# Old Treasury Building Annual Report 2015-16

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BEGIN YOUR TOUR OF MELBOURNE HERE. WE SPENT A WONDERFUL TIME ROAMING THIS MUSEUM WHICH OUTLINED MELBOURNE'S HISTORY, ESPECIALLY THE IMPACT OF GOLD MINING ON THE REGION'S DEVELOPMENT AND GROWTH.

-TRIPADVISOR REVIEW FROM PEGTRAV, VISITED SEPT 15

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LEFT: Soldier On: WWI Soldier Settler Stories. Photo by Greta Photography.

FRONT COVER: The Old Treasury Building. Photo by Katie Dunning.



It has been another successful year at the Old Treasury Building. The exhibition program continued to delight visitors, fulfilling the principal aim of the Old Treasury Building Reserve Committee of Management to provide public access to the building and its history, while safeguarding its heritage value.

A busy exhibition program ensured that visitor numbers were maintained at the high level achieved in the previous year. The very popular School Days: Education in Victoria was replaced in October by the Old Treasury Building Museum's contribution to the Anzac Centenary. Soldier On: WWI Soldier Settler Stories was produced in partnership with Public Record Office Victoria and with the assistance of funding from the Commonwealth Government's Anzac Centenary Arts and Culture Fund. It reminded us of the power of well-told historical stories to continue to inspire us in the present.

A very significant area of growth during the year was in the Museum's virtual audience. Despite very limited resources, our digital content was seen by an estimated 1.8M users – an increase on the previous year of some 55 per cent. This is an outstanding achievement. Once again the Old Treasury Building Museum participated in many of the state's festivals and events, including *Open House Melbourne*, the Heritage Festival and History Week. The building was the second most-visited in the *Open House Melbourne* program, with well over 5,000 visitors over the weekend. Many thousands more watched the Australian Football League's Grand Final Parade begin from the Old Treasury Building.

In presenting its programs the Museum is highly dependent on a large group of talented and committed volunteers and guides, who assist visitors and support the small staff in myriad other ways. We would like to thank each of them sincerely for their continuing support and unfailing enthusiasm.

Thanks are due also to other members of the Committee of Management, our colleagues at Public Record Office Victoria and on the Treasury Reserve, and of course to the small, but extraordinary staff, whose love for the building shows in the continuing quality and imagination of their work.



Jeffery Byrne Chairman



Margaret Anderson General Manager

OUR VISION-WE WILL CREATE A LIVELY AND WELCOMING MUSEUM THAT TELLS ENGAGING STORIES, CONTRIBUTES TO THE CULTURAL VIBRANCY OF THE CITY AND IS A LEADING CULTURAL HERITAGE DESTINATION IN MELBOURNE.

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#### PURPOSE

We will present vibrant and accessible programs that bring the Old Treasury Building to life, contribute to community connectedness and inspire a sense of place. We will safeguard the Old Treasury Building for the people of Victoria and others.

#### **OLD TREASURY BUILDING GOVERNANCE**

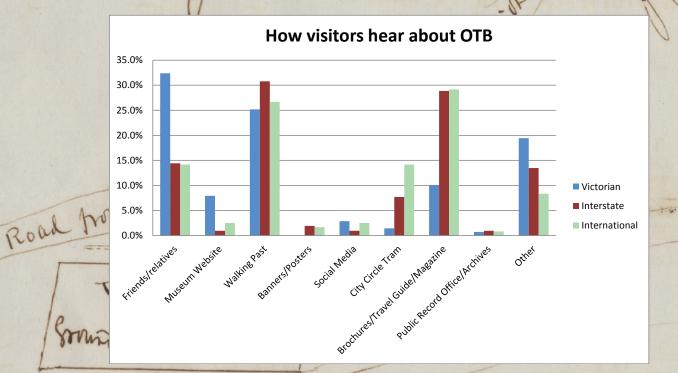
The Old Treasury Building is managed by the Old Treasury Building Reserve Committee of Management Inc., under the Crown Land Reserves Act (1978). Committee members are appointed by the Minister for Finance. The building is part of the Treasury Reserve Precinct and is included on the Victorian Heritage Register.

