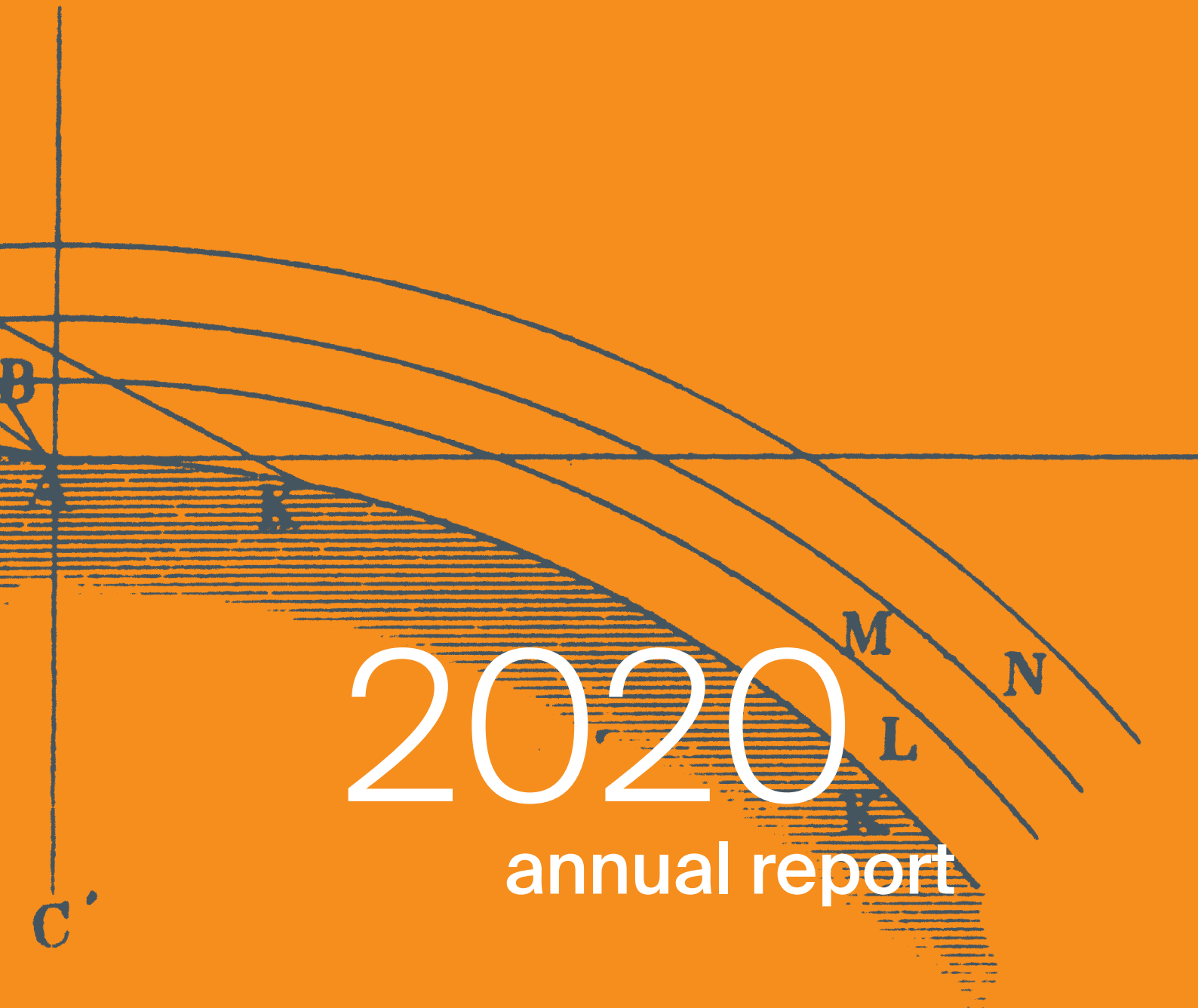


**AMaGA**  
**Victoria**



**2020**  
annual report

# Contents

About the Australian Museums and Galleries Association Victoria.....	2
Treasurer's Report.....	3
President's Report .....	4
Executive Director's Report .....	5-6
Management .....	7-8
Awards, Forum and Events .....	9-10
Communications .....	11
Victorian Collections .....	12-13
Museum Accreditation Program.....	14-15
Acknowledgements.....	16-17
Financial Reports .....	18-21

# About Australian Museums and Galleries Association Victoria

## Mission: Enabling museums and their people to develop their capacity to inspire and engage their communities.

### Statement of Purpose

Australian Museums and Galleries Association Victoria, provides professional services to develop and sustain the roles and interests of museum communities across Victoria.

The Australian Museums and Galleries Association Victoria provides:

- Expert advice on museum practice and development.
- Accreditation and application of the National Standards for Australian Museums and Galleries.
- Victorian Collections, a central online portal to the cultural treasures held by museums, galleries and other organisations distributed across the State.
- Professional development and networking opportunities.
- Advocacy and profile raising of the Victorian museum sector.

### Values

- Recognising that museums and galleries occupy a vital place in the community.
- Recognising the contributions of our members to the sector.
- Supporting access to and the care of the Distributed National Collection.
- Recognising and celebrating diversity including Indigenous cultural heritage.
- Recognising the importance of being a forum for ideas.
- Upholding the highest ethical professional standards.

### Background

The Australian Museums and Galleries Association Victoria (AMaGA Victoria) is the state branch of the Australian Museums and Galleries Association, a not-for-profit national membership association founded in 1993 to bring together people concerned with the care and communication of Australia's natural, artistic, and cultural heritage. Through the direction of an elected Committee, the Victorian branch provides support, representation, and professional development services to the museum and gallery sector throughout the State.

### Membership

AMaGA Victoria represents approximately one third of AMaGA's total membership. It represents the Victorian members and provides services for them and the museum and gallery community regardless of membership status. At the end of December 2020, our membership included 256 organisations spanning archives, art galleries, botanic gardens, historical societies, natural and social history museums, and specialist collections; and 262 individual members, most of whom are working either professionally or voluntarily in museums and galleries.

Our key services include:

### Events and On-site Training

In 2020 we adapted our programming to online, by offering 42 events and training ranging from panel discussions, workshops and masterclasses catering to beginner, mid-level, and expert museum staff and volunteers. We cross-referenced our program with participant feedback and our matrix of museum and individual types to offer a balanced program; and responded actively to the changing needs and demands arising from COVID-19.

### Victorian Collections

A free online cataloguing system created especially for community collecting organisations and small museums in Victoria. Introductory workshops in collection management, cataloguing, object handling and photography are held throughout the year. Browse items on Victorian Collections here: [www.victoriancollections.net.au](http://www.victoriancollections.net.au)

### Museum Accreditation Program

At the end of 2020, there were 81 museums participating in our gold-standard Museum Accreditation Program, a holistic, peer-supported model of excellence developed according to the National Standards for Australian Museums and Galleries. The Program enables strong mentoring between museums and museum experts to share best practice, upskill museum staff and volunteers, and raise the profile of

participating museums. Through 2020, the MAP team have been conducting a thorough review to implement improvements to the program.

### Awards

Since 1994, we have recognised the achievements of museum individuals and organisations at the annual Victorian Museums and Galleries Awards. The Awards are peer-reviewed and celebrate the hard work of staff and volunteers in creating a vibrant sector. The Awards are proudly sponsored by a range of industry and cultural supporters.

### Communications & Resources

The fortnightly e-bulletin and AMaGA Victoria website offer a range of up-to-date museum sector information and resources.

Online training tools include training videos on museum best practice and selected seminar presentations. Special disaster response areas of the website are available for affected communities when required.

The AMaGA Victoria office is located on the lower ground floor of Melbourne Museum where we enjoy access to services and expert museum staff. AMaGA Victoria is grateful for this generous ongoing support from Museums Victoria.

# Treasurer's Report



I was delighted to be appointed Treasurer of AMaGA Victoria, in October 2020. It has been a privilege to work with such a welcoming, vibrant and inspiring team over the last five months, and I look forward to supporting AMaGA Victoria into the future. Needless to say, the emergence of the COVID-19 pandemic in 2020 brought about many challenges, as we all scrambled to adjust to the “new normal” in our personal and working lives (whilst trying to master the art of Zoom).

It was critical for the Committee to quickly understand the impact and risks that the pandemic posed to the financial health of the organisation, jobs and operations, and this could not have been done without the outstanding leadership and support of Andrew Hiskens, President, Sarah Morris, Executive Director, Tammy Currie, Finance Manager and AMaGA Vic's exceptional team.

