

The image shows the exterior of the Old Treasury Building, a grand neoclassical structure. It features multiple stories with large, fluted columns and a prominent balcony with a decorative railing. A large, dark red door is visible on the ground floor, and a tall, narrow window to its right displays a colorful poster. The building's facade is composed of light-colored stone or concrete with horizontal fluting.

# **Old Treasury Building Annual Report 2019-20**



## 17 June 1843

Election day to select a member to represent Melbourne in the NSW Legislative Council. Bitter sectarian rivalry over opposing Catholic and Protestant candidates leads to a riot outside the polling booth. The Riot Act is read out, and much damage to property, two rioters are shot. The Protestant candidate (Henry Condon) is returned.

## 1846

Pope Pius II is elected to the papacy and signs the 1846.

Wardell converts to Catholicism. He establishes an independent parish.

## 25 June 1846

The Catholic Bishop is named.

## 1845-1849

The Great Famine, also called the Irish Potato Famine, occurs in Ireland when the potato crops fail. Thousands die across the world to escape starvation. Many come to Australia.

## July 1846

A fire starts in Queen Victoria's Drawing Room at the Palace of St James, London. The fire is caused by a candle.

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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 2020.

A handwritten signature in black ink, reading "Marian Quartly". The signature is written in a cursive, flowing style.

Professor Marian Quartly  
Chair  
28 September 2020

The Committee of Management is pleased to report on its management of the Old Treasury Building (OTB) in 2019-20.

In common with most organisations, the Committee reports a year divided into two contrasting periods –pre and post the COVID-19 influenza pandemic. The period up to mid-March was very successful, with growing visitor numbers and a busy program of public events where visitor trends suggested that museum attendances would reach a record 100,000 by the end of the financial year. This year also marked 25 years since a museum first opened in the Old Treasury Building. However due to COVID-19 the building closed to the public on 16 March and did not re-open again in the period covered by this report. All figures of attendance therefore represent only the period up to and including 15 March, however digital engagement is reported over the year as a whole.

### PUBLIC ACCESS PROGRAMS

Public access to the building and its programs continued to grow in the period to 15 March: 69,565 visited the exhibitions and programs – a 3% increase on the corresponding period last year

5,684 students attended a booked program – a 15% increase

Old Treasury Building digital material received over 10 million views

### EXHIBITIONS

Three new exhibitions were researched in-house and installed during this year. Another temporary exhibition was funded by the Victorian Government as part of the commemorative program marking the end of the Second World War.

*The Invention of Melbourne: A Baroque Archbishop and a Gothic Architect* was displayed from 31 July 2019 – 2 March 2020.

A 1920s *Christmas* was displayed in the basement area once occupied by the building's caretaker and family.

*Yarra: Stories of Melbourne's*

*River* was researched, designed, and partly installed. It was intended to open in June 2020.

*Women Work for Victory in World War II* was researched for an intended opening on 12 August 2020.

The incoming exhibition *Behind the Lines 2019: the Year's Best Political Cartoons* was intended to be shown from May-July 2020.

The exhibitions were supported by 55 associated lectures, talks or walks.

### THE VOLUNTEER PROGRAM

An active professional development program was offered to the 73 volunteers and education guides.

### THE BUILDING

Several projects were completed on the heritage structure itself. They included: Repair of water-damaged walls and ceiling after a roof leak.

Removal of graffiti after several protest rallies outside the building.

Repair of first floor skirting boards after the departure of a tenant.

Installation of new kitchen on the first floor.

Other scheduled urgent works did not proceed, due to delays with the Reserve work program.

### FINANCIAL MANAGEMENT

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



A handwritten signature in dark ink, reading "Marian Quartly".

Marian Quartly, Chair



A handwritten signature in dark ink, reading "Margaret Anderson".

Margaret Anderson, Director



The background is a detailed architectural line drawing of a classical building facade. The upper section features three large semi-circular arches, each containing a window. Below these arches is a row of columns supporting a pedimented structure. The lower section shows a central entrance door flanked by columns and a decorative pediment. The entire drawing is rendered in a light, sketchy style with fine lines.

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.





Change over to a

**VICTORY JOB**

APPLY TO YOUR NEAREST NATIONAL SERVICE OFFICE



**THE STRATEGIC PRIORITIES FOR 2020-21 INCLUDE:**

- Implement COVID Safe plan in the building as a whole
- Manage a staged return-to-work in line with government guidelines
- Reopen the museum to the public when government regulations permit and it is safe to do so
- Assess the continuing viability of presenting education programs and other public programs in-house, or continue digital delivery of programs (or both)
- Develop 'incursions' for schools unable to visit
- Complete installation of *Yarra* and *Women Work for Victory in World War II* exhibitions
- Upload digital support material for both exhibitions
- Continue development of online support material for long-term exhibitions
- Develop new temporary exhibition *Lost Jobs*
- Begin development of new display in the Gold Vaults
- Participate in festivals and other public events as relevant and practicable
- Seek external funding of programs as opportunities arise
- Develop and review annual marketing strategy
- Maintain contact with volunteers and guides using relevant technology until face-to-face meetings can resume
- Manage return of volunteers in accordance with COVID Safe Plan
- Support partnerships with Public Records Office Victoria (PROV), History Council of Victoria, Monash University and Kenneth Park
- Complete building works as scheduled, including repair of downpipes and improved ventilation system
- Review business plans for the first floor area.
- 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 itself and the career of its 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 on display. It is presented in partnership with Public Record Office Victoria (PROV).



## PRINCES BRIDGE A MELBOURNE LANDMARK



### PRINCES BRIDGE

Princes Bridge is a landmark in Melbourne, Australia. It was built in 1858 and is one of the oldest bridges in the city. The bridge is a stone arch bridge and is known for its historical significance. It is a popular spot for tourists and locals alike to visit and take photos.

