Old Treasury Building Annual Report 2018-19



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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 2019.

Marian Quarty

Professor Marian Quartly Chair Late 2019

The Committee of Management is pleased to report another year of successful management of the Old Treasury Building.

PUBLIC ACCESS PROGRAMS

Public access to the building continued to grow: -93,935 people visited the exhibitions and programs -8,156 school students attended a booked program (a 27% increase) -11.8 million impressions on digital and social media.

THE VOLUNTEER PROGRAM

An active professional development program was offered to the 72 volunteers and education guides.

The Old Treasury Building was entered into the TripAdvisor Hall of Fame, after achieving Certificates of Excellence for five successive years.

EXHIBITIONS

New exhibitions were installed in the building's gold vaults and in the temporary exhibitions gallery on the ground floor:

-Three new long-term exhibitions were installed in the vaults presenting stories of the gold rush -A 1920s Christmas was once again displayed in the basement area once the caretaker's flat

-A new temporary exhibition *Wayward Women*? was curated in-house

-The in-coming exhibition *Behind the Lines 2018: The Year's Best Political Cartoons* was shown during the Melbourne International Comedy Festival.

The exhibitions were supported by a program of over 70 associated lectures, talks and tours, many associated with the temporary exhibition *Gold Rush: 20 Objects, 20 Stories,* and by a busy education program.

THE BUILDING

Several works projects on the heritage structure itself were completed successfully during the year. They included:

-Replacement of internal water tanks

-Completion of a dilapidation report on the downpipes

-Cleaning and re-grouting of the forecourt and front steps, and repointing and replacing several degraded steps.

In addition the building was connected successfully to the NBN, enabling vastly-improved internet access.

FINANCIAL MANAGEMENT

The public and works programs were all managed within budget and planned timescales.



Marian Quarthe

Marian Quartly, Chair



Mayor hade

Margaret Anderson, Director



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 Management of 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 nineteenthbuildings. century lt 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.



THE STRATEGIC PRIORITIES FOR 2019-20 INCLUDE:

-Curate and install temporary exhibition *The Invention of Melbourne: A Baroque Archbishop and a Gothic Architect*

-Create associated education program for *The Invention of Melbourne*

-Offer relevant public programs to expand on the exhibition.

-Complete long-term display on the Yarra River

-Create digital support material for Yarra

-Devise new Education program associated with Yarra River for both History and Geography curricula

-Create associated Public Program for Yarra exhibition Install long-term exhibition *Protest Melbourne*

-Create digital material to support Protest Melbourne

-Devise associated Education Program for Civics curriculum

-Initial research for long-term display in the Gold Vaults on goldfields diversity (including Chinese history)

-Display incoming exhibition *Behind the Lines 2019: The Year's Best Political Cartoons* during the International Comedy Festival

-Participate in other festivals as relevant (e.g. History Festival, Heritage Festival, Women's History Month, Seniors Week, Law Week, Rare Book Week)

-Continue to offer a diverse public program of lectures, short talks, seminars, workshops and occasional theatrical performances around temporary and long-term exhibitions

-Seek external funding for programs

-Develop and review annual Marketing Strategy

-Maintain strong development program for guides and volunteers

-Support partnerships with PROV, History Council of Victoria and Monash University

-Complete building works as scheduled, including repair of downpipes

-Manage expenditure within budget

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 JJ 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).

Digging was hard, hazardous, dirty work, with no certain reward. Many gave up in disgust and the numbers leaving the diggings soon equalled those arriving.

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GOLD RUSH: 20 OBJECTS, 20 STORIES

TEMPORARY EXHIBITION FROM JULY – JUNE

This exhibition presented 20 stories of gold-rush Victoria, focussing on 20 individual objects. The intention was to present both different types of objects and a wide diversity of stories. Objects ranged from paintings to costume, from documents to archaeological artefacts and they came from a wide range of lending institutions. All were chosen to reflect differing perspectives on a well-known period in Victoria's history.

