



Old Treasury Building

Annual Report

2014-15

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**OLD TREASURY
BUILDING MUSEUM**

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Chairman's Report

I am pleased to present the Old Treasury Building Annual Report for 2014-15. Highlights of the year include a significant growth in visitor numbers and notable expansion in the Old Treasury's digital profile. On a sad note, the Old Treasury farewelled its long-standing General Manager, Diane Gardiner, who retired in June 2015. However, the Old Treasury 'family' congratulates Diane who was appointed a Member of the Order of Australia in the Queen's Birthday Honours List in June 2015. The honour was awarded for 'significant service to public administration, particularly in the heritage preservation and historical museum sectors, and to education'. We extend our heartiest congratulations to Diane for this well-earned honour, and thank her for her distinguished contribution to the Old Treasury Building and to the museum sector in general.

The Old Treasury Building (OTB) and the Public Record Office Victoria (PROV) have had in place an agreement for the OTB to provide funding to develop, deliver and maintain a program of exhibitions at the OTB for the period July 2012 until June 2015.

A significant achievement in the 2014-15 year was the review, re-writing and completion of a new Memorandum of Understanding (MOU) with the PROV. The new MOU will continue to govern the exhibition process and the relationship between the Public Record Office and the Old Treasury Building for a further three years (1 July 2015 – 30 June 2018).

On the retirement of Diane Gardiner the Committee of Management assisted the Public Record Office in the recruitment of a new General Manager. This was in process at 30 June 2015. The Old Treasury Reserve Committee of Management met on four occasions during the year.

I would like to thank my fellow committee members for their contribution during the period and the staff and volunteers who achieved a significant program of work with limited resources. I also express my thanks to departmental officers of the Department of Treasury and Finance for their assistance in preserving the heritage building.

Jeffery Byrne
Chairman



General Manager's Report

Background

The year 2014-15 was somewhat disrupted by a serious illness of the General Manager, Diane Gardiner, in September 2015, necessitating a lengthy recuperation period. Ian Watts and Caroline Molesworth (previously Public Programs Manager and Fundraising Manager) shared the role of Acting General Manager for the remainder of the year.

This Annual Report for the year 2014-15 has thus been divided into two parts comprising firstly, Diane Gardiner's report of activities from July to September 2014, and secondly, Ian Watts' and Caroline Molesworth's report covering the period September 2014 to June 2015.

Report from Diane Gardiner (July – September 2014)

The year 2014-15 started on a successful note, with record attendance (55 981) achieved at the OTB, and the *Sailing into Melbourne* exhibition underway. The updated Melbourne Panorama was in place in the basement vaults and proving to be our most popular attraction. We were also looking forward to developing the OTB's own unique contribution to the commemoration of the Anzac centenary in 2015.

It was decided, in consultation with the Public Record Office of Victoria (PROV), to present an exhibition showcasing the history of the Soldier Settlement Scheme in Victoria after World War One. To this end, an application was made to the Anzac Centenary Arts and Culture Fund in September 2014 for funding support.

The OTB participated once again in the Open House Melbourne weekend in July 2014, and hosted nearly 6 000 visitors over the two days. OTB was the second most visited building in the program. The International Council of Museums Conservation Committee (ICOM-CC) 17th Triennial Conference was held in Melbourne from 15 – 19 September 2014 and I attended as OTB's representative. Over 650 conservators and other museum experts heard presentations on the theme 'Building Strong Culture through Conservation'.

I would like to extend my sincere thanks to everyone at the Old Treasury Building for their support, kindness and good wishes during the period, and in closing, wish the OTB and its dedicated staff and volunteers continuing success in the years to come.

Diane Gardiner AM



Report from Ian Watts and Caroline Molesworth (September 2014 – June 2015)

We jointly assumed the temporary role of Acting General Manager at a time of sadness in the OTB, and with the understanding that we were only meeting a short-term need. However, as the acting period extended due to the ongoing absence of Diane Gardiner and the time needed to recruit a new permanent General Manager, we settled into the role and consider that we were together able to achieve some pleasing outcomes for the year. Particularly pleasing was the continued growth in visitor numbers which reached a record 65 313 by June 2015, an increase of nearly 10 000 from the previous year.

The months October – February were largely devoted to preparations for the new temporary exhibition of State Archives records of the history of state education since 1872. *School Days: Education in Victoria* was installed in February and opened in March 2015 by the Premier, the Hon. Daniel Andrews MP, before a distinguished gathering. Many visitors wrote nostalgic and appreciative comments in the Visitors' Book, in response to the exhibition. The public activities program associated with *School Days* was extensive and well-attended, with guest speakers choosing topics that ranged across a wide spectrum of educational history.

The Old Treasury Building was accepted as a participant in the Museums Accreditation Program (MAP) of Museums Australia during the year. A two-year project of activities is now required to achieve accreditation – a well-regarded indicator of professional standing in the sector.

In May 2015 the OTB was awarded funding of nearly \$40 000 from the Commonwealth Government's Anzac Centenary Arts and Culture Fund. The funds will support the forthcoming temporary exhibition *Soldier On: WW1 Soldier Settler Stories*, due to open in November 2015.

We would like to acknowledge the following sponsors and supporters who helped the OTB to maintain a high standard of publicly-accessible exhibitions:

- The Anzac Centenary Arts and Culture Fund
- The Roy Morgan Research Centre
- The Public Record Office Victoria
- The National Library of Australia.

We thank the Old Treasury Reserve Committee of Management for their expert advice during a difficult, but ultimately rewarding, year.

We also wish to thank particularly the Old Treasury Building staff and volunteers for their wonderful help and support throughout the period.



Caroline Molesworth and Ian Watts
Joint Acting General Managers

Vision and Purpose of the Old Treasury Building

Vision

To become known as a major Australian heritage site and pre-eminent cultural institution in Melbourne

Purpose

To preserve the historic site, and to educate visitors about its architectural, political, cultural and historic significance; also to research and produce exhibitions and public programs featuring a wide range of topics.

Action

To achieve its vision and purpose the Old Treasury Building undertook to:

- Provide free access to creative, engaging and educational experiences.
- Conserve, maintain and interpret the nationally significant historic building and its collections.
- Create strong relationships with other cultural institutions and become recognised as a vibrant destination for Victorian, national and international visitors
- Research and mount annual and permanent exhibitions in partnership with the Public Record Office Victoria (PROV).
- Engage new audiences and stay connected with current followers through a variety of public programs, social media and creative partnerships.
- Attract a broad profile of local visitors and other tourists through strongly-marketed cultural exhibitions and programs.



Caroline Molesworth, Ian Watts, Kate Luciano, Catherine Andrews, Premier Daniel Andrews and Jeff Byrne at the launch of *School Days*.

Old Treasury Building Business Plan and Marketing Strategy

This was the third and final year of the Old Treasury Building's Business Plan 2013-15. A new Business Plan, covering a further three-year period (2016-18), will be prepared for use from 2016 onwards. In summary, the OTB's Business plan focuses on three key areas – exhibitions programming, supporting public programs and marketing.

Quality exhibitions and ease of access are the keys to achieving public appreciation and enjoyment of the historic building, the Public Record Office treasures, and other museum displays.

Marketing focuses on engaging with specific audiences and highlights the permanent and temporary museum exhibitions. In addition to formal exhibition launches, print and other advertising, there was significant reliance on use of third-party engagement, free press coverage, community and relationship building and online platforms as a cost-effective way to achieve the organisation's marketing goals.