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## WAYWARD WOMEN

TEMPORARY EXHIBITION FROM JULY 2019

This exhibition was installed in the previous year, but the exhibition season was extended, partly in response to strong public interest, but also to allow for the development of new long-term exhibitions within a finite budget.

The exhibition told the stories of nine women and two little girls who were considered 'wayward' by the standards of the nineteenth and early twentieth century. Several were convicted of murder, and might have been treated as criminals in any age, but most were more the victims of poverty, and of a double standard of sexual morality that judged erring women harshly.

Some of the women featured in the exhibition are well-known to history. Caroline Hodgson, better known as Madam Brussels, was the most famous brothel owner in Melbourne for 30 years, until the laws were changed in 1908 to make running such houses illegal. Others, like 15 year-old Margaret Walters, charged with 'concealing the birth' of her illegitimate daughter, were completely unknown. So too were the two little girls, Sarah Lawton and Gertie Bigwood, who first came to the notice of the courts as victims in a carnal knowledge case, but ended up sentenced to institutions as 'neglected children'. Sarah was incarcerated for twice as long as the man who was convicted of abusing her.

*Wayward Women?* explored the position of women in Victoria in the past and the complex mix of social, economic and legal impediments they faced, before concluding with a summary of improvements in the status of women over the intervening decades. It attracted significant public and media interest. Extensive online content supported the exhibition, ensuring that the stories presented in the exhibition will continue to be accessible after the life of the display itself.

The Old Treasury building thanks the following organisations who assisted with loans or illustrations: National Trust of Australia (Victoria), Police Museum of Victoria, Royal Australian College of Obstetricians and Gynaecologists and State Library Victoria.



After a recovery the police set a trap. Police hid outside the Jundin house as Herman went in to tea. When Martha was caught in the very act of offering a cup of tea containing 10 grains of arsenic. A box of Rata was found in the cupboard. The tea was quickly examined and found to contain 3.4 grains of arsenic. Two grains were enough to kill. The bodies of Henry Needle and Martha's children. All contained traces of arsenic.

Martha was tried in September 1994 on a charge of murdering Louis Juncken. In her defence her counsel attempted to argue that Martha's long periods of 'unconsciousness' meant that she was not responsible for her actions. The murder of her children seemed especially inconsistent with her apparent behaviour as a fond mother. But doctors called to give evidence were reluctant to commit themselves to this claim. In the end Justice Hodgson rejected the plea of 'unconsciousness', observing, 'the law cannot wait while psychiatrists, physicians and scientists settle their differences on these problems. ... Justice must be done'.

The jury found Martha Needle guilty and gave no recommendation to mercy. She was hanged at Melbourne Gaol on 22 October 1894, leaving all her belongings to Tom, who supported her to the end.



## A portrait of a man in a military uniform, likely a general, with a high collar and epaulettes. The image is a black and white photograph with a white border.

Emma Williams was the child. Although others in the crime seemed particularly culpable, she was the figure. At a time when the execution of Emma impoverished women,

On 12 August 1995 the body of a young man was found. He was 20 years old and was responsible for the death of a woman. But was almost drowning in the house.

James Williams' murder attracts frequent comment from Melbourne. It has said that James regularly child-molests, sometimes for weeks. From this moved frequently from perhaps in a relationship with one of 8-yr-olds and described the crime

After a divorce James Wilkins was found guilty and sentenced to hang. Justice Hodgson, who took the case, observed not merely for James:

Before we acted, in desperation Emma claimed that she was pregnant. A woman could not be so blasphemous. Emma was appointed to make a diagnosis. At their first examination they happened to see a sign which said Emma was not pregnant and her death warrant was signed.

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## REFERENCES

# THE INVENTION OF MELBOURNE: A BAROQUE ARCHBISHOP AND A GOTHIC ARCHITECT

TEMPORARY EXHIBITION 31 JULY – 2 MARCH

This exhibition was the result of a creative partnership between the Old Treasury Building and a group of scholars who collaborated in a research project funded by the Australian Research Council (ARC). We believe that it may have been the first ARC project to be awarded funding for an exhibition as one of its scholarly outcomes. The research project was itself a partnership between the University of Melbourne, the University of Divinity and the Catholic Archdiocese of Melbourne. The Chief Investigators were Professor Jaynie Anderson, Father Dr. Max Vodola and Shane Carmody. In addition to the exhibition, the project produced a fine publication, *The Invention of Melbourne*, published by the University of Melbourne Press, (now in its second edition) and a series of conferences, held over the life of the project. The exhibition was jointly funded by the ARC and the Catholic Archdiocese, with generous assistance from Lovell Chen and Newman College.

*The Invention of Melbourne* explored the career of the first Catholic Bishop, then Archbishop of Melbourne (from 1874), James Alipius Goold, (1818-1886) and his partnership with the neo-gothic architect William Wilkinson Wardell (1823-1899). Goold was a notable collector, of devotional pictures, prints, drawings and books. Over the decades in the wake of the gold rush, he assembled an extraordinary collection of gothic paintings, many acquired from the Papal collection in Rome, and an extensive library. Although some of the paintings still hung in St Patrick's Cathedral, their provenance was largely unknown before this research project brought them to light. They include some very significant pictures.

Goold had an ambitious vision for Catholic Melbourne, which included building a fine cathedral. When completed, St Patrick's Cathedral was the largest ecclesiastical building in Melbourne. In this, and in many other building projects over succeeding decades, Bishop Goold partnered with the architect William Wardell. Wardell worked on the cathedral at intervals for most of his life in Melbourne, and in addition to the overall structure of the building, designed much

of the interior. It is regarded as one of the finest Gothic Revival buildings anywhere in the world, and was the largest such structure to be built during the nineteenth century. In addition to the cathedral, Goold oversaw the construction of 86 churches and as many schools, many designed and built by Wardell. The legacy of both men literally stands in stone throughout Victoria.

