

A photograph of the Old Treasury Building, a grand neoclassical structure with tall columns and a balcony. In the foreground, a black ornate lamp post with three glass-enclosed lanterns stands prominently. The text 'Old Treasury Building Annual Report 2017-18' is overlaid on the upper left portion of the image.

Old Treasury Building Annual Report 2017-18



LEFT: 'Play Me, I'm Yours' installation by Arts Centre Melbourne, filming for online film. Photo by Katie Dunning.
COVER: The Old Treasury Building showing one cast iron lamp. Photo by Katie Dunning.
BACK: Children admire the gold replicas in the Old Treasury Building basement. Photo by Katie Dunning.

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A YEAR OF GROWTH

It was another year of spectacular growth for the Old Treasury Building. Physical visits increased by a full 20 per cent, to reach a record total of 91,297. Many of these visitors were tourists, attracted by very positive Trip Advisor and other online site reviews. But the number of local visitors increased also, which was very pleasing.

At the same time digital engagement expanded across all platforms, with our combined social media sites reaching an incredible 6.8 million accounts. For a tiny organisation, this is an extraordinary achievement.

Museum programs – exhibitions
Centenary of Anzac

Two new exhibitions were curated and installed during the year. In November we opened *A Nation Divided: The Great War and Conscription*. This exhibition marked the centenary of the second of the hugely divisive referendums held during the First World War on the issue of conscription. Debates on this issue divided Australians as never before. The exhibition was presented as a contribution to the Centenary of Anzac commemorative program, with assistance from the Veterans Branch of the Department of Premier and Cabinet. Both the exhibition, and its associated digital content, has been very popular with visitors and with visiting school groups.

A 1920s Christmas: Christmas at the Old Treasury

This nostalgic look at Christmas in the 1920s is fast becoming a fixture in our calendar. Visitors love the hand-made decorations and our volunteers have become quite the experts at making them.

Gold, Gold!

Gold Rush: 20 Stories, 20 Objects followed in June. This exhibition presented many of the major themes of gold rush Victoria through the stories associated with just 20 objects. The objects presented ranged from the commonplace to the unusual, and from the large to the tiny, but even the tiny things have big stories to tell.

Behind the Lines 2016 (incoming exhibition)

Political cartoons never fail to raise a laugh and this annual exhibition, toured by the Museum of Australian Democracy in Canberra, found an appreciative audience. It was shown in the Old Treasury Building from June to August and found a ready audience both in the building and online.

Associated public programs
Lectures & talks

An extremely busy series of associated programs was presented during the year. In all 73 lectures, informal talks and workshops were presented, most of which were free to the public. This represented a significant contribution on the part of our staff and volunteer group.

Education programs

The busy education program also continued, with our 26 certified teachers presenting to 6,396 students. Several new programs were developed during the year.

Festivals

Additional special events were presented in many of Melbourne's community festivals. They included Open House Melbourne (in which the OTB was the most-visited building), the National Trust's Heritage Festival, Law Week, History Week, Rare Book Week and Seniors Week. Once again the Grand Final Parade was launched from the Old Treasury Building, with great fanfare and excitement.

We are delighted that our overall visitor experience was awarded a Trip Advisor Certificate of Excellence for 2017.

Volunteer contribution

The Old Treasury Building has a tiny group of paid staff and we could not hope to present this ambitious program without the assistance of the large and talented group of volunteers who work with us daily. We pay tribute to them and to our colleagues on the Reserve Committee of Management, and thank them for their continuing support. We also thank our colleagues in Public Record Office Victoria and the Department of Treasury and Finance.

Marian Quartly, Chair
Margaret Anderson, Director

Old Treasury Building Reserve Committee of Management
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RESPONSIBLE BODY'S DECLARATION

I am pleased to present the Old Treasury Building Reserve Committee of Management's Annual Report for the year ending 30 June 2018.



Professor Marian Quartly
Chair
30 September 2018

OUR VISION-
THE OLD TREASURY BUILDING-
INSPIRING MUSEUM AND CHERISHED HERITAGE ICON-

STATEMENT OF PURPOSE

We present lively and inclusive programs that tell Victorian stories, contribute to community connectedness and inspire a sense of place.

We bring the Old Treasury Building to life and nurture it for the people of Victoria and beyond.

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 self-funded 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.

LEFT: Detail of Old Treasury Building (Chief Secretary’s Office) drawing, date unknown. PROV VPRS 3686/P1 unit 457 TPM 1.2



LEFT: Visitors in 'Melbourne: Foundations of a City' during Open House Melbourne. Photo by Katie Dunning

VISITORS

- 91,297 visited in person (up 20%)
- 6,396 school children attended a booked program
- **6.8M digital visits (up 55%)**
- Certificate of Excellence from Trip Advisor for 2017

EXHIBITIONS- IN HOUSE

- *A 1920s Christmas* (November-December)
- *A Nation Divided: The Great War and Conscription* (From December)
- *Gold Rush: 20 Objects, 20 Stories* (From June)

