

Annual Report 2013-14

National Trust of Australia (Victoria)



The National Trust of Australia (Victoria) acknowledges the Traditional Owners and pays respect to the spiritual, physical and cultural connection they have with their

country as the first peoples of the land now known as Victoria.

Aerial images of Como and Rippon Lea courtesy of Coptercam.

Copies available from media@nattrust.com.au

(03) 9650 5397

www.nationaltrust.org.au/vio

National Trust of Australia (Victoria)

Tasma Terrace

4 Parliament Place

East Melbourne 3002

ABN 61 004 356 192

This document is available online at www.nationaltrust.org.au/victoria

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Strategic Plan

Following a thorough review of our activities, the Board of the National Trust of Australia (Victoria) are delighted to have recently adopted a new five year plan to chart our strategic direction and

In developing our 2014–18 Strategic Plan we have built upon 58 years of conservation activity across our natural, cultural and Indigenous heritage. Our aim is to ensure that the Trust is in a position to thrive, enabling the delivery of our community focused mission and encouraging appreciation, conservation and celebration of our shared heritage.

Our vision remains for the Australian community to understand, value and enjoy the natural, cultural and Indigenous heritage that creates our national identity; whilst our mission is to inspire the community to appreciate, conserve and celebrate its natural, cultural and Indigenous heritage.

To deliver our mission and vision we have committed to six core values which shape our strategic planning priorities. On these we will build our programming, manage our development, seek out



WE VALUE:

Leadership and Inspiration

An innovative, effective and respected advocate, we inspire the community to appreciate, recognise, conserve, protect and celebrate our heritage.

Celebration and Inclusion

We are passionate about engaging our community and working with partners to promote the appreciation of and accessibility to our

Innovation and Learning

We are committed to sharing our stories with our community through new and dynamic education and interpretation programs.

We display transparency and credibility in all that we do so that the community can have confidence in the custodianship of our shared

Responsibility

We meet our commitments and fulfil our obligations to the community as custodians of heritage.

Resourcefulness

We efficiently utilise our resources to achieve sustainable outcomes. The 2014-18 Strategic Plan is available at www.nationaltrust.org.au/victoria or in printed format upon request.

Rubyfish Digital

Sargood Family

Shire of Indigo

Shire of Mornington Peninsula

Shire of Mount Alexander

Shire of Surf Coast

Simon Reeves

Sovereign Hill

Susan Brennan SC

Tallis Foundation

The Danks Trust

The Drain Man

Nurserv

Shire of Yarra Ranges

Shrine of Remembrance

Smith & Gordon Wholesale

Social Education Victoria

State Government of Victoria

Tasmanian Museum and Art

The Boatbuilders Yard

The Dreaming Space

The Essential Caterer

Tim Jones & Family

Toni Maticevski

Trust for Nature

Toy World

Council

Foundation

Fund

V-Line

Warwick

Wiretainers

Yanni Dellaportas

The Johnston Collection

The Kimberley Foundation

Victorian Aboriginal Heritage

Victorian Collections Network

Victorian Law Education

Victorian Veterans Council

Victoria's Heritage Restoration

Warrandyte Historical Society

Way Back When Consultants

Weddings of Distinction

Will & Dorothy Bailey Trust

Supported projects awarded and/or undertaken

\$10,000

(Albert George and Nancy Caroline Youngman Trust) \$15,000 Barwon Park Fire Protection (Geelong Community Foundation) Barwon Park Wine Cellar Experience (Public Record Office Victoria) \$9,430 Communication Materials regarding Ancestral Remains (Victorian Aboriginal Heritage Council) • Como House Security Upgrade (Department of Justice) \$3,990 (Victoria's Heritage Restoration Fund)

 Como House West Wall Remediation • Endeavour Fern Gully and Mulberry Hill Revegetation (Department of Environment and Primary Industries) \$10,650 • Endeavour Fern Gully Rehabilitation & Revegetation (Department of Environment and Primary Industries) \$145,500 • Endeavour Fern Gully Restoration Stage 2 (Department of Environment) Gallipoli Oaks Project (Department of Premier and Cabinet) \$7,250