The exhibition was shown for a six-month period over four galleries on the ground floor and attracted strong public interest. A successful partnership with the Catholic Education Service created an associated education program. In addition 20,000 copies of the journal ?? were printed by the ?? to distribute free to visitors as an exhibition catalogue. In addition to the material held by the Catholic Archdiocese, display objects were kindly loaned by the Baillieu Library at The University of Melbourne and the Sisters of Mercy.





The Virgin and Sleeping  
Child with St. John the Baptist



# A 1920S CHRISTMAS

TEMPORARY EXHIBITION FROM NOVEMBER – JANUARY

This small Christmas display has proved very popular with visitors and is now part of the Old Treasury's annual calendar. It is presented in the basement rooms, once part of the flat occupied by the building caretaker's family, the Maynards, who lived in the building during the 1920s. The intent behind the display is to present hand-made decorations of the kind made at this time. Although commercial decorations were available in the 1920s, they were expensive and many families made their own. Patterns appeared regularly in the newspapers and popular magazines, along with instructions on how to assemble them. Some were very simple, paper chains that even small children could make, but others were quite intricate, multi-petalled flowers built up in layers from coloured crepe paper, and requiring some practice to execute. Once again the Old Treasury Building's willing volunteers got together in a sequence of workshops to create the colourful collection.





# INCOMING EXHIBITIONS

TEMPORARY EXHIBITION 31 JULY – 2 MARCH

## EARLY MELBOURNE PAINTINGS: 1840-1880

FROM JULY

*From the Roy Morgan Research Collection*

Rare and early pictures, tracing the growth of Melbourne, are shown in the ground floor and first floor corridors. Some are available to booked tour groups only. They range from delicate early pencil drawings, dating from the 1840s, to later watercolours and oils of the emerging city. We are grateful to the Roy Morgan Research Collection for making these lovely pictures available.

## BEHIND THE LINES: THE BEST POLITICAL CARTOONS FROM 2019

*Travelling exhibition from the Museum of Australian Democracy, Canberra*

This travelling exhibition was to be shown from May to July, but unfortunately coincided with the closure of the museum due to the COVID-19 pandemic. As a result we stored the travelling crates until they could be sent on to a venue interstate that was permitted to open. We hope to be able to present next year's show as usual, if restrictions permit.



# NEW EXHIBITIONS IN PREPARATION

Three additional exhibitions were researched and designed during this year – two long-term exhibitions, *Yarra*, and *Protest Melbourne*, and one temporary exhibition *Women Work for Victory in World War II*. The latter was funded by the Victorian Government as part of the program commemorating the 75th anniversary of the end of World War II. In the end none of these displays could be shown, although both *Yarra* and *Women Work for Victory in World War II* were in the process of installation. Both will be in place once the museum is able to re-open and in the meantime *Women Work for Victory* is available for public viewing via extensive material online.

## YARRA

This exhibition charts the changing shape of the river over the decades from 1835 and explores the pivotal importance of access to its waters for both the Kulin and the encroaching European settlers. When open it will enhance the Old Treasury Building's presentation of both First Nations history and the environmental history of the Melbourne region.

## WOMEN WORK FOR VICTORY IN WORLD WAR II

The role of women, both at home and abroad during World War II, is the focus of this exhibition. Although some aspects of this history have been recorded, much was forgotten once the war ended. Yet women were involved in most areas vital to the war effort. From the fields to the factories, they produced the food, clothing and armaments needed by a country at war and in the process many moved into occupations previously reserved for men.



A program of 55 talks, walks, lectures, seminars and workshops was presented, some in association with exhibitions, and others to contribute to popular community festivals and events. Several series were presented in partnership with other organisations and individuals.

More than 1,270 people participated in these programs, while an additional 1,127 took part in Open House Melbourne. A further 21 events initially scheduled were cancelled due to the COVID 19 shut down.

In August this year we also celebrated 25 years of opening the building as a museum with two functions. It was a pleasure to welcome back many of those associated with the building and the museum over the years including: Hon. Professor Emeritus David de Kretser, former Governor of Victoria and Mrs Jan de Kretser; Hon Brian Howe, former Deputy Prime Minister and Dr Renate Howe; Hon. Ted Baillieu, former Premier; Simon Molesworth, former judge of the Environment Court of NSW and Deputy Chair of the foundation OTB Committee of Management, and Gary and Genevieve Morgan.

## EXHIBITION RELATED PROGRAMS

### WAYWARD WOMEN?

*Martha Needle*  
with Gabrielle Keating  
25 July 2019

-

*Maggie Heffernan*  
with Marguerite Bell  
22 August 2019

-

*Frances Knorr*  
with Kay Price  
19 September 2019

-

*Olga Radalyski*  
with Doug Robertson  
31 October 2019

-

*Emma Williams*  
with Paige Morrison  
21 November 2019

-

*Maggie Heffernan*  
with Marguerite Bell  
12 March 2020

### FOUNDATIONS OF MELBOURNE

*Colonial township to Marvellous Melbourne*  
with Jackie Leslie  
9 July 2019

-

*Peter Lalor*  
with Rob Edmonds  
6 December 2019



## THE INVENTION OF MELBOURNE: A BAROQUE ARCHBISHOP AND A GOTHIC ARCHITECT

*Archbishop Goold's Passion for  
Baroque Painting*

by Professor Jaynie Anderson  
6 August 2019

-

*An introduction to The Invention  
of Melbourne*

with Jack Norris  
13 August 2019

-

*A Baroque Archbishop*

with Faye Dennis  
10 September 2019

-

*The Power of Display: Collecting  
and exhibiting religious art in  
colonial Melbourne*

by Dr Callum Reid  
17 September 2019

-

*The Archbishop and the Artist:  
Goold and von Guerard*

by Dr Ruth Pullin  
1 October 2019

-

*William Wardell Seminar*  
in partnership with the Office  
of the Victorian Government  
Architect