## Finance Commentary

The 12 months ended December 2020 yielded a surplus of \$248,717 (2019: \$21,157 deficit), equity of \$294,934 (2019: \$46,221) and cash of \$641,378. Receipt of JobKeeper and the Business Support grant has boosted AMaGA Victoria's financial position and the organisation is well placed to seek new opportunities into the future and implement the 2022-2025 Strategic Plan.

## Future Challenges

In 2021, AMaGA Victoria's is budgeting a deficit of \$64,000 that will be funded from equity. This was deemed both strategically necessary and appropriate as a not-for-profit to absorb project administration fees, fund salary reviews, invest in staff development and execute projects including the Indigenous Roadmap and strategic planning. Funding has also been provided in the budget for increased engagement with members and new

collaborative opportunities.

However, it is important to note that the full impact of the pandemic is yet to be seen. The Committee and management will continue to monitor this and manage funds in a prudent manner so that AMaGA can maintain a strong financial position and continue to support its members and the community into the years ahead.

Siobhan Barker  
*Treasurer*

# President's Report



The year 2020 was extraordinarily difficult for all Victorians – particularly those who lost loved ones, had lives disrupted, lost work or income, or suffered from stress or mental health issues – as well as experiencing one of the longest lockdowns in the world.

We all learnt a lot about resilience, our adaptability, what we were good at, what we thought we were good at (but weren't), and where we might find 'silver linings'. And we did that as individuals, as organisations and as industries and sectors. The report below highlights some of what we learnt, and achieved.

As the peak professional body for the museum and gallery sector in Victoria, AMaGA Victoria's response to COVID-19 included:

- Developing online resources such as the guidelines for *Reopening Museums and Galleries during COVID-19*, designed to support small to medium collecting organisations and a new Emergency Response page on our website focused on COVID-19 and Bushfire support
- Collaborating closely with colleagues to share and collate information
- Adapting professional development and events programs to online delivery, and developing themed programming responsive to the challenges and demands facing the sector
- Utilising social media platforms and sending regular e-bulletins to our members to share information, updates, and useful resources
- Checking in with museums and galleries via phone and email, and
- Making a submission to the Public Accounts and Estimates Committee on the State Government's response and provision of information relating to COVID-19.

Through our research we found that during lockdown, parts of the sector had adapted behind closed doors. With staff and volunteers

not permitted onsite, some pivoted their programming to online or took the opportunity to undertake vital collection management or improvement/maintenance works. Some, though, did not have the resources to convert their programming or digitise their collections, or lacked internet access or access to online platforms to maintain public engagement.

Of Victorian organisations which completed the AMaGA national survey:

- 61% said that they had adapted to presenting content online
- 42% experienced increases to online activity and engagement (website and social media platforms)
- 64% had shifted their efforts to collection management, conservation and research, and
- 26% of organisations had been digitising their collections.

They were not alone. With the Veterans Heritage Project, for example, in-person training was postponed because of travel restrictions, and priorities shifted to front-loading projects like website updates and planning an internship program.

The year 2020 was also a year of significant change for the Branch Committee, with the retirement of many long-serving Committee members at the AGM in May, and the election of a largely new Committee. I would like to extend my thanks to outgoing Committee members – Lauren Bourke, Louis Le Vaillant, and Jade Koekoe, and former Secretary, Jim McCann, and former President, Lauren Ellis. It was also a great pleasure to welcome new members, who bring fresh perspectives, skills and industry knowledge.

One of our first priorities as a new Committee was to work closely with staff to develop a new strategic plan to be released in 2021. This plan will refresh our shared understanding of our purpose, vision and goals at a time of change, challenge and opportunity, and give new focus to our work.

An important part of our strategy is advocacy – telling the stories of our sector, and celebrating its strengths and contributions. Like much of this year's program, the 2020 Victorian Museums and Galleries Awards moved online with a presentation held on Tuesday 8 December. The night was hosted by Melbourne comedian and author, Cal Wilson, with a special address by Danny Pearson MP, Minister for Creative Industries,

Now in their 27th year, eight individuals and seven organisations were recognised in the Awards.

Excellence in any profession has to be earned. And the Museum Accreditation Program (MAP) is one of the ways AMaGA Victoria encourages excellence and the achievement of industry standards. Through 2020, the MAP team undertook a thorough review of the program consulting with Committee members, and past and current participants across all parts of the sector. The program also successfully obtained a grant through Creative Victoria's Strategic Investment Fund for an expanded MAP portal, allowing the delivery of the program online and improving accessibility for regional and remote museums and galleries.

As ever, there are many people to thank – beginning with our colleagues in the AMaGA National Office for their support and collaboration, National Council colleagues for their leadership and guidance, and particularly our outgoing National Director, Alex Marsden.

Thank you to the AMaGA Victoria staff for their strength and good humour over an exceptionally difficult year, predominantly working from home. And special thanks to Sarah Morris, our Executive Director, for helping me, as incoming President, to better understand the complexities of our work.

Thanks also to colleagues from across the sector who volunteer their time as speakers, advisers and judges, and to my colleagues on the new Branch Committee.

We are greatly indebted to our funders, sponsors and philanthropic supporters for enabling much of our work in 2020 – Veterans Branch, Victorian Government, Museums Victoria, the R E Ross Trust, Deakin University, Archival Survival and Mal Padgett Design.

Thank you to our new Minister for Creative Industries, Danny Pearson, and to our former Minister, Martin Foley, for their leadership and support for the sector.

Thank you to Creative Victoria for their generous investment in the Victorian museums and galleries sector via our core operating funding in these most challenging times. In 2020, their support, which normally shapes a vibrant cultural sector across the state, has had to focus more on survival and recovery. We look forward to working with them to bring the promise of recovery to fruition for our members and more broadly across the museums and gallery sector.

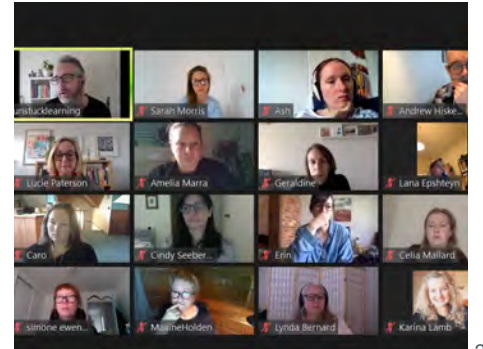
**Andrew Hiskens**  
*President*



# Executive Director's Report

1 AMaGA Victoria tour of the Sports Museum. Photo: Celia Mallard

2 AMaGA Victoria staff Strategic Planning workshop.



The year 2020 has been a year like no other but despite the challenging circumstances, there is still much to celebrate. The innovation, adaptation and resilience amongst our members and wider sector has been remarkable.

For AMaGA Victoria, 2020 resulted in a variety of achievements.

## Finance

While this was to be the final year in our quadrennial core funding agreement under Creative Victoria's Organisational Investment Program (OIP), it was announced late in 2019 that the funding model would undergo significant review in 2020, and therefore the current level of funding would be honoured for an additional twelve months, taking us through to the end of 2021. As part of this review, I participated in a consultation process to provide feedback regarding the current model including recommendations and opportunities to identify strengths and weaknesses in the existing framework. The impact of COVID-19 has further delayed the outcome of the program review and we anticipate an update in early 2021.

Through Creative Victoria's Strategic Investment Fund, we were able to redevelop our website to provide better access to online content and new resources to support our sector. Through the second stage of the Strategic Investment Fund we were successful in applying for funds to implement key components of the MAP review to include an advanced online portal and to engage consultants to provide advice and recommendations to the platform and resources.

In partnership with Creative Victoria we were also successful in obtaining funding through the *Working for Victoria* initiative to generate 20 new full time, fixed term roles

in regional Victoria. These positions are designed to support regional galleries to digitise their significant collections and undertake collection management work to help make their collections more accessible online; and to support small community museums to reopen and re-engage with their communities in a COVID-normal world. We are delighted to play an important part in supporting our sector through these valuable partnerships.

## Support for our members

Throughout 2020 we continued to deliver our exceptional programs, whilst not in the typical manner. Our programs included continuing to provide ad hoc professional support and advice; a thorough review of the Museum Accreditation Program (MAP); redevelopment of the Victorian Collection website and online training; the Veterans Heritage Project online presentations and resources; and a full calendar of online professional development and networking opportunities for our membership and the wider sector. In addition, we provided valuable communications via e-bulletins and social media connections. You will find out more in detail about the AMaGA Victoria programs on the following pages.