 Gulf Station Coordinator \$19,662 (Foundation for Rural and Regional Renewal) Gulf Station Lost Traditions and Winter Blaze \$8,500 (Yarra Ranges Council) Heritage Property and Environmental Site Management

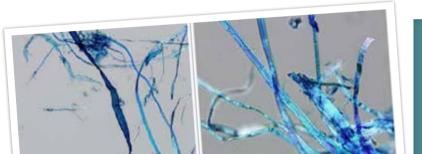
Gallipoli Oaks Project (The Danks Trust)

(Commonwealth Green Army) Hoddle and LaTrobe Collection Significance Assessment (National Library of Australia)

 Mornington Peninsula Regional Manager (The Kimberley Foundation) Our City iPhone App (Department of Environment) \$22,000 Reconciliation Through Place (Department of Prime Minister and Cabinet) \$54,331 Rippon Lea Roof and Carbon Footprint Reduction

\$353,102 (Department of Environment) • Rippon Lea Wallpaper Research & Conservation \$28,590 (Australia-Japan Foundation) \$6,000

 Stories from the Iron Houses (City of Port Phillip) The Heights Septic Tank Replacement (Geelong Community Foundation) \$ 17,000



financial year, contributed to \$2,657,226 of National Trust conservation, advocacy and interpretation projects

These supporters have, in this

Chairman's Report 2013-14 It gives me great pleasure to introduce the 2013-14 Annual Report of the National Trust of Australia (Victoria). This year's result, a profit

of \$788,143, confirms the success of our strategy to build the capacity of the Trust and invest in our organisational development. Our CEO will outline in more detail how this result has been achieved, but it stems in part from an extraordinarily expanded range of activities, events, programs and projects. We are grateful to all the staff, volunteers and the increasing numbers of supporters, partners and indeed members who have made this result possible.

Our overall success this year means that the Trust is increasingly delivering one of our key strategic priorities, ensuring we become more sustainable. As a result we are able to devote more resources to our core work - the custodianship of, and advocacy for, our cultural heritage, and engagement with our shared stories through education and interpretation. The completion of the \$1.4m Rippon Lea roof restoration, supported by major funding from the Andrews Foundation, the Federal Government's Your Community Heritage Grant Program and public donations, gained an Australian Institute of Architects Commendation in 2014. Along with the start of major capital works at Como House, both projects testify to our commitmen to our properties. Whilst difficult decisions will continually need to be made, for example the decision by the Board this year to sell our two Maldon properties which we appreciate was difficult for local members, I am extremely proud that, guided by our Strategic Plan, we have made our mission considerably more achievable.

This year our Board has been working with staff and stakeholders to develop our next 5 year vision. The 2014-18 Strategic Plan has now been adopted and builds on strong foundations to expand our community engagement and advocacy within an increasingly sustainable and vibrant organisation. The Plan articulates the values of leadership and inspiration, celebration and inclusion, innovation and learning, trust, responsibility and resourcefulness and now frames all that we do.

In many ways our most significant, and certainly our most personall moving, act of 2013-14 stemmed directly from our Strategic and Reconciliation Action Plans. Accompanied by our Board, key staff, Traditional Owners and the local community, I was extremely honoured in December 2013 to formally hand back the title of the Ebenezer Mission. Antwerp to the Traditional Owners the Barengi Gadjin Land Council Aboriginal Corporation. The handover was performed in the presence of The Hon Jeanette Powell MP, then Minister for Aboriginal Affairs, The Hon Hugh Delahunty MP, local Member for Lowan, and Community Elders. As part of the handover the Trust undertook extensive conservation and repair works to a dozen headstones and burial plots of both Aboriginal people and Moravian missionaries. The Trust signalled its growing commitment to reconciliation with the establishment of its new Aboriginal Advisory Committee and we are honoured to have such respected experts from within the Aboriginal community assist us on this exciting journey. As we prepare this Report the Trust has adopted a further series of proactive policies on reconciliation and engagement with Traditional Owners which will shape the development of our organisation in this important area.