8 October 2019

-

*Catholic Heritage of Eastern Hill*  
Kenneth Park Walk

13 October 2019

-

*William Wilkinson Wardell*

with Faye Dennis  
15 October 2019

-

*St Patricks Cathedral*  
with Gabrielle Keating

12 November 2019

*Bishop Goold and the Wild Wild  
West*

by Shane Carmody  
28 November 2019

-

*Introduction to The Invention of  
Melbourne*

with Jack Norris  
14 January 2020

-

*James Alipius Goold*  
(repeat)

with Faye Dennis  
23 January 2020

-

*Browsing the shelves: books in an  
exhibition*

by Shane Carmody  
6 February 2020

-

*William Wardell*  
(repeat)

with Faye Dennis  
13 February 2020

-

*St Patrick's Cathedral*  
(repeat)

with Gabrielle Keating  
20 February 2020

-

*The Whole Duty of (Wo)men:  
Female Printers in the Goold  
Collection*

by Huw Sandovar  
1 March 2020

## PROGRAMS ARRANGED IN PARTNERSHIP WITH EXTERNAL ORGANISATIONS OR INDIVIDUALS

### MAKING PUBLIC HISTORY SEMINARS, ORGANISED IN PARTNERSHIP WITH THE HISTORY COUNCIL OF VICTORIA AND MONASH UNIVERSITY

*The dark side of sport*  
9 July 2019

-

*The Past, Present and Future of  
Victorian Indigenous Languages*  
13 August 2019

-

*Ephemera as history*  
12 November 2019

*The seminars scheduled for  
March and May were cancelled.*

### LECTURE SERIES PRESENTED BY KENNETH PARK

*The style of Giorgio Armani*  
23 July 2019

-

*The legacy of Leonardo da Vinci*  
8 October 2019

-

*I M Pei and his legacy*  
29 October 2019

-

*Christmas traditions around the  
world*

10 December 2019

-

*The Bauhaus Movement*  
28 January 2020

-

*Five Renaissance Cities*  
18 February 2020

*Four lectures scheduled from  
March to June were cancelled.*

### HISTORIC WALKS LED BY KENNETH PARK

*Fitzroy No. 1*  
20 July 2019

-

*Catholic Heritage of Eastern Hill*  
13 October 2019

-

*Wandering around Royal Park*  
11 January 2019

-

*Beachside St Kilda*  
22 February 2020

-

*The changing face of Southbank*  
23 & 27 May 2020

-

*Yarra River: Polly Woodside to  
Bolte Bridge*  
6 & 11 June 2020

-

*Port Melbourne to Albert Park*  
24 & 27 June 2020

*Four walks scheduled from  
March – May were cancelled.*

## SPECIAL EVENTS

### RARE BOOK WEEK

*Browsing the Shelves: books in an exhibition*

*lecture by Shane Carmody,*  
7 July 2019

*Open House Melbourne*  
28 July 2019

*Old Treasury Anniversary:*  
*25 years a museum*  
August 2019

*AFL Grand Final Parade*  
27 September 2019

### HISTORY WEEK

*When the 'Spanish Lady' visited Melbourne*

*lecture by Mary Sheehan*  
13 October 2019

### WOMEN'S HISTORY MONTH

*Disposing of the products of women's bodies: identifying the gynoeaocentric zone*

*lecture by Professor Shurlee Swain*  
3 March 2019

### MELBOURNE FASHION FESTIVAL

*Fashionable Style: the 1850's crinoline*

*'white gloves' presentation by Margaret Anderson*  
10 March 2020

### Stork Theatre

*Performance Readings*  
*The Tree of Man extracts*  
*Parts 1&2*  
6 August 2019

*The Tree of Man extracts*  
*Parts 2&3*  
13 August 2019

*The Tree of Man extracts*  
*Part 4*  
27 August 2019



Prior to the pandemic-induced shut down in mid-March, the Old Treasury Building had a very successful year in terms of education programs. Fifteen individual programs were offered to schools, aligned to curricula for levels 2 to VCE. The most popular programs were those offered to years 5/6 and 9/10 on the impact of the gold rush on Victoria, the growth of Victoria from colony to state and the creation of a democratic system of government. A new program, offered in association with the temporary exhibition *The Invention of Melbourne*, was developed in partnership with Catholic Education Melbourne by Kerrie-Anne Porecca and Ian Watts. In addition a guide for parents and teachers visiting with children with special needs, '*Social Scripts for Inclusive Excursions*,' was developed by Marilyn Price. An article about the guide was published in the education journal *Agora* (54, 2, 2019).

The 2019 calendar year saw some 9,078 students visit the Old Treasury Building as part of a booked program. This is the highest number of students to visit the museum since it first opened in 1994. Of these, 5,363 were primary school students and 3,715 were secondary students.

Attendances for the period to March in this financial year were also trending strongly, with a projected 20 per cent increase predicted on the previous year's total, based on bookings received.

Actual attendances in the period July - March were 5,684, with 2,889 primary students and 2,797 secondary students—a 15 per cent increase on the same period last year. Programs were presented by 26 certified teachers, employed as part-time staff members on a sessional basis. Five new teachers joined the group this year.