EXHIBITIONS- INCOMING

- *Early Melbourne Paintings* from the Roy Morgan Research Collection (From July)
- *Behind the Lines 2016* from the Museum of Australian Democracy, Canberra (July-August)

PUBLIC PROGRAMS & EVENTS

- 73 individual programs presented – formal lectures, informal talks, seminars & workshops
- Making Public History Series (six seminars) presented in partnership with the History Council of Victoria and Monash University
- Events were presented in 10 external community festivals
- **OTB was the most-visited building in the Open House Melbourne program**
- The Grand Final Parade launch was held at the OTB

ORGANISATION

- 53 volunteers contributed 3,150 hours to assist with visitor services and programs
- 26 sessional teachers presented education programs to booked school groups
- The Memorandum of Understanding with Public Record Office Victoria was renegotiated and renewed to commence in 2018-21.
- External funding of \$40,000 was secured for the exhibition *A Nation Divided*.

BUILDING

- Restoration of the forecourt lamps was completed
- **Restoration of stone work on the building's façade was completed**
- A security feature was installed in the lift to secure access to upper floors
- Additional security features were installed on all floors

THE STRATEGIC PRIORITIES FOR 2018-19 INCLUDE:

- Install new temporary exhibition provisional title *Wayward Women*
- Install of a new long-term exhibition in the gold vaults introducing the Victorian Gold Rush
- Research and consult on new exhibition exploring Aboriginal history on the goldfields
- Secure external funding for Aboriginal history exhibition and other projects
- Develop an exhibition in partnership with researchers from the University of Melbourne on foundation Catholic Archbishop James Alipius Goold (for 2019-20)
- Assist in securing external funding for the Goold exhibition
- Progress research on a new long-term exhibition on the Yarra (for installation 2019-20)
- Develop new digital material to accompany exhibitions
- Continue to build digital engagement
- Present active public program to support exhibitions
- Review marketing strategies to maximise returns and continue to grow visitor numbers
- Support partnerships with PROV, History Council of Victoria and Monash University
- Complete building works as scheduled
- Maintain strong development program for guides and volunteers
- Manage expenditure within the OTB budget

RIGHT: The gold vaults in the Old Treasury Building. Photo by Katie Dunning



THE EXHIBITION PROGRAM – IN-HOUSE

The museum at the Old Treasury Building is presented on the ground floor and in the former gold vaults in the basement. 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, the growth of the city itself and the evolution of a democratic system of government. We also interpret the building, and the career of its talented architect J J Clark.

The exhibition program tries to combine one or more temporary exhibitions, with changes to longer term displays to refresh exhibits, attract new audiences and ensure the preservation of artefacts. It is presented in partnership with Public Record Office Victoria (PROV).

After the focus on new long-term exhibitions in 2016-17, this year saw a return to creating temporary exhibitions. Two new temporary exhibitions were curated and installed in December and June. In the meantime the very popular *Wild Colonial Boys* continued to be exhibited in the temporary exhibitions gallery until May.

Wild Colonial Boys included some fascinating objects kindly loaned by other collections. We were very grateful to the following institutions for lending us their objects:

- *State Library of Victoria*
- *Police Museum*
- *Gold Museum Ballarat (Sovereign Hill Museum)*
- *Harry Brookes Allen Museum of Anatomy and Pathology at the University of Melbourne.*
- *And, of course, Public Record Office Victoria.*

Special thanks also to the Billabong Band of the Victorian Folk Music Club for recording a version of the song 'The Wild Colonial Boy' for us.

Public programs presented to expand on this exhibition were:

- Introducing Wild Colonial Boys*
with Gabrielle Keating
11 July
-
- The Wild Colonial Boy*
with Emily Cross
22 August
-
- Ned Kelly*
with Faye Dennis
14 October
-
- Introducing Wild Colonial Boys*
with Rob Edmonds
5 December

A 1920S CHRISTMAS

After the success of the small Christmas decorations exhibition last year, it was decided to present another similar display. This was located in the basement rooms that once housed building caretakers, the Maynard Family. This year's display expanded the number and range of decorations shown. Once again patterns were sourced from contemporary newspapers and journals to create decorations appropriate to the post-war period and the 1920s – the period of occupancy of the Maynard Family.

Although commercial decorations were available for purchase at this time, many families could not afford the expense of shop-bought decorations, preferring to make their own. Patterns were published in local newspapers to provide guidance to crafty Victorian families. Marketing Officer Katie Dunning once again researched these patterns, translating the intricate instructions for our willing band of volunteer decorators. As our dexterity improved, we were able to re-create several of the more intricate and ambitious patterns. The result was a varied and colourful display that was featured in the City of Melbourne's Christmas campaign.

As in the previous year the exhibit proved very popular, with many visiting specifically to see the decorations. Several schools requested detailed instructions so that their classes could attempt to make their own decorations. We hope they succeeded. The Christmas display is likely to be a permanent fixture in the exhibition calendar.