This year the Trust has been continued to invest funds in strengthening our role as advocates for good heritage outcomes. The enhancement of our capacity made it possible for the Trust to successfully tender for, and secure administration of, the newly created Victoria's Heritage Restoration Fund (VHRF) on behalf of the initiative's partners - the City of Melbourne, the Department

Planning and Local Infrastructure and Heritage Victoria. I

was honoured to be appointed the new Chairman of the VHRF at its inception. VHRF now incorporates the former Melbourne Heritage Restoration Fund

heritage management and conservation.

to expand the initiative into regional cities including Ballarat. VHRF now also administers the State Government funded Victorian Heritage Register Places & Objects Fund, disbursing \$2.7 million over an 18 month period for restoration works to eligible community-owned and publicly managed heritage places. The successful delivery of VHRF is the culmination of considerable work by the Trust advocating for a state-wide heritage fund and demonstrates the important role we continue to play as leaders in

and the City of Yarra Heritage Restoration Fund and we are working

The Trust has been involved in a wide range of community focused heritage campaigns this year, starting with the promising decision by the Minister for Planning Matthew Guy to add protection to 87 Melbourne Buildings under Planning Scheme Amendment C186. He said at the time, "[i]t's important in an evolving city like Melbourne to retain and protect the buildings and places that preserve our city's cultural identity", and we couldn't agree more. Our year concluded with the gazetting of the Melbourne Planning Scheme Amendment C237, introducing interim mandatory height controls in the Bourke Hill Precinct. The Trust has lobbied hard for this and welcomed Minister Guy's announcement as a huge step towards protecting the low-rise heritage precinct around Parliament, the subject of such anger over the Windsor Hotel development. These two decisions for protection bookend a year marked by continued uncertainty in the planning area. The Minister's decision not to protect ten post war city buildings at the start of the year set the scene for the rest of 2013-14 financial year. The threat to several seminal post war structures, including Total House in Russell Street Melbourne, has focused one of our key campaigns this year on recognition and protection of post war structures.

In October the National Trust of Victoria Foundation's patron in chief, Mrs Elizabeth Chernov, generously hosted the Foundation's 12 month anniversary event at Government House to celebrate the generosity of many of our donors. In March, the launch of the Foundation's Geelong & District Properties Endowment Fund built on the strong commitment the Trust has to the region through our 5 significant sites. Donations made through the new Fund will help build a corpus for the benefit of these properties, in perpetuity, and is a model we are keen to expand to other sites and regions in the

This year has been characterised by innovative partnerships and activities that engage with, and respond to, our communities. We have invested in our internal capacity and actively stewarded our historic sites, delivering vibrant sustainable properties; as a result we are well placed for the National Trust of Victoria to deliver its mission in an effective, innovative and, most importantly, sustainable manner. We could not do any of this without your support, and once again I thank you all for making this possible and for ensuring this year has been so successful.

Sponsors and Supporters

The National Trust would like to acknowledge the generous support of our partner organisations, government bodies and philanthropists in helping us deliver some of our most dynamic projects.

National Trust Partners and Supporters

Adelphi Players Theatre Company Air Aroma Akira Isogawa Albert George and Nancy Caroline Youngman Trust Alex Perrv Almond Glass Andrews Foundation Anne Parbury Annie Symons Apex Building Artisan Arts Victoria Australia – Japan Foundation Australian Garden History Society Fred and Ginger Balloonaversal Barney Meyer Photography Barwon Park Promoters Barwon River Land Care Group Biosis Brett Maclean Bruce Postle Build-A-Bear C.J. La Trobe Society Campbell Edwards Trust Cathy Clarke Channel 9 Charlies Cookies City Experience City of Ballarat City of Greater Geelong City of Melbourne City of Port Phillip Classic Cinemas CNK Food Design Collette Dinnigan Coptercam Corangamite Catchment

Department of Justice Department of Prime Ministe and Cabinet

Ferrari Drycleaners

Renewal

Formula Components

Georgiana McCrae Society

Glasshaus

Government House

Hilton South Wharf

Greg McGregor

Gwendolynne

Victoria

Greece

i4images

Hotel Lincoln

Dianne Masters Dr Greg Moore Dr Paul Atterbury Easy Weddings Elizabeth Cox Elizabeth Howcrof Elizabeth Peck **Everycloud Productions**

Management Authority Cosprop Costumers Creativity Australia Cristina Re Culture Victoria Deborah Bannister