A professional development program was offered to sessional teachers with some programs offered in partnership with other professional associations. They 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.

### FOR ADULTS

In addition to the Public Tours detailed under Public Programs, various groups arranged private tours by appointment. There were 504 adults who came as part of a group visit.

Whilst some of the sessional guides also participated in tours for adults 5 guides were dedicated to adults-only tours.

Professional Development for museum presenters was offered through the following programs

Cultural Competencies Workshop  
presented by Jennifer

Ferneyhough  
9 & 13 July 2019

-

Briefing: The Invention of  
Melbourne  
2 August 2019

-

Guiding in 2020  
21 January 2020

Sessional staff also participated in visits to

Government House  
16 July 2019

-

St Patricks Cathedral and  
Heritage Walk  
11 October 2019

-

Royal Botanic Gardens  
14 November 2019

-

2 Treasury Place  
20 December 2019





The Old Treasury Building's marketing budget is limited, especially when compared to the resources available to many competing attractions. As a result we tend to focus on digital marketing and on participating in programs offering co-promotion of our programs through external publications, both print and digital. Examples in this year were Rare Book Week (July), White Night (August), History Week (October), the Seniors Festival (October), Virgin Australia Melbourne Fashion Festival (March) and Women's History Month (March). Other planned activities for the Heritage Festival and Melbourne International Comedy Festival in April and Law Week in May were cancelled due to the pandemic. Since our visitor numbers continued to rise, we believe this strategy has been successful. In addition, social media 'events' like #MuseumWeek and International Museum Day online (May) were successful in increasing general brand recognition. Over the year the Old Treasury Building related social media content was viewed over 9 million times.

### THE OTB GAZETTE

The Gazette keeps subscribers up-to-date with new programs, associated talks and lectures and general information. There were 1,248 subscribers – (23% increase) with a 35.6% read rate.

### EDUCATION PROGRAM MARKETING

The exception in terms of marketing was the approach to education marketing, where direct marketing of the programs offered was employed via a mail-out to schools. In addition staff attended several education conferences, including the History Teachers Association of Victoria annual conference, the Education Show and Comview, conducted by the Commercial Teachers Association. When the museum closed in mid-March 2020, education attendances were trending towards a 20% increase on those of the previous year.

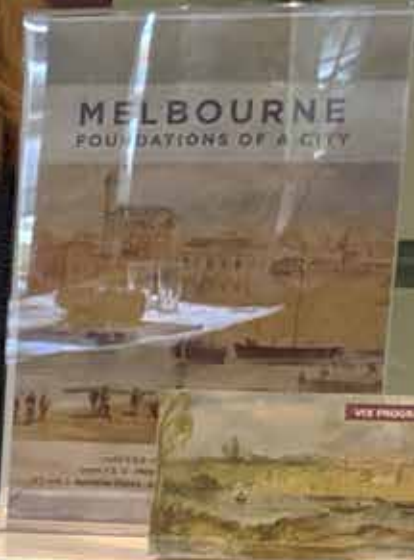
### TRIPADVISOR

In 2019-20 the Old Treasury Building was ranked 31 out of 652 things to do in Melbourne, which is three points higher than last year, despite there being 155 more offerings for Melbourne overall. This is a great achievement.



# Uncover Melbourne's stories at Old Treasury Building

HTAV  
Heritage Victoria  
Old Treasury  
Building



SIONS-  
environment



This year the Old Treasury Building (OTB) participated in several major public events. While these did not always assist in promoting the museum's programs, each helped to raise public recognition of the building itself.

*Open House Melbourne* has been a successful event for the OTB for many years and this continues, although attendances at this event have been trending downwards in recent years, both at the OTB and overall. For the past two years we have chosen to open on one day of this weekend only, to contain costs. Attendances this year were 1,127, over the six hours of opening. This year we also agreed to participate in a trial to erect a temporary ramp to enable disabled access through the front door. While improving access to the building, the ramp attracted many adverse comments about the intrusive nature of the structure on the heritage entrance.

For the first time in some years the Old Treasury Building was also able to participate in the annual *White Night* program. Pictures from the stage production of *Harry Potter and the Cursed Child* were projected onto the building and attracted widespread comment as a 'must see' element of the festival. The visibility of the building on social media increased by over two million accounts as a direct result of this program.

The annual Grand Final Parade was also launched from the Old Treasury Building on 27 September 2019. Once again crowds amassed outside the building to cheer on the teams competing in the grand final on the following day and to watch the start of the parade. The annual media launch was staged inside the building.

In addition the Old Treasury Building joined other prominent sites in Melbourne by illuminating the building to mark the following:

Orange: Fragile X Syndrome

Saffron, white, green: Celebrate India –celebrating the Victorian Festival of Diwali

Red: SIDS and kids - Red Nose Day

Orange: Victoria Against Violence

Blue: Victoria Police – in honour of four police officers killed in the line of duty in April





The Old Treasury Building (OTB) maintains a digital presence via a dedicated website and active participation on various social media accounts, including Twitter, Facebook and Instagram. During this year the number of discrete users of the website increased by almost 60%, while the number of page views also increased by 49%.

In the last few years it has been our policy to create complementary digital content to accompany each new display. This content usually expands on the displays themselves, and also offers more options to include illustrations. It has been a successful development. For some years the most popular page on the website has been the content relating to *'Propaganda and the Conscription Debate in World War I'*, with a 62% increase in views during this reporting period, despite the content being over 2.5 years old. This probably reflects the fact that this section is listed by many schools on their curriculum guides. However this year the *Wayward Women* home page actually drew more people to the website. We were also intrigued to see that some website content had a longer digital life than was imagined originally. For example, content from *Gold Rush: 20 Objects, 20 Stories* was viewed more often in the period since the exhibition closed than while the display was in place. The gold licence, day dress, unknown diary, replica nugget and gold washing cradle in particular have been viewed more than three times more often than in the previous year. However this may reflect nothing more than the inevitable delay involved in Google indexing the content.