The six goals which were developed and which provide the best framework for a structured assessment of performance for the year were:

- Achieve state and national recognition for exhibitions and visual arts;
- Enhance public appreciation of the heritage site and the importance of historic State records;
- Preserve and maintain the OTB as a significant historic site;
- Maintain the financial viability of the free public exhibition program;
- Ensure that organisation processes enhance and support OTB purpose and values;
- Increase the level of community engagement.



OTB's display at the Melbourne Product Forum 11 June, 2015.

Visitors to the Old Treasury Building 2014-15

The number of visitors to the Old Treasury Building is the key indicator of public engagement with the Building. On this measure, the OTB enjoyed a very successful year in 2014-15, with an increase in visitor numbers of 10 000, to over 65 000. The breakdown was as follows:

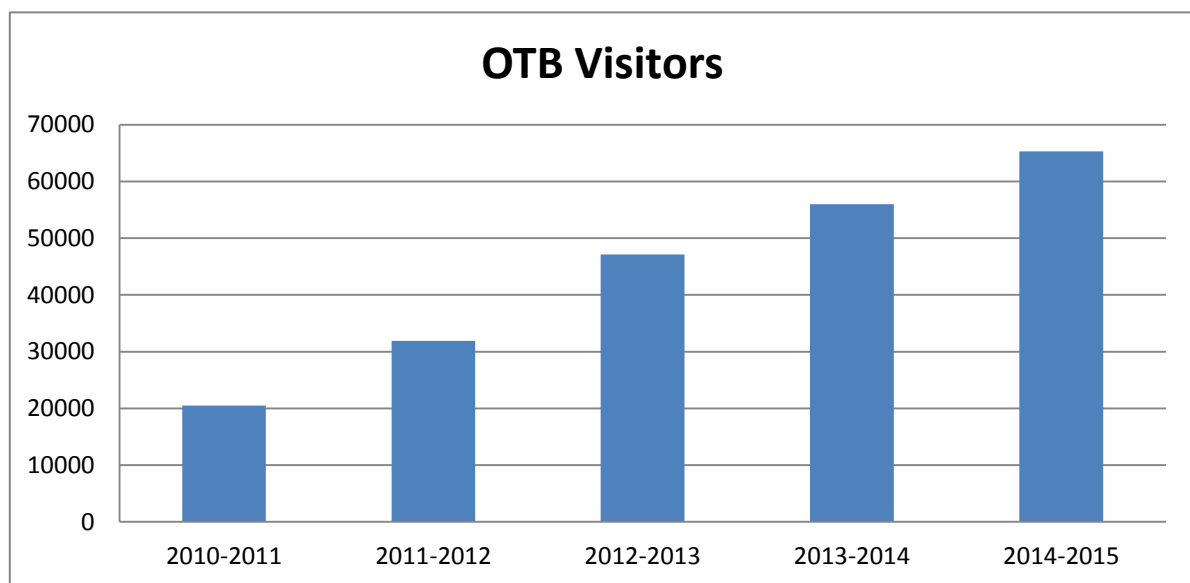
School visitors:..... 5 730

Group visitors:..... 917

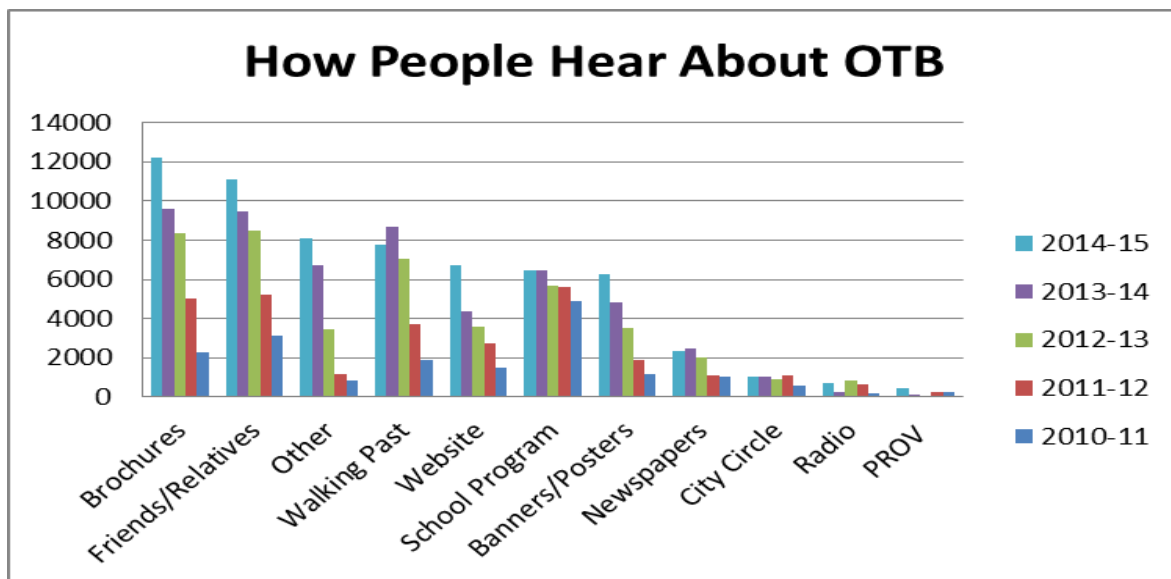
Individual visitors:..... 53 159

Function Room attendance:..... 5 507

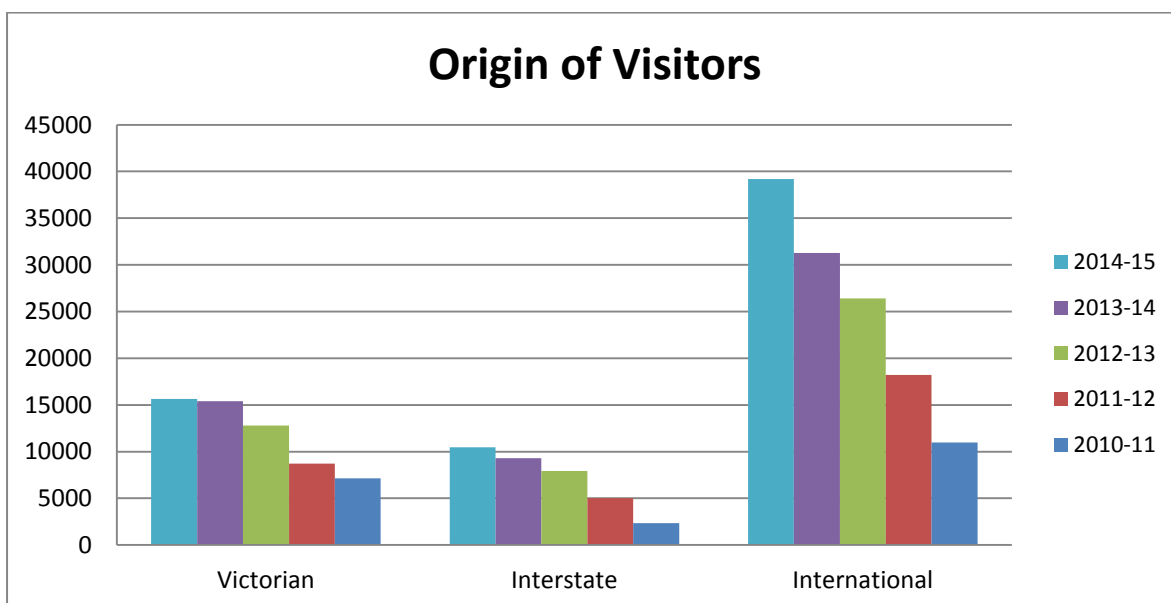
Total:..... 65 313



Visitor surveys confirmed that word of mouth and promotional brochures were the most important sources of information for visitors. The OTB website and social media also grew in importance.