James Uhe Jean Glass Jeanne Corlett Jelly Belly Department of Education and Jennifer Hawkins Early Childhood Development Department of Environment Kitty Stuckey Department of Environment and Koorie Heritage Trust Primary Industries

L'Oréal Melbourne Fashion Festival Laithwaites Wines Leslie Barnes Lillian Frank Liz Teale

Louise Seward Mariana Hardwick Marion Boyce Marriott Melbourne Mathematics Association of Victoria McCrae Family Foundation for Rural & Regional **MDesigns** Melbourne Aquarium Melbourne International Flower

Franklyn Schola and Garden Show Merchantwise Friends of Burnley Gardens Friends of Gallipoli Inc. Microhire Military History and Heritage Garden City Plastics Victoria Inc. Gareth Blaha Geelong Community Nursery Foundation Geelong Grammar School Geography Teachers Association

Mt William Advanced Tree Museums Australia (Victoria) Myer Foundation Nance Houen National History Challenge National Library of Australia Nationwide Trees Novotel Resorts Period Home Lighting Peter Perkins Harwood Andrews Lawyers PPR Public Relations Hilton On the Park- Melbourne Public Record Office Victoria Puffing Billy History Council of Victoria History Teachers' Association of Purple Ribbon Weddings Red + White Homewood Consulting Pty Ltd HRH Princess Marie-Chantal of Victorian Branch

Red Hill Consolidated School Returned & Services League -Richard Aitken Richard Nylon Rick McKenna Riley Turner Productions Ritchies Stores RMIT University Robin Hunt Rosalind Jamieson Royal Botanic Gardens Melbourne

New Exhibitions and Programs in 2014-15

Love, Desire & Riches

Love, Desire and Riches is the Trust's most ambitious exhibition to date, bringing together fashion from film, literature, history, and popular culture. Rippon Lea will be transformed into a contemporary exhibition space, highlighting the extraordinary gowns and accessories from HRH Princess Marie Chantal of Greece, Kyly Clarke, Collette Dinnigan, Jennifer Hawkins, Akira Isogawa and Richard

The Antipodean Steampunk Show

Wallpaper fibres from Lippon Lea and Labassa

Our first major exhibition at Tasma Terrace, asks the question 'if today's technology had been introduced in the 19th century, what would the world look like?' The Antipodean Steampunk Show explores this fascinating reimagined world in a mash-up of past, future and fantasy. This is the first ever national exhibition of jewellery, shoes, time machines, ray guns, photography and music players, all modified to reflect 19th century aesthetics.

Sexting Education Program

Working with the Anglicare supported Gippsland Community Legal Service we are developing a public education program about the risky teenage practise of sexting with mobile phones for delivery in the Gippsland region and at the Old Melbourne Gaol as part of the National Trust's public learning programs for metropolitan schools.

Garden Festival

This Summer Rippon Lea will host the inaugural National Trust Garden Festival. The 3 month program of events will include urban bee-keeping, weed foraging, fruit tree grafting as well as talks, tours and demonstrations making the most of our fabulous gardens.



Wunderkammer – The Cabinet of Wonders Rod McRae's exhibition at Tasma Terrace will display works dealing

with conservation issues regarding extinction, biodiversity and sustainability. Combining real animals with manmade items, Rod McRae will create portals into contemporary and historical environmental and cultural issues.

Opera at Rippon Lea

CitiOpera will present a fully-staged production of Puccini's most popular opera, La Bohème, with chorus and chamber orchestra at Rippon Lea this Summer. Making the most of Rippon Lea's atmospheric gardens, the open air performance will build on the successes of a full theatre program throughout the year.



Message from the CEO

Annual Result

This year our overall recognised revenue has increased by \$1,081,947 to \$9,298,602, largely the result of operational improvements. This is an excellent result delivering a full year operational profit of \$788,143, up from a deficit last year of \$348,000, representing a significant \$1.1m turnaround in performance year on year. It should be noted that this result is generated from earned revenue during the year and includes no

Settlement of the sale of properties at Maldon occurred after year end and is taken up, as required by audit, as a "revaluation loss on heritage and cultural assets" in the Financial Statements. In light of these sales Board policy on asset sales has been strengthened and any such resources are now linked specifically to capital investment, and not to general operational activity or expenditure.

