speakers discussed designer drugs and vaccines.

## SCIENCEWORKS

Education visitation for the year was 92,780. Of these, 50,566 also attended a Planetarium show and 18,353 attended a Lightning Room presentation.

Projects undertaken included:

- The Coates Cube installation in Birrarung Marr for the Commonwealth Games
- A partnership with BASF to present chemistry activities for school groups at Scienceworks.

- A strategic partnership with the Catholic Education Office was created to research and develop a Robotics program for five local schools.
- A science education collaboration with Spotswood Primary School to improve the quality of science learning in the local area.

## IMMIGRATION MUSEUM

Education visitors to the Immigration Museum numbered 37,296. Highlights included the new *Moving Stories* program for primary students in years prep to three and the publication of the Greek language kit *What's Your Story*.

## WEBSITE EDUCATION

The *Twined Together: Kunmadj Njalehnjaleken* website was developed to provide an education program and teaching resource to accompany the touring exhibition at regional Victoria and interstate venues.

Education materials published on Museum Victoria's websites for Victorian, Australian and overseas teachers and students include education kits for exhibitions; Italian language activities for Scienceworks exhibitions and activities; and CSIRAC education resources.

## CROSS-VENUE INITIATIVES

### MEMBERSHIPS

The new Museum Victoria subscription program for teachers, *MV Teachers*, began. In the first five months of operation the program performed strongly, with 1,178 members by the end of June 2006.

### ADULT EDUCATION

New curriculum-based materials have been written for adult audiences attending Scienceworks. These complement the suite of programs offered at Melbourne Museum and Immigration Museum.

### EVALUATION PROGRAMS

A detailed analysis of education bookings data from all venues was completed, resulting in the report *Museum Victoria Education Audiences 2002-05: Profile, Visitation and Origins*.

### EARLY LEARNING

An Early Learning Program is part of Museum Victoria's Life Long Learning Strategy. This year the focus was on creating a unified, museum-wide approach to the development and implementation of exhibitions, programs and spaces for children in their early years.

The Immigration Museum presented three early learning programs led by staff: *Moving Stories*, *Out of the Bag*, and *Bear in There*. Scienceworks upgraded *Nitty Gritty Super City* and Melbourne Museum added an early learning component to the *Human Mind and Body* exhibition. The Children's Gallery promoted community engagement and developed new audiences such as informal playgroups.

A new early learning environment *Under the Sea* opened in December in the Children's Gallery, creating links with *Marine life: Exploring our seas*.

Education visitation for the year was 353,678, which for the first time includes education visitors to IMAX Melbourne. A further 6,000 students were able to access Museum Victoria programs via the Discovery Program.

# BEYOND OUR MUSEUMS

## DISCOVERY PROGRAM

The Discovery Program is an outreach program with education and community groups throughout metropolitan and regional Victoria and provides access to Museum Victoria's collections, exhibitions and programs. Over the past year, the program had contact with more than 60,000 people, providing access to those Victorians who cannot visit our museums for such reasons as geographical distance, age, health and incarceration. Over the last year the Discovery Program achieved its aim of establishing 40% metropolitan and 60% regional audience ratio.

The program has three types of interpretive services: loan kits, presentations and participation in significant regional events. The two *Museum in a Van* vehicles transport a selection of natural science and social history collection materials. These are used in over 900 presentations to children and adults each year.

Participation in significant regional events is another key aspect of the program. The Museum's *Working Machines* appeared at the 43rd Echuca Steam Horse & Vintage Rally. Attended by over 10,000 visitors, the rally featured a unique gathering of all the remaining Cowley mobile engines in Australia. Museum Victoria has two of these vehicles in its collection, the first and the last mobile engines to be produced by the Cowley Eureka Ironworks, Ballarat. Our Cowley Steam Traction Engine was accorded the honour of leading the Rally's Grand Parade.

The Discovery Program participated in the Warrnambool *Fun4Kids Festival* for the second time. This festival was awarded a Victorian Tourism Award for a Significant Festival or Event in 2005. Over the eight days of the festival 15,000 children and their parents took part in activities, demonstrations and science busks showcasing each of our museums.

## MELBOURNE'S GOLDEN MILE HERITAGE TRAIL

Melbourne's Golden Mile is a built environment heritage experience that leads participants through the heart of the city, bringing to life the story of how the discovery of gold shaped the development of Melbourne. This trail is available as a self-guided experience or as a guided tour and is included in all major tourist maps and literature.

In 2006 the Museum formed an innovative partnership with the Professional Tour Guides Association to present a guided tour component. The City of Melbourne is a long-standing partner, and has played a significant role in the maintenance of this program. *The Golden Mile Heritage Trail* booklet is available at all Museum venues and the Melbourne Visitor Centre at Federation Square.

# INFORMATION CENTRES

Museum Victoria's Discovery Centres enable the public to access information about our research and collections, staff expertise and more detailed information about exhibition themes and objects.

Through the public enquiries service the Discovery Centres recorded 5,403 public enquiries. Of these, 72% were completed using Discovery Centre resources alone and 28% were referred to other staff.