Additionally, we supported our members during this year's challenges through strong communications across multiple platforms ensuring access to valuable resources including our Reopening Guidelines and government directives. We wrote submissions to State and Federal inquiries, participated in sector consultations, and advocated on behalf of our sector to all levels of Government. AMaGA Victoria also wrote letters of support for our members and with the National Office conducted a comprehensive survey to best ascertain the changing needs and challenges for our sector. This vital information will help inform

our strategic planning for 2022-2025 and beyond.

## Our Team

COVID-19 required our team to adapt quickly, and I am so proud of everyone and what they have been able to achieve under very difficult and challenging circumstances. From mid-March, we have worked from home, with short tastes of returning to the office in reduced numbers in alignment to COVID-Safe Procedures and Guidelines towards the end of the year. The new circumstances required us to reconsider the way that we work and presented new opportunities to engage with our members in more accessible and innovative ways. More information regarding our program adaptations follows in the report.

In 2020, we said farewell to Ella Rimington, Veterans Heritage Project Manager, to have her first baby; and bade farewell to Simone Ewenson, MAP Co- Manager after four years in various roles. We thank both Ella and Simone for their valuable contribution to AMaGA Victoria and our membership.

In turn, we warmly welcomed to our team Lynda Bernard, Veterans Heritage Project Manager; Mitchell Dare, Veterans Heritage Project Officer; and Maxine Holden, VC Regional Digitisation Project Officer (Eastern Region). We also welcomed the return of Ashley Robertson from twelve months maternity leave.

## 2021...

Looking ahead to 2021, we will launch the year with the recruitment of the 20 new employees through the *Working for Victoria* initiative, and led by the Project Manager, develop the Regional Museums Services component ready for delivery. The Veterans Heritage Project concludes at the end of



June and with the delays of COVID to the regional training schedule the team are excited to spend time on the road visiting and supporting the participating RSLs. Similarly, the Victorian Collections Regional Digitisation Project Officers are keen to commence undertaking their digitisation work with community collecting organisations in regional Victoria. The Museum Accreditation Program Co-Managers will continue to implement learnings from the review into the program and develop the expanded online portal. We are excited for the second half of the year as it will include the roll-out of the new look MAP, with accreditations and reaccreditations gradually returning. With the success of our online programming, we will develop a hybrid program of professional development, events and networking opportunities to include in-person and online programs. Work will also continue on our Strategic Planning as we prepare for the next four years and our submission for the forthcoming OIP round later in 2021.

**Our thanks**

Alongside its leadership to the sector, we warmly acknowledge Museums Victoria, as the sponsor of our Victorian Branch office and for our Victorian Collections partnership. Museums Victoria provides the technical expertise and hosting for Victorian Collections and we thank Museums Victoria for providing our office IT support, meeting spaces and the expertise of their staff at Melbourne Museum, the Immigration Museum, the Royal Exhibition Building and Scienceworks.

I would like to acknowledge and warmly thank Danny Pearson, Minister for

Creative Industries, and his predecessor Minister Martin Foley, for their leadership and support for our sector during such challenging times. This year we acknowledge the significant investment and guidance Creative Victoria has provided to support our organisation and sector during lockdown and through to recovery. Our sincere thanks also for their ongoing support through core operational and Victorian Collections funding and project partnerships.

Thank you to the Veterans Branch of the Victorian State Government for funding the Veterans Heritage Project since 2014. This important program aims to preserve and commemorate stories of service and sacrifice in military heritage collections, including RSL sub-branches.

We also gratefully acknowledge the investment from the R E Ross Trust for the MAP key document scheme project, and PROV's Local History Grants for the forthcoming update of the Small Museums Cataloguing Manual.

We warmly thank a wide range of organisations and individuals from multiple sectors and disciplines who have provided AMaGA Victoria with extensive cash and in-kind support for our work. Our long-term industry supporters include Archival Survival, Deakin University and Mal Padgett Design; as well as to all our peers who have generously volunteered their time and expertise to support our programs through advisory panels, speakers, mentors, awards judges and more, we thank you. Please refer to the full list of our sponsors and supporters shown on pages 16 and 17.

My sincere thanks to our Branch Committee, and our past and present President, Vice President, Treasurer and Secretary for their support during a year of renew and change.

Nor forgetting, of course, the AMaGA Victoria team who continue to provide exceptional support and expertise to you, our incredible members – thank you!

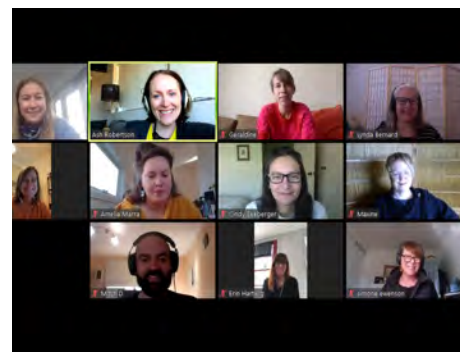
*Sarah Morris*  
Executive Director

# Management

1 Branch Committee members at the 2019 AMaGA Victoria General Meeting at Melbourne University. Photo: AMaGA Victoria

2 Members of Daylesford & District Historical Society during the recording of their Accreditation acceptance speech. Photo: AMaGA Victoria

3 AMaGA Victoria staff meeting via Zoom



## Management

AMaGA Victoria relies on the ongoing and dedicated support of a range of museum, arts, and cultural heritage workers that voluntarily serve on committees and panels. We thank these volunteers for their valuable insights and their time, and we also thank the organisations that support them in their contributions to AMaGA Victoria.

### Incoming Branch Committee

#### Executive Committee

##### President

Andrew Hiskens  
Museums Consultant

##### Vice President

Karina Lamb  
*Manager Libraries, Arts & Culture, Mornington Peninsula Shire.*

##### Secretary

Padraic Fisher  
*Director, National Wool Museum*

##### Treasurer

Siobhan Baker, *Chief Financial Officer, Dial Before You Dig*

### Ordinary Committee

Kim Biggs,  
*Arts & Culture Advisor, Golden Plains Shire Council*

Anthony Camm,  
*Manager, Eureka Centre, Ballarat*

Susan Faine,  
Museums Consultant

Jade Hadfield,  
*Te Pasifika Gallery Redevelopment Project, Museums Victoria*

Sandra Khazam,  
*Art & Heritage Team Leader, City of Port Phillip*

Lucie Paterson,  
*Head of Experience, Product & Digital, ACMI*

### Our thanks to the Outgoing Branch Committee

#### Executive Committee

Lauren Ellis  
*Program Manager, Curation and Innovation, University of Melbourne*

#### Vice President

Padraic Fisher  
*Director, National Wool Museum*

#### Secretary

Jim McCann  
*Museums & Cultural Heritage Consultant*

#### Treasurer

Peter Abbott  
*Chief Executive Officer, Bendigo Heritage Attractions*

### Ordinary Committee

Lauren Bourke  
*Coordinator, Community Archives, Public Record Office Victoria*

Jade Koekoe, *Information Officer, Museums Victoria*

Andrew Hiskens  
Museums Consultant

Louis Le Vaillant  
*Director and Curator, The Johnston Collection*

### Staff

Executive Director  
Sarah Morris

Communications Manager  
Lana Epshteyn

Events and Professional Development Manager  
Celia Mallard

Finance Manager  
Tammy Currie

Museum Accreditation Program Managers  
Simone Ewenson (until December 2020)  
Caroline Wall  
Amelia Marra (from December 2020)

Office Coordinator  
Cindy Seeberger

Veterans Heritage Project Manager  
Ella Rimington (until March 2020)  
Lynda Bernard (from March 2020)

Veterans Heritage Project Officer  
Mitchell Dare

Victorian Collections Operations Coordinator  
Amelia Marra

Victorian Collections Program Managers  
Lauren McAlary (until January 2020)  
Ashley Robertson

Geraldine Brault  
Digitisation Officer, Regional Digitisation Project (Western Region)

Erin Davis-Hartwig  
Digitisation Officer, Regional Digitisation Project (Northern Region)

Maxine Holden  
Digitisation Officer, Regional Digitisation Project (Eastern Region)



1 AMaGA Victoria  
Australian Sports  
Museum tour.  
Photo: Celia Mallard.

3 Filming the National  
Vietnam Veterans  
Museum Accreditation  
acceptance speech.  
Photo: AMaGA Victoria.

2 Filming Victorian  
Museums and Galleries  
Awards, Melbourne  
Museum, Carlton. Photo:  
Celia Mallard.



### Advisory and Steering Committees

#### Museum Accreditation Program Advisory Committee

Chair  
Maggi Solly, Museum Consultant

Jo-Anne Cooper, *Manager*, National Communications Museum.