Control of Expenditure

Trust expenditure totalling \$8.5m remains controlled and marginally down at year end. Overall administrative expenses increased just \$31,000 on over \$2m of costs in a very busy and demanding year. Where costs have risen they are planned increases in key staffing, events support, retail, catering and new on-line merchandising, along with our expanded exhibitions

Property management costs are down despite significantly increased activity, with strong locally managed control of budgets. Similarly membership servicing costs have decreased, whilst members have increased by 4%, with a creditable overall retention rate of over 95% on existing member renewals. Membership now stands at its highest level in several years at over 15,000 (equating to 25,000 individual members), generating over \$689,000 in subscription revenue.

Operating Results

Our overall performance, as our Chairman has highlighted, is a direct result of a significant expansion of our programs at all levels of the organisation.

Total net revenue from our Major properties this year was \$4.9m exceeding the previous year by 25%. The net result of \$1.7m more than doubles the previous years and demonstrates ongoing operational improvement in revenue generation. This year we attracted over 400,000 people to our sites and held over 300

Old Melbourne Gaol secured our largest net profit for the site at \$1.5m, 30% ahead of budget and \$432,000 or 39.8% ahead of last year. The delivery of a Trust curated *Underbelly: Squizzy Taylor* exhibition with Channel 9 at the start of the year added to the overall result. There has been an increase of \$318k in sales on last year compared to a decrease of \$52,000 on wages and a decrease of \$48,000 on other costs. The combined education program, functions and retail operations alone generated a net return of \$778,699. Demonstrating successful delivery of our property strategy and a broadening of our commercial revenue base.

Rippon Lea House and Gardens achieved total revenue of over \$1.3m and a best ever net operational profit of \$357k or \$437k ahead of last year. This success can be attributed to increased functions and events including our first blockbuster, Miss Fisher's Costume Exhibition. The exhibition was developed entirely in

house by our curatorial team and is an excellent example of an innovative partnership, with Everycloud the producers of the ABC TV series Miss Fisher's Murder Mysteries. The figures are impressive, with over 40,000 visitors in four months and \$38,000 in Devonshire teas sold, all contributing to the sites generation of \$127,000 from retail activity. The exhibition became our first successful interstate production when it was toured for a modest fee to the NSW National Trust. Building upon this success, the Trust will again work with Everycloud on a new exhibition for 2015 to mark the third Miss Fisher's Murder Mysteries series. Trust staff have also developed our next blockbuster, Loved Desire and Riches - the fashion of weddings, which previewed on the last day of the financial year. This exhibition features loans from major Australian fashion designers including Akira Isogawa and Collette Dinnigan, international designs by Valentino as well as many major international loans. The event achieved record sponsorship for the Trust with a number of new corporate partners offering support

Como House saw the successful lease of the stables to a dynamic commercial operator and development of free access to the gardens. This has attracted thousands more visitors to the site resulting in its best financial performance in years. Although still a deficit, at \$111,000, illustrating the complexity and cost of running this site under its current planning constraints, this represents a welcome \$58,000 improvement on the previous year. In our largest capital investment at Como in recent years, grant funding success has supported the much needed underpinning of the western foundations, ensuring the long term stability of this part of the house. We continue to progress a long term sustainable solution for Como and anticipate that continuing talks with stakeholders will bear fruit in 2015.

New and Increasing Sources of Heritage Funding

including Hilton Hotels.

The administration of the new Victoria's Heritage Restoration Fund since November has contributed over \$100,000 in new revenue, most of which has been used to facilitate additional staff resources to support the expansion of our conservation team. The management of tax deductible conservation appeals has also expanded with donations across Victoria tripling in the last 5 years from \$620k to \$1.9m, leading to a four fold increase in administrative fees since 2010. It also signifies the important role that the Trust plays in facilitating efficient tax deductible public donation and strong administrative oversight of external heritage conservation projects across the state.

Message from the CEO continues on next page.



Message from the CEO continued

Bringing Heritage to Life

Our education programs have been experienced by over 47,000 paying students this year. With growth now in five consecutive years, this year's result is our strongest ever and clearly demonstrates the value placed on our programs by schools.