International visitors continued to be the dominant group of those coming to the OTB, increasing to 60 per cent in 2014-15. This demonstrates the OTB's increasing profile in tourism activities in Melbourne.



Exhibitions and Activities 2014-15

The most important aspect of the OTB's operations was timely and cost-effective delivery of the varied exhibition program. An ongoing relationship with PROV, through a Memorandum of Understanding, ensured that the OTB exhibitions provided a unique opportunity for the general public to view many of the original documents held by PROV.

The regular 'refreshing' of the permanent exhibition *Victorian Archival Treasures*, and the planned program of temporary exhibitions, were delivered on time and on budget. The exhibitions were further enhanced by floor talks, walking tours and publications. Highlights are outlined below. A more extensive description of the exhibitions is given in Appendix 2.

- **Sailing into Melbourne**

This temporary exhibition exploring Melbourne's ports from the mid-nineteenth century to the era of modern containerisation, opened in June 2014 and ran until February 2015. Tales of gold immigrants, fever ships, gun defences and war ships were all graphically displayed in the exhibition and supported by an extensive public program.

- **School Days – Education in Victoria**

This fascinating glimpse of school life in Victoria over the past 150 years was opened by the Premier, the Hon. Daniel Andrews MP, in March 2015. Visitors were able to discover how education had changed since 1872 when Victoria became the first place in the world to establish a public school system that was free, secular and compulsory. The displays skilfully evoked nostalgic recollections of visitors' own school days. The exhibition was rescheduled to continue until October 2015 and was complemented by a rich and well-attended program of related events.



- **Early Melbourne Paintings**

This exhibition of nineteenth century Melbourne paintings continued on extended loan from the Roy Morgan Research Centre Collection. Displayed on the first floor of the building, the paintings were the subject of regular booked tours offered to visiting groups of adults and to school students. The tours proved to be increasingly popular.

- **Permanent Exhibitions**

The *Victorian Archival Treasures* exhibition explored themes from the history of Victoria, including Aboriginal Victorians, Early Melbourne, Ned Kelly and Criminals, Victorian Democracy, Eureka Rebellion, Gold and Governors. The subject matter is linked with several study areas in the Victorian school curriculum and was enjoyed by students as well as regular visitors. Corridor exhibits on the ground floor of the building featured the Old Treasury Building and its architect JJ Clark.

In the historic basement vaults a range of displays explored the history and legacy of the Victorian gold rush, while the exhibit *Growing up in the Old Treasury* re-created the residence of the Maynard family who lived in the basement as caretakers of the building in the 1920s. The *Chinese and the Law* exhibition was de-installed from the vault area during the year.

- **Open House Melbourne**

The Open House Melbourne event was again held on the last weekend in July and continued to be one of the most popular activities in the city's calendar. Almost 6 000 people visited the Old Treasury Building during the two days, many promising return visits at a later date. The staff and most of the OTB volunteer workforce were rostered on for duty over the Open House weekend and provided sterling service in supervising the record crowds in attendance.

- **AFL Parade**

The Grand Final Parade, now an accepted part of Melbourne's sporting calendar, took place on Grand Final Eve (26 September). The 2014 Parade was the last planned to travel along the traditional route, eastwards up Collins Street, terminating with the appearance of the Grand Final teams on the forecourt of the Old Treasury Building. Hopefully the OTB will continue to be a key part of this event into the future.



The AFL Grand Final Parade,
26 September, 2015.

- **Museums Accreditation Program (MAP)**

An expression of interest was submitted in April 2015 for OTB admission to this prestigious museums program. In June the OTB was accepted into the MAP two-year preliminary program which culminates in full accreditation to the Museums Program in 2017.

- **Anzac Centenary Arts and Culture Fund Grant**

The OTB received nearly \$40 000 in May 2015 from the Anzac Centenary Arts and Culture Fund for the exhibition *Soldier On: WW1 Soldier Settler Stories*. The exhibition will tell the story of the Soldier Settlement Scheme, implemented for soldiers returning from overseas service after World War 1, through recordings, photographs, letters and other mementos from the settlers and their families. It will open at the Old Treasury Building in November 2015.

- **National Library of Australia Community Heritage Grant**

An application for a further Community Heritage Grant from the National Library of Australia was submitted in May 2015 for funding for computer software to catalogue the OTB collection of furniture, fittings and documents.

Conservation and Maintenance

- **Building Maintenance**

Maintenance and preservation of the OTB as an historic site is an ongoing challenge and some aspects of the building's condition continued to give concern. These included damp in the basement, peeling paint surfaces, masonry on external surfaces, and the ongoing need to maintain wooden doors and window surrounds to accepted standards for an historic building.

The Treasury Reserve management is developing a five-year restoration and maintenance plan for all buildings comprising the Reserve. Inspections of the buildings will take place in the next financial year to ascertain the most urgent restoration needs and to draw up a prioritised program of works.

The Acting General Managers and Office Manager participated in regular meetings of the Treasury Reserve Projects committee at which these issues were discussed.

- **Building Security**

Security concerns following heightened terror alerts prompted a major review of security practices and procedures throughout the Treasury Reserve early in 2015. As part of the resultant security upgrade in the Reserve, a guard was stationed within the OTB each day. The system worked smoothly, and is felt to have enhanced the safety of those within the building.

- **OTB Furniture Collection**

A Collections Consultant was appointed in April 2015 to review the furniture inventory and update the item descriptions prior to digitisation.



The furniture commissioned for the Old Treasury Building can be dated to 1861, the Executive Council table above is believed to be part of the first furniture contract awarded to Ernest Altmann & Co for the price of £454.0.0.

Financial Position

The OTB finished the year 2014-15 with an operating loss of approximately \$52 000 largely due to the unexpected cost of salaries for the Acting General Managers during the extended illness of the General Manager. Despite this significant loss the closing cash position was still considered to be strong, with a closing balance of \$200 000.

All planned elements of the exhibition program under the MOU with PROV were delivered within budget during the year under review.

The OTB has budgeted for a balanced budget in 2015-16 as operating conditions return to normal.

Human Resources

This year was an extremely challenging one in relation to Human Resources, with several major staff changes, some planned and some unplanned.

