

Melbourne's Living Museum of the West Inc

ANNUAL REPORT

2000



Pipemakers Park.

Presidents Report

The exciting development for the Management Committee this year was a further consolidation of the unique partnership the Living Museum has with its landlord, Parks Victoria. For a decade the Museum and Parks Victoria have worked together with common philosophies to manage and utilise Pipemakers park as a tourist destination incorporating Australia's first ecomuseum. In recognition of the success of this relationship and the contribution the Museum has brought to the Park in financial terms Parks Victoria

asked the Museum to contribute to a 'vision' for Pipemakers Park over the next few years. This meant a thorough scrutiny of resources, policy and direction for the Museum and a greater involvement in all aspects of management by Committee members. It proved a rewarding exercise, confirmed a commitment to a continued relationship by Parks Victoria and ensures a secure home for the Museum.

Peter Somerville

Directors Report

In many ways the Living Museum matured in its role as an ecomuseum in the year 2000. For the past 16 years the Museum has pushed boundaries, researched new aspects of heritage in the western region, involved new groups in the process of documenting history and experimented with a range of forms of interpretation. Much of this work has been carried out with medium to large projects and public events. This year there were projects and events and publications but the area that mushroomed was the more intense involvement of smaller engagements like workshops, lectures and community lobbying.

One imperative of an ecomuseum is to show or illustrate how the threads of history, heritage and culture of a particular area move through time and through different

cultural issues and how all kinds of apparently separate stories are interconnected in that area. For years a range of visitors have been fascinated and appreciative of the work done by the Museum. Now it seems our local client base is regularly bringing its local community museum in as a community consultant on a wide range of issues. One of our original aims, to bring an appreciation of the relevance of history and heritage to current issues, seems to have been realised.

So as you read these pages and gather something of the work we cover consider that the ecomuseum is also a daily dialogue.

Peter Haffenden



Newmarket saleyards reunion.



Marketing & Publicity

Whatever level we are working on at the Museum it is important that we promote our activities as that is part of the dynamic of bringing the value of heritage and history into the present. One of the basic ways to do this is through local newspapers and more recently through our website. Working in partnership with other groups also has a long term marketing value. For us word of mouth is also very important and feedback from our visitor's comments gives us some idea of the impact of our work.



Planting day, Pipemakers Park.



Film set, Pipemakers Park.



The Pipestacks, Pipemakers Park.



Visitors Comments

'Insightful'
'Solid'
'Very helpful and obliging'
'Thought provoking'
'Fantastic assistance'
'Needs to be modernised'
'Interesting, vibrant place'

'Thanks for recognising these women'
'Great, alive and well'

'Inspiring, motivating. Thanks.'
'Not quite sure yet'

'Fabulous stuff'
'Commendable'

'A great GST activity'
'Too good to be true'

'Top stuff'
'Fantastic'

'Well done'
'Thanks again for your time and patience'

'An important resource'
'Thanks for your help'



Australian Defence Industries bomb manufacture.

Auditors Report

The President
Melbourne's Living Museum of the West Incorporated

Dear Sir:
I have examined the books of account and records of Melbourne's Living Museum of the West and in my opinion the accompanying statements ie. Balance Sheet and Income and Expenditure Statement have been constructed in accordance with Australian Accounting Standards so as to give a true and fair view of the financial position of Melbourne's Living Museum of the West as at 31st December 2000

I have been provided with all necessary documents and records to enable the audit to be satisfactorily completed and would like to thank the Museums Director, Treasurer, and staff for their co-operation and assistance with the audit.