The Committee's responsibilities under the Act are to:

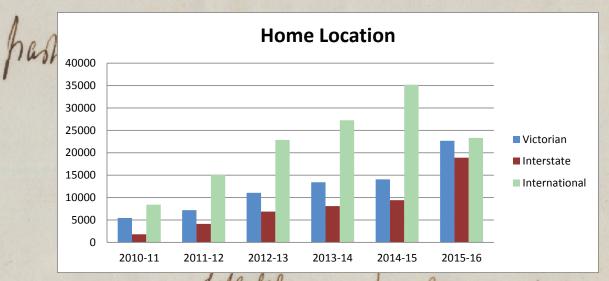
-Ensure public access to the building through a mix of cultural and promotional activities -Preserve the building's heritage value -Use its best endeavours to operate on a selffunded basis.

#### THE BUILDING

The Old Treasury Building is one of Australia's finest nineteenth-century buildings. It was constructed between 1858 and 1862 to store the gold then flooding into Melbourne from the Victorian gold fields. Above ground it provided offices for senior government officials, including the Governor of Victoria. The historic Executive Council Chamber is still used on a weekly basis, in a remarkable sequence of continuous use. The ground floors and basement vaults now house a free public history museum, open on six days each week. Accommodation in upper floors is leased to a range of tenants, including a former governor and former premiers. Income derived from these tenancies funds museum operations.



Road leading to the Aution



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In 2015-16:

- 64,866 visited the site

- 8,111 participated in a booked tour – an increase of 22%

- 6,880 school students participated in a booked program – an increase of 25%

- 1,813,083 engaged with digital platforms- an increase of 55%

- Revenue was up by 13%

- The Old Treasury Building Museum was awarded a TripAdvisor Certificate of Excellence for 2015

- An Anzac Centenary exhibition Soldier On: WWI Soldier Settler Stories opened With an accompanying documentary film Soldier On

 A busy program of public floor talks and lectures was presented:

- 12 associated with the exhibition *School Days* (July – October)

- 14 associated with *Soldier On* (November – June)

- The Old Treasury Building presented programs in nine external festivals or major events, including *Open House Melbourne*, History Week & Law Week - It was the second most popular venue in *Open House Melbourne* 

 Marketing strategies focused on leveraging relationships and digital initiatives initiatives

- The AFL Grand Final Parade set off from the Old Treasury Building

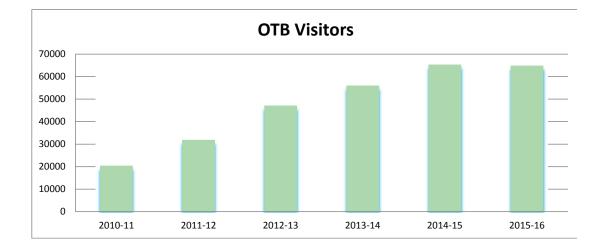
- 63 volunteers contributed 3194 hours to assist with visitor services

 - 21 sessional teachers presented education programs to booked school groups

- A new Memorandum of Understanding was signed with Public Record Office Victoria to continue the exhibition partnership for another three years

 A comprehensive strategic planning process was conducted resulting in a new Strategic Plan for the next five years

-The budget returned to surplus, placing the organisation in a better position to implement new initiatives



VERY FRIENDLY STAFF EXPLAINED WHAT THERE WAS TO SEE. THE EXHIBITIONS WERE VERY DETAILED AND GAVE AN EXCELLENT INSIGHT INTO THE HISTORY OF SOME OF AUSTRALIA'S DARK SIDE. -TRIPADVISOR REVIEW BY 191JCB, VISITED JANUARY 2016 The strategic plan initiatives that the Old Treasury Building Museum will focus on in the coming year include:

- Renewal of long-term exhibitions on the first floor

- Beginning to scope replacement exhibitions in the basement vaults

- Developing a new temporary exhibition in partnership with PROV

- Exploring a potential partnership with Museum Victoria for display of appropriate collections

- Developing a concept plan and strategy to redevelop the website

- Implementing new education programs - Building the number of school visits and

specialist tours

- Continuing to build digital engagement

- Reviewing marketing strategies and building the number of general visitors

- Seeking philanthropic support for programs

- Participating in major events and relevant festivals to extend audience reach

- Improving disabled access to the building

- Ensuing that strong processes are in place for occupational health and safety



#### ENSURE PUBLIC ACCESS TO THE OLD TREASURY BUILDING

#### - MANDATE FOR THE EXHIBITION PROGRAM

The Old Treasury Building Museum is presented on the ground floor and basement of the building. Exhibitions present aspects of the history of Victoria relevant to the building and its context. Principal themes are the history of gold in Victoria, its impact on the City of Melbourne, broader aspects of urban history, the growth of a democratic system of government and the building itself. Several exhibitions each year are presented in partnership with Public Record Office Victoria. The Old Treasury Building funds these exhibitions from its income base.