THE OBJECTS PRESENTED WERE:

Race to the Gold Diggings board game A children's board game, printed in Britain in the early 1850s, exemplifying the excitement and universal allure of gold. **Courtesy National Museum of Australia** Samuel Thomas Gill Watercolour Diggers on road to Bendigo Depicting the long, hard journey to the gold diggings in the 1850s. **Courtesy State Library Victoria Caroline Chisholm** Manuscript letter proposing 'Stations for Immigrants', **Gold Washing cradle** November 1854 c. 1860s **Courtesy Public Record Office Victoria** Courtesy Gold Museum Ballarat 'Welcome Stranger' gold nugget replica A nineteenth century replica of the largest gold nugget in the world when discovered in 1869 **Shipping Register of the Royal Charter** A clipper ship wrecked within sight of the English coast in August 1859. On board were many returning miners with

their gold. Few survived. **Courtesy Public Record Office Victoria**

Manuscript diary of an unknown miner working on the Ballarat Goldfield in 1855-6 Courtesy State Library Victoria

> Pistol mid-nineteenth century Eureka Lead, Ballarat **Courtesy Heritage Victoria**

Gold license, 1854

The controversial gold license, giving the right to dig a claim. The cost of licenses was the underlying cause of the Eureka Rebellion in late 1854. Courtesy Gold Museum, Ballarat

> Day dress crinoline style mid-1850s **Old Treasury Building Collection**







Manuscript memoir of life at the diggings written by Sarah Davenport Courtesy State Library Victoria

Manuscript Ballarat Cemetery Records, 1855-66 Revealing the high death rate, especially amongst young children, on the diggings. Courtesy Ballarat Cemetery

Glass tools made by the Dja Dja Wurrung (Djarra) People

Courtesy Dja Dja Wurrung Clans Aboriginal Corporation



Manuscript report, Henry E. Pulteney Dana, Superintendent Native Police Corps, April 1852. The 'Native Police Corps' was the first police presence on the gold fields and was central to the maintenance of law and order. Courtesy Public Record Office Victoria

Samuel Thomas Gill, 'Native Police' in The Australian Sketchbook, published 1865 Courtesy Art Gallery of Ballarat and the Parliament of Victoria (shown sequentially)



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Manuscript petition

The humble petition of the Chinese Storekeepers, miners and others now resident on and in the neighbourhood of the Bendigo gold fields, 2 December 1856. Protesting against discrimination. Courtesy Public Record Office Victoria



Tin box with Chinese characters Found on the Buckland Valley Goldfield Courtesy Bright Historical Society

c. mid-nineteenth century

Chamber pot from Melbourne Lord Mayor John Thomas Smith's house, c. 1850s Courtesy Museum Victoria



Absinthe bottle from Little Lon Courtesy Museum Victoria

The Old Treasury Building itself!



The stories associated with these very different objects allowed us to explore new histories of gold, including those drawn from new scholarship in Victorian Aboriginal and Chinese histories of the gold rush era.

Gold Rush was supported by a large public program, including 21 floor talks presented from July to May. (see full list at pp. 20).

After the success of this small Christmas decorations exhibition in the last two years, it was decided to present another similar display in the basement rooms that once housed building caretakers, the Maynard Family. 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 crafty Victorian families. to 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

A 1920S CHRISTMAS

TEMPORARY EXHIBITION FROM NOVEMBER – JANUARY

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 previous years the exhibit proved very popular, with many visiting specifically to see the decorations. The decorations themselves were also more vibrant with more visual impact than last year. Several schools requested detailed instructions so that their classes could attempt to make their own decorations. The Christmas display is likely to remain a permanent fixture in the exhibition calendar. An important addition to the program this year was a period cookery book entitled Recipes from a Family Home. The print run from this publication sold out in just four months.

A 1920s Christmas was listed as part of the City of Melbourne Christmas campaign, which included listing on the associated 'What's On' website, Twitter mentions and inclusion in a blog. The accumulated estimated reach was 1.675 million users.



RECIPES WORTH TRYING.

PUDDING RECIPE

"C.J.C." (Mirboo North) sends the following recipe for Cocoa Pudding.

6oz. breadcrumbs, 34 pint of milk, 3 eggs, 2 tablespoonfuls sugar, 1 tablespoonful cocoa, 1 teaspoonful essence of vanilla, 2oz. butter, a pinch of salt. Boil the milk, and pour it over the breadcrumbs; add the butter, sugar, and the cocoa mixed to a smooth paste, with a tablespoonful of boiling water. Beat the yolks of the eggs, and add them with the vanilla. Pour the mixture into a buttered piedish, and bake for half an hour. Beat the whites of the eggs to a stiff froth, sweeten, and flavour with vanilla, and pile on the top of the pudding. Return it to the oven, and brown lightly. Serve at one. Pieces of stale bread put through the mincing machine serve very well for this pudding. One teaspoonful of lemon-juice added to the whites of eggs when beaten is a great improvement.

Shortcrust.