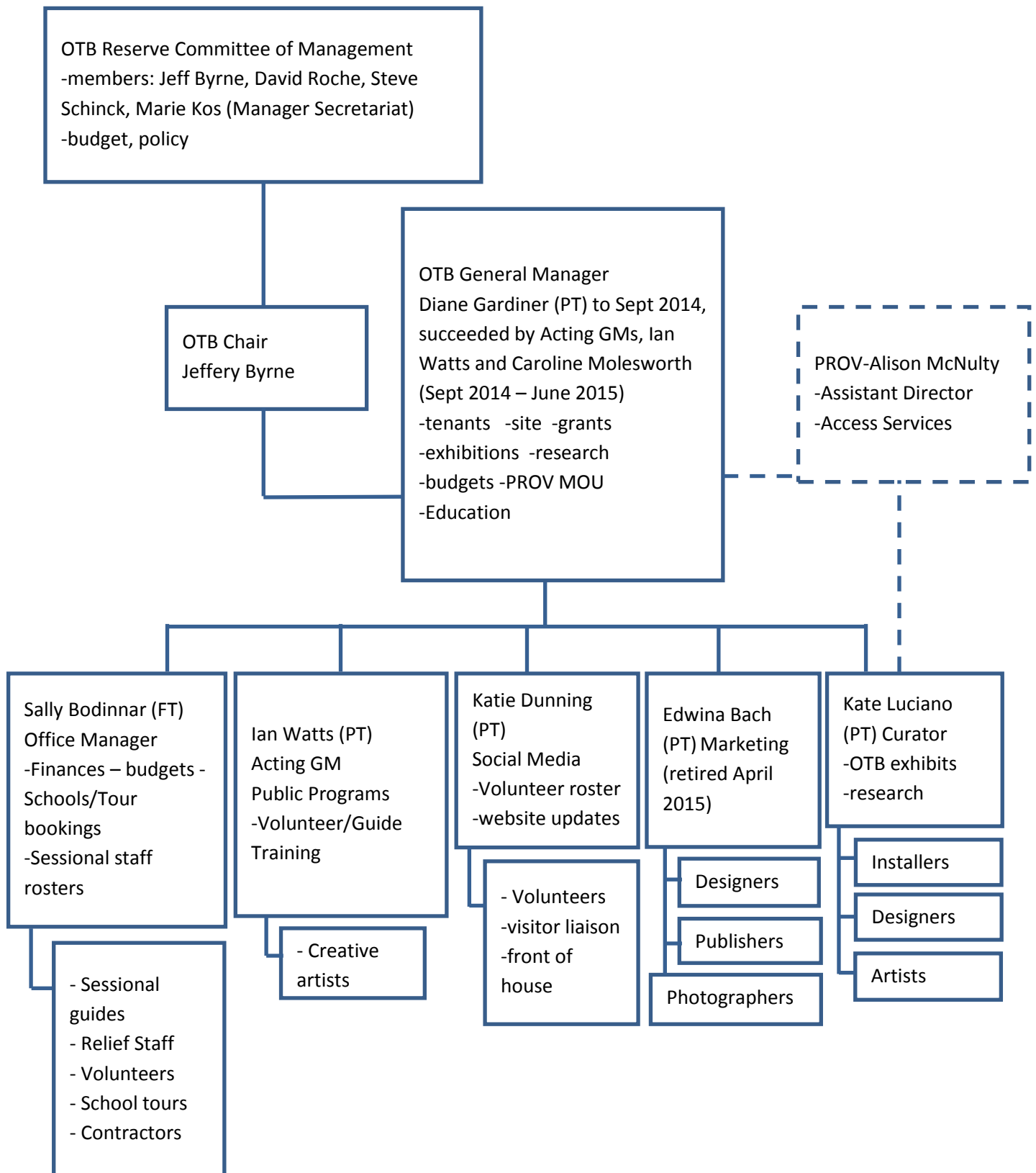
The extended leave of the General Manager meant that Ian Watts, Caroline Molesworth and Sally Bodinnar all assumed extra duties. Edwina Bach, Marketing Manager, resigned for family reasons in May 2015 and Katie Dunning, Social Media Officer, assumed part of the Marketing role in addition to her usual duties. Caitlin Mitropoulos commenced at Front of House for one afternoon per week.

Thanks to a large extent to the willingness of staff to step into new roles, and their ongoing commitment to the OTB, operations continued smoothly during what was a period of extensive change. The continued commitment of a dedicated, highly skilled and growing group of volunteers, working regular shifts as guides and exhibition attendants and providing valuable administrative support, was also noteworthy. The engagement with volunteers, in addition to their usual shifts, continued to be enhanced by a wide-ranging program of visits, lectures and training sessions. A total of 66 volunteers donated 3 285 hours during the year – an increase of 20 per cent from the previous year. The number of education guides also rose to 19.

Streamlining of Front of House duties was completed, resulting in position descriptions to better suit the changing needs of OTB administration. Manuals were produced, giving members of staff and volunteers valuable information in a clear and readily accessible format. All volunteers also underwent role reviews during the year and their comments and feedback were incorporated into a report to guide future volunteer programs and instruction.

Ian Watts attended the Museums Australia Conference in Sydney from 21 – 24 May 2015 as part of his professional development.

ORGANISATIONAL CHART 2014-15



Future Directions

The key initial task for 2015-16 is the appointment and commencement of a new General Manager, expected to take place in the first quarter. Briefing material and an extensive orientation program were prepared.

Decisions and actions will be required in the following areas over 2015-16:

- Development of a new Business Plan
- Enhancement of digital capacity.
- Review and refreshing of exhibition content.
- Review of staffing levels and KPIs.
- Continuance of program of compliance with MAP application conditions.
- Encouragement of greater diversity in OTB operations.

It goes without saying that the future of the OTB will still be dependent on one of its most valuable assets- the body of enthusiastic, knowledgeable and committed volunteers who enhance the visitor experience and provide vital support to staff members. Further volunteer recruitment drives and training programs will continue to take place.



The Melbourne Panorama, posted on Flickr by user Qicong Lin (Kenta) on 27 July, 2014.

Appendices

1. Governance and Legislation

The Old Treasury Building Reserve Committee of Management operates under the Crown Land (Reserve) Act 1978 and was incorporated in 1992. The Old Treasury Building Reserve Regulations 1992 set out in detail the objectives of the regulations and the role of the Committee. Since the change of state government in November 2014 the Committee of Management has been directly accountable to the Minister for Finance, the Hon. Robin Scott MP, who has the authority to appoint its members and an acting chair. (Prior to November 2014, the Committee was answerable to the Hon Gordon Rich-Phillips MLC, Special Minister of State and Assistant Treasurer in the previous government.)

The Old Treasury Building Reserve is part of the Treasury Reserve Precinct and is included on the Victorian Heritage Register. The registration reflects the social, historical, aesthetic, architectural and cultural significance of the Treasury Reserve buildings to the State of Victoria. All maintenance and use of the building must comply with the conditions of its Heritage Registration.

The responsibilities of the OTB Reserve Committee of Management (under the Old Treasury Building Reserve Regulations 1992) are to:

- Ensure that the building is used for a mix of public, cultural and promotional purposes.
- Encourage public access.
- Maintain the building's heritage value.
- Use its best endeavours to operate on a self-funded basis through commercial means and private sector support.
- Maintain and preserve the building.