Yours Faithfully
R.T. Angwin, FCPA
3/4/2001

Balance Sheet

1999	Assets	2000
79109	Current	134905
18987	Stock	18987
94634	Fixed Assets	89469
192730	TOTAL ASSETS	243361.38
	Liabilities	
7656	Current	9602
88129	Funds in Advance	142360
37876	Provisions	28542
133661	TOTAL LIABILITIES	180503.89
59069	NET ASSETS	62857.49
	Trust Funds	
9498	Retained Earnings	10012
513	Surplus	1040
	Capital Grant - Arts Victoria	49057
49057	Asset Revaluation	
59069	TOTAL TRUST FUNDS	62858.62

Finance Comment

Income was somewhat lower than predicted for this year reflecting slower activity on projects and consultancies. A review of the accounting process was implemented that measured income as it was drawn on rather than turnover throughout the year. Tighter financial monitoring in conjunction with this review of accounting processes has meant a small profit for the second year in a row. Trust funds have risen slightly, giving a greater sense of

security and reflecting a more considered approach to financial matters. As mentioned in earlier reports there is also the consideration of 'in kind' assets provided by the partnership between the Living Museum and Parks Victoria which provides the Living Museum with a Visitor Centre and the use of Pipemakers Park for a variety of projects and events.



Arbor Week.

Profit & Loss Statement

1999	Income	2000
16392	Administration Services	14845
1264	Donations	88
75000	Organisation Grants	75000
4000	- Arts Victoria	0
5000	- Environment Australia	10000
	- City of Maribyrnong	1000
	- Other	62922
127017	Project	62922
62806	Consultancies	77892
2050	- Fees for Service	4035
164	- Seminars/Talks Interest	464
962	Bank	906
775	Term Deposit	420
2247	Membership	1077
1650	Sales	375
600	Publications	300
884	Seminars & Tours	885
	Other-Professional Services	403
	Kiosk	3165
	Sundry Income	
5665	Expense Reimbursement	3165
306476	TOTAL INCOME	253777
1999	Expenditure	2000
2150	Accounting/Audit Fees	1850
731	Advertising/Promotions	1562
4872	Bad Debts	0
1776	Bank Charges	1272
3070	Casual Labour	1277
1240	Cleaning	1170
6659	Computer Aids	2406
5880	Depreciation	5880
64	Discounts Allowed	0
7946	Equipment	464
1039	Equipment Hire	2234
894	Exhibition Materials	1236
65	Freight/Delivery	138
2516	Gas	2165
3720	Increase Annual Leave Provision	4874
10234	Long Service Leave	2819
2109	Sick Leave	-8124
	Insurance General	2749
	Workcover	5245
	Prof'l Indemnity	633
1244	Internet Charges	452
732	Kiosk Expenses	706
120	Legal Fees	0
9429	Materials	8677
3279	Photocopying	3835
467	Photographic	791
1713	Services	1116
1001	Postage	1221
4090	Power/Light	4369
4796	Printing	2745
124153	Professional Services	94657
6642	Publications	1192
4734	Refreshments/Entertainment	4141
2716	Registrations/Subscriptions	2328
1545	Repairs/Maint'ce	545
64684	Salaries	76698
364	Security	363
1554	Staff Amenities	1166
3569	Stationery	3068
4680	Superannuation	5839
322	Sundry Expenses	669
4517	Telephone	4575
2590	Training/Work Experience	150
2057	Travel/Accom'n	3585
305963	TOTAL EXPENDITURE	252738
513	SURPLUS	1040

The Committee of Management takes overall responsibility for the management and policy of the Living Museum. Day to day management is undertaken by the Director. In the year 2000 there were three permanent staff, one part time and two part time and a number of associates and contract staff. Major projects are guided by a steering committee.

Visitor Centre,
Pipemakers Park,
Van Ness Avenue,
Maribyrnong
Melway Map 28 B10
www.livingmuseum.org.au

Committee

President
Peter Somerville

Senior Vice-President
Joan Bryans /
Roger Holloway

Junior Vice-President
Marie Earle

Secretary
Olwen Ford

Treasurer
Ian Marshall

Historical Societies Representative
Elaine Brogan

Community Representatives
Marie Earle
Fred Maddern
Tom Bryans

Co-opted members
Mark Armstrong-Roper
Susan Jennison

Staff Representatives
Libby McKinnon,
Helen Laffin and
Gary Vines

Ex-officio member
Peter Haffenden

Staff

Full time
Director - Peter Haffenden
Curator - Gary Vines

Part Time
Office Manager - Clare Hart
Project Officer - Helen Laffin

Aboriginal Cultural Advisor
Larry Walsh

Associates
Ron Angwin
Julie Armstrong-Roper
Graeme Butler
Joan Carstairs
Karen Casey
Robert Celeste
Kylie Freeman
Bernie Gristwood
Joe Guario
Debra Harding
Libby McKinnon
Pol McMahon
Kerrie Poliness
Damian Smith
Warwick Somerville