"E.S." (Fairfield) asks for a recipe for shortcrust

The following recipe for shortcrust is satisfactory:--Sift together ½lb. plain flour, half teaspoonful baking powder, quarterteaspoonful salt. Mix the yolk of one egg, slightly beaten, with two table-spoonfuls of water, or a little more in winter, one teaspoonful of lemonjuice, and 5oz. or 6oz. of butter, lard and dripping mixed, or all butter and lard. Rub the butter and lard into the flour with the tips of the fingers, add the liquid, and mix well. Knead the pastry into a round lump. Dust the pastryboard with flour, and put paste on it. Knead very slightly, and roll out to size and shape required.

NEW RECIPES FOR THIS WEEK

TIPSY CAKE Ingredients- 1 pint Nestle's Condensed Milk, 3 eggs, a sponge cake, 2 ozs. almonds, ¹/₃ pint brandy, 1¹/₂ gills sherry. Method- Put the sponge in a glass dish, prick it with a skewer, and pour all over it the brandy and sherry mixed together. As the liquor drains off, pour it back over the cake until the patter is fully soaked. Blanch the almonds, cut them into four lengthways, and stick them all over it. Make the custard in the usual way, and, when cold, pour it over and round the cake.

CHARLOTTE RUSSE

Ingredients- ¼ pint lemon jelly, ½ oz. gelatine, ¾ pint Nestle's Condensed Milk, ¼ pint of water, pint brandy, 4 ozs. savoy biscuits.

Method- Dip the biscuits in to the jelly, and line the sides of a round cake tin, pressing them together to make them adhere nicely. Pour the rest of the jelly over the bottom of the tin, and arrange the cherries in it. Dissolve the gelatine in the water, add brandy to it, and when cold mix it grandually with the condensed milk. Stir until it shows signs of setting, then pour into the prepared mould to set.

HONEY BISCUITS

Put 1lb of honey and ¼lb of butter into a saucepan on the fire. Let these cook together, then remove and stir in 1lb of flour, some chopped almonds and flavouring to taste. When the mixture is cool, place it in a cold place over night. Then roll the dough out to the thickness of the little finger, cut into narrow strips, decorate with a split almond at one end and a piece of citron at the other, and bake a light brown.



FRANCES KNORR THE 'BRUNSWICK BABY FARMER'



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FRANCES KNORR'S STORY

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A NEW START

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WAYWARD WOMEN?

TEMPORARY EXHIBITION FROM JUNE

This exhibition is about women who did not fit the stereotype of ideal womanhood in late nineteenth century Victoria. Many at the time would have described them as 'wayward'. Some like Brettena Smyth set about challenging those stereotypes directly. She lectured to women about their biology and openly supported contraception. Others like Caroline Hodgson, better known as Madame Brussels, found a way of profiting from prevailing moral codes. But many other women were simply poor, or deceived, or often both.

At the end of the nineteenth century Melburnians liked to think of their city as 'Marvellous Melbourne.' But under the surface life was anything but marvellous for the poor. This was especially true during the terrible depression of the 1890s. And poor women were the most vulnerable. This was a time when the sexual double standard saw men and women judged by very different moral standards. It was also a time before reliable contraception, when abortion was illegal and dangerous and when there was no social security net. Women on their own with children faced an extremely difficult future. If they had babies, they could not find work. Even if they could work, women were paid at about half the rate of men - nowhere near enough to support a family. Some women were driven to actions we now find shocking and indeed, many at the time found them shocking too.

The exhibition presents 10 stories. It features nine women and two little girls. Some were women who pushed social and moral boundaries and prospered. Others felt the full force of the law. But we argue that they all in some way contributed to the long process of making life better for women.

In many instances, the publicity surrounding these cases attracted the attention and the compassion of noted social reformers, who campaigned to provide support services for women and to improve the position of women before the law.

We have added a question mark to the exhibition title to emphasise that what may be considered to be wayward in one particular time and place, will be quite acceptable in another.

Extended essays on each of the women were uploaded to the website. Several contribute original research.