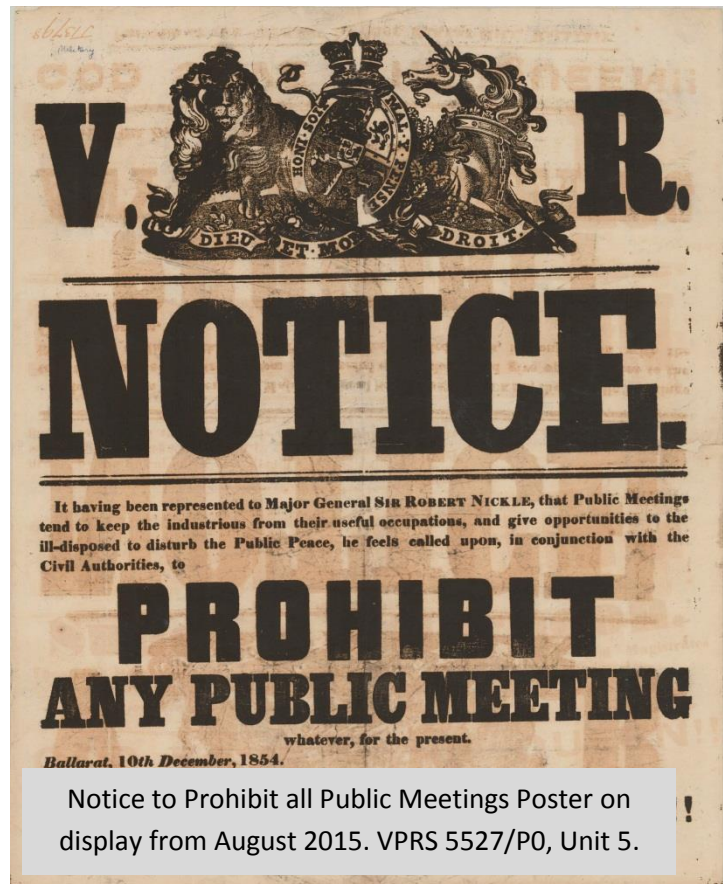
The Department of Treasury and Finance, as owner of the building, is responsible for the maintenance and upkeep of the building.

The current membership of the Committee and members' terms of office were as follows:

- Jeffery Byrne (Independent Chair of Committee): Chair for 6 Years; Retired Manager; reappointed in February 2014 for a further 2 years.
- Steven Schinck (Member of Committee): Retired Finance Officer, reappointed in February 2014 for a further two years.
- David Roche (Member of Committee): Department of Treasury and Finance officer, reappointed in February 2014 for a further two years.

The Committee of Management met four times in the 2014-15 year, (in August 2014, November 2014, February 2015 and June 2015). Three meetings were attended by the full Committee: the June 2015 meeting was attended by the Chairman and one other member.

The Old Treasury Building and the Public Record Office Victoria have had in place a Memorandum of Understanding (MOU) under which the OTB provided funding to PROV to develop, deliver and maintain a program of exhibitions at the OTB for the period July 2012 until June 2015. In early 2015 the Committee of Management and PROV reviewed the MOU and completed a new Memorandum of Understanding to cover exhibitions at the Old Treasury Building for a further three years from July 2015 to June 2018.



2. Exhibitions and Public Programs

Permanent Exhibitions

- **Victorian Archival Treasures**

An exhibition of documents, maps and photographs from the State Archives, showcasing topics such as Aboriginal history, early Melbourne history, Ned Kelly's story, the Eureka uprising and the birth of democracy in Victoria. Located on the ground floor of the Old Treasury Building.

- **Built on Gold**

A multi-media presentation located in the gold vaults which were originally constructed to store gold transported to Melbourne from the Victorian goldfields. The exhibition follows the journey of gold as it passed through the diggings, via gold buyers and gold escorts and occasional bushrangers, until it at last left the colony bound for the northern hemisphere.

- **Growing Up in the Old Treasury**

Recreates some of the basement rooms that were occupied by the building's caretaker, John Maynard, and his family during the 1920s.

- **The Melbourne Panorama**

Charles Nettleton's 1862 Melbourne panorama, taken from the roof of the Parliament of Victoria, is juxtaposed with photographer Michael Silver's views of the city taken in 2012. This exhibit, filling an entire OTB basement vault with a 360 degree vista of the Melbourne skyline, has become the most popular attraction in the building and a magnet for visitors.

Temporary Exhibitions

- **Sailing in to Melbourne (until Feb 2015)**

This exhibition featured an impressive display of nautical history highlighting the extraordinary past of Melbourne's port. The Port of Melbourne has seen the arrival of early settlers and migrants in search of a new life, gold seekers in search of fortune and young men returning home from battlefields. Historic records on display include letters, shipping registers, photographs, documents and plans.

- **School Days: Education in Victoria (commenced March 2015)**

The exhibition featured classroom stories, school photographs, film footage, old text books and memorabilia from the Public Record Office Victoria. A focus of the exhibition was the 1872 Education Act which initiated a public school system based on the principles of free, secular and compulsory education.

Events, talks and tours

Behind the Scenes tours (offered monthly) introduced visitors to the Early Melbourne Paintings exhibition and the Executive Council Chamber on the first floor of the building.

Special Events

- Rare Book Week: (17-27 July 2014). Robyn Annear presented a lecture at the OTB
- AIDS 2014: 20th International Aids Conference 'Paint the Town Red' (20-25 July 2014)
- Open House Melbourne: (26-27 July 2014)
- AFL Grand Final Parade: Presentation on the OTB forecourt (26 September 2014)
- History Week: Presented by the Royal Historical Society of Victoria (19-26 October 2014)
- Knowledge Week: City of Melbourne (27 October-2 November 2014)
- Australia Day: (26 January 2015)
- Sacred Spaces: Channel 31 Architecture Series featuring OTB (filmed at OTB in March 2015)
- National Trust Heritage Festival: (18 April- 26 May 2015)
- ICOM: International Museums Day tours (18 May 2015)

Events, Talks and Tours

Public Programs were presented during the year, complementing both permanent and temporary exhibitions and as part of public events and festivals in association with other organisations. Fifty-five programs were presented this year, 10 complementing *Sailing into Melbourne* and 14 associated with *School Days: Education in Victoria*.

- **Early Melbourne Paintings Tours:** Offered monthly to pre-booked visitors, and at other times by appointment.
- **Sailing into Melbourne: Floor Talks:**
 - Claire Doyle & Laraine Dunning: 'Sandridge Pier' (1 July 2014)
 - Emily Cross : 'Williamstown' (5 August 2014)
 - Ann Pahl : 'Troop Ships' (2 September 2014)
 - Anita Lekic : 'Migrant Ships' (7 October 2014)
 - Ann Gibson: History of the Port of Melbourne (29 October 14)
 - Lynne Robertson: Luxury Liners (18 November 2014)
- **Sailing into Melbourne: Walking Tours:**
 - Station Pier with Janet Bolitho, Port Melbourne Historical and Preservation Society (15 October 2014)
 - Walking Port Melbourne with Kenneth Park (25 October 2014)
 - Walking Williamstown with Kenneth Park (9 November 2014)

- **School Days: Education in Victoria: Floor Talks:**

- Anita Lenkic: Early Schooling (17 March 2015)
- Readings from Australian Schooldays by OTB staff & volunteers (18 March 2015)
- Carol Frost: Free Secular & Compulsory (24 March 2015)
- Rob Edmonds: Teaching in the bush (14 April 2015)
- Ivar Nelson: Building our Schools (12 May 2015)
- Gabrielle Keating: Women in Education (26 May 2015)

- **School Days: Visit:**

- MacRobertson Girls High School, with Kenneth Park (15 April 2015)

- **Music at OTB:**

- Essex Heights PS (10 June 2015)
- Northcote HS (24 June 2015)
- VCA Secondary School (6 & 20 May 2015)

- **School Days: Curator tours:**

- 13 April 2015
- 11 May 2015

- **Speaking at the Old Treasury**

- Phillip Morrissey, Immigration Museum: 'Journeys of a Lifetime' (20 September)
- Dr Kathy Fennessy: Our Colonial Museums (28 January 2015)
- Patrick Watt: Ned Kelly & the Burke Museum (25 March 2015)
- Peter Beckwith: Sovereign Hill Schools, living in history (1 April 2015)
- Dr Rosalie Triolo: My school and the Great War (15 April 2015)

- **Kenneth Park Lectures at the Old Treasury**

- 28 July 2014 Romania
- 20 August 2014 The Magic of Malta
- 26 October 2014 Power of the Portrait and the Archibald Prize
- 25 November 2014 The Channel Islands
- 9 December 2014 Wonderful Wales
- 13 January 2015 Profiling Jordan, Petra and the Dead Sea
- 13 February 2015 Northern Ireland
- 13 April 2015 Black Sea Ports



Northcote High School band, 24 June, 2015.