## DISCOVERY CENTRE AT MELBOURNE MUSEUM

This year approximately 80,000 people visited the Discovery Centre at Melbourne Museum. This figure represents a steady increase in visitation from the previous year. Program highlights for the year include:

- The monthly *Inside Stories* series presented by Museum Victoria staff, which showcases behind-the-scenes activity.
- During *Mummies: Ancient Egypt and the Afterlife* the Discovery Centre attracted 25,890 visitors who enjoyed a live exhibit of Egyptian Beetles and other Egyptology resources. The exhibition generated an extra 10,000 visitors to the Centre.
- The Discovery Centre developed new marine displays and content in conjunction with *Marine life: Exploring our seas*.
- As part of the 2004 Thomas Ramsey Science and Humanities Fellowship project on the *Prodromus of the Zoology of Victoria*, a collection of original full colour plates and pre-production drawings were installed in the Discovery Centre collection drawers for public viewing.
- The Discovery Centre website was re-designed, with major updating of resources completed, including web-links and online catalogue data.
- Over 260 information sheets were updated and loaded onto the Museum Victoria website.

## IMMIGRATION DISCOVERY CENTRE

This year approximately 33,900 people visited the Immigration Discovery Centre. Program highlights for the year included:

- Providing visitors with additional information and resources when visiting specific events at the Museum.
- The Immigration Discovery Centre successfully partnered with the Ian Potter Centre, NGV Australia *Exiles to Emigrants* Exhibition, with the Immigration Discovery Centre featured predominately on the exhibition's research terminals.
- Partnerships with related and affiliated organisations continue to strengthen, including the State Library of Victoria, Public Record Office Victoria, Department of Immigration and Multicultural Affairs, Genealogical Society of Victoria and various genealogical societies.

# VOLUNTEERS

Museum Victoria's Volunteers Program provides a means by which the Victorian community can actively support the mission of the Museum and the activities of Museum staff. The program is inclusive and accessible to people with a variety of skills, experience and knowledge. The work undertaken by volunteers enhances and augments the visitor experience and care of collections for all of Museum Victoria's venues.

A key focus of the program is engaging volunteers and vocational education placements with Museum Victoria collections, exhibitions, programs, as well as facilitating and supporting the lifelong learning of all those involved in the program.

The program has an established and ongoing rewards and recognition program and strives to maintain a diverse group of volunteers.

In 2005/06 a total of 645 Museum Victoria volunteers contributed 55,240 hours from an active and stable pool of 460 volunteers. The program has 67 volunteers who speak 26 different languages other than English. 135 volunteers are under thirty years of age and 154 are over sixty-five years of age.

## MELBOURNE MUSEUM

A total of 227 volunteers contributed a total of 15,181 hours at Melbourne Museum, providing assistance in a range of areas and activities. Apart from regular roles such as tour guiding, explaining activities and hosting school groups, volunteers made significant contributions to a number of special exhibitions and events including: *Mummies: Ancient Egypt and the Afterlife*, the Royal Exhibition Building Open Day and *Romp and Stomp*.

## SCIENCEWORKS

At Scienceworks, 14,053 hours were contributed by 169 volunteers. In addition to delivering regular programs, volunteers made significant contributions to a number of special events and after-hours programs including: *Machines in Action Days*, *The Model Solar Vehicle Challenge* and *Sleepovers*.

## IMMIGRATION MUSEUM

A regular pool of volunteers now assists with the weekday operation of the Immigration Discovery Centre. The Immigration Museum also draws on volunteers from both the Scienceworks and Melbourne Museum volunteer pools to assist with Cultural Festivals. In total 714 hours were contributed by a total of 38 volunteers. In addition to Museum Victoria volunteers, over 380 community members involved in community partnership programs volunteered their time to develop and present these activities.

## BEHIND THE SCENES

In addition to regular front-of-house roles, volunteers are involved behind the scenes, assisting with research related to the Marine, Mammalogy & Ornithology, Palaeontology, Telecommunications and HV McKay collections.

Volunteers also provide assistance with Marketing, Market Research, Public Relations, Discovery Program, Library and Indigenous Collections.

Volunteers assisting with engineering and restoration projects associated with the Museum's Working Machines achieved a significant milestone with the 'return to steam' of the Cowley Steam Roller in May. It is anticipated that this machine will be completely restored by 2007.

In total, 25,292 hours were contributed by 211 volunteers.

## VOCATIONAL EDUCATION

In 2005 Museum Victoria implemented new guidelines and integrated procedures for work experience and tertiary placements. These guidelines and procedures ensure safe placement practices as well as fostering opportunities for secondary and tertiary students to undertake an experiential learning placement.

Fifty eight students participated in the secondary program, which includes Year 10 work experience and other student placements.

Forty nine students participated in the tertiary studies field work program. This included local and international placements in the areas of Audience Development, Computer Aided Design, Ethnology/ Folklore, Information Management, Museum Studies, Photography, Public Policy, Public Relations, Social History and Teaching. The international placements were from Holland and the United States.