RIGHT: Detail of the display in 'Christmas at the Old Treasury'. Photo by Katie Dunning



A NATION DIVIDED: THE GREAT WAR AND CONSCRIPTION

This exhibition was prepared to mark the centenary of the second of two referendums held during the Great War (1914-18) to determine whether Australian men should be conscripted to fight overseas. Although prepared as a 'temporary' display, it is likely to remain on display for longer than usual, since it nicely complements the adjacent display on Melbourne as National Capital. A Nation Divided was created to contribute to the Centenary of Anzac program with the support of a grant from the Veterans Branch of the Department of Premier and Cabinet.

THE WAR WITHIN THE WAR

The two conscription referendums were hugely controversial, dividing Australians as never before. Historians have described the debates as the most violent and divisive in the nation's history and they consumed the nation from August 1916 until the end of December 1917.

A PROPAGANDA WAR

Many community organisations were formed to campaign on the conscription issue, both for and against. There were huge public meetings and violent street marches. Both sides contributed to a virulent propaganda war. Not for the first or last time, 'truth' was the first casualty. The government campaigned for conscription, along with all of the major newspapers, most of the churches and other civic organisations. The labour movement led the campaign against. Although completely out-spent by the government on the propaganda front, the anti-conscription campaign was supported by several extremely talented black and white artists, whose posters and cartoons were highly effective. 'The Blood Vote', drawn by Claude Marquet, was said to be the most famous poster of the war. Over one million copies were printed and distributed.

WOMEN AS CAMPAIGNERS

Women were especially active campaigners on the conscription issue, on both sides of the debate, and we feature the stories of two redoubtable women in the display. Both were gaoled for their activities. Adela Pankhurst and Jennie Baines were tiny in stature, but extremely feisty campaigners. Prime Minister and avid campaigner for conscription Billy Hughes was only comfortable once they were securely behind bars!

MUSIC OF THE CAMPAIGNS

Music was also an important element in the conscription campaigns and we were fortunate to have the assistance of the Victorian Trade Union Choir, who recorded several of the best-known songs to play in the exhibition. They very charitably recorded both pro and anti-conscription songs.

SUPPORT MATERIAL

Extensive digital material was prepared to support this exhibition and it has been a popular addition to the website. There was also an active program of associated talks and lectures.

The exhibition was curated in-house.

Design: Arterial Design
Installation: Spel Design
Sav installation: Danni Wozniak
Printing: Vival Printing

FLOOR TALKS:

The Vote Against Conscription
with Faye Dennis
14 December

The Great War and Conscription
with Margaret Anderson
14 February

RIGHT: Visitors in 'A Nation Divided: The Great War and Conscription'. Photo by Katie Dunning





LEFT: A visitor in 'Gold Rush: 20 Objects, 20 Stories'. Photo by Katie Dunning

GOLD RUSH: 20 OBJECTS, 20 STORIES

The Gold Rush period in Victoria was rich in both objects and stories. This exhibition selected just 20 of those objects to recreate something of the chaos and excitement of those heady decades. Along the way we aimed to present some of the new research into this important period in Victoria's history.

FROM THE USEFUL TO THE DECORATIVE

We included both two-dimensional 'objects' – manuscripts and pictures drawn from collections around the state – and three-dimensional objects – the tangible 'things' created at the time. Some of these objects are utilitarian. We featured a heavy wooden gold-washing cradle for example, an object that was both essential and ubiquitous in the early stages of alluvial gold-finding. But we also exhibited a lovely 1850s women's dress in the crinoline style. This was equally popular, but seems a far cry from being suited to life on the rough gold fields.

SMALL OBJECTS, BIG STORIES

The objects range from the large and imposing to the tiny and apparently insignificant. But the smallest objects, small pieces of glass worked as spear points, have one of the largest stories to tell. These objects were worked by local Dja Dja Wurrung people using the remains of glass bottles – new material they quickly identified as a useful replacement for traditional quartz. Access to the quartz quarries was swiftly appropriated by miners seeking the seams of gold. We were grateful to the Dja Dja Wurrung Clans Aboriginal Corporation for their interpretation of these objects and their generosity in lending them for our display.

NEW SCHOLARSHIP ON 'DIFFICULT' HISTORIES

Aboriginal history is one of the important themes in the exhibition. We tried to balance evidence of the devastating impact of European expansion in the areas of the goldfields, with accounts of the ways in which Aboriginal people quickly engaged with the business of gold-getting, as guides, as miners, as traders and as the first police corps on the diggings.

There was a strong theme of women's history in the exhibition also, told partly through some fascinating archaeological finds, excavated both in Melbourne and on the diggings. And several objects recalled the long history of Chinese immigration to Victoria, and the difficulties these Chinese miners encountered in the colony.

THE 'WELCOME STRANGER'

Of course the story of the gold rush would not be complete without at least one gold nugget. This one is not an original, but it is a contemporary replica of the largest nugget then found in the world. The 'Welcome Stranger' nugget weighed over 70 kilos when it was found in 1869. It was so large that it was broken up immediately so that it could be weighed. The replica is almost as old as the original, and is an impressive centrepiece to the exhibition.