- **Stork Theatre at the Old Treasury**

- 9 November 2014 Digging Homer Pt1
- 23 November 2014 Digging Homer Pt2
- 12 February 2015 The Iliad Books 1-16
- 22 February 2015 The Iliad Books 17-24
- 12 April 2015 The Odyssey Books 1-12
- 26 April 2015 The Odyssey Books 13-24
- 3 May 2015 The Iliad Books 1-16
- 5 May 2015 Book Launch, "The Red and the Black and Other French Plays"
- 10 May 2015 The Iliad Books 17-24
- 17 May 2015 The Odyssey Books 1-12
- 24 May 2015 The Odyssey Books 13-24



Kate Kendall and the French Consul-General Myriam Boisbouvier-Wylie at the Stork Theatre Book Launch "The Red and the Black and other French Plays", May 5, 2015.

Volunteer Programs

An extensive package of support programs and visits to related organisations was undertaken to enhance the volunteer experience, further develop volunteers' interpretation and communication skills and deepen their understanding of the OTB's exhibitions and history.

Volunteer Visits during the year included:

- Mission to Seafarers (19 August 2014)
- Flemington Heritage Centre (13 October 2014)
- Port of Melbourne Boat Tour (30 November 2014)
- Hellenic Museum (12 February 2015)
- The Shrine (10 April 2015)



OTB volunteers and staff at the Mission to Seafarers, 19 August, 2014.

Briefings were presented by:

- Ann Gibson: *Sailing into Melbourne* (10 July 2014)
- Kate Luciano: new documents on display in Archival Treasures (25 August 2014)
- Lauren Bourke, Co-ordinator Community Archives, PROV : 'Exploring the PROV website' (4 September 2014)
- Kathy Fennessy: 'Our Colonial Museums' (28 January 2015)
- Kate Luciano: *School Days* (27 February 2015)
- Kate Luciano: new documents on display in Archival Treasures (31 March 2015)

Other Volunteer Events included:

- Grand Final Parade Function (26 September 2014)
- Christmas Cheer (12 December 2014)
- National Volunteer Week Celebration (May 2015)

Volunteer reviews:

Interviews and role reviews were completed with all current OTB volunteers during the period as part of the OTB volunteer recognition program, and also to provide useful volunteer feedback regarding customer service and the OTB museum operation. Valuable information was gathered.

Education Program

Victorian Archival Treasures offered teachers and students an exciting exhibition experience at the OTB. Developed around a rich selection of historic documents, maps and photographs from the collection of the PROV, this exhibition presented an overview of Victorian history brought to life by original archival records. Programs link the building and its exhibitions, onsite and online, with AusVELS (Victorian Essential Learning Standards) and the Victorian Certificate of Education (VCE) curricula.

Programs were presented by nineteen educationally qualified and experienced sessional staff.

These staff also participated in programs offered by the following groups:

- History Teachers Association of Victoria
- Civics and Citizenship Education Network
- Victorian Law Foundation Forum
- City Experience Education Program
- Museums Australia Education Network

Schools marketing strategies included:

- OTB staff attendance at the History Teachers Association of Victoria (HTAV) conference in September 2014, where they reconnected with education networks, and made valuable new contacts in the education community.
- Distribution of the 'Programs for Schools' booklet to all Primary Schools.
- An 'invitation to visit' was mailed to teachers,
- The OTB education brochure was sent to U3A groups to encourage adult group visits.

Professional Development for Education Guides included:

- Kate Luciano briefing on new documents on display in *Victorian Archival Treasures* (25 August 2014)
- Lauren Bourke, Co-ordinator Community Archives, PROV, speaking on 'Exploring the PROV website'
- New Guides briefing by Jackie Leslie (28 November 2014)
- Training session with Jackie Leslie to refresh staff for the 2015 school year (28 January 2015)
- Kate Luciano curatorial briefing on *School Days* (27 February 2015)
- Kate Luciano briefing on further new documents on display in *Victorian Archival Treasures* (31 March 2015)

3. Publications and Marketing 2014-15

General Marketing

Sets of four picture postcards were printed as marketing collateral for the *Sailing into Melbourne* Exhibition. The postcards included two promotional images from the exhibition, a photograph of Ned Kelly taken from his prison record and a photograph of Percy Pepper, an Aboriginal man whose story is told at the Old Treasury Building. These cards were given free to visitors and distributed through tourist sites in Melbourne. They proved to be highly popular, particularly the Ned Kelly postcard.

The initial success of the postcard led to development of a new four-card series of non-exhibition-specific OTB postcards. The new series included a reprint of Ned Kelly and three photographs of the building at various times: under construction, in 1876, and in modern times. These were also given free of charge to visitors to the Old Treasury Building.

A public display of images from the *Sailing into Melbourne* exhibition was also presented at Federation Square. Press and other advertising were used to publicise OTB events and activities.

Publications

The OTB brochure was revised and reprinted to include the *School Days* Exhibition and remove mention of discontinued exhibitions. Brochures were given to all visitors on arrival to assist with orientation within the building and interpretation of the exhibitions on display. The Old Treasury Building floor plan was also included as an insert in the brochure.

A flyer was developed for the *Early Melbourne Paintings* collection from the Roy Morgan Research Centre. A small print run was distributed to targeted sites around Melbourne and distributed to participants in tours of the first floor.

The 'Programs for Schools' booklet was reprinted following content revision to accommodate curriculum changes and the new temporary exhibition *School Days*. A flyer advertising the exhibition was also prepared for insertion in the booklet. This publication assists teachers in planning a school visit to the OTB and covers all exhibition themes with links to the AusVELS curriculum. In future it is planned to update and print the education booklet yearly.

The *Old Treasury Building Gazette* was produced on a regular basis throughout the year and featured topical news relating to the OTB. Subscriptions increased over the year by 10 per cent to 619 subscribers.

Digital Report

OTB Website

- Visitor numbers to the OTB website decreased by 4.8 per cent in this financial year to 24 865. This decrease occurred mostly in the number of returning unique visitors, whilst new visitors increased by 4 per cent. Overall, website visitors viewed fewer pages (9.16 per cent decrease in page views per person), and spent less time on those pages (14.75 per cent decrease).
- 'Facebook' and 'That's Melbourne' remained the best referral websites.
- The most viewed pages (outside the homepage) with 33 per cent of views were 'About Old Treasury Building' (9.13 per cent), 'Exhibitions' (8.43 per cent) and the contact page (7.24 per cent). The majority of viewers were located in Australia (2 204 people) while, amongst the top ten countries for overseas visitors to the OTB website, Singaporean visitors engaged with the site most, spending around 4 hours on the site per visit.