Warren Doubleday, *Manager*, Ballarat Tramway Museum

Robert Hudson Krowathunkooloong Keeping Place, Aboriginal Culture Centre

Elizabeth Marsden, *Manager, Collections & Archives*, College of Design & Social Context, RMIT University

Jim McCann, Museum Consultant

Linda Peacock, Museum Consultant

#### National Standards Taskforce.

Pauline Cockrill, History Trust of SA

Claire Frances Craig, WA

Simone Ewenson, AMaGA Victoria

Rowan Henderson, MMAG

Amanda James, History Trust of SA

Tamara Lavrencic, Museums & Galleries NSW)

Veronica Macno, Arts Tasmania

Deanna Vieth, Museums & Galleries QLD)

Leisha Walker, Museums & Galleries QLD)

Caroline Wall, AMaGA Victoria

### Victorian Collections Cataloguing Award Judges

Belinda Ensor, *Creative Producer*, Tiny Empire Collective

Rickie-Lee Robbie, *Collections Coordinator*, RMIT Design Archives

Caroline Wall, *MAP Manager*, AMaGA Victoria

### Martin Hallett Award Judges

Belinda Ensor, *Creative Producer*, Tiny Empire Collective

Forbes Hawkins, *Senior Digital Systems Developer*, Museums Victoria

Eleanor Whitworth, *Freelance Writer*

### Contractors and Consultants

Simon Fox: *Photographer*, Victorian Museum Awards

Madman Printing: Print publications and flyers

Dimity Mapstone: *Designer*, MAP geolocation website and mobile application

Mecca Medialight: AMaGA Victoria website development

Eric Townsend: *Auditor*

# Awards, Forum and Events

1 Jenny Better and Sherene Hassan presenting at ENVI's Braver Bolder seminar, Photo: Celia Mallard

2 Members enjoying an exclusive preview of Melbourne Museum's Learning Lab, Photo: Celia Mallard



“That was great and reassuring as always to know we’re all working with the same challenges and opportunities. Terrific to see such responsive programming in our current situation.”

## Webinar attendee

### Victorian Museums and Galleries Awards

The Victorian Museums and Galleries Awards celebrate the wonderful achievements of the museum and gallery sector. The 2020 Awards showed appreciation of our sector’s strength in times of uncertainty, with the introduction of a new category of Innovation, Adaptation and Resilience. The evening was hosted by comedian Cal Wilson and featured special guest Danny Pearson Minister for Creative Industries. The ceremony was held online, kindly produced by longtime supporter Mal Padgett of Mal Padgett Design. My thanks go to the expert panel of judges for 2020: Angela Bailey, Simon Gregg and Caroline Martin.

We congratulate the Victorian Galleries, Libraries, Archives and Museums (GLAM) sector on the quality of nominations received this year, and we were pleased to present the following Awards:

- AMaGA Victoria Award for Excellence (Volunteer) - Edmond Chiu, A.M. Museum of Chinese Australian History
- AMaGA Victoria Award for Excellence (Paid staff) - Michael Beattie, Indigo Shire Council

AMaGA Victoria Lifetime Achievement Award:

- Harriet Edquist, A.M, RMIT Design Archives
- Jean McAuslan, Shrine of Remembrance
- Liza Dale, Museums Victoria
- Peter Hoban, Sovereign Hill Museums

### Association

- The Roslyn Lawry Award for Excellence in Cultural Heritage & Museum Studies, Deakin University- Justin Croft
- Archival Survival Award for Volunteer Run Museums/Galleries- Her Place Women’s Museum Australia and the Women’s Mural Documentation Project, *Re-imagining the Women’s Mural*
- Archival Survival Award for Small Museums/Galleries (2-7 Paid Staff) - Yarra Ranges Regional Museum, *My Home, Yarra Ranges* Interactive eBook
- AMaGA Victoria Award for Medium Museums/Galleries (8-50 Paid staff) - Jewish Holocaust Centre, *Ask a Survivor*
- AMaGA Victoria Award for Large Museums/Galleries (50+ Paid staff) - Museums Victoria, *Museum at Home*

For the eighth year, the Awards ceremony also comprised the Victorian Collections Cataloguing Awards and the Martin Hallett Award. For a full list of winners see page 13.

### Award Sponsors

We are very grateful to our main Award Sponsors. Firstly, Archival Survival who have continued to provide Award recipients with the generous prize of \$1000 of archival products in two award categories, as well as a cash contribution to AMaGA Victoria. Secondly, Mal Padgett Design, who produced the online ceremony and supplied the winner of the Victorian Collections Cataloguing Award

(Volunteer-run Organisations) with a Brightsign media player which uses still or moving content to create a video. Many thanks also go to our long-time partner and event sponsor Deakin University.

### Partnerships

We continue to highly value the access to unique venues provided by museums and galleries across the state. Venues for our in-person seminars and workshops, tours and talks, were generously supplied by: Museums Victoria, Australian Sports Museum, RMIT Gallery and the State Library Victoria. We thank the AMaGA National Office, and sponsor AARNet for their support in facilitating our online programming. We also continued to partner with the Education Network of Victoria (ENVI).

### Awards, Forum and Events

A total of 824 people attended our events in 2020.

The 2020 program began in February, when members were treated to a Twilight walking tour in the CBD. Participants met the curators and enjoyed a guided tour of two exhibitions; *Velvet, Iron and Ashes* at State Library Victoria with Senior Curator, Carolyn Fraser and *‘Pleasure’* at RMIT Gallery with Co-curator Dr. Julian Goddard.

Later that month ENVI presented *Braver Bolder*, a seminar showcasing

1. Members enjoying an exclusive guided tour of the National Sports Museum. Photo: Celia Mallard

3. Cal Wilson, host of the Victorian Museums and Galleries Awards 2020

2. Caring for Collections webinar



education programs pushing the boundaries and promoting social change. Programs included the *Museums Together initiative* presented by the Jewish Museum of Australia and Islamic Museum of Australia, the National Trust's *McCrae Cross Cultural Education Experience* and the *Social Justice Art for Teens* program at the Incinerator Gallery. Kindly hosted by Museums Victoria, the session included a preview of Melbourne Museums new *Learning Lab*.

On Thursday 12th of March, members enjoyed their last in-person event of the year, a tour of the newly redeveloped Australian Sports Museum. Manager Jed Smith led the tour, sharing the use of cutting edge technology and immersive experiences that went on to receive national recognition, awarded a 2020 Museum and Galleries National Award (MAGNA) in the Permanent Exhibition or Gallery Fitout category.

By Monday 16th of March, AMaGA Victoria staff were working from home as museums and galleries were forced to close their doors.

In the second week of April, AMaGA Victoria presented our first webinar, *Museums at Home: Engaging Audiences Online* to provide practical advice and support to the sector on educating, engaging and inspiring audiences whilst their doors were closed. Leveraging the reach and access of the digital platform our panel represented the National Museum of Australia (ACT), MOD. (SA) and Museums Victoria (VIC). Later that month, our scheduled Masterclass on Inclusive Text was delivered online by curator Angela Bailey. This practical session explored writing engaging content, considering diverse audiences and employing inclusive language in all communications.

To mark Blue Shield's May Day, AMaGA Victoria partnered with Grimwade Conservation Services, the Australian Institute for the Conservation of Cultural Material's (AICCM) and Margaret Birtley AM to present our next webinar, *Caring for Collections during Closure*. The session discussed AICCM's valuable *Closed by COVID* resource, with the Grimwade team sharing practical advice and responding to questions about caring for specific materials at a distance.

In May, members gathered online for a casual, book club to discuss Bruce Pascoe's *Dark Emu*. Facilitated by librarian Jade Koekoe, the session was complimented by a *Dark Emu*-inspired virtual gallery tour of Bunjilaka by Kimberley Moulton, Senior Curator of South Eastern Aboriginal Collections at Museums Victoria.

The following month we presented another webinar *Increasing access to Museums and Galleries programming* which explored the practices, policies and procedures museums and galleries can implement in physical and virtual spaces to ensure programming is accessible to audiences with disabilities.

Despite hopes that the Annual General Meeting could be postponed from its usual date in early May and still be held in person, the 2020 AGM was held online in July. This gave unprecedented access to members across the state to catch up on the developments of AMaGA Victoria and welcome new members to the Branch Committee.

In August, as income streams remained interrupted, we presented *Fundraising, donations and creative partnerships in 2020* to discuss strengthening financial sustainability through philanthropic fundraising and commercial and creative partnerships. Our experts, Melinda Martin,

Director at Linden New Art and Steven Richardson, State Manager at Creative Partnerships Australia examined fundraising during a crisis and the long-term economic impacts of COVID-19.