Manuscripts and artefacts featured in the exhibition were kindly lent by the following organisations: -National Trust of Australia

(Victoria)

-Police Museum Victoria

-Public Record Office Victoria

-Royal Australian and New Zealand College of Obstetricians and Gynaecologists -State Library Victoria The women featured were: -Brettena Smyth, feminist. socialist, lecturer on women's health and purveyor of contraceptive devices to women -Olga Radaylski (born Elizabeth Elburn), convicted of the murder of seventeen-year-old Mabel Ambrose, while attempting to perform an abortion

-Margaret Walters, a fifteenyear-old domestic servant who was convicted of concealing the birth of her illegitimate daughter -Madame Brussels, the most famous brothel-keeper in Melbourne

-Frances Knorr, convicted 'babyfarmer'

-**Martha Needle**, convicted of murder, almost certainly suffering from a mental illness

-Emma Williams, convicted of drowning her two-year-old son

-Maggie Heffernan, convicted of drowning her illegitimate infant son

-Beatrice Phillips, once described as the 'worst woman in Melbourne', had at least 227 convictions over 47 years from 1896

-Sarah Lawton (11) and Gertie Bigwood (12) convicted of being neglected children and 'leading depraved lives' after they gave evidence in a carnal knowledge case in 1904.

An extensive public program is planned to complement the exhibition.

EXHIBITIONS IN THE GOLD VAULTS

Three new long-term exhibitions were developed and installed in this period. They fulfilled a strategic priority to redevelop displays in the gold vaults. These spaces are very popular with the public, but the displays in the vaults were more than twenty years old and very dated. Three new thematic displays were installed:

GOLD RUSH

This display introduced the Victorian gold rush and outlined aspects of life on the gold fields. It described how miners journeyed to the fields and how they went about digging for gold. One section describes life on the gold fields for women and children. In the centre of the vault we displayed the replica of the 'Welcome Nugget' until early June 2019, and thereafter the 'Welcome Stranger' – the largest gold nugget found in the world to that date. It was discovered in 1869.

FIRST PEOPLES AND THE GOLD RUSH

This exhibition was created in partnership with the Dja Dja Wurrung Clans Aboriginal Corporation and Public Record Office Victoria (PROV). It drew on the extensive PROV manuscript collection to present the story of the Native Police Corps - the first police presence on the gold fields. The displays also presented the findings of new scholarship in Aboriginal history, reconsidering the ways in which Aboriginal People responded to the gold discoveries. Included in displays were fascinating glass tools, fashioned by Dja Dja Wurrung (Djarra) people from discarded glass, to replace the traditional quartz. Access to traditional quartz quarries was increasingly restricted by mining activities.



POLITICAL UNREST ON THE GOLD FIELDS

This vault explored the increasingly-explosive political situation on the gold fields as the police tried to collect the government's onerous licensing fees. As opposition to the gold licenses grew, diggers formed associations drawing on the principles of radical political movements Britain in and Europe. They included Chartist demands for democratic reform and culminated in the short-lived Eureka 'rebellion'.

We also discussed women's involvement in politics on the gold fields and the unresolved debate about who made the Eureka flag.

The new displays were supported by two additional floor talks in March and June.



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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 accompany the Melbourne: Foundations of a City exhibition: others are hung on the first floor and were presented via booked public tours. We are very grateful to the Roy Morgan Research Collection for making these rare and beautiful pictures available to us.

BEHIND THE LINES 2017: THE YEAR'S BEST POLITICAL CARTOONS

AUGUST - OCTOBER From the Museum of Australian Democracy, Canberra.

BEHIND THE LINES 2018: THE YEAR'S BEST POLITICAL CARTOONS

MARCH - APRIL

From the Museum of Australian Democracy, Canberra.

These exhibitions featured the best political cartoons of the previous year, as selected by curators at the Museum of Australian Democracy (MoAD). They were marvellous years for political cartooning, both in Australia and abroad, with several changes of federal leadership in Australia and the continuing antics of President Donald Trump in the United States.

In 2017, Cartoonist of the Year David Rowe designed a new image for the exhibition- 'Trumpcircus'. The exhibition launched with an engaging discussion between Museum of Australian Democracy Senior Curator Michael Evans and David Rowe, complete with drawings for the audience. In 2018 Cartoonist of the Year Matt Golding drew a wonderful hero cartoon based on the Alice in Wonderland theme.

The exhibition launched on 7 March with a public discussion between Matt Golding and Senior Curator from MOAD Libby Stewart, after which Matt Golding drew for the audience. *Behind the Lines 2018* was included in the program for the *Melbourne International Comedy Festival*. Visitor numbers increased by about 6 per cent over the same period in the previous year.



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A program of 70 talks, lectures, seminars and workshops was presented in association with the exhibitions, or to contribute to popular community festivals and events.

Some were presented in partnership with other organisations or individuals.