Objects in the exhibition were drawn from many collections around the state. We thank the following organisations for lending collection items to the exhibition:

- Art Gallery of Ballarat
- Ballarat Cemeteries Trust
- Bright & District Historical Society
- Dja Dja Wurrung Clans Aboriginal Corporation
- Geelong Art Gallery
- Gold Museum (Sovereign Hill Museum Association)
- Heritage Victoria
- Museum Victoria
- National Library of Australia
- Parliament of Victoria
- Public Record Office Victoria
- State Library Victoria

The exhibition was curated in-house.

Design by: Arterial design
Installation: Spel Design
Sav installation: Danni Wozniak
Printing: Vival Printing

THE EXHIBITION PROGRAM – INCOMING

Two new temporary exhibitions were received from other museums or collections.

INCOMING EXHIBITIONS

EARLY MELBOURNE

PAINTINGS: 1840-1880

From the Roy Morgan Research Collection

Rare and early pictures tracing the growth of Melbourne, from very early pencil drawings of the town in the 1840s, to later watercolours and oils of the emerging city.

From July

Some of these pictures accompanied the *Melbourne: Foundations of a City* exhibition: others were hung on the first floor and were presented via booked public tours. Our thanks to the Roy Morgan Research Collection for making these rare and beautiful pictures available to us.

BEHIND THE LINES 2016

From the Museum of Australian Democracy, Canberra

The best political cartoons of 2016 as selected by the museum. July-August

This exhibition showcased the art of political cartooning, selecting the 'best' of the offerings of the year. Combining humour with satire, these cartoons presented a running commentary on the politics of the day.



RIGHT: Untitled by Warren Brown. Published in the Daily Telegraph 4 July 2016

PUBLIC PROGRAM

Programs in addition to exhibition programs were arranged to complement Community events and festivals.

PEOPLE & EVENTS IN
VICTORIA 1851-1900

The world's first feature film
with Marguerite Bell
22 July 2017
-
Closure of Coranderrk
with James Fiford
21 September 2017
-
1860s and 1870s Melbourne
with Sophie Shilling
18 October 2017
-
1880s and 1890s Melbourne
with Helen Marson
15 November 2017
-
1851: Colony of Victoria established
with Andrew Frost
16 January 2017
-
1860: Burke and Wills expedition leaves Royal Park
with Doug Robertson
13 March 2018
-
1873: William Guilfoyle at the Botanic Gardens
with Faye Dennis
19 April 2018
-
1883: Railway linking Melbourne and Sydney opens
with Tim Hoffman
24 May 2018
-
1893: Bank failures cause severe financial depression
with Andrew Frost
21 June 2018

PEOPLE & EVENTS IN
MELBOURNE 1901-1927

The Harvester Judgement
with Gabrielle Keating
20 July 2017
-
Flinders Street Station
with Marguerite Bell
24 August 2017
-
Closure of Coranderrk
with James Fiford
21 September 2017
-
White Australia Policy
with Lucy dal Pozzo
19 October 2017
-
Lord Hopetoun
with Lynne Robertson
25 January 2018
-
Alfred Deakin
with Rob Edmonds
22 February 2018
-
Alfred Felton
with Faye Dennis
22 March 2018
-
Lt Gen Sir John Monash
with Rob Edmonds
24 April 2018
-
Helena Rubenstein
with Doug Robertson
15 May 2018
-
Billy Hughes
with Gabrielle Keating
12 June 2018

WEDNESDAY AT ONE
LECTURES

Foundations of a city
with Margaret Anderson
13 September 2017
-
Australia's first stamps
with Richard Breckon
7 March 2018

Programs in addition to exhibition programs were arranged to complement Community events and Festivals

Reconstructing Melbourne's Lost Environments
with Dr Gary Presland
3 July 2017
Presented for Rare Book Week
-
Open House Melbourne
29-30 July 2017
-
AFL Grand Final Parade
Commencement from the steps of Old Treasury
29 September 2017
-
From Village to National Capital
with Margaret Anderson
10 October 2017
Presented for the Seniors Festival
-
Put yourself in the picture
Holiday activity for 5-12 year olds
15-17 & 22-24 January 2018

Melbourne Foundations of a City
with Margaret Anderson
24 April 2018
Presented as part of National Trust Heritage Festival
-
Democracy at Work
Tours of the Executive Council Chamber
14-20 May 2018
Presented as part of Law Week
-
WW1 Conscription and the Propaganda War
with Margaret Anderson
15 May 2018
Presented as part of National Trust Heritage Festival
-
5000 stitches: an exhibition preview
One of the objects from Gold Rush: 20 Objects, 20 Stories
with Margaret Anderson
18 May 2018
Presented as part of International Museums Day

PROGRAMS ARRANGED IN PARTNERSHIP

HISTORY COUNCIL OF VICTORIA- **MAKING PUBLIC HISTORIES SEMINAR PROGRAM**

- Slavery and its legacies*
24 July 2017
-
- The Medieval Past in Modern Melbourne*
3 October 2017
-
- 1917: Melbourne at War*
5 December 2017
-
- Podcasting history*
6 March 20-18
-
- Material culture: Stories from Objects*
8 May
-
- Wikipedia and history*
12 June