### SOCIAL MEDIA

The Old Treasury Building's social media continued to grow in both members and reach during the year, although there were some inconsistencies. The Twitter follower count increased by 12% during 2019-20, and resulted in a 10% increase in retweets. The number of mentions decreased over the same period, although the mention reach increased by 42%. The total Twitter reach for 2019-20 was just over 4 million accounts.

During #MuseumWeek in May the OTB once again performed well, being listed in the top 5 for #HeroesMW. For the first time since 2018, we had an increase in reach during #MuseumWeek, reaching almost 2 million accounts during the month. The Old Treasury Building also participated in International Museums Day Online in May, posting information to expand on one of our exhibitions. #ISOMapMay consisted of a post each day during the month about one of the buildings featured on a popular isometric map of Melbourne in 1882 displayed in one of our long-term exhibitions - *Melbourne: Foundations of a City*. The posts performed well on Twitter but were less successful on Facebook.

### FACEBOOK

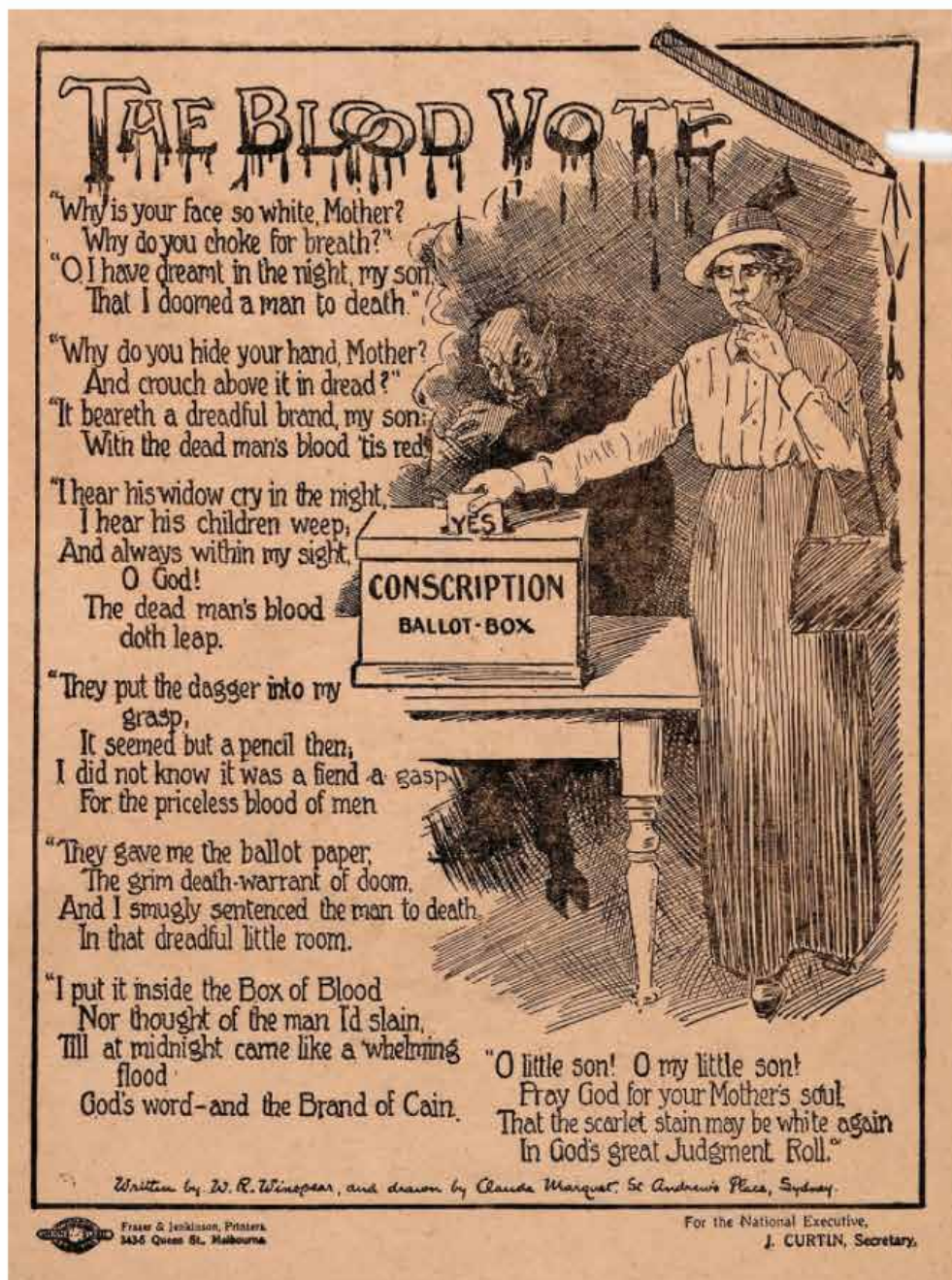
The Facebook result was more mixed, although there was an overall increase of 35% in the number of 'likes'. Performance was about on par until March, but both April and May saw significantly less engagement. Enquiries suggest that this was a common experience, and has been attributed to the onset of the pandemic, manifested in a general preoccupation with COVID-19 related information and resulting screen fatigue. There were also no events or programs to report of course. Engagement improved once again during June, but the final result showed a 23% reduction in overall reach for the year.