EXHIBITION RELATED PROGRAMS

GOLD RUSH: 20 OBJECTS, 20 STORIES

Diggers on the road to Bendigo with Gabrielle Keating 12 July 2018

Caroline Chisholm's sketch and letter of 15 Nov 1854 with Faye Dennis 17 July 2018

> Gold washing cradle with Rob Edmonds 16 August 2018

Welcome Stanger nugget with Marguerite Bell 21 August 2018

An 1850's day dress with Margaret Anderson 4 September 2018

Pistol from the Eureka lead with Ailsa Brackley du Bois 13 September 2018

A woman's dress c.1850 with Helen Marson 18 September 2018

Bakery Hill poster with Marguerite Bell 23 October 2018

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The gold licence with Lynne Robertson 8 November 2018

Aboriginal troopers with Jack Norris 15 November 2018 *Old Treasury Building* with Gabrielle Keating 20 November 2018

Race to the Diggings board game with Paige Morrison 24 January 2019

Diggers on the road to Bendigo with Gabrielle Keating 12 February 2019

Absinthe bottle from Little Lon with Faye Dennis 21 February 2019

Chinese petition from humble shopkeepers with Emily Cross 19 March 2019

Caroline Chisholm's proposal for 'Immigrant Stations' with Faye Dennis 21 March 2019

> Bakery Hill poster with Marguerite Bell 16 April 2019

The chamber pot from Mayor Smith's house with Marguerite Bell 2 May 2019

> *Gold licence* with Lynne Robertson 14 May 2019

A woman on the diggings: Sarah Davenport with Paula Lindley 23 May 2019

NEW GOLD VAULT INSTALLATIONS

The Native Police with Jack Norris 3 March 2019

Gold Rush Melbourne with Gabrielle Keating 11 June 2019

A NATION DIVIDED: THE GREAT WAR AND CONSCRIPTION

Readings A Dreadful Time for Mothers: Violet and Rose Productions 11, 18, 25 November 2018 10 March 2019



PROGRAMS ARRANGED IN PARTNERSHIP

HISTORY COUNCIL OF VICTORIA- MAKING PUBLIC HISTORIES SEMINAR PROGRAM

What's new in Aboriginal history? 10 July 2018

> History and fiction 28 August 2018

Curating the Anzac Centenaries: War, Memory and the museum 13 November 2018

Death, disease and pandemics 12 March 2019

> Politics of Heritage 14 May 2019

Living histories: Innovative approaches to oral history 11 June 2019 KENNETH PARK- LECTURES

Georgian Architecture 10 July 2018

Great Cities: York 4 September 2018

Architecture of the Victorian Era 30 October 2018

Great Architects: Christopher Wren and Robert Adam 27 November 2018

> The art of Christmas 4 December 2018

Lord Byron 15 January 2019

Discovering the Chateauesque 19 February 2019

> Coco Chanel: style icon 5 March 2019

Budapest: the city and its museums 12 March 2019

Tudors to Windsors Exhibition for the Royal Overseas League 30 April 2019

The Legacy of Gianni Versace 7 May 2019

> Portraits of a Queen 4 June 2019

KENNETH PARK- WALKS

Victoria Parade 8 July 2018

East Melbourne No 2 16 September 2018

The names behind our streets and lanes 20 October 2018

> A Walk in the Park 28 October 2018

More of Docklands 17 November 2018

Albert Park Lake 9 December 2018

Around Fawkner Park 2 February 2019

Lanes of Melbourne no.4 6 April 2019

Lanes of Melbourne No3 25 May 2019

From South Melbourne Beach to Gasworks Art Park 15 June 2019

SPECIAL EVENTS

Open House Melbourne 29 July 2018

AFL Grand Final Parade 28 September 2018

Eliza Nelson and Dr John Singleton: incidents in the lives of two remarkable memorialists 5 March 2019 INTERNATIONAL WOMEN'S DAY

Dr Dianne Reilly AM : 'The Australian Sketchbook: Colonial life and art of ST Gill' 1 July 2018 RARE BOOK WEEK

Assoc. Prof. Andrew Dodd: 'The Story of the Old Treasury Building and its precocious creator 9 October 2018 HISTORY WEEK LECTURE The Old Treasury Building is a unique resource for teachers and students and this year offered 14 individual programs for schools. Programs offered included the impact of the gold rush on Victoria, the growth of Victoria from Colony to State and the development of democratic government. Program content was aligned to curricula for levels 2 to VCE.

School visits increased significantly this year to 8,156 students – a 27.5% increase. We were delighted with this result. Programs were delivered by 28 certified teachers, employed as part-time staff members on a sessional basis.