Facebook

- During this financial year, Facebook 'likes' have increased by 114 per cent to reach 402 on 30 June 2015. Engagement with Old Treasury posts grew by 66 per cent to 72 077, an increase of 1405.21 per cent, and impressions by 1238.11 per cent, indicating that the Old Treasury Building Facebook posts were seen approximately 1.25 million times.
- The largest growth of users viewing the OTB's Facebook page occurred in September 2014, possibly as a by-product of the AFL Grand Final Parade, while January 2015 saw the largest growth in followers.
- A post on 28 December 2014 reached the greatest number of Facebook users during the year, with 1 360 people viewing a post about the shipwreck items displayed as part of Sailing Into Melbourne.
- The majority of OTB Facebook followers are women (66 per cent, slightly above the overall Facebook average of 58 per cent).
- Most of the OTB's followers are in the age bracket 25-35 years, a statistic that accords with the average figures for general Facebook users.
- OTB users engaged with linking posts more than with any other type.



- The Facebook reach during Open House Melbourne 2014 increased by a massive 1 648 per cent to 8 305.

Twitter

- The Old Treasury Building's Twitter presence has grown by 104 per cent, to end the financial year with 367 followers. The largest increase occurred during March 2015, coinciding with #MuseumWeek, a Twitter event which gathered museums and culture enthusiasts from around the world. As a direct result of OTB's involvement with this event, the Twitter page was verified.
- Retweets of OTB posts increased by 364.52 per cent, with retweet reach increasing by 651 per cent. While mentions of @OldTreasuryMelb increased by 77.63 per cent, mention reach only increased by just over 13 per cent.
- On May 30 2015, a tweet from @thats_melbourne mentioning OTB and the floor talks associated with #SchoolDays reached 110 782 Twitter users. The OTB's highest retweet reach was from @thats_melbourne again, reaching 50 695 users on 7 July 2014.
- Twitter reach during *Open House Melbourne* 2014 increased to 31 498, a 22 per cent increase over the 2013 figure.

Instagram

- The Old Treasury Building increased its Instagram activity over the past year. This has encouraged followers and others to like and comment on images relating to the OTB. Through these efforts, OTB's Instagram followers have increased to 81, an increase of 261 per cent. In May 2015, the Old Treasury Building's Instagram was included in the Museum140, a European list of worldwide museums on Instagram.

Trip Adviser

- Some very positive comments have been posted by visitors on the Trip Adviser website during the year. Examples included:
- 'A slice of history – Tastefully presented and a great way to learn about Victoria's history. Easy to spend a couple of hours here' (12 May 2015)
- 'History at its best – we never knew Melbourne had so much history!' (8 May 2015)
- 'A Melbourne Must! – Have wanted to tour the Old Treasury Building for a long while after hearing about it from friends. What a wonderful old building, beautifully kept and staffed by very friendly and informative volunteers. As a bonus it's free! A real insight into Melbourne history, with a great photographic display, and a family home downstairs. Well worth the visit.' (25 January 2015)
- 'A 'must-do' while you're in Melbourne – just happened to wander in because we saw the sign outside and we saw that it was free. What a fantastic place. There is so much to see we'll probably have to return and have another look around.' (12 October 2014)

4. Building Occupants

The Old Treasury Building is used for multiple purposes. Two thirds of the ground floor and basement is reserved for museum exhibits.

The remainder of the building is tenanted to raise revenue to support the public use of the building. Rentals for all tenancies are based on Valuer-General valuations. Use of OTB spaces was carefully managed to ensure that the fabric of the building was protected and that tenant usage was fully compatible with the public benefit.

In 2014-15 the following tenants occupied premises in the OTB:

- The Department of Premier and Cabinet leased space for use by the Governor in Council, and by former Premiers Baillieu, Bracks, Brumby, Cain and Kirner. We were sorry to note the death of Mrs Kirner in June 2015.
- The Office of the Victorian Government Architect.
- The Victorian Marriage Registry, located on the ground floor of the northern section of the building, operated by the Office of Births, Deaths and Marriages.
- Leadership Victoria, a not-for-profit organisation focused on developing community leadership.



Leadership Victoria holding a session in the JJ Clark Room posted on Twitter by user @cynth_mahons, 27 July, 2014.

5. Financial Reports 2014-15

OLD TREASURY BUILDING 57 919 514 317

BALANCE SHEET AS AT 30 JUNE 2015

	2015 \$	2014 \$
SHARE CAPITAL AND RESERVES		
Retained earnings	188,315.45	249,614.35
TOTAL SHARE CAPITAL AND RESERVES	<u>188,315.45</u>	<u>249,614.35</u>
Represented by:		
ASSETS		
CURRENT ASSETS		
Petty Cash Imprest	739.30	425.25
Cash at Bank	55,300.26	61,015.21
NAB Online Saver account	88,537.28	135,956.83
Visa Debit Card	844.24	1,202.22
Grants and Sponsorship Account	25,670.20	9,566.78
Trade Debtors	31,658.68	40,124.64
Museum and Gallery Fund	500.00	500.00
Input Tax Credits	4,683.97	9,315.03
Stock on Hand	6,392.55	9,226.06
TOTAL CURRENT ASSETS	<u>214,326.48</u>	<u>267,332.02</u>
NON CURRENT ASSETS		
Fixed Assets		
Plant & Equipment	24,315.53	24,315.53
Less: Accumulated Depreciation	(22,074.00)	(20,530.00)
	<u>2,241.53</u>	<u>3,785.53</u>
Office Furniture and Equipment	26,606.52	26,158.52
Less: Accumulated Depreciation	(21,602.17)	(20,696.17)
	<u>5,004.35</u>	<u>5,462.35</u>
Total Fixed Assets	<u>7,245.88</u>	<u>9,247.88</u>
TOTAL NON CURRENT ASSETS	<u>7,245.88</u>	<u>9,247.88</u>
TOTAL ASSETS	<u>221,572.36</u>	<u>276,579.90</u>
LIABILITIES		
CURRENT LIABILITIES		
Trade Creditors	9,590.11	10,343.31
PAYG Withholding Tax Payable	5,253.00	3,412.00
GST Payable	18,413.80	13,210.24
TOTAL CURRENT LIABILITIES	<u>33,256.91</u>	<u>26,965.55</u>
TOTAL LIABILITIES	<u>33,256.91</u>	<u>26,965.55</u>
NET ASSETS	<u>188,315.45</u>	<u>249,614.35</u>