As Victorian museums and galleries began planning to reopen after extended lockdowns, we presented *Returning to Work: Supporting Workplace Wellbeing*. The expert panel comprising of Anne Mayberry, Program Manager Human Resources at the National Museum of Australia, Kathy Bond, PhD of Mental Health First Aid and Louise Tegart, Director of the Art Gallery of Ballarat discussed how management can best support and guide staff through the reopening process.

Members came together in December to celebrate the end of a remarkably challenging year with the Victorian Museums and Galleries Awards. See more below.

Alongside its public programming AMaGA Victoria continued to respond to tailored training requests, delivering a series of private, on-demand training sessions to groups across the state. Additionally, we provided support and guidance to the sector as we navigated the challenges of 2020, notably through the production of the valuable *Reopening Museums and Galleries Guidelines during COVID-19* resource.

I would like to sincerely thank all guest speakers, host venues, sponsors and supporters of the suite of AMaGA Victoria events in 2020, as without your ongoing support our annual program wouldn't be possible. We thank you for your patience and support as we navigated the challenges of 2020 and pivoted to online programming.

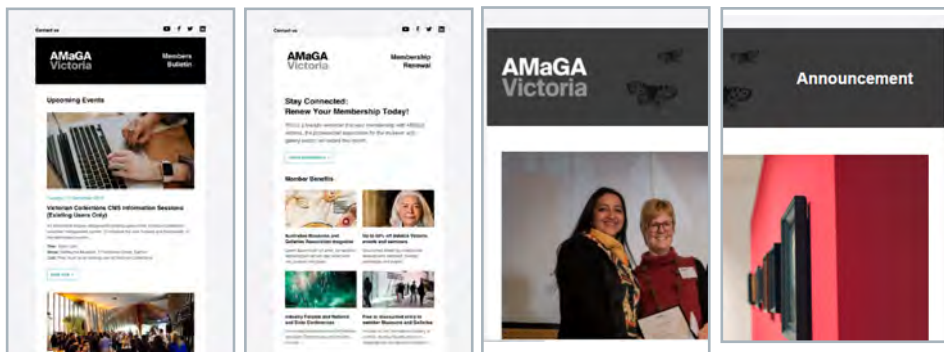
A full list of speakers is listed in the Acknowledgements on pages 16 and 17.

Celia Mallard  
Events and Professional Development  
Manager



# Communications

1 AMaGA Victoria e-blasts promoting Awards, Victorian Museum and Galleries Forum, members bulletin and End of Year Celebration.



The Communications Manager, together with the support of the Events and Professional Development Manager and Office Coordinator, oversees all AMaGA Victoria communications, both print and digital, with the aim of raising the profile of the organisation and of the Victorian museum and gallery sector. The year 2020 saw unprecedented changes across the sector with staff working remotely, venues closed, and all events being moved to an online format due to COVID-19. Communications have never been more important, staying connected with each other and our membership.

In 2020, we produced two main online publications:

- The 2020 AMaGA Victoria Annual Program (online)
- The 2020 AMaGA Annual Report (online)

## E-Bulletins and E-Blasts

Commencing in January 2020, our fortnightly member e-bulletin contains information about our programs and upcoming events, sector news, grants, and other opportunities. This year we engaged Light Creative to design new AMaGA email templates for our Electronic Direct Marketing communications as AMaGA Victoria transitioned further to our new brand identity.

The e-bulletin continues to be one of our main channels of communication with the Victorian membership with an average open rate of 45.4% and click-through rate of 9.7%. We produced a total of 56 campaigns in 2020 including special e-blasts to promote the Awards, targeted industry announcements and COVID-19 information. Victorian Collections and Museum Accreditation Program (MAP)

send separate newsletters to their program participants (10 issues in 2020). Other regular electronic communications include membership renewal reminders and special announcements.

## Other Communication Materials and Collateral

Other materials produced this year include:

- AMaGA Victoria Resources template and sector specific resources
- Media packs (photos, a media release, and an e-banner) for all Award winners.
- MAP and Awards certificates, e-flyers, e-signatures, and our traditional Seasons Greetings e-card.

## Social Media

Our social media audience keeps growing steadily. We had 3,506 Facebook likes and 5,071 Twitter followers (for both the AMaGA Victoria and VC accounts) and the AMaGA Victoria LinkedIn account has 3,525 followers. AMaGA Victoria YouTube account has 820 subscribers and our online video resources had 101,719 total views.

## Website

In 2019 visits to the website totalled 89,570 page views. Victorian Collections' public facing website included 1,277,225 page views. The geolocation-enabled map of Accredited museums( www.victorianmuseums.com.au) received 7,533 page views.

## Key metrics at a glance:

- A total of 3,506 page likes across all of Facebook pages (AMaGA Victoria and VC)
- 5,071 Twitter followers across all of Twitter accounts (AMaGA Victoria and VC)
- 3,525 LinkedIn followers
- 820 YouTube subscribers

- 56 email campaigns sent such as AMaGA Victoria member e-bulletins, e-blasts and special announcements with an average open rate 45.4% and click rate of 9.7%
- 19,863 visitors (67,348 pageviews) to the AMaGA Victoria website

## Media Coverage

Media coverage of our programs and participating museums and galleries in 2020 included coverage of the Victorian Museums and Galleries Awards, Museum Accreditation Program (MAP), Victorian Collections and Working for Victoria program. The Victorian Museums and Galleries Awards winners were covered with stories in the *Mirage News*, *The Warrnambool Standard*, *The Ballarat Courier*, *The Senior*, *ArtsHub* and a number of state government online platforms and specialised publications such as the Indigo Shire Council, Yarra Ranges Council, Creative Victoria website platforms and social media accounts. MAP recipients were covered with stories in *Tarrangower Times*, *Maldon Weekly Times*, *Castlemaine Mail*, *The Senior* newspaper, and on various associated Facebook and LinkedIn social media accounts.

Lana Epshteyn  
Manager, Communications

# Victorian Collections

1 Brian Tateson and Lindsay Burke in front of the display at the Box Hill RSL during VHP site visit

2 Victorian Collections Campaign 1.



“[We discovered] Melbourne Legacy holds ten pages of a diary of a World War I nurse, and Ballarat Base Hospital Trained Nurses League hold another 100 pages of the same diary on their Victorian Collections website. Amazing that Victorian Collections has reunited the two parts of the diary!”

**Kathryn Leech, Melbourne Legacy Volunteer**

Victorian Collections (VC) is a free, web-based collection management system designed for community collecting organisations. The online system is supported by a suite of training opportunities provided by the Victorian Collections team across metropolitan and regional Victoria. In 2019, Victorian Collections celebrated ten years since the initial development of the system by our partners, Museums Victoria. The project is funded by the Veterans Branch, Victorian Government and the Victorian Cultural Network through Creative Victoria.

## The Program in 2020

In 2020, the Victorian Collections community welcomed 52 new organisations and 200 new cataloguers. Members from over 600 organisations catalogued an additional 26,242 records, bringing our cumulative total of publicly accessible items to nearly 200,000. While 2020 introduced new challenges for the Victorian Collections community, the team were able to deliver 27 workshops and presentations to over 200 participants from 103 organisations.

In March a new version of the VC Collections Management System went live. This new system improves upon previously available features while also offering newly developed interfaces and catalogue

templates to help improve metadata quality and better serve the needs of the wider GLAM sector.

The year came to a close with the much-anticipated launch of the redesigned Victorian Collections public website. With redevelopment underway since 2018, the team worked diligently to merge and expand upon the previous Victorian Collections and Culture Victoria sites. This newly developed platform now serves as a gateway to Victoria's rich and diverse heritage, providing access to a growing array of in-depth stories, collection items, education kits and much more.

## Veterans Heritage Project

The Veterans Heritage Project (VHP) is funded by the Veterans Branch, Victorian Government, and supports enrolled ex-service organisations in the care and digitisation of their collections.

The VHP team travelled to Woodend at the start of 2020 to deliver 10 days of on-site training to 6 participants. The remainder of the year's workshops required significant modifications due to the pandemic, transitioning all offerings to online delivery. Our enthusiastic volunteers remained engaged in with the team during this period with 36 participants from across 13 organisations undertaking online training in collections care, significance assessments

and cataloguing.

In November, site visits resumed to Box Hill RSL and the Australian Commandos Association Victoria in Melbourne; and regionally to Charlton RSL, Rutherglen RSL and Bendigo RSL. Unfortunately, the 8th/13th Mounted Rifles Regimental Collection withdrew from the project due to delays with a planned collection relocation project.