Volunteers
Jessica O'Callaghan
Betty Dow
Marie Earle
Groovy Gardening Team
Flo Suter
Joyce

Work Experience
Kurt Medenbach
Julie Ann Sanjek
Luke Muscat

Cover: Guardian of the Gate of Three
Realisations from the Buddhist Temple in
Braybrook. Background, Maribyrnong River.



Introduction

Melbourne's Living Museum of the West has experienced another diverse and challenging year. The broad expectations of management, staff and associates for the year 2000 as expressed in the Business Plan were met despite a shortage of predicted grants. Detailed performance indicators such as numbers of exhibitions, numbers of workshops and numbers of lectures far exceeded expectations in some cases pointing to more intense person to person activity in the ecomuseum year. The operation of a museum, any museum, can be a complex business and activity is not necessarily closely tied to financial turnover.

This year we aimed to look for new audiences, integrate art, culture and heritage, develop partnerships, reflect the diversity of the community, promote local heritage, be a reference centre and base for Aboriginal culture, extend the Resource Centre, expand the web site, upgrade staff skills and do all this while earning a substantial portion of our own income. These aims were achieved in a variety of ways and merge with each other constantly, strengthening ties with the local community and beyond.

By its very nature a community ecomuseum works with other local organisations, groups and individuals to achieve these aims. They



History walk.



Julie Armstrong-Roper



'Still Here', Yarraville Festival.



School visit.



'Hear Our Voices'.

participated in the exhibition. The British Consul came to open it and the show went to England.

The exhibition produced by Aboriginal Cultural Adviser, Larry Walsh, titled 'Still Here' is about the history and contemporary experience of Aboriginal Victorians and is always on the move. This year it was borrowed by councils, libraries, a hospital and schools. This exhibition has been used extensively to complement an event or a series of events and in the year 2000 was background to a major multicultural reconciliation program organised by Maribyrnong City Council.

CSR Leavers Warehouse



Exhibitions



'Still Here', Western General Hospital.

are achieved through an ongoing engagement with the immediate social environment and the issues concerning local identity. The job of the Living Museum is to bring its knowledge and experience of local history, heritage and culture to bear on these issues. Production and display of exhibitions are a key museum activity addressing several aims.

This year our exhibitions went interstate, international, to schools, to hospitals and even into the Central Business District of Melbourne. 'Hear Our Voices', developed by Helen Laffin, told stories about women in Melbourne's western region. The exhibition was launched early in the year by The Minister for the Arts, the Hon. Mary Delahunty MP, at the Living Museum. The exhibition then travelled most of the year, visiting the Women's Centre in Melbourne and other museums in Beechworth, Sunbury and Eden, NSW.

'Ten Pound Packages' was an exhibition by Museum Associate Julie Armstrong-Roper who created a work from the heart and her own experience. Parallel art interpretations of the English migrant experience offered a glimpse of family and friends who



Larry Walsh and students.



Plant rescue.



School workshop.



NAIDOC week.

Events

Many events are associated with exhibitions. Exhibitions produced at the Museum or invited to tour at the Museum are usually promoted with an opening and launched by an appropriate public figure. One exhibition held at the Museum on loan from the War Museum in Canberra, Too Dark for the Light Horse, was opened by our Federal member, Nicola Roxon. This particular exhibition relates to both our Aboriginal Program and our geographical position with regard to the Australian munitions industry. Often our exhibitions are borrowed to enhance the event of another organisation, such as 'Still Here' for reconciliation events. An interesting museum development was the request for our staff and associates to attend and work for other organisation's events. Usually this took the form of a talk or tour relating to our knowledge of the local region or the 'ecomuseum'. This year there has been an increased request for 'Smoking ceremonies' and other protocol input relating to reconciliation. Our Aboriginal Cultural Adviser, Larry Walsh, handled most of the direction of the Aboriginal Program on a consul-

Jacks Powder Magazine, Maribyrnong Heritage Study.