New primary programs were reintroduced at Como and sold out to schools, both there and at Rippon Lea, to years end. In addition to property visits, our *History-in-a-box and Mrs Sargood's* school incursions have gone out to communities on the outer urban fringe. In May alone, 25 morning and afternoon sessions were delivered by costumed educators in outer urban schools, the largest number to date. Across our sites, our education program revenue has shown an increasing trend over the last 5 years with a 72% increase since 2010.

Reconciliation Action Plan

The National Trust of Australia (Victoria) Reconciliation Action Plan [RAP] is celebrating its first year as an active strategic document. In developing our 2014-16 RAP we reflect on the significant achievements facilitated by this

- Establishment of the National Trust Aboriginal Advisory Committee.
- Appointment of the first National Trust Indigenous Heritage Advocate.
- Handover of the National Trust owned Ebenezer Missi Antwerp on 05 December 2013 to Traditional Owners Barengi Gadjin Land Council Aboriginal Corporation. First dedicated Aboriginal cultural heritage survey of National Trust properties undertaken through the project Reconciliation Through Place, supported by the federal Indigenous Heritage Program.
- First Aboriginal Cultural Heritage Internship, with
- Deakin University. Acknowledgement of Traditional Ownership at events
- Co-presentation of the 2013 and 2014 National Trust Heritage Festivals with the Victorian Aboriginal Heritage
- Co-presentation of the Our History 2013 and 2014 National Trust Heritage Festival events with the Victori Aboriginal Heritage Council and Koorie Youth Council. Beginning the process of development of an Aboriginal Heritage Agreement with the Wathaurung Aboriginal Corporation.
- Contribution to the City of Melbourne's Tunnerminnerwain & Maulboyheener Memorial Working Group. Engagement with Baluk Arts regarding artworks inspired by Endeavor Fern Gully.
- Advocacy on behalf of the Wathaurung Aboriginal Corporation regarding the proposed Monmot Hill Basalt and Scoria Quarry.

Polly Woodside has been reinvigorated by new education programs, like Maths@Sea, a practical and rare mathematically focused school excursion. Education sales of \$70,500 almost reached the total of the last 3 years. The programs have become a major part of total revenue (from 7.78% to 23.49%).

Investment in Staffing Stimulates our Regional Properties

Our successful larger properties continue to support the smaller sites, and this has enabled long-term investment at many this year. Undertaking conservation works, increasing staff support for volunteers and delivering new programming have been key strategies implemented across more of these sites this year.

All three Mornington Peninsula properties now have paid staff, with Mulberry Hill reopened at Easter following restoration, staffed thanks to support by the Kimberly Foundation. Endeavour Fern Gully at Red Hill's staffing led directly to the Hon Greg Hunt, Minister of the Environment, officially opening our new digital tour of the site. Over 60 partners, funders and community representatives heard him speak about our work with volunteers as a model for his Green Army initiative. (The Victorian Trust was successful post year end in securing Green Army participation. The program, delivered in partnership with Conservation Volunteers Australia, will deliver over 24,000 hours of support to 14 sites by the end of 2015.)

In the North East our Chiltern properties now also have a manager, engaged with local stakeholders and developing plans for the three sites. Dow's Pharmacy was recently identified as one of the best small museums in Australia in the hipster Smith Journal, illustrating just how far we have come. Barwon Park, Barwon Grange and The Heights also now have staff based in the region and all are being slowly transformed. The 2013-14 Annual Appeal generated over \$117,000, with \$25k received for the amazing Heights water tower currently being restored.

National Projects Expand our Reach

The Victorian Trust again coordinated the national Heritage Festival in 2014, with almost 1,500 events across Australia during April and May, supported through the National Trust Partnership Program. With significant growth nationally from 1,240 events in 2013, the festival increased the participation of National Trust groups and acted as a launching pad for small regional heritage festivals.

Looking Forward to 2014/15 and Beyond

Building on this year's positive performance, and increasingly strong and sustainable base, we will develop our programs, events and exhibitions further in 2014/15. Next year will see the introduction of opera into our gardens, a major garden festival at Rippon Lea, our first major Summer masterpiece exhibition touring to Barwon Park and, excitingly, a second Miss Fishers Costume Exhibition developed for national touring. We will see the expansion of heritage grants programs managed by the Trust benefiting buildings in Ballarat and further lobbying to secure ongoing funding for the new VHRF. Rippon Lea will see delivery of a new \$100,000 lighting scheme and the reinstatement of one of its early iron glasshouses, both innovative and transformative projects. It promises to be another positive year of growth at the Trust and we look forward to sharing the journey with you.