# SCHOOL Days

School Days: Education in Victoria traced the history of public education in Victoria from the introduction of free, secular and compulsory primary education in 1872. Records from Public Record Office Victoria were complemented by oral histories and personal mementoes. It was a popular exhibition for visitors with many reminders of school days past. This exhibition received 38,341 visitors- the highest number of visitors recorded for a temporary exhibition at the Old Treasury to date.

until October 2015

*Curated by Kate Luciano and designed by Nuttshell Graphics Melbourne.* 





WWI SOLDIER SETTLER STORIES

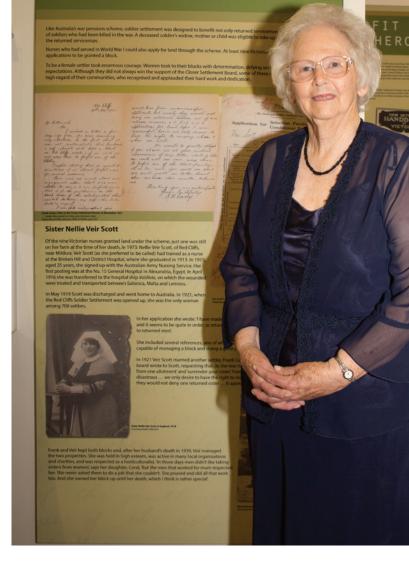
Soldier On: WWI Soldier Settler Stories was created with the assistance of a grant from the Federal Government's Anzac Centenary Arts and Culture Fund. It examined the history of the many thousands of returned soldiers who signed up for rural settlement blocks after World War I.

The exhibition offered a somewhat different perspective on the centenary of Anzac. Soldier On drew widely on sources in Public Record Office Victoria to uncover some little-known stories, including those of Aboriginal returned soldiers and several returned nurses who moved onto blocks - groups previously thought to have been excluded from the scheme. Many of the stories were intensely moving, revealing in settlers' own words the heartbreak of attempts to create family farms on land that was often unsuitable, and against a backdrop of world recession and crippling debt. Many visitors commented that this was a history largely forgotten, but extremely important, especially in regional Victoria.

The exhibition was complemented by personal photographs and artefacts from several private collections. *from November 2015* 

*Curated by Kate Luciano and designed by Playwork Studios.* 

### WOMEN WORKING THE LAND



SOLDIER ON - DOCUMENTARY FILM

The exhibition was accompanied by a documentary film, also supported with a grant from the Anzac Centenary Arts and Culture Fund.

The film drew on oral histories from soldier settler descendants, with context provided by prominent scholars. The juxtaposition of personal memories, authentic voices and scholarly commentary created a powerful film, which has drawn attentive audiences.

Background research/directed by Kate Luciano. Production by Suite Displays Melbourne.





Displays in the long-term exhibition galleries were updated in July and December, replacing the archival records on display to ensure their long-term preservation.

#### **EXHIBITION PREPARATION**

Research was completed for the next temporary exhibition – *Wild Colonial Boys: Bushrangers in Victoria.* Wild Colonial Boys will be installed in August 2016. The temporary exhibition space will also move at this time to the corridor and gallery in the northern end of the building, allowing for a more coherent reading of displays in the museum.

#### EARLY MELBOURNE

Research commenced on the development of a new gallery, to be installed in the previous temporary exhibition rooms on the ground floor. This exhibition will explore the history of early Melbourne, from the 1803 Collins settlement at Sorrento, to the emergence of Marvellous Melbourne in the 1880s.

#### **MELBOURNE AS NATIONAL CAPITAL**

Research began for a new gallery to be installed next to the 'Deakin Room'. It will examine the heady decades from 1901-27 when Melbourne housed the newlycreated Commonwealth Government of Australia.

#### OLD TREASURY BUILDING FOYER DISPLAY

Preparation of a new display for the foyer/ entrance area began. This exhibition will serve as an introduction to the building itself and to the exhibition program at Old Treasury Building. It will also provide key visitor information and assist with wayfinding. The projected completion date is mid-September 2016. The exhibition program was complemented by a busy program of associated events, including lectures, informal talks, programs for schools and other events.