# PROPAGANDA AND THE CONSCRIPTION DEBATE

*The cartoons and pamphlets in this exhibition are presented exactly as they were produced at the time. Some images and views expressed would now be considered offensive.*

The conscription debate generated an enormous volume of propaganda material. Although the Australian Government promoting the 'Yes' case had more resources at its disposal, the 'No' side created some extremely effective cartoons and leaflets, some of which were extraordinarily influential. One of the most effective leaflets created was the anti-conscription illustrated poem 'The Blood Vote', one million copies of which were printed and distributed between 1916 and 1917. 'The Blood Vote' was drawn by the remarkable labour artist Claude Marquet, while the poem is now thought to have been written by E.J. Dempsey (see below).



The Blood Vote. Part of the Propaganda of the Conscription debate.

## Further reading:

### Why were referendums held in 1916 & 1917?

It is a source of national pride that Australia fielded a volunteer army throughout World War I. But it might have been so. Find out more.

### The case for Conscription in World War I

The case for Conscription was put most powerfully by the Australian Government, backed by almost all of the major newspapers, the Liberal Party and many church leaders. Find out more.

### The case against Conscription in World War I

The anti-conscription cause was presented by a loose coalition of groups including labour organisations, civil libertarians and anti-war groups. Find out more.

### Women and the Conscription debate

Women played a central role in the conscription campaigns. Feminist Victoria Goldstein later commented that conscription politicised Australian women more than any other issue. As participants they were active on both sides. Find out more.

### Songs and the conscription conflict in World War I

Music was an important part of cultural life in Australia during World War I. Bands played at recruiting events and

Over the years the Old Treasury Building has retained a strong cadre of volunteers who provide an essential front-of-house presence and also assist with other administrative tasks. The small group of paid staff could not have managed the steady increase in visitor numbers without their assistance. During this reporting period there were 60 volunteers, some of whom are also sessional teachers.

We are committed to ensuring that volunteering and guiding at the Old Treasury Building is an enjoyable and rewarding experience and with this in mind offer a program of social engagement and professional development throughout the year. This year's program continued as usual until mid-March forced its temporary recess.

### VISITS WERE ORGANISED DURING THE YEAR TO

Government House  
16 July 2019

-

St Patricks Cathedral and  
Heritage Walk  
11 October 2019

-

Royal Botanic Gardens  
14 November 2019

-

2 Treasury Place  
20 December 2019

A recognition program also ensured that volunteers and guides felt valued for their contributions. In June 2020 the following long-term service badges would have been awarded at a ceremony onsite, but this has been postponed until such a gathering is possible once again. In the meantime letters were sent to all of those who qualified for recognition. They were:

#### TEN YEAR SERVICE BADGES:

Anita Lenkic, Carol Frost, Clare Doyle, Helen Marson, Isobel Brown, Julia Bourne, Glenda Holdsworth, Louise Sheldon, Rob Edmonds, Susan Maslin and Marilyn Price

#### FIVE YEAR BADGES

Jessica Markabawi, Eleanor Wallace and Tim Hoffmann

### BENCHMARKING VOLUNTEER PROGRAMS

In an effort to ensure that volunteer programs matched best-practice elsewhere, the Old Treasury Building worked during the year with several peer groups to benchmark programs. These groups included the Cultural Managers' Network, Volunteers Victoria and the Managers of Volunteers Network Melbourne. As in the past, we also participated in National Volunteers Week, offering free tours for volunteers from associated organisations. Sovereign Hill volunteers visited on 12 September 2019, but sadly a reciprocal visit planned for March 2020 had to be cancelled.

### COVID-19 IMPACT

All social events and professional development activities were cancelled from mid-March, with the closure of the building itself. During the long period of closure associated with the pandemic, contact with the volunteers and guides was maintained through a regular edition of an e-news, the OTB Weekly, which commenced on 27 March 2020. The Weekly provided news and links to digital activities. In addition an occasional webinar get together was held allowing a semblance of a normal gathering. It has been widely subscribed.









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. Additional ad hoc repairs were undertaken to remove graffiti from the external stonework on several occasions during the year.

Projects completed this year included refurbishment of the kitchen on level 1, repair and repainting of water-damaged walls and a ceiling, repairs to skirting boards after the vacation of a tenancy, and repair of a stone balustrade damaged during one of the Schools Strike 4 Climate rallies.

Several other important projects have been on hold for some time.

They include:

- repair of several downpipes after the completion of a dilapidation report. This work is crucial to protect the building from further storm water damage.
- restoration of stonework damaged by water from leaking gutters
- repairs to copper box-guttering
- refurbishment of brass handrails on the forecourt to repair damage caused by skate-board riders, to prevent further damage and to avoid accident
- painting of external doors and windows to protect original woodwork

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. Rentals are based on formal reviews completed by the Valuer-General.

The following organisations occupied tenancies in 2019-20:  
Department of Premier and cabinet on behalf of the Governor-in-Council and other tenants, including the Department of Justice (Victorian Marriage Registry) and the Office of the Victorian Government Architect.  
Leadership Victoria (until mid-January).

**OTHER INCOME**

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

- AFL Grand Final Parade launch
- Kenneth Park monthly lectures (until March)
- CNN interview with the late Mr John Cain and Mrs Cain for the program The Windsors
- Channel Nine film segment of Halifax Retribution
- Various photography shoots
- Stork Theatre - various readings
- All other bookings for the period from mid-March 2020 were cancelled

**SECURITY AND RISK MANAGEMENT**

The following were undertaken as part of a program to improve security and work, health and safety in the building:

- Installation of a lockdown button for automatic front entrance door
- Stair alarm to monitor unauthorized access to upper floors
- Card-access required in lift for upper floors
- Continuing fire warden training
- Improvements to the response time for emergencies via use of technology
- On-going First Aid and CPR training.