HISTORY COUNCIL OF VICTORIA- **FRIENDS OF THE HISTORY COUNCIL**

- Program Launch*
19 October 2017

KENNETH PARK- **LECTURES**

- Morocco Revealed*
4 July 2017
-
- Great Architects – Walter Burley Griffin & Marion Mahoney*
25 July 2017
-
- Art Deco Melbourne*
3 October 2017
-
- Museums of Copenhagen*
31 October 2017
-
- Lost Melbourne*
28 November 2017
-
- Great Architects and Great Architecture*
12 December 2017
-
- Arabian Adventures- The Tale of Three Cities: Dubai, Muscat & Abu Dhabi*
16 January 2018
-
- Great Architects and their Architecture No2*
13 February 2018
-
- Museums of Rome*
27 March 2018
-
- Great Castles, Houses and Gardens of Ireland*
8 May 2018
-
- Great architects and their architecture No.3*
26 June

KENNETH PARK- **WALKS**

- Colonial Melbourne No 2*
2 July 2017
-
- Clubs of Melbourne*
29 July 2017
-
- Colonial Melbourne No 3*
22 October 2017
-
- Colonial Melbourne No 4*
5 November 2017
-
- Colonial Melbourne No 5*
20 January 2018
-
- Colonial Melbourne No 6*
11 February 2018
-
- Colonial Melbourne No 7*
4 March 2018
-
- Colonial Melbourne No 8*
5 May 2018
-
- East Melbourne No.1*
24 June 2018

RIGHT: Helen Marson presenting a talk in 'Melbourne: Foundations of a City'. Photo by Katie Dunning



The Old Treasury Building is a unique resource for teachers and students. A magnificent gold rush building it reflects the growth of 'Marvellous Melbourne' and the changing life of the city. Programs were shaped around the following topics linked to current curricula: Melbourne & Victoria, Gold, Governance, Families, Archives and Design.

Schools represent 7 per cent of our audience at the Old Treasury Building. This year some 6396 students participated in a booked school program. The museum employed 26 certified teachers as sessional staff to deliver these programs.

Professional development for teachers and museum presenters was offered in association with:

- Civics and Citizenship Education Network
- Deakin University, Cultural Heritage Management
- Geography Teachers Association of Victoria
- History Teachers Association of Victoria
- Melbourne City Experience Teacher Professional Learning
- Museums Australia Education Network Victoria
- Victorian Law Foundation Education Forum

Professional development for museum presenters was offered through the following programs:

- Introduction to Museums workshop with Margaret Birtley (11 July 2017)
- *From Robe to Chines Fortunes* at the Immigration Museum (22 September 2017)
- Victorian Electoral Commission: Mock elections and citizenship with James Fiford (22 November 2017)
- Exhibition briefing about *A Nation Divided: WW1 and conscription* with Margaret Anderson (7 December 2017)
- Let's begin again – schools program 2018 (30 January 2018)
- Exhibition briefing about *Gold Rush: 20 objects, 20 stories* (16 May 2018)

General tours of the building and its exhibits were offered by appointment for community groups and organisations. These tours included access to the Executive Council Chamber and the historic gold vaults.

Monthly tours featuring the early Melbourne drawings and paintings from the Roy Morgan Research Collections were also offered and attracted a steady audience.

Specialist tours were presented in conjunction with Australia Day, Law Week, History Week and other events. A new tour, 'Twilight at the Old Treasury', was also offered to groups at a premium price. It included a glass of champagne and nibbles before a tour of the building.



RIGHT: Doug Robertson leading a tour during Law Week. Photo by Katie Dunning

The strategic aim of the overall marketing strategy was to strengthen brand awareness of the building, the museum and its programs, to build the on-site audience and to increase the museum's digital reach. It was very successful this year with a 20 per cent growth in on-site visitor numbers and a 50 per cent growth in digital engagement. Specific initiatives included the following:

OPEN HOUSE MELBOURNE

Once again the Old Treasury Building opened for both days of the Open House weekend at the end of July. Altogether some 3,628 people visited over the weekend. This was significantly less than the number who attended in the previous year, but the OTB was still the most-visited building in the program. Attendances in this event have fallen over recent years.

A 1920S CHRISTMAS: CHRISTMAS AT THE OLD TREASURY

This display is fast becoming a staple at the Old Treasury and this year was bigger and better than the last. Working from the theme of period-appropriate homemade decorations, the Old Treasury's volunteers and staff made an impressive number of colourful crepe-paper flowers to instructions published in the 1920s. The result was an exuberant and colourful display. The display was included in the City of Melbourne's Christmas Campaign. This included a listing in their Christmas brochure (distribution 400,000), inclusion on their website under 'Family activities for Christmas', an entry on the map listing 'Festive events and attractions', a blog post 'Free Christmas fun in the city', posted on 6 November and a social media post. The estimated reach for this campaign was 1.12M people or accounts.