#### SCHOOL DAYS: EDUCATION IN VICTORIA

Curator Tours *with Kate Luciano* 13 July, 10 August

#### **MUSIC FROM SCHOOLS**

Victorian College of the Arts Secondary School 5 August, 26 August

#### **PUBLIC LECTURES**

The Changing Classroom: The Aims and Practices of Education c. 1910-c.2010 *with Dr John Andrews* 8 July

Illustrated talks Gender in the History of Schooling in Victoria' *with Dr Deborah Towns* 29 July

**Readings from the Victorian Readers** 2 September

#### FREE FLOOR TALKS

Punishment with Rosalind Mearns 14 July

Schools go to War with Helen Marson 28 July

Technical Schools with Glenda Holdsworth 12 August

Pre-service teacher training with Matt Allenby 22 September

Life of a Rural School Teacher with Rob Edmonds 20 October

# SOLDIER ON:WWI SOLDIER SETTLER STORIES

Curator tours with Kate Luciano 17 November, 22 March, 21 June

#### **PUBLIC LECTURES**

Soldier Settlement in Victoria Reconsidered with Associate Professor Charles Fahey 18 April

"Simply because I was an eighteen year old hero": the Victorian Land Settlement Scheme'. *with Professor Marilyn Lake* 18 May Presented with the Royal Historical Society of Victoria

#### FREE FLOOR TALKS

Establishment of the Soldier Settler scheme with Jennifer Ferneyhough 24 November

The Soldier Settler experience with Rob Edmonds 1 December

Legacy of the Soldier Settler Scheme with Gabrielle Keating 8 December

Returning home with Helen Marson 12 January

Building communities with Marguerite Bell 2 February

**1925 Royal Commission***with Doug Robertson*23 February

Health of the soldiers with Nicci Foster 24 April

Lessons learnt? with Gabrielle Keating 10 May

Family life with Rob Edmonds 31 May



#### **KENNETH PARK LECTURE SERIES**

Meet the Iron Duke 17 August Sailing from Portsmouth to Lisbon 18 September Museums of Paris 14 October A Tale of Three Cities- Brussels, Bruges & Ghent 4 November Museums of London 10 November Three Treasures- Old Treasury, Treasury Gardens & Treasury Place (walk) 24 November Museums of New York 28 January Fitzroy Gardens and Jolimont (walk) 9 February Fabulous Florence 23 March Museums of Vienna 16 May Wonderful World of Frank Lloyd Wright 21 June

LOVE THE OLD ARCHITECTURAL FEATURES. THANKS FOR LOOKING AFTER THIS BUILDING AND ITS HISTORY! -VISITORS COMMENT ON EVALUATION SHEET, VISITED FEBRUARY 2016



The Old Treasury Building offered special tours or programs in the following major festivals or events

#### RARE BOOK WEEK

Archbishop Goold and the Wild, Wild West Shane Carmody 19 July

**OPEN HOUSE MELBOURNE** 25 & 26 July

**AFL GRAND FINAL PARADE** Presentation on the OTB forecourt 2 October

#### VICTORIAN SENIORS' FESTIVAL

The Old Treasury Building as Architecture presented by Caitlin Mitropolous 6 October

#### **HISTORY WEEK**

History Council Annual Lecture Australia's big Science Picnic 1914: some new evidence *Prof. Lynette Russell* 22 October Presented by the History Council of Victoria.

#### **KNOWLEDGE WEEK**

*Presented by City of Melbourne* 19-25 October

MELBOURNE JAZZ FESTIVAL November

ACCESSIBILITY WEEKEND

#### 15 November

#### MELBOURNE GREEN December

AUSTRALIA DAY Early Melbourne Paintings Tours Dressing Up Old Treasury 26 January

#### NATIONAL TRUST HERITAGE FESTIVAL

From Pozières to Kulwin/Wagant: WWI soldier settlement in Victoria's Mallee, 1920-1955 *Lecture by Dr Charles Fahey* 18 April

**NATIONAL VOLUNTEER WEEK** 9-15 May

LAW WEEK Tours of the Executive Council Chamber 16-22 May

NATIONAL SORRY DAY 26 May

**COLLINS STREET PRECINCT** Have we met yet? The Old Treasury Building 6 June

#### AUSTRALIAN OLYMPIC COMMITTEE Gold medal presentation to Jared Tallent 17 June

IN 2015 THE OLD TREASURY BUILDING WAS THE SECOND MOST POPULAR BUILDING IN THE OPEN HOUSE MELBOURNE PROGRAM, ATTRACTING 5616 VISITORS. The Old Treasury Building Museum offered six themes for education programs in 2015-16. Specific year-level content was linked to the requirements of curricula through AusVELS (Essential Learning Standards) and the VCE (Victorian Certificate of Education). Programs offered included:

- Early Melbourne
- Gold
- Victorian Democracy
- Crime & Criminals
- Growing up in Old Treasury
- World War 1 and Soldier Settlement

The Museum employed 21 certified teachers as sessional staff to deliver programs.