History Society event.



Joy Murphy, International Women's Day.

tancy basis.

The Museum's development of heritage elements in Pipemakers Park has given the park a greater sense of cultural context for events. This is important as most of our museum events have a strong cultural and symbolic relevance. They are in effect promoting the sense of an ecomuseum. Some of the bigger events in 2000 were usually in partnership with other organisations. A large Arbor Week gathering was organised with Parks Victoria and Greening Australia. Planting days were organised with the Migrant Resource Centre and school groups as a way of educating by participation in restoration of the environment. The Department of Human Services asked us to organise a NAIDOC week event because of the Museum's established relationship with the Aboriginal



Newmarket Saleyards reunion.



International Women's Day.

Community. A group of ethnic women organised a picnic for International Women's Day where they performed dances for the wider community. This was a particularly moving day as it was opened by Wurundjeri elder, Joy Murphy, who has had a long association with the Living Museum. The Western Region Group of Historical Societies was



Tank farm, Hobson's Bay Heritage Study.

arose from working relationships during the year with groups like the Western Young People's Independent Network and the Inner West Region Migrant Resource Centre.



International Women's Day.



School visit.

The activities we describe as events are often associated with tours, seminars, conferences and workshops. Talks on plant use in Aboriginal culture were part of some plant days and workshops. A wide range of groups of all ages came for talks and tours about Aboriginal culture, the history of the area and the site and the environment. Primary schools, secondary schools, tertiary classes, environment groups, Probus groups, tourism guides, even a special delegation from Shanghai were some of the participants for talks and tours. A series of curriculum workshops were



Pot chain, Planting Day.



Mosaic workshop.

held at the Visitor Centre because of the wealth of material on hand about local history and Aboriginal culture. Writing workshops and dance workshops were held at the site because of the sense of history and heritage that has been developed. Things discussed in a seminar or workshop at the museum can be illustrated in the immediate landscape with a short talk and tour. The park could be seen as a sort of walk-in ecomuseum diorama, with a stage set in which to enact activities, plant things in or walk around and learn in.

Two important sets of workshops were a series of mosaic workshops for people with disabilities in a project funded by Vic Health, and a number of computer workshops, funded by Skillsnet, to

Consultancies

teach internet skills.

The Museum's accumulated knowledge of the region is acknowledged in the request for Museum consultancy services for the identification of local heritage. Legislation has meant each council must work out a heritage policy as part of planning policy. The Museum's Industrial Archaeologist, Gary Vines, has been kept very busy over the past few years work-



learning more all the time to provide the information behind talks, tours and exhibitions.

Other consultancies this year were for art interpretations of heritage. The Museum has been involved with art interpretation of heritage for a number of years. Developers hired artist Libby McKinnon through the Museum for a promotional mosaic depicting the unique wetland plants of the area at Point Cook. Libby was also employed by Whittlesea Council to work with the Wurundjeri to produce appropriate art works for a new park development.

Major Projects

The Museum received a Federation grant to create an exhibition about the munitions industry in the Maribyrnong Valley and surrounding region. This project has a working title 'Australia's Arsenal'. The issue of defence is fundamental to the birth of a nation and this region has been the centre of Australia's supply of munitions for its armed forces for most of the hundred years of Federation. The steering committee for this project is run by former managers in the munitions industry. The outcome of this project will be a major exhibition that illustrates the extent of the supply side of the armed forces more effectively than has ever been seen before.



Mosaic workshop.



School visit.

Another fast disappearing feature of the built landscape in this region are the dry stone walls. Several municipalities in the region and beyond have been invited to become involved in a study of the cultural history of those who built these walls. Project Manager, Raelene Marshall, has been fascinated by the human relationship with stone for some years. Both these projects involve considerable research, much of the



Curriculum in-service.

information coming from oral sources. This work could not be carried out without the participation of the local community. It is this research in these projects and all our projects that is fundamental to the workings of the museum and a basis for all the other activities.

ARTS VICTORIA