SUMMER SCHOOL HOLIDAY PROGRAM

For the summer school holidays the Old Treasury Building presented a small children's program 'Put yourself in the picture'. The program invited children to add themselves to one of the pictures presented in the *Wild Colonial Boys* exhibition and to colour the picture. It was included in the City of Melbourne Summer campaign. Inclusion entitled us to a listing on the 'What's On' website (which received 14,000 visits daily), the Summer website (with 196,000 page views), listing on the campaign's digital map and two tweets on the @WhatsOnMelb account, sent to 308,000 followers. The program attracted a small but steady audience over the holiday period.

SCHOOLS MARKETING

Finding effective mechanisms to promote school programs to the complex school market continued to be a challenge this year. However in addition to emailing all government schools with the program, the Marketing Officer attended two History Teachers Association conferences, and received very positive feedback on the program.



whatsonmelb 11h

Stop 2.

@oldtreasurymelb



#preview

#filmshoot

@openhousemelb



Write a message...



WEBSITE

The new website began slowly to build some traction over this period. It takes time for Google and other search engines to index new sites. Visitor statistics were only available from 23 August, as the architecture was not in place to record visits before that. However it showed a small overall increase in unique page views of 3 per cent from 23 August to 30 June. However the increase was clearly building in the last two months of the year, indicating more effective indexing. In the May/June period site visits increased by 13 per cent, suggesting that the positive impact of the new site will be more evident in the future. In those months more people also entered the site directly, rather than via a third party, and more visits landed first on selected pages, rather than the home page.

Additional content pages linked to new programs performed well, after a lull for indexing. The most popular page was ‘Propaganda and the Conscription Debate’, viewed by 903 people in May/June, with an average of 7:15 minutes spent per visit. Additional functionality was also built into the website. This included school and tour booking pages, which performed well. Most bookings now come through the website, rather than via email.

SOCIAL MEDIA

The Old Treasury’s presence on social media continued to rise. Our Twitter accounts outperformed Facebook, with an increase in followers of 38 per cent (compared with 19 per cent on Facebook). However this may have more to do with Facebook’s increasingly severe EdgeRank algorithm, which effectively limits the number of followers who see content.

The Twitter reach increased by 45 per cent. This included posts by others who did not link directly to an OTB account, but to external content, such as the website. This reflected an active engagement with this site, but also the impact of national and sometimes global Twitter events. One such event, #MuseumWeek, was a particular success. Museums all over the world participated in this Twitterthon, with different themes each day. Themes this year included #difference, #women and #heritage – all very relevant to OTB programs. We received 156 retweets during the week – more than 2.6 times higher engagement than in the same program last year. Our tweet with the greatest reach was seen by 380,000 accounts. Total social media reach for 2017-18 was almost 7 million accounts – an increase of 17.5 per cent.

You Retweeted



MuseumWeek @MuseumWeek · 5h


It was a great day for #WomenMW in Australia and New Zealand - lets keep it going all #MuseumWeek @OldTreasuryMelb @CentreDemocracy @ANMMuseum @viccrimescene

 @OldTreasuryMelb

#OTD Julia Margaret "Bella" Guerin was born. Bella would become the first female graduate of @unimelb when in December 1883 she gained her BA #WomenMW #MuseumWeek



7 20



What's On Melbourne @WhatsOnMelb

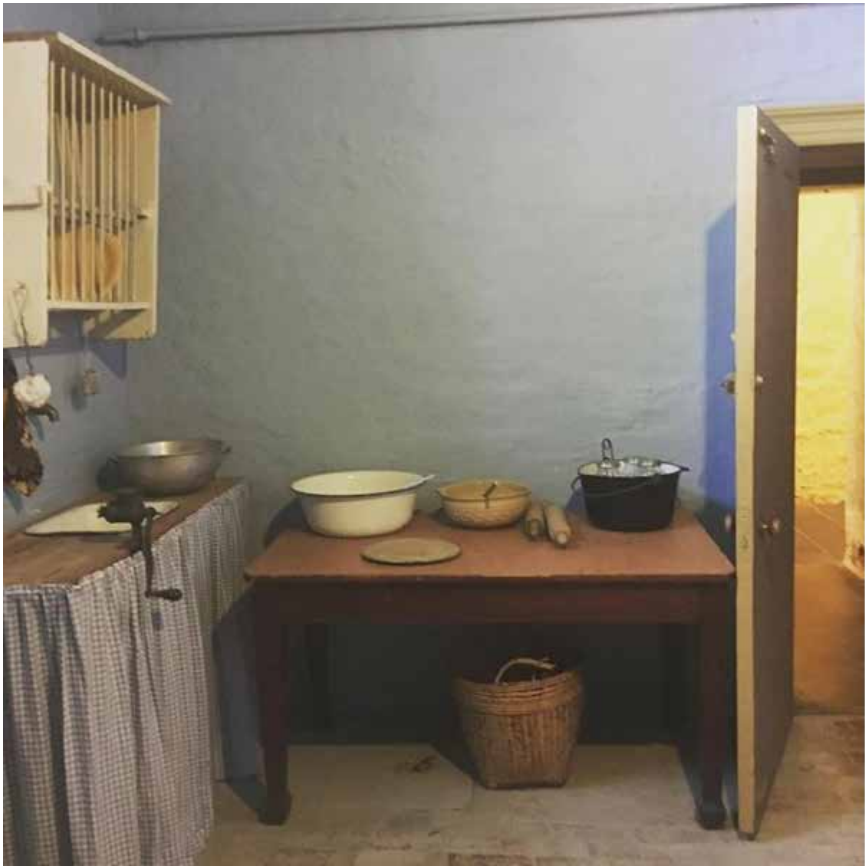
Following

What was life like living on the Victorian goldfields? Put Yourself in the Picture is a free, kids workshop: whatson.melbourne.vic.gov.au/Whatson/Forthe ...