There was a 22 per cent increase in the number of students in booked school tours this year- an extremely pleasing result.

During the year museum staff also began a review of program content, to ensure currency in links to curricula and to take account of new curriculum areas emerging, especially in Civics and Citizenship and in Legal Studies. The result will be an expanded range of programs on offer from later in 2016. Professional development for teachers and Museum presenters was offered in association with the following organisations:

- Civics and Citizenship Education Network

- Museums Australia Education Network

- Melbourne City Experience Teacher Professional Learning

- History Teachers Association of Victoria
- Victorian Law Foundation Forum.

Museum presenters were also offered in-service professional development at the Museum through the following presentations/workshops:

The Changing Classroom Dr John Andrews 8 July

Gender in schooling Dr Deborah Towns 29 July

Soldier On: WW1 Soldier Settler Stories and new documents on display Victorian Archival Treasures Kate Luciano briefing 5 November

The shape of things to come In-service discussion 25 January

Cultural Awareness training Koorie Heritage Trust 18 February

'Including Learners with a Disability' Program at Melbourne Museum 23 June

### A VERY KNOWLEDGEABLE STAFF AND VERY GOOD EXHIBITIONS AND DISPLAYS LEAD TO THIS VISIT BEING A VERY GOOD FACT FINDING AND INFORMATIVE EDUCATION INTO HOW THE CITY AND SURROUNDING AREA WAS COLONISED AND PROGRESSED. -TRIPADVISOR REVIEW BY ALAN C, VISITED DECEMBER 2015

In recent years the Museum has developed a series of special guided tours. One tour guides visitors through the building and its standard displays: two others offer access to collections and parts of the building normally unavailable to the public. The Museum is fortunate to have on loan a rich collection of historical pictures from the Roy Morgan Research Institute. These are hung on the first floor. Special paid tours guide visitors through these pictures and include access to the Executive Council Chamber. There has been a steady increase in bookings for these tours and we hope to see numbers grow further in the future.

Detail from Grazing by the Yarra, Oil on canvas by William Short Snr, c.1878.



The aim of the Old Treasury Building Museum's marketing strategy was to strengthen brand awareness of the building, the museum and its programs, to build on-site audiences and to increase the museum's digital reach. The strong growth in the virtual audience in 2015-16 to 1.8 M, an increase of 55 per cent, was a particular achievement in this period.

With a very limited budget and staff allocation (0.2 FTE), the marketing strategy concentrated on leveraging the annual spend through inexpensive and complimentary promotional opportunities. These included That's Melbourne, the City of Melbourne's event hub, the museum's own e-newsletter, and popular social media platforms, including Facebook, Twitter, Instagram and You Tube. Participation in annual festival programs also helped to reach specific niche audiences. Examples in 2015-16 were Open House Melbourne, Law Week and the National Trust's Heritage Festival. The combined reach across all promotional activities was an estimated mainstream audience of more than 20 million.

#### EDUCATION PROGRAM

Marketing of the education program was also a priority this year. Membership of EducationHQ provided cost-effective access to the education market, with an online reach of 456,000 and a print reach of 225,754. Marketing Officer Katie Dunning also attended the History Teachers Association of Victoria's annual conference to discuss the Museum's programs with teachers, seeking feedback from specialist teachers and marketing the product at the same time. The growth in education bookings during the year was a welcome outcome of this increased activity.

#### **OTHER ACHIEVEMENTS**

We were delighted to achieve the following recognition:

- A 2015 TripAdvisor Certificate of Excellence for consistently high visitor ratings

- Inclusion in the Lonely Planet Guide.



#MuseumSelfieDay, a social media event, generated significant engagement with OTB fans. Photo by Caitlin Mitropoulos.

The hero image from *Soldier On: WWI Soldier Settler Stories* was used on all collateral. Photo supplied to Public Record Office Victoria by Mary Chandler, date unknown.