OLD TREASURY BUILDING

57 919 514 317

**PROFIT AND LOSS STATEMENT
FOR THE YEAR ENDED 30 JUNE 2015**

	2015 \$	2014 \$
SALES		
Museum Admissions		
Public Event Admission	1,327.00	613.36
Group Tours	5,622.80	4,412.10
Donations	2,567.60	16.60
Education Tours	26,436.00	27,178.80
Miscellaneous Income	383.18	6,918.18
	<u>36,336.58</u>	<u>39,139.04</u>
Tenant Income		
Leadership - Lease	63,119.92	63,019.92
DPC Former Premiers - Rent	207,200.05	204,195.04
BDM Wedding Registry - Rent	63,875.92	59,724.00
BDM Wedding Registry - Profit Share	46,882.00	43,170.00
Leadership - Licence Fee	40,123.92	40,123.92
Leadership - Furniture Fee	3,024.00	3,024.00
DPC State Architect	97,760.04	97,760.04
Nathan Bryce - Licence Fee	-	563.64
	<u>521,985.85</u>	<u>511,580.56</u>
Recouped Costs/Other		
Bank Interest	4,931.09	6,272.11
Film/Photography Location Fee	862.00	12,400.00
Casual Room/Steps Hire	2,435.00	17,670.91
Recouped Costs	-	1,137.14
	<u>8,228.09</u>	<u>37,480.16</u>
Sale of Books and Merchandise	1,709.93	7,792.30
Grants	64,789.90	4,247.27
	<u>633,050.35</u>	<u>600,239.33</u>
LESS: COST OF GOODS SOLD		
Opening Stock	9,226.06	8,121.28
Merchandising Stock	188.57	3,670.50
Closing Stock	(6,392.55)	(9,226.06)
	<u>3,022.08</u>	<u>2,565.72</u>
GROSS PROFIT FROM TRADING	<u>630,028.27</u>	<u>597,673.61</u>

**OLD TREASURY BUILDING
57 919 514 317**

**PROFIT AND LOSS STATEMENT
FOR THE YEAR ENDED 30 JUNE 2015**

	2015 \$	2014 \$
EXPENSES		
Building and Equipment Maintenance		
Cleaning	1,151.58	386.16
Security Contractors	-	544.00
Rubbish Removal	90.00	-
Photocopier/Fax Service	2,849.61	8,246.79
Minor Equipment	-	671.37
Office Equipment and Furniture	381.36	2,439.30
Computer & Maintenance	6,450.96	7,836.25
	<u>10,923.51</u>	<u>20,123.87</u>
Bad Debts Written Off	6,671.97	-
Utilities/Services		
Telephone	1,757.43	1,501.29
Internet	757.15	3,361.95
	<u>2,514.58</u>	<u>4,863.24</u>
Consumables		
Couriers	505.59	1,120.54
Reception Flowers	2,048.13	2,238.13
Postage	2,405.77	1,227.72
Stationery	1,830.90	1,875.74
Resource/Programs	242.28	198.47
Freight	403.02	583.81
	<u>7,435.69</u>	<u>7,244.41</u>
Advertising/Marketing		
Advertising & Marketing	6,895.23	7,686.17
Tourism Marketing	34,133.55	17,308.64
Sensis	758.70	565.00
Seniors Marketing	942.19	1,949.71
Printing	9,474.90	12,693.75
Design Fees	2,964.42	5,230.00
Publications/Subscriptions	214.67	-
Education Marketing	3,034.10	2,662.72
Conferences	1,656.36	3,484.59
Memberships/Professional Associations	1,078.64	1,083.64
Special Events & Networking	2,073.21	2,736.37
Openings	6,761.02	5,984.52
Exhibition & OTB Photography	-	883.64
Promotional Banners and Signs	-	1,070.75
	<u>69,986.99</u>	<u>63,339.50</u>

OLD TREASURY BUILDING
57 919 514 317
PROFIT AND LOSS STATEMENT
FOR THE YEAR ENDED 30 JUNE 2015

	2015	2014
	\$	\$
Exhibitions and Tours		
Temporary Exhibitions	1,452.65	3,006.67
Built on Gold Maintenance	3,581.00	6,796.00
Caretakers Apartment	226.49	41.36
Public Programmes	764.73	2,263.43
PROV Exhibition	82,500.00	84,453.30
Exhibition Equipment	2,444.32	2,524.66
Vault 5 Panorama Upgrade	-	44,161.13
ANZAC Centenary Grant	25,000.00	-
	<u>115,969.19</u>	<u>143,246.55</u>
General Expenses		
Travel Costs	169.02	413.26
Minor Maintenance	3,759.74	3,043.57
Miscellaneous	-	54.80
	<u>3,928.76</u>	<u>3,511.63</u>
Capital Improvements	-	1,244.54
Employment Expenses		
Salaries - Administration	73,640.99	67,123.69
Consultant - Education	520.00	5,147.50
Consultant - Marketing	31,165.00	32,350.00
Superannuation	6,710.91	6,326.67
Staff Amenities	2,539.28	2,033.27
Workcover	3,349.92	1,431.19
Educational Sessional	26,935.00	25,665.00
Consultant - Specialist	5,590.00	17,610.00
Consultant General Manager	226,906.93	129,775.60
Consultants - OTB Chair Person	12,630.00	-
Staff Parking	15.00	225.08
Other Employer Expenses	765.83	505.00
FOH Duties	57,920.00	53,377.70
Staff Development	2,033.06	2,080.05
Occupational Health & Safety	877.50	39.50
Volunteer Expenses	11,853.38	9,124.89
	<u>463,452.80</u>	<u>352,815.14</u>
Professional Fees		
Accounting	1,378.18	3,108.64
Audit Fees	1,000.00	1,000.00
Bank Charges	479.45	416.96
Legal Fees	5,136.05	2,719.36
	<u>7,993.68</u>	<u>7,244.96</u>
Depreciation	<u>2,450.00</u>	<u>3,447.00</u>
	<u>691,327.17</u>	<u>607,080.84</u>
Loss before income tax	<u>(61,298.90)</u>	<u>(9,407.23)</u>

Audit Report

OLD TREASURY BUILDING RESERVE COMMITTEE OF MANAGEMENT INC

Trading As Old Treasury Building

ABN 57919514317

Independent Audit Report

SCOPE:

I have audited the attached special purpose financial report of the Old Treasury Building Reserve Committee of Management Inc (ABN 579 195 14317) for the year ended 30th June 2015 as set out in the attached pages. The Committee is responsible for the financial records and for having determined that the accounting policies used is consistent with the financial reporting requirements of the constitution and is appropriate to meet the needs of the members. I have conducted an independent audit of the financial report in order to express an opinion on it to the members of the Old Treasury Building Reserve Committee of Management. No opinion is expressed as to whether the accounting policies used are appropriate to the needs of the Committee of Management.

I disclaim any assumption of responsibility for any reliance on this report to any person other than the members, or for any purpose other than that for which it was prepared.

My audit has been conducted in accordance with Australian Auditing Standards. My procedures include examination on a test basis of evidence supporting the amounts and other disclosures in the financial report. These procedures have been undertaken to form an opinion whether, in all material respects, the financial report is presented fairly in accordance with the accrual basis of accounting.

The audit opinion expressed in this report has been formed on the above basis.

Audit Opinion:

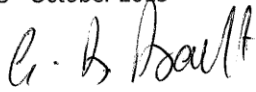
In my opinion the financial report of the Old Treasury Building Reserve Committee of Management Inc presents a true and fair view of the financial position of the Old Treasury Building Reserve Committee of Management Inc as at the 30th June 2015 and the results of

its operations and its cash flow for the year then ended are in accordance the requirements of the Association Incorporations Act of Victoria and the following Australian Accounting Standards:

- AAS 5 Materiality
- AAS 8 Events Occurring After Reporting Date

It should also be noted that the financial report has been prepared on an accruals basis and is based on the historic costs and does not take into account changing money values, or except where specifically stated, current valuations of non-current assets.

Dated: 5th October 2015



Geoffrey B Boulton

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