8:32 AM - 16 Jan 2018

3 Retweets 3 Likes





melbrestate_

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melbrestate_ The basement kitchen @theoldtreasury

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VOLUNTEER & GUIDE PROGRAM

The Old Treasury Building has grown substantially in programs offered and visitors attracted over the past few years. Maintaining a high level of visitor service, and visitor satisfaction through this growth period, would have been impossible without the significant contribution made by our volunteers and guides. Volunteers welcomed visitors, provided introductory information and assisted with routine administrative tasks. They also presented regular gallery floor talks. They are an exceptionally talented and committed group of people, whose contribution is highly valued. At 30 June there were 53 volunteers.

Education groups were managed by an additional group of 26 highly skilled guides, all of whom were trained teachers. They conducted school groups in a range of programs offered to children at all stages of primary and secondary school.

The Old Treasury Building is very committed to ensuring that volunteering is an enjoyable and rewarding experience and offers an annual program of social engagement and professional development for all guides and volunteers. A recognition program also ensured that volunteers and guides felt valued for their contribution at all times.

Long term service was again recognised with 5 year service badges. These were presented to Emily Cross (Volunteer & guiding) and Gail Thornthwaite (volunteer).

The following presentations were provided to guides and volunteers:

WORKSHOPS

Introduction to Museums
with guest Margaret Birtley
11 July 2017

Decorating the Caretaker's
Apartment
1 & 3 November 2017

BRIEFINGS

A Nation Divided
with Margaret Anderson
7 December 2017

Gold Rush: 20 Objects, 20 Stories
16 May 2018

VISITS DURING THE YEAR

Limelight Studios and Salvation
Army Heritage Centre
15 August 2017

From Robe to Chinese Fortunes
at the Immigration Museum
22 September 2017

NGV Triennial
at NGV International
21 February 2018

The MCG and National Sports
Museum
17 April 2018

RIGHT: Volunteers socialise and create decorations for the 'Christmas in the Old Treasury' display. Photo by Katie Dunning





LEFT: Craftsman works on the lamp restoration. Photo by Katie Dunning

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 in 2015-16 and implementation began last year.

Projects completed this year included the restoration of the external lamps on the steps and amelioration of damaged stonework on areas of the façade. A contract was also let to remove rubble found in ceiling cavities during earlier work. However the actual removal of the rubble did not commence.

Other work completed during the year included the installation of additional security in the lift to limit access to upper floors and the provision of duress buttons on each floor of the building.

LED lighting to illuminate the façade of the building was installed to reduce cost and allow coloured illumination.

The Committee of Management is required under its enabling regulations to pursue financial self-sufficiency. Its main source of income in any year is rental from the range of tenancies in the building. All rentals are based on Valuer-General valuations.

The following departments or organisations occupied tenancies in the Old Treasury Building in 2017-18:

- *Department of Premier and Cabinet on behalf of the Governor in Council and other tenants. (Renewal of lease pending waiting agreement.)*
- *Department of Justice (Victorian Marriage Registry). (Lease renewed)*
- *Office of the Victorian Government Architect*
- *Leadership Victoria, a not-for-profit organisation fostering leadership.*

OTHER INCOME

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

FILMING & PHOTOGRAPHY:

- Collider Films – Wedding on front steps
- J W Thompson - Breakaway Menswear Winter 2018 Catalogue
- Hub Productions – OPPO television commercial
- The Rafael Effect – studio photography
- The Marketing Precinct - Postie Fashions Autumn Collection 2018
- Itchy & Scratch Pictures - OPPO television commercial

ROOM HIRE:

- East Melbourne Group
- Kenneth Park Lectures
- Stork Theatre
- History Council of Victoria – Launch of History Council of Victoria Friends
- Monash University – Making Public History Seminars
- Museum Australia Education Network Victoria – ‘You are not alone’

ILLUMINATING OTB:

- Celebrate India – Diwali Festival
- ‘Take Action – Go Orange’ activism campaign of Victoria against violence

SECURITY AND RISK MANAGEMENT

A security presence in the front entrance assisted in managing access to the building. Additional security measures were installed to limit access to upper floors and to increase staff personal security.

Work, health and safety training was on-going for all staff, and regular fire-safety drills involving all tenants were held at random intervals.

RIGHT: Mark conducts the wedding of Natasha & Melissa Belmont, first same-sex marriage ceremony in the Victorian Marriage Registry. Photo by Katie Dunning



The financial outcome for 2017-18 saw a positive increase in total equity to \$287,457. Expenditure during the year was less than budgeted due principally to two factors – the absence of one staff member on maternity leave and success in attracting external exhibition funding for one of the two scheduled exhibitions.