#### **TEMPORARY EXHIBITION**

Marketing of the new temporary exhibition Soldier On: WWI Soldier Settler Stories was approached in partnership with Public Record Office Victoria marketing team. Some 33 news and media organisations were targeted with media releases and other content, while the Museum distributed a flyer to information hubs around Melbourne, including the Tourist Information Centre in Federation Square. Postcards were also printed for free distribution within the Museum. These were especially popular with visitors to pass on to friends and relatives. Exhibition curator Kate Luciano recorded many radio interviews following the exhibition launch, helping to generate on-site visits.

## PROMOTIONAL ACTIVITIES REACHED A COMBINED ESTIMATED MAINSTREAM AUDIENCE OF MORE THAN 20 MILLION, INCLUDING A DIGITAL REACH OF 1.8 MILLION.





Digital marketing is an obvious growth area across all forms of promotional activity and museums are no exception. The Old Treasury Building Museum's success in this area was exceptional, especially given the very limited staff resources available. Facebook followers increased by 55 per cent, while the estimated reach increased by 17.3 per cent to 700,040 users. Twitter activity also increased dramatically, with a 38 per cent increase in 'likes', a 63 per cent increase in retweets and a 32 per cent increase in 'mentions'. Participation in special Twitter-only events, including #MuseumWeek, helped to drive growth. The cumulative effect was a 270 per cent increase in overall reach. A concerted effort from January also increased Instagram followers by over 278 per cent. Regular program updates were provided to e-subscribers throughout the year, with a pleasing increase in subscribers of 37 per cent, while open rates remained above the industry average, at 36 per cent.

#### WEBSITE

The website is less of a success story. In fact the Museum's elderly website is a significant barrier to further improving digital marketing activity. The site's content management system (CMS) is no longer supported and an upgrade is urgent. Sourcing the funds to enable either migration to a current version of the CMS, or the development of a new site, will be a challenge for the next year. Functionality is also an issue and the inclusion of some interactive capacity is an urgent requirement to meet contemporary user expectations.



Ross Greenwood 🧇 @Ross\_Greenwood Follow

@OldTreasuryMelb Thanks for having us there @TheTodayShow. One of the great hidden gems of Melbourne that more people should know about!

### THE STAFF ARE EXTREMELY FRIENDLY, WE SPREAD OUT OUR MAPS AND GOT THE REST OF THAT DAY'S ITINERARY SORTED OUT. COULDN'T HAVE BEEN NICER - THEY CLEARLY LOVED WORKING THERE AND DEALING WITH FIRST TIME VISITORS TO MELBOURNE. -TRIPADVISOR REVIEW FROM FREDTRAVELVA, VISITED JULY 2015

The Old Treasury Building Museum has grown substantially in the past five years. In its first year in 2010-11 the Museum was open on only two days each week and attracted some 20,000 visitors. It is now open six days each week, Sunday to Friday, and visitor numbers have more than tripled. However neither the income, nor the staffing component, has kept pace with this growth, and there is increasing pressure on both staff and programs. Management of visitors to the Museum is dependent on a group of 63 volunteers, who welcome visitors, provide introductory information, and assist with routine administrative tasks. Volunteers also present regular Gallery Floor Talks. They are an exceptionally talented and committed group of people, whose contribution is highly valued.

There is a program to recognise longterm volunteers, with a five-year badge and presentation ceremony. In 2015-16 there were 6 volunteers who had been with the Museum for more than five years. They were Billy Quinn, Maria Liberogiannis, Jackie Leslie, Pam Wynne, Gabrielle Keating and Emma Steinfort.



Old Treasury Building volunteers Gabrielle, Emma, M. Jackie are presented with their 5 year badges. In turn the Museum offers volunteers a program of social events and professional development, with regular visits to other sites and exhibitions.