In addition this year the museum developed a new 'Social Script' to assist both teachers and parents to prepare students on the autism spectrum for visiting the building.

A comprehensive professional development program was also offered to sessional teachers, with some programs offered in partnership with different professional associations. These associations included the Australian Museums and Galleries Association Education Network Victoria, the Civics and Citizenship Education Network, Deakin University, Cultural Heritage Management, Melbourne City **Experience Teacher Professional** Learning and the Victorian Law Foundation Education Forum. Five internal professional development workshops were offered in addition.

Professional Development for museum presenters was offered through the following programs: Royal Exhibition Building Tour 16 August 2018

Discovering More About the Old Treasury Workshop 17 September 2018

Guiding at Old Treasury in 2019 Briefing 29 January 2019

Public Record Office Victoria Orientation 14 March 2019

Wayward Women? exhibition Briefing 25 June 2019



During each year the Old Treasury Building contributes to many community festivals and events with special programs. But from time to time the building itself is also the location for major public events. Last year these included the annual Grand Final Parade launch on Grand Final Friday (28 September) and two large assemblies for School Strike 4 Climate (November and March).

GRAND FINAL FRIDAY

SEPTEMBER

This immensely popular Victorian public holiday is marked by a parade of the two teams competing in the year's Australian Rules Football Grand Final. It leaves from the Old Treasury Building and ends at the MCG. In 2018 the successful teams were the West Coast Eagles and Collingwood and their supporters formed an enthusiastic and colourful crowd assembled in front of the building to cheer their teams.

SCHOOL STRIKE 4 CLIMATE

Equally numerous gatherings of a different sort marked the two protest rallies of the campaign group School Strike 4 Climate.

These large rallies of school children assembled to seek government's commitment to more efforts addressing climate change, and on both occasions they assembled on the forecourt of the Old Treasury Building. This was the latest in a long history of the building's involvement in political protest. However as a result the building was mentioned in some 202 news stories and brand recognition was boosted with mentions in some 1.4 million social media accounts. Curatorial staff also took the opportunity to collect some of the campaign banners and stories to use in a future exhibition about political protest in Melbourne.

CENTENARY OF ARMISTICE

NOVEMBER

As part of this national program to recognise the centenary of Armistice Day a large red letter installation #REMEMBER was mounted on the front steps of the building. The project was managed by RSL Victoria and the letters were decorated by various primary schools.



The Old Treasury Building has a very limited budget for marketing and must make the most of every opportunity. We tend to focus on digital marketing and on participation in programs offering promotion of our exhibitions and other programs. Examples in this year were the Heritage Festival (April), Melbourne International Comedy Festival (April), Law Week (May), Rare Book Week (July), History Week (October), Seniors Festival (October), City of Melbourne Christmas Campaign (December) and City of Melbourne Summer Campaign (January). Since our visitor numbers continue to rise, we believe that the strategy has been successful. In addition Twitter events like #MuseumWeek brought higher brand recognition on this social media platform.

TRIPADVISOR HALL OF FAME

This year we were delighted to see our TripAdvisor rating increase. We were ranked 34 of 497 things to do in Melbourne, which is a notable achievement. We also entered the TripAdvisor Hall of Fame after receiving Certificates of Excellence for overall visitor experience in each of the last five years.

THE OLD TREASURY BUILDING GAZETTE

The Gazette keeps subscribers up to date with new programs, associated talks and lectures and general information. There are 1008 subscribers (an increase of 2.5 per cent) to the newsletter, with a 35 per cent read rate.





DIGITAL PROGRAMS

Old Building The Treasury maintains a digital presence via a dedicated website and active participation on various social media accounts, including Twitter. Facebook. Instagram and YouTube. The website was redeveloped in 2017 and was properly indexed by search engines in about August 2018. Users of the new website have increased as a result – by 67 per cent when compared with the previous year. On average users also spent 27 per cent longer on the site, with 13.6 per cent reading past the homepage.

In the last few years it has also been our policy to create complementary digital information for each new exhibition. Often the digital information expands on the information available in exhibition texts. This is time-consuming for the small research, curatorial and digital team, but has been rewarding in terms of audience. The most popular individual page for several years has been the page on 'Propaganda and the Conscription Debate', created to accompany the exhibition A Nation Divided: The Great War and Conscription. This page examines propaganda posters in detail and includes both historical and visual analysis. Visit patterns indicate a higher visit rate during school terms, suggesting that the content is accessed by schools Several school in particular. libraries link directly to the page. Of interest is the fact that despite overall digital trends, the majority of users still visit our website from desktop computers. This may reflect strong usage by educational institutions.