The Committee of Management determined that retained exhibition funds should be redirected to the redevelopment of displays in the gold vaults. This will take place during 2018-19.

OPERATING STATEMENT

Income	
Tenant Income	\$581,645
Tenant and Other Income	\$142,525
Total Income	\$724,170
Cost of Sales	\$420
Gross Surplus	\$723,750
Expenses	
Employee Expenses	\$449,318
Exhibitions and Tours	\$78,950
General Expenses	\$93,059
Total Expenses	\$621,327
Net Surplus/Deficit	\$102,423

BALANCE SHEET

Assets	
Cash and Equivalents	\$328,594
Debtors	\$3398
Non Current Assets	\$8254
Total Assets	\$340,246
Liabilities	\$52,789
NET ASSETS	\$287,457
Equity	
Retained Earnings	\$185,034
Current Year Earnings	\$102,423
TOTAL EQUITY	\$287,457

RIGHT: The board of the Old Treasury Building. Photo by Katie Dunning





LEFT: Filming an advertisement outside the Old Treasury Building. Photo by Katie Dunning

COMMITTEE OF MANAGEMENT

The Committee of Management met on two occasions in this period, following the appointment of two new members.

- Members were:
- Professor Marian Quartly (Chair from 21 May)
 - Steven Schinck
 - Associate Professor Don Garden (from 9 November)
 - Sean Sammon (from 9 November)

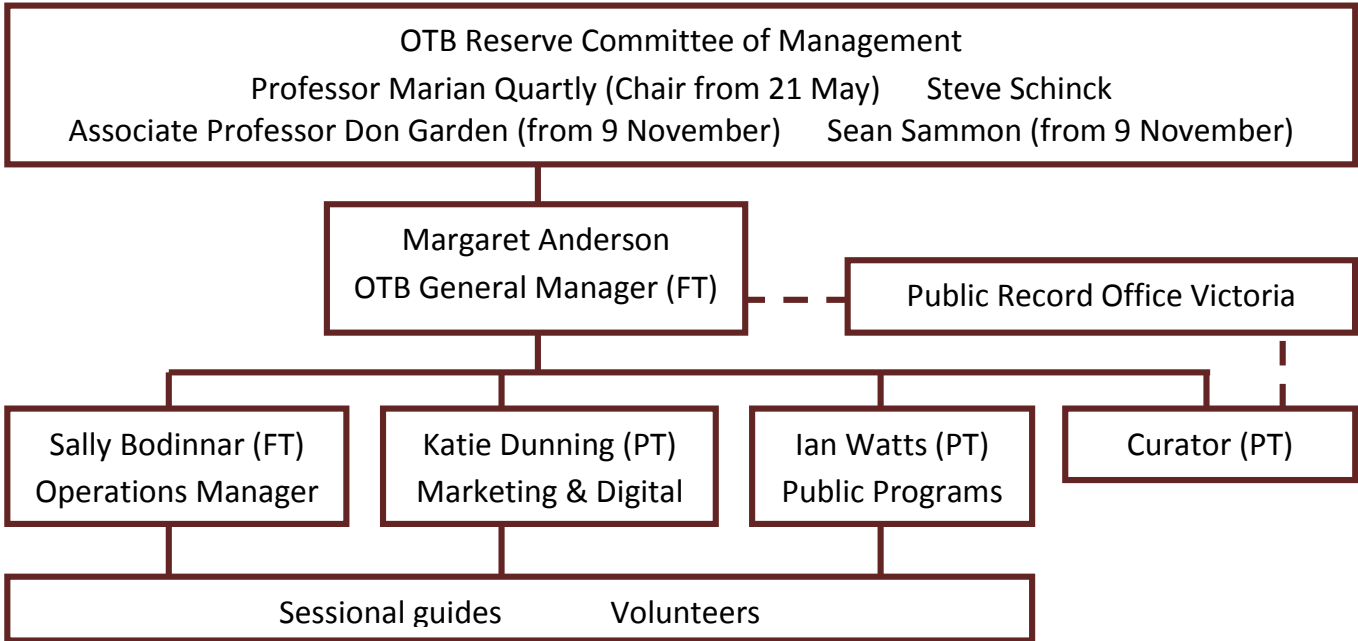
Committee meetings were held on 13 December and 5 March.

STAFF

Casual employment contracts were offered to front-of-house staff and sessional guides. Four staff commenced in July 2017 and 23 guides commenced in February 2018.

- The following staff training was undertaken by staff members during the year:
- Volunteering Victoria - National Standards for Volunteer Involvement Workshop.
 - Myob - Single Touch Payroll
 - St Johns First Aid - Annual CPR/Defibrillator
 - Connecting Up - Instagram for Non-Profit
 - Victorian Ombudsman Education Services – Dealing with Challenging Behaviour

ORGANISATIONAL STRUCTURE





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 /OldTreasuryBuildingMuseum