#### **PROFESSIONAL DEVELOPMENT PROGRAMS 2015-16**

Flements of architecture David Islip 27 August Aboriginal Cultural Awareness Workshop Koorie Heritage Centre 18 February

#### **PRESENTATIONS TO VOLUNTEERS**

The Changing Classroom Dr John Andrews 8 July Gender in schooling Dr Deborah Towns 29 July Researching Chateaux and Guiding in Palaces Caitlin Mitropoulos and Evelina Ericsson 29 October Soldier On: WWI Soldier Settler Stories and new documents on display Victorian Archival Treasures Kate Luciano 5 November Museums at the end of the world Dr Jo Clyne 22 March The Museum of you Dr Sherene Suchy 8 April Museums of Vienna, celebrating International Museums Day

Kenneth Park

16 May

#### VISITS DURING THE YEAR

Melbourne Museum 13 July

Australian sketchbook: Colonial life and the art of ST Gill State Library of Victoria 8 September

The Horse National Gallery of Victoria 15 October

Public Record Office Victoria 24 November

WW1: Love & Sorrow Melbourne Museum with presentation by Senior Curator Deborah Tout-Smith 12 February

Melbourne General Cemetery Dr Celestina Sagazio 13 April

Public Record Office Victoria Volunteer Week visits 9-13 May

**Grainger Museum** 30 June

THE FURNITURE AND FURNISHINGS HAVE HISTORIC SIGNIFICANCE AS A DIVERSE ASSEMBLAGE OF MOVABLE AND FIXED ITEMS THAT RANGES FROM THE ELEGANT, UNIQUE AND CEREMONIAL TO THE UTILITARIAN

-FROM THE SIGNIFICANCE ASSESSMENT, FURNITURE COLLECTION



Maintenance of the Old Treasury Building is managed in conjunction with the Treasury Reserve Precinct. A five-year capital works and maintenance schedule was developed for the precinct during the year, including works scheduled for the Old Treasury Building. One major project completed this year was the scheduled upgrade of all fire sprinklers in the building. This proved to be a complex task, but was required to ensure continuing compliance. Other work scoped was the restoration of the external heritage lamps, with work scheduled to begin later in 2016.

Damp in the basement continued to be a concern, with de-humidifiers in constant use in one of the vaults. We continued to monitor the environment in other vaults. Disabled access was also identified as an issue and will be addressed in the coming year.

# THE OLD TREASURY BUILDING FURNITURE COLLECTION

Significant progress was made in a project to improve documentation of the furniture collection, in readiness for digital cataloguing. It was decided to use Victorian Collections as the collection management system and initial training was completed by several staff. A Community Heritage Grant from the National Library of Australia allowed the Museum to purchase a suitable digital camera and to undertake training in the use of Victorian Collections. Further training will follow in 2016-17. A 13 percent growth in revenue during the year assisted in returning the overall budget to surplus. This positions the Old Treasury Building to pursue some of the strategic improvements identified for future programming, which should, in turn, drive visitor growth.

#### MANAGEMENT OF TENANCIES

Existing tenancies continued in 2015-16 to provide the principal income stream for the Old Treasury Building Museum. Rentals for all tenancies were based on the Valuer-General's valuations. The General Manager and Office Manager met regularly with tenants to ensure that any issues could be resolved promptly and to ensure that tenant usage preserved the fabric of the building.

In 2015-16 the following tenants occupied the building:

- Department of Premier and Cabinet, on behalf of the Governor in Council and other tenants.

- Office of the Victorian Government Architect

- Department of Justice (Victorian Marriage Registry)

- Leadership Victoria, a not-for-profit organisation that fosters leadership.

#### **OTHER INCOME SOURCES**

Additional income was derived from tours, education programs and hiring space within the building for events and film locations.

Scenes from the following films or programs were shot in the building:

- Winners & Losers (July)
- Jack Irish (August)
- Today Show (August)
- Singapore Airlines (September)
- Swinburne University (October)
- Channel 7 (October)
- -It is Written Oceania (March)
- Cinema Viscera (April)



WHAT A FIND! THIS MUSEUM SHOWCASES HOW MELBOURNE WAS BUILT. IT HAS AN AMAZING PANORAMIC PHOTO OF OLD AND NEW MELBOURNE. A NUMBER OF THE BUILDINGS OF OLD ARE STILL STANDING. WELL WORTH THE TIME TO VISIT -TRIPADVISOR REVIEW FROM CAROLE2073, VISITED FEBRUARY 2016



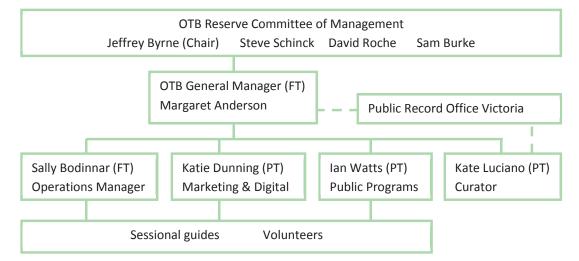
#### COMMITTEE OF MANAGEMENT

Membership of the Committee of Management was as follows: Jeffrey Byrne Chairperson Steven Schinck David Roche (to ??) Sam Burke (??-??)