## Regional Digitisation Project

The Regional Digitisation Project is a digitisation initiative delivered by AMaGA Victoria and made possible by the support of Creative Victoria. The Project provides regional organisations with facilitated on-site training and digitisation assistance to help preserve and make hundreds of collection images accessible.

The year kicked off with four workshops being delivered between January and March. In the Western Region, 475 items were digitised across Port Fairy Museum and Archives, Great Stupa Library and Arapiles Historical Society; a further 129 items were digitised in the Northern Region at Cobram Historical Society. Due to on-site work restrictions all remaining workshops scheduled for the 2020 program had to be delayed until 2021.



1 Online training with Bendigo Soldiers Memorial Institute Military Museum participants.

2 Images from the new Victorian Collections' launch campaign..

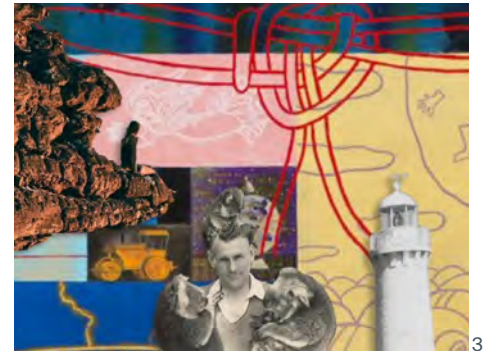
3. Images from the new Victorian Collections' launch campaign.

4. Images from the new Victorian Collections' launch campaign.

5. Images from the new Victorian Collections' launch campaign.

6 Martin Hallett Award for Individual

Contributions to Community Heritage winner, Lynda Tieman, Port Fairy Historical Museum and Archives Centre.



### Awards

Our community of cataloguers work tirelessly each year to document, preserve and share their collections and 2020 was no different. At the Victorian Museums and Galleries Awards we celebrated the following groups:

- VC Award for Excellence in Museum Cataloguing (Organisation with Paid Staff)  
Winner: Flagstaff Hill Maritime Museum and Village
- Highly Commended: LaTrobe Regional Gallery
- VC Award for Excellence in Museum Cataloguing (Volunteer-run Organisation)  
Winner: Brighton Historical Society
- Highly Commended: Greensborough Historical Society
- VC Award for War Heritage Collections (Paid or Volunteer)  
Winner: 8th/13th Victorian Mounted Rifles Regimental Collection
- Highly Commended: Melbourne Legacy

Thanks goes to Mal Padgett Design for generous sponsorship of the Volunteer-run Award.

**Martin Hallett Award for Individual Contributions to Community Heritage**  
In 2020, Victorian Collections and AMaGA

Victoria honoured Martin Hallett (1945-2019) with the inaugural Martin Hallett Award for Individual Contribution to Community Heritage. Martin was a former deputy chief executive of Museums Victoria, curator emeritus, and lifelong champion of public museum collections, community engagement and empowerment. Martin played an integral role in the formation of Victorian Collections during his time at Creative Victoria, and throughout his career, he championed the economic, social and cultural benefits that community collecting organisations offer to regional and metropolitan communities.

This award recognises and celebrates those who, like Martin, have played a significant role in the preservation of history in their communities.

Winner: Lynda Tieman, Port Fairy Historical Museum and Archives Centre

### Farewell and Welcome

In 2020 the Victorian Collections team farewelled Lauren McAlary (Program Manager, Victorian Collections) and Ella Rimington (Veterans Heritage Project Manager) and welcomed three new staff members: Lynda Bernard, Mitchell Dare, and Maxine Holden. Lynda and Mitch

joined the team in March as our Veterans Heritage Project Manager and Veterans Heritage Project Officer, respectively. Maxine then joined the team in April as our Regional Digitisation Officer (Eastern Region).

**Ashley Robertson**, Program Manager, Victorian Collections

**Lynda Benrnard**, Veterans Heritage Project Manager

**Mitchell Dare**, Veterans Heritage Project Officer

**Amelia Marra**, Operations Coordinator, Victorian Collections

**Geraldine Brault**, Digitisation Officer, Regional Digitisation Project (Western Region)

**Erin Davis-Hartwig**, Digitisation Officer, Regional Digitisation Project (Northern Region)

**Maxine Holden**, Digitisation Officer, Regional Digitisation Project (Eastern Region)

# Museum Accreditation Program

1 Members of Daylesford & District Historical Society during the recording of their Accreditation acceptance speech. Photo: AMaGA Victoria.

2 Filming the Maldon Museum and Archives Accreditation acceptance speech. Photo: AMaGA Victoria.



“Accreditation is an affirmation of our work by professional colleagues. To have that, to have professionals come in and say you’re up to the national or international standard, is really important for our own professional self-reflection, but also the way we want to be perceived in the community.”

Patrick Watt, Programs Director, Yarra Ranges Regional Museum

The Museum Accreditation Program (MAP) is a holistic program that provides ongoing support to collecting organisations across the state, and assists them to understand and achieve best practice. Through MAP, collecting organisations use the *National Standards for Australian Museums and Galleries* as a framework for continuous improvement across all aspects of operations, and are awarded Accreditation once their Governance, Public Engagement and Collection Care are aligned with the Standards.

### 2020 Highlights

- Increased support provided to MAP participants
- Undertook a review of the reviewing MAP mission statement

- Gained funding through the Creative Victoria Strategic Investment Fund

### MAP during COVID-19

During the coronavirus pandemic, MAP, along with much of the museum sector pivoted to working remotely. Due to the MAP Review, no travel had been scheduled for 2020, and MAP staff were able to continue much of their regular work. This included finalising a Reaccreditation over Zoom, supporting organisations to complete Accreditation over phone and email, and undertaking online user testing of the MAP portal with participants.

The year 2020 saw increased enquiries for MAP as participants used the

extended periods of closure to update policies and procedures, enact Accreditation and Reaccreditation recommendations, and update us on COVID-19’s impacts on their organisations. MAP staff communicated these impacts to management for inclusion in discussions with government and various stakeholders, and supported MAP organisations by providing relevant guidelines, resources and assistance opportunities through email and regular MAP bulletins.

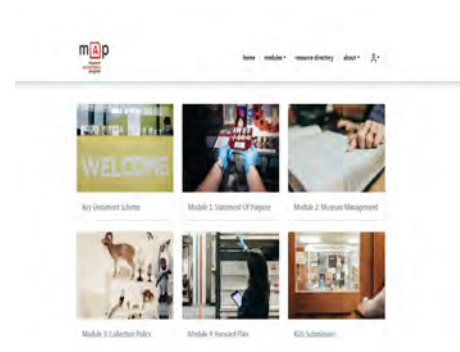
Due to continued coronavirus restrictions, the 2020 Victorian Museums and Galleries Awards, which incorporate Accreditation presentations,



1 Members of the Maldon Museum and Archives celebrating their Accreditation. Photo AMaGA Victoria.

2 Members of the National Vietnam Veterans Museum celebrating their Accreditation. Photo AMaGA Victoria.

3. The MAP Key Document Scheme Portal



were held digitally. MAP staff travelled to each of the three museums receiving their Accreditation, to create short films incorporating their acceptance speeches.

#### MAP Review

As part of the 2019 Organisational Review of AMaGA Victoria, it was determined that MAP would pause enrolments and undertake a comprehensive review. The MAP review commenced in March 2020 with an aim of ensuring that the program remains sustainable for MAP staff and for all participants. MAP staff completed intensive research into the history of the program, identifying key structural changes and patterns.

This program-based investigation was balanced by extensive consultation, which included liaising with sector representatives and interstate colleagues managing Accreditation and Standards programs. A series of listening sessions were undertaken with MAP participants from a wide variety of organisations. Designed to elicit in-depth, qualitative information about participants' experiences of the program and illuminate common barriers, aspirations and expectations, the listening sessions have allowed the MAP staff to proceed into the decision-making phase of the review.

#### The Key Document Scheme

During 2020, MAP staff worked to finalise the creation of an online portal for program resources and tutorials as part of the R E Ross Trust funded Key Document Scheme. The project allowed

for the creation of four learning modules to guide users through the creation or improvement of key policy documents and procedures. Completion of the portal modules serves as prerequisite preparation for enrolment in the full MAP program. The portal has also allowed the creation of a centralised directory of internal and external resources, templates and guidelines addressing a broad variety of museum operations.

#### Expanding the MAP Portal

Following the completion of the initial iteration of the online portal, MAP received funding through Creative Victoria's Strategic Investment Fund to further expand its digital offerings, and in doing so, benefit from collaborations with sector experts. 2021 will see MAP create further learning modules to guide enrolled participants through preparation for Accreditation.