At present the entry page for our newest exhibition Wayward Women? has the highest click -through rate, meaning that more people choose to read additional content associated with the stories of individual women featured in the exhibition. This content is less likely to be accessed by schools and probably reflects visits from general visitors/readers.

SOCIAL MEDIA

The Old Treasury Building's social media continues to grow in members, and reach.

The Twitter follower count increased by 21 per cent during 2018-19, resulting in a 15 per cent increase in retweets. Mentions decreased over the same period, resulting in an overall reach just 2% below the previous year. Total Twitter reach for 2018-19 was just over 5 million accounts. During #MuseumWeek however the Old Treasury Building was listed in the top ten 'influencers' for Oceania. We were listed as the 7th overall and 4th for a museum in Oceania. (On individual days we excelled, reaching 2nd for #PhotoMW!) Since this program included many very large museums, it was an excellent achievement.

Last year #MuseumWeek gave us a huge boost in followers and impressions. This year's impact was felt less, with over 700,000 views of content - down by one million from last year. Some of this is attributed to lower quality mentions: users sharing our content this year had, on average, half as many followers as last year. Interestingly, even though we had less retweets this year, the quality of the retweets exceeded those of last year. It was also noted that the official Museum Week account retweeted less this year.

Facebook engagement was the highest ever recorded by the Old Treasury. Facebook 'likes' increased 19 per cent this financial year, and 2018-19 was our most successful year yet! Overall reach and engagement increased by 38 per cent compared to 2017-18. Reach for accounts which only mentioned the Old Treasury were recorded for Building the first time this year, with an estimated reach of 4.5 million users.



Top influencers in Oceania for #friendsMW day!

1- @tutubuslatinus twitter.com/tutubuslatinus...

2- @OldTreasuryMelb twitter.com/OldTreasuryMel...

3- @CentreDemocracy twitter.com/CentreDemocrac...

4- @ThinkEmotions twitter.com/ThinkEmotions/...

5- @tutubuslatinus twitter.com/tutubuslatinus...

@Talkwalker

Old Treasury Building 🥝 @OldTreasuryMelb

Bring your #FriendsMW to our last #LawWeek tour! Find out the history of the Executive Council in the Old Treasury Building! #MuseumWeek





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#HeForShe

C000000000

MUSEUM

OLD TREASURY BUILDING

#MorePowerfulTogether

The Old Treasury Building is fortunate to have retained a remarkable group of volunteers who provide an essential front-ofhouse presence and assist in other administrative tasks. Our small staff could not hope to manage the increased visitor numbers without their assistance.

During this year there were 63 volunteers, some of whom are also sessional teachers. Many of these volunteers have been with the Old Treasury Building for many years. We are committed at Old Treasury to ensuring that volunteering and guiding is an enjoyable and rewarding experience and with that in mind offer a program of social engagement and professional development throughout the year. A recognition program also ensures that volunteers and guides feel valued for their contributions.

Long-term service was recognised with five year service badges for both guides and volunteers. This year's recipients were:

Volunteers: Ann Gibson, Val Sherry, Emy Mina, Carol Owen, Karen Bellamy, Doug Robertson and Liz Fitzpatrick

Guides: Ana Green and Michele Scott.

Volunteer and guide: Marguerite Bell.

BRIEFINGS DURING THE YEAR WERE OFFERED ON:

'Discovering More about Old Treasury' 17 September 2018

'2019 – the year ahead' 12 February 2019

-'Wayward Women?'

25 June 2019

VISITS WERE ALSO ORGANISED DURING THE YEAR TO:

> The Supreme Court 6 July 2018

The Royal Exhibition Building & Vikings 16 August 2018

Melbourne Star Observation Wheel 24 October 2018

State Library of Victoria: Russell Street Welcome Zone 13 November 2018

Public Record Office Victoria 14 March 2019

Star Observation Wheel 15 April 2019

> *Villa Alba* 25 May 2019

During the year the Old Treasury Building worked with several peer groups to assist in benchmarking volunteer programs. They were the Cultural Volunteers Managers' Network, Volunteers Victoria and the Managers of Volunteers Network Melbourne. In addition we participated in National Volunteers Week, offering free tours for volunteers from associated organisations.

Recruitment drives during the year added 18 new guides and volunteers to assist at times of high pressure on programs.

Visits during the year

Social engagement Theatre Party: Lip Service 18 July 2018

> Xmas Cheer 7 December 2018

OTB 9 year Celebration 6 June 2019





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 in 2016-17.