The Committee of Management met on four occasions during the year, on 8 October, 3 December, 4 February and 25 May.

#### **HUMAN RESOURCES**

From July to October the role of General Manager was filled jointly by Ian Watts and Caroline Molesworth. A new General Manager, Margaret Anderson, took up her position on 26 October. In consultation with the Committee of Management and staff all positions were reviewed, new position descriptions approved and contracts issued. Office Manager Sally Bodinnar was reclassified to Operations Manager.



#### **ORGANISATIONAL STRUCTURE**

ABOVE: Northcote High School playing in the gold vaults as part of our 'Music by Schools' program. Photo by Katie Dunning.

LEFT: New Governors Reception, the arrival of Lord Hopetoun in November 1889. Photo State Library of Victoria, H38812.

#### OLD TREASURY BUILDING 57 919 514 317

#### BALANCE SHEET AS AT 30 JUNE 2016

	2016 \$	2015 \$
SHARE CAPITAL AND RESERVES		
Retained earnings	236,138.70	188,315.45
TOTAL SHARE CAPITAL AND RESERVES	236,138.70	188,315.45
	,	,
Represented by:		
ASSETS		
CURRENT ASSETS		
Petty Cash Imprest	729.60	739.30
Cash at Bank	79,892.99	55,300.26
NAB Online Saver account	89,714.22	88,537.28
Visa Debit Card	1,794.03	844.24
Grants and Sponsorship Account	27,697.21	25,670.20
Trade Debtors	51,819.45	31,658.68
Museum and Gallery Fund	500.00	500.00
Input Tax Credits	5,382.69	4,683.97
Stock on Hand	4,852.06	6,392.55
TOTAL CURRENT ASSETS	262,382.25	214,326.48
NON CURRENT ASSETS Fixed Assets		
Plant & Equipment	24,315.53	24,315.53
Less: Accumulated Depreciation	(22,506.00)	(22,074.00)
	1,809.53	2,241.53
Office Furniture and Equipment	26,606.52	26,606.52
Less: Accumulated Depreciation	(22,314.17)	(21,602.17)
	4,292.35	5,004.35
Total Fixed Assets	6,101.88	7,245.88
TOTAL NON CURRENT ASSETS	6,101.88	7,245.88
TOTAL ASSETS	268,484.13	221,572.36
LIABILITIES CURRENT LIABILITIES		
Trade Creditors	12,240.56	9,590.11
PAYG Withholding Tax Payable	3,872.00	5,253.00
GST Payable	16,232.87	18,413.80
TOTAL CURRENT LIABILITIES	32,345.43	33,256.91
TOTAL LIABILITIES	32,345.43	33,256.91
NET ASSETS	236,138.70	188,315.45
	200,100.10	100,010.10

#### OLD TREASURY BUILDING 57 919 514 317

#### PROFIT AND LOSS STATEMENT FOR THE YEAR ENDED 30 JUNE 2016

	2016 \$	2015 \$
SALES		
Museum Admissions	65,838.98	36,336.58
Tenant Income	558,073.41	521,985.85
Recouped Costs/Other	42,960.96	8,228.09
Sale of Books and Merchandise	1,780.42	1,709.93
Grants	5,460.00	64,789.90
	674,113.77	633,050.35
LESS: COST OF GOODS SOLD		,
Opening Stock	6,392.55	9,226.06
Merchandising Stock	180.00	188.57
Closing Stock	(4,852.06)	(6,392.55)
	1,720.49	3,022.08
GROSS PROFIT FROM TRADING	672,393.28	630,028.27
EXPENSES		
Building and Equipment Maintenance	9,097.45	10,923.51
Bad Debts Written Off		6,671.97
Utilities/Services	2,713.90	2,514.58
Consumables	19,694.96	7,435.69
Advertising/Marketing	61,310.90	69,986.99
Exhibitions and Tours	102,542.30	115,969.19
General Expenses	4,460.49	3,928.76
Employment Expenses	413,755.96	463,452.80
Professional Fees	9,850.07	7,993.68
Depreciation	1,144.00	2,450.00
	624,570.03	691,327.17
Profit (Loss) before income tax	47,823.25	(61,298.90)



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