#### Visits

- Maldon Museum and Archives
- National Vietnam Veterans Museum
- Daylesford and District Museum

#### Accreditation Presentations at the Victorian Museum Awards

- Maldon Museum and Archives
- National Vietnam Veterans Museum
- Daylesford and District Museum

#### 2020 Re-Accreditations

- Echuca Historical Society

#### National Standards Taskforce.

During 2020 the National Standards Taskforce members continued to meet via Zoom, and worked to prepare content for the *National Standards for Australian*

*Museums and Galleries 2.0*. The Taskforce sought funding for this update, which will involve creating new content on audience engagement, copyright, digitisation, environmental sustainability, social media and working to ensure that the Standards reflect the AMaGA publication, *First Peoples: A Roadmap for Enhancing Indigenous Engagement in Museums and Galleries*.

#### The MAP Advisory Committee & Peer Review Panellists

The MAP Advisory Committee meet quarterly to discuss the program and contribute advice and support to the MAP Managers. MAP panellists and Committee members conduct site visits, provide mentoring and expert advice and gain professional development from the program as peer reviewers. We would like to thank the Advisory Committee for their time and contribution throughout 2020.

Advisory committee members are listed on page 8. The Museum Accreditation Program is funded by Creative Victoria with project funding from The R E Ross Trust.

Amelia Marra  
Co-Manager, MAP

Simone Ewenson  
Co-Manager, MAP

Caroline Wall  
Co-Manager, MAP

# Acknowledgements

1 AMaGA Victoria staff meeting via Zoom.

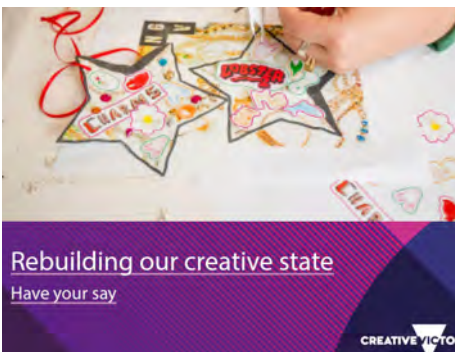
2 AMaGA Victoria staff participating in AusMusic TShirt Day.

3 ENVI Network members, ENVI'S Braver Bolder Seminar

4 Rebuilding our Creative State, Creative Victoria 2020

5 Andrew Hiskens and Cindy Seeberger, 2020 AMaGA Victoria Awards filming at AMaGA Victoria Office, Melbourne Museum.

6 Sarah Morris, 2020 AMaGA Victoria Awards filming, AMaGA Victoria Office, Melbourne Museum..



We warmly acknowledge and greatly appreciate the generosity of our many wonderful supporters in 2020.

## Thank you to...

The Victorian Government through Creative Victoria and Working for Victoria, part of the Department of Jobs, Precincts and Regions; and through the Veterans Branch of the Department of Premier and Cabinet. Also our thanks to the RE Ross Trust and Public Records Office Victoria.

We thank Creative Victoria for supporting our core activities, and in particular:

- The Hon Danny Pearson MP, *Minister for Creative Industries*
- Andrew Abbott, *Chief Executive & Deputy Secretary*
- Jane Crawley, *Director, Arts Investment*
- Debbie Kiper, *Senior Manager, Agencies, Collections & Events*
- Linda Lucas, *Manager, Arts Investment*
- Dr Julie Cotter, *Senior Program Manager, Victorian Cultural Collections*
- Dr Georgia Melville, *Senior Policy Officer, Victorian Cultural Collections*

We thank the Department of Premier and Cabinet, Veterans Branch and Anzac House for supporting Victorian Collections' work with RSL sub-branches, and in

particular:

- The Hon Shaun Leane and the Hon Robin Scott, *Minister for Veterans*
- Angela Bourke, *Director, Veterans Branch*
- Tracey Hull, *Manager, Veterans Branch*
- Catherine Lucas, *Senior Policy Officer, Veterans Branch*
- Samantha Nelson, *Senior Events and Project Officer, Veterans Branch*
- Jamie Twidale, *CEO, RSL Victoria*
- Dr Robert Webster OAM, *RSL State President*

We thank Museums Victoria for ongoing in-kind office space, operational and IT support at Melbourne Museum, for partnering on the Victorian Collections project, and staffs' contributions to AMaGA Victoria committees, programs and services.

Thanks to our fellow associations: the American Alliance of Museums, the Council of Australasian Art Museum Directors (CAAMD), the Council of Australasian Museum Directors (CAMD), ICOM Australia, Museums Aotearoa (New Zealand), the Museums Association (UK), and the National Standards Taskforce.

## Museums Victoria

- Lynley Crosswell, *Chief Executive Officer and Director*
- Michael O'Leary, *Chief Operating Officer*
- Caro Llewellyn, *Director, Experience & Engagement*
- Wendy Pryor, *Head, Digital and Emerging Technology*
- Carmel O'Keeffe, *Head of Digital Life*
- Forbes Hawkins, *Collection Systems Senior Developer*
- Jonny Brownbill, *Manager, Online Development*
- Herb Lim, *ICT Service Delivery Manager*
- Kylie Andrews, *IT Support Officer*

## Event Presenters

- Angela Bailey, *Independent consultant*
- Anne Mayberry, *National Museum of Australia*
- Carmel O'Keeffe, *Museums Victoria*
- Carolyn Fraser, *State Library Victoria*
- Christine Healey, *Incinerator Gallery*
- Craig Middleton, *National Museum of Australia*
- Cushla Hill, *Grimwade Conservation Services*
- Dr. Julian Goddard, *RMIT*
- Evan Tindal, *Grimwade Conservation Services*
- Francine Sculli, *Incinerator Gallery*
- Geoff Munck, *VISLAN (Visual Translation)*



**1** AMaGA Victoria Lifetime Achievement Award: Professor Harriet Edquist, A.M - RMIT Design Archives

**2** AMaGA Victoria Lifetime Achievement Award: Jean McAuslan - Shrine of Remembrance

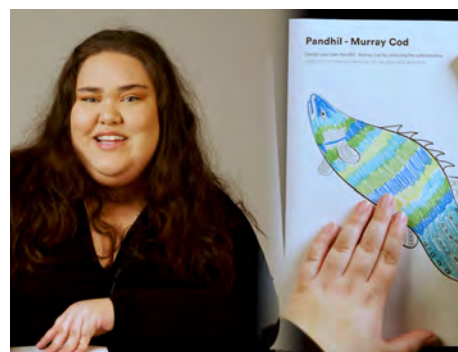
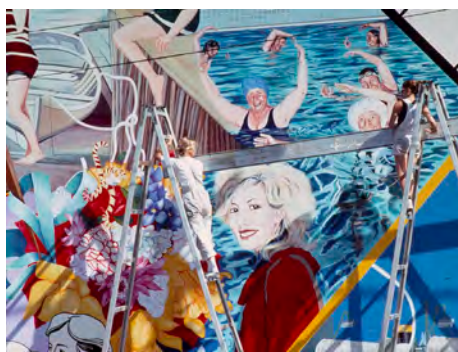
**3** AMaGA Victoria Lifetime Achievement Award: Liza Dale - Museums Victoria

**4** AMaGA Victoria Lifetime Achievement Award: Peter Hoban - Sovereign Hill Museums Association

**5** Archival Survival Award for Volunteer-Run Museums/Galleries (up to 1 EFT paid staff) Her Place Women's Museum Australia and the Women's Mural

Documentation Project for 'Re-imagining the Women's Mural'

**6** AMaGA Victoria Award for Large Museums/Galleries (50+ Paid Staff), Winner: Museums Victoria, Museum at Home.



- Language)
- Jade Koekoe, Independent consultant
- Jed Smith, National Sports Museum
- Jenny Better, Jewish Museum
- Kathy Bond, PhD, Mental Health First Aid
- Kimberley Moulton, Museums Victoria
- Kristin Alford, MOD.
- Liz Martin, Accessible Arts
- Louise Tegart, Art Gallery of Ballarat
- Margaret Birtley, History Council of Victoria
- Melinda Martin, Director at Linden New Art
- Michelle Kiag, National Trust of Australia (Victoria)
- Natalie Carfora, MOD.
- Noni Zachri, Grimwade Conservation Services
- Penny Tripp, Grimwade Conservation Services
- Sherene Hassan, Islamic Museum Victoria
- Steven Richardson, Creative Partnerships Australia

**AMaGA Victoria Sponsors & Supporters**

- American Alliance of Museums
- Anzac House
- Archival Survival
- Arts Access Victoria
- Arts Industry Council Victoria
- Australian Centre for the Moving Image
- Ballarat Mechanics Institute
- Burke Museum
- City of Melbourne