Projects completed this year included:

-Replacement of internal water tanks

-Cleaning and re-grouting of the forecourt and front steps, pinning and relaying of several bluestone steps that had been damaged over time

-A dilapidation report on the downpipes in the building was completed and a plan for rectifying work was commissioned.

A project to remove rubble from ceiling spaces was commenced, but was delayed by work, health, safety concerns. In addition the Old Treasury Building undertook the following: -Refit of the kitchen on Level 1 -Repair of several original tables and chairs to repair damage through use.

-More lights in the building changed to LED to conserve energy and reduce maintenance -An internal survey of the building was completed for all tenancies. The Old Treasury Building is required under its enabling regulations to pursue financial self-sufficiency. The main source of income in any year is rental from the range of tenancies in the building. All rentals are based on formal reviews completed by the Valuer-General.

The following occupied tenancies in 2018-19:

-Department of Premier and Cabinet on behalf of the Governor in Council and other tenants -Department of Justice (Victorian Marriage Registry)

-Office of the Victorian Government Architect -Leadership Victoria.

Administrative delays within the Department of Premier and Cabinet resulted in delays renewing those leases and saw an accumulation of rental arrears. This had a material impact on the budget during the year.

OTHER INCOME

Additional income was derived from tours, education programs and hiring spaces within the building for events, photography or film locations. These included the following:

-AFL Grand Final Parade launch

-Hogarth Australia – fashion shoot -Revolver – Target Christmas TV commercial

-Lauritz Productions – brand photo shoot

-Celebrate India – illumination of the building for Diwali

-Kenneth Park – monthly lectures -History Council of Victoria and Monash University – seminar series

-And several book launches.

SECURITY AND RISK MANAGEMENT

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

Work, health and safety training was on-going for all staff and tenants and regular fire drills were held at random intervals. One whole-building evacuation was conducted without warning during public hours and was effected successfully.



The financial outcome for 2018-19 saw a positive increase in total equity to \$343,843. Expenditure during the year was less than budgeted due principally to success in attracting external funding for the temporary exhibition '*The Invention of Melbourne*' (opened July 2019).

Note: Some expenditure will fall within the 2019-20 financial year.

OPERATING STATEMENT

Income	
Tenant Income	\$599,658.73
Museum Admissions	\$76,749.19
Other Income	\$143,066.47
Total Income	\$819,474.39
Cost of Sales	\$906.16
Gross Surplus	\$818,568.23
Expenses	
Employment Expenses	\$474,610.81
Exhibitions and Tours	\$196,361.99
General Expenses	\$91,209.33
Total Expenses	\$762,182.13
Net Surplus/Deficit	\$56,386.10

BALANCE SHEET

Assets			
Cash and Equivalents	\$347,833.40		
Trade Debtors	\$10,876.47		
Non Current Assets	\$7,249.45		
Total Assets	\$365,959.32		
Liabilities	\$22,115.93		
NET ASSETS	\$343,843.39		
Equity			
Retained Earnings	\$237,457.29		
Current Year Earnings	\$106,386.10		
TOTAL EQUITY	\$343,843.39		





COMMITTEE OF MANAGEMENT

The Committee of Management met on four occasions in this period.

Members were: -The Committee of Management met on four occasions in this period.

Members were:

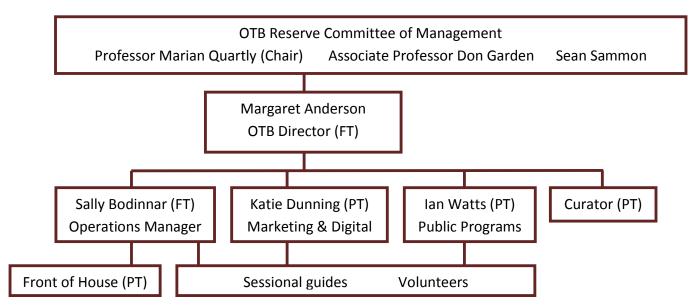
Professor Marian Quartly (Chair) Associate Professor Don Garden Sean Sammon

Committee meetings were held on 23 July, 24 September, 1 April and 17 June.

STAFF

The following staff training was undertaken during the year: -First Aid and CPR to retain certification -Volunteer Management (several sessions) -Ongoing fire response and warden training -Technology upskilling (various workshops)

ORGANISATIONAL STRUCTURE





 Old Treasury Building Museum 20 Spring Street Melbourne (03) 9651 2233 info@otb.org.au