**ACTIONS IN RESPONSE TO COVID-19**

The following was undertaken to protect staff and support remote-access for staff working at home during the COVID-19 Stage 3 and Stage 4 restrictions:

- The museum closed on 16 March 2020
- The building closed on 24 March 2020
- There was a minimal staff presence in the building during the Stage 3 restrictions
- Extensive signage provided advice on actions to prevent the spread of infection
- Hand sanitizer, masks and gloves were available as required
- Social distancing was required within the building and in the lift
- Anyone entering the building was required to wear a face mask and practice social distancing
- IT support was provided to facilitate remote access for all staff working from home
- IT security for remote access was upgraded.





The financial outcome for 2019-20 saw a positive increase in total equity. Expenditure during the year was less than budgeted due principally to success in attracting external funding for two exhibitions – *The Invention of Melbourne* and *Women Work for Victory in World War II*. Expenditure of some funds received in 2019-20 for two exhibitions will be shown in the 2020-21 financial year.

## OPERATING STATEMENT

### Income

|                         |              |
|-------------------------|--------------|
| Tenant Income           | \$759,418.95 |
| Museum Admissions       | \$51,741.27  |
| Other Income            | \$46,805.75  |
| Grants                  | \$39,116.95  |
| Grant - Cash Flow Boost | \$28,810.09  |
| Total Income            | \$925,893.01 |

|               |              |
|---------------|--------------|
| Cost of Sales | \$1,188.80   |
| Gross Surplus | \$924,704.21 |

### Expenses

|                       |              |
|-----------------------|--------------|
| Employment Expenses   | \$483,405.18 |
| Exhibitions and Tours | \$125,633.96 |
| General Expenses      | \$70,217.15  |
| Total Expenses        | \$679,256.29 |

|                     |              |
|---------------------|--------------|
| Net Surplus/Deficit | \$245,447.92 |
|---------------------|--------------|

## BALANCE SHEET

### Assets

|                      |              |
|----------------------|--------------|
| Cash and Equivalents | \$726,758.87 |
| Trade Debtors        | \$8,770.05   |
| Non Current Assets   | -            |
| Total Assets         | \$735,528.92 |

|             |              |
|-------------|--------------|
| Liabilities | \$146,237.61 |
| NET ASSETS  | \$589,291.31 |

### Equity

|                       |              |
|-----------------------|--------------|
| Retained Earnings     | \$343,843.39 |
| Current Year Earnings | \$245,447.92 |
| TOTAL EQUITY          | \$589,291.31 |





WAYWARD WOMEN?









**COMMITTEE OF MANAGEMENT**

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

Members were

Professor Marian Quartly (Chair)

Associate Professor Don Garden

Corrinna Hale

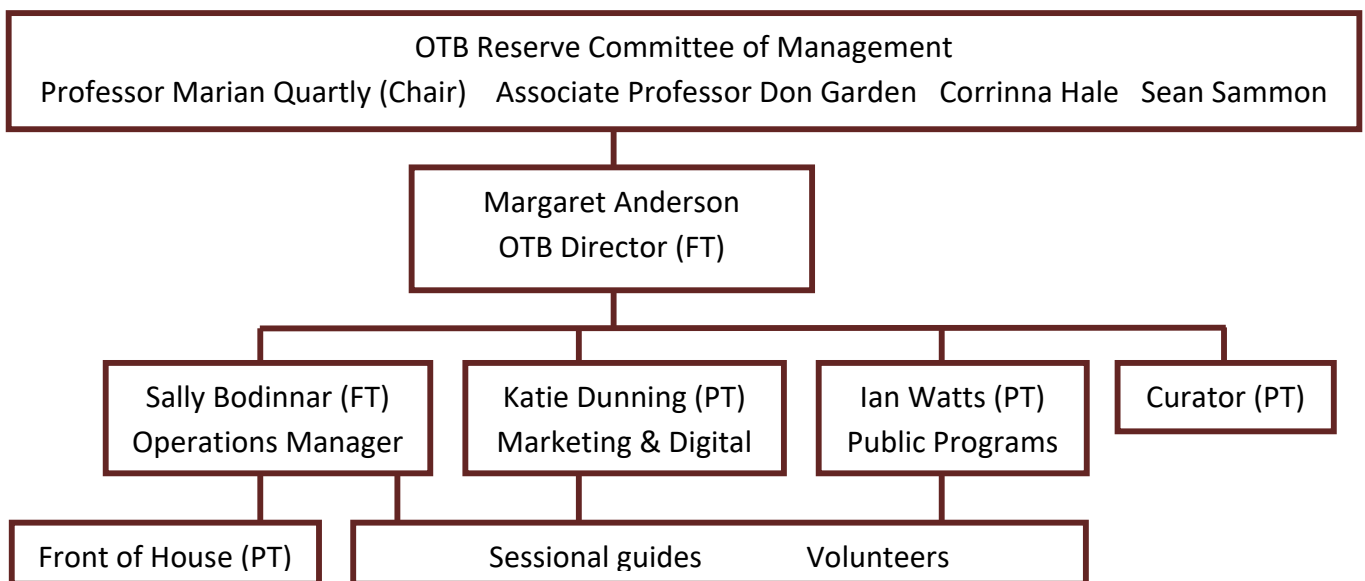
Sean Sammon

Meetings were held on 7 October 2019, 9 December 2019, 12 March 2020 and 10 June 2020.

**STAFF**




The following staff training was undertaken during the year:

- First Aid and CPR to retain certification
- Volunteer management
- Ongoing fire response and warden training
- Technology upskilling – (various)

**ORGANISATIONAL STRUCTURE**



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 /OldTreasuryBuildingMuseum