- Creative Victoria
- Cultural Development Network
- Culture Victoria/Victorian Cultural Network
- Deakin University
- Department of Infrastructure, Transport, Regional Development and Communications
- Federation University
- Heide Museum of Modern Art
- History Council of Victoria
- History Trust of SA
- International Council of Museums, Australia
- Lucidea
- Mal Padgett Design
- Municipal Association of Victoria
- Museum & Gallery Services Queensland
- Museums Association (UK)
- Museums & Galleries of NSW
- Museums Victoria
- National Gallery of Victoria
- National Standards Taskforce
- National Trust of Australia (Victoria)
- Public Galleries Association Victoria
- Public Record Office Victoria
- Regional Arts Victoria
- RE Ross Trust
- RHSV
- RHSV, History Week
- RMIT Gallery
- Shepparton Art Museum
- Theatre Network Australia

- Tiny Empire Collective
- University of Melbourne
- VALA - Libraries, Technology and the Future Inc.
- Veterans Branch



# Income Statement for the Year Ended 31 December 2020

REVENUES FROM ORDINARY ACTIVITIES	2020 \$	2019 \$
Strategic Investment 1	40,630	-
Strategic Investment 2	3,000	-
Grants	642,384	642,025
Other Income	410,389	138,730
Interest	327	1,595
<b>Total revenues from ordinary activities</b>	<b>1,096,730</b>	<b>782,350</b>
Depreciation expense	4,089	4,230
Publications	0	11,656
Project and Program Expenses	10,324	47,392
Workshops, Seminars & Events	15,659	57,904
Employee	677,654	585,597
Administration & Marketing	101,015	96,729
Other Expenditure	39,273	-
<b>Total Expenditure</b>	<b>848,014</b>	<b>803,508</b>
Surplus/[deficit] before income tax attributable to members of the entity	248,717	[21,158]
Income Tax	-	-
<b>Total comprehensive income/[loss] for the year attributable to members of the entity</b>	<b>248,717</b>	<b>[21,158]</b>

## Balance Sheet as at 31 December 2020

	2020 \$	2019 \$
<b>Current Assets</b>		
Cash & Cash Equivalents	641,378	277,262
Trade & Other Receivables	300,803	119,232
Prepayments	1,019	1,024
<b>Total Current Assets</b>	<b>943,201</b>	<b>397,518</b>
<b>Non Current Assets</b>		
Property, Plant & Equipment	28,172	32,262
<b>Total Non Current Assets</b>	<b>28,172</b>	<b>32,262</b>
<b>TOTAL ASSETS</b>	<b>971,373</b>	<b>429,780</b>
<b>Current Liabilities</b>		
Trade & Other Payables	71,468	58,210
Income in Advance	28,354	23
Grants Carried Forward	11,425	15,000
Grants in Advance	451,686	273,00
Provisions	101,066	34,893
<b>Total Current Liabilities</b>	<b>663,999</b>	<b>381,126</b>
<b>Non Current Liabilities</b>		
Long-Term Provisions Payable	12,437	2,437
<b>TOTAL LIABILITIES</b>	<b>676,436</b>	<b>383,563</b>
<b>NET ASSETS</b>	<b>294,938</b>	<b>46,217</b>
<b>MEMBERS' FUNDS</b>		
Retained Earnings	294,938	46,217
<b>TOTAL MEMBERS' FUNDS</b>	<b>294,938</b>	<b>46,217</b>

# Cash Flow Statement as at 31 December 2020

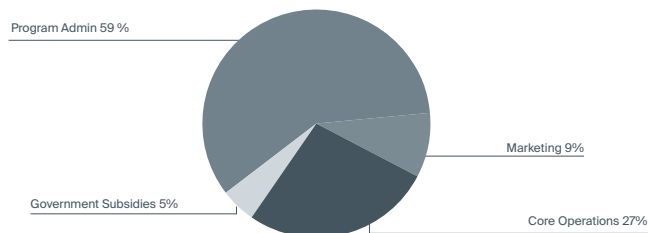
	2020 \$	2019 \$
<b>Cash Flows from Operating Activities</b>		
Receipts from grants, fees and other income	756,710	706,228
Other revenue	360,498	150,903
Payments to suppliers and employees	(753,419)	(1,126,875)
Interest received	327	1,595
<b>Net cash provided (used) by operating activities</b>	<b>364,116</b>	<b>(268,149)</b>
<b>Cash flows from Investing Activities</b>		
Payments for property plant & equipment	0)	0)
<b>Net cash provided (used) by investing activities</b>	<b>-</b>	<b>-</b>
<b>Net increase (decrease) in cash held</b>	<b>364,116</b>	<b>(268,149)</b>
Cash at beginning of financial year	277,2621	545,411
Cash at end of financial year	641,378	277,262
<b>Reconciliation of net cash provided by operating activities to operating profit</b>		
<b>Operating profit / (Loss)</b>	<b>248,717</b>	<b>(21,158)</b>
Adjustment for non-cash flows in operating profit Depreciation	4,089	4,228
<b>Increase (Decrease) in provisions</b>	<b>76,173</b>	<b>(16,725)</b>
(Increase) Reduction in Prepayments	5	(129)
(Increase) Reduction in Trade & Other Receivables	(182,158)	(115,091)
Increase (Reduction) in Payables & Accruals	13,848	2,330
Increase (Reduction) in Income in Advance	28,331	(1,604)
Increase (Reduction) in Grants Unspent	(3,575)	(9,000)
Increase (Reduction) in Grants in Advance	(178,689)	(111,000)
<b>Net cash provided (used) by Operating activities</b>	<b>364,116</b>	<b>(268,149)</b>

## Statement of Changes in Equity for the Year Ended 31 December 2020

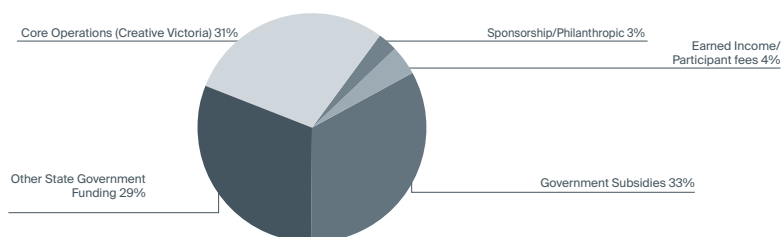
	Retained Surplus \$	Total Equity \$
<b>2018</b>		
Profit (Loss) attributable to members	395	395
<b>Balance at end of financial year</b>	<b>67,375</b>	<b>67,375</b>
<b>2019</b>		
Profit (Loss) attributable to members	(21,158)	(21,158)
<b>Balance at end of financial year</b>	<b>46,217</b>	<b>46,217</b>
<b>2020</b>		
Profit (Loss) attributable to members	248,717	248,717 )
<b>Balance at end of financial year</b>	<b>294,934</b>	<b>294,934</b>

# Key Statistics

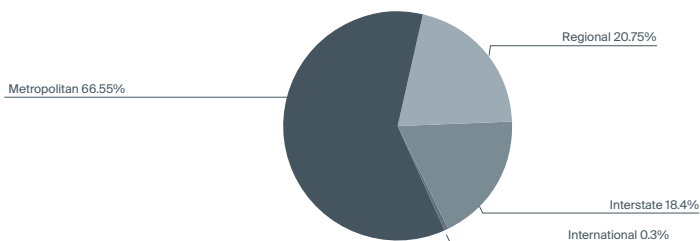
## Expenses



## Income



## Participation Profile



# Australian Museums and Galleries Association Victoria

## ABN: 83 048 139 955

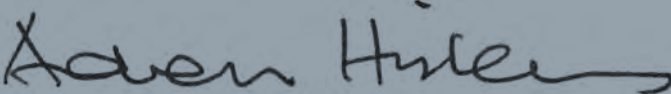
### Statement by Members of the Committee

The Committee has determined that the association is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in the financial statements.

In the opinion of the Committee, the financial report:

1. Presents a true and fair view of the financial position of Australian Museums and Galleries Association Victoria as at 31st December 2020 and its performance for the year ended on that date.
2. At the date of this statement there are reasonable grounds to believe that Australian Museums and Galleries Association Victoria will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Committee and is signed for on behalf of the Committee by:

President: 

Treasurer: [signed]

Dated this the 30th day of April 2021.

# AMaGA Victoria

Melbourne Museum  
Carlton Gardens, Carlton

(03) 8341 7344 | Regional Freecall: 1800 680 082

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Carlton South, Victoria 3053

Web: [amagavic.org.au](http://amagavic.org.au)

# AMaGA

# MUSEUMS VICTORIA

# CREATIVE VICTORIA