Martin Purslow



Properties

This year investment, conservation and the development of innovative programs and events has promoted visitation, continuing to drive audiences and revenue. We strive to look after our special places and 2013-14 was no different. Supporting our dynamic programming we continued investment in capital works and staffing at our properties, reaffirming our determination to deliver best practice property stewardship.



Old Melbourne Laol popup bar

Old Melbourne Gaol

The 2013-14 year was a record year for revenue at the Old Melbourne Gaol with 174,000 people visiting the site. The increase is due to the development and delivery of new programs and events such as the *Underbelly: Squizzy Taylor* exhibition and adaptive innovative reuse of the site through events such as the popular "Pop-up Bar" events which attract new audiences. As reported by our CEO, the increase of visitation through new programming is reflected in its best financial performance on record with the site achieving a net profit of \$1.5 million dollars.

Rippon Lea Estate

It has been a significant year for Rippon Lea with the site undergoing major restoration and operational transformation. The \$1.3 million dollar Commonwealth supported roof restoration project, completed last September, has been commended at the Australian Institute of Architects Victorian Architecture Awards in the field of Heritage Architecture. Rippon Lea also achieved an excellent financial result, reflecting changes to its operation. These changes are evidenced by the development of a robust calendar of events including the instigation of our Winter Masterpiece exhibition program. The highly successful Miss Fisher's Costume Exhibition attracted over 40,000 visitors over a four month period and contributed close to \$500k to the site, a massive boost.

23% more people attended events, tours and programs at our metropolitan properties this year

Como has seen a dramatic rise in community access and engagement this year. The gardens are now open for free year round and the successful partnership development with *The Stables of Como* cafe has attracted visitors to the site and dramatically revitalised the grounds. Como secured a \$100,000 Victoria's Heritage Restoration Fund grant to underpin the foundations of the western wall and repair damage that has occurred due to movement.

With the support of the Friends of Labassa significant investment has been made to the site landscape. Large scale civil works completed during the course of the year created a more spacious and inviting garden. The new works included the introduction of a mansion forecourt, onsite car parking, function lawns and associated garden beds, all contributing to the improvement of the house's setting and supporting the reinstatement of the mansion's original tennis pavilion.



Mulberry Hill

Mulberry Hill was reopened to the public in April 2014 at the conclusion of a lengthy capital works program. Facilitated by support from the Spencer Leason bequest, we have improved public accessibility with the introduction of onsite car and bus parking, fencing to secure the site and improvements to the main building. The Spencer Leason Park is now open daily to visitors and tours of the house are available three times weekly.

We have doubled our staff support at Mooramong this year as part of the development of the site as tourism and accommodation destination. Our new farm stay products will be launched later in 2014.

Barwon Park

Continuing strong community engagement and programming, the Trick or Treat Kidz Fest Halloween festival at Barwon Park was awarded best community event by the Surf Coast Shire this year. The process of master-planning for the site has started and expressions of interest have been sought for a new café and catering enterprise.



Advocacy and Conservation

National Trusts of Australia Register of Significant Trees Coordinated by the Trust in Victoria, 2,000 significant tree records, representing 25,000 trees compiled by the National Trusts cross Australia over the last 30 years, have now been made accessible through the National Trusts of Australia Register of Significant Trees www.trusttrees.org.au

MP, Danian Drum MLC & Dr. Graeme & Blackman

Heritage Planning Labs

Our Labs bring together heritage professionals to develop new solutions and tools for heritage planning and policy. Labs engages professionals from all sectors, including local and state government, consultants, universities and not-for-profit agencies, and the outcomes are directed towards developing better planning outcomes. In 2014 we hosted labs on significant landscape controls and tree controls.

Gallipoli Oaks Project

Supported by our nursery sponsors, we have now propagated 600 Gallipoli Oaks for distribution to more than 450 primary schools between 2015 and 2018. Each school will receive a tree, plaque and education kit. The education kit was launched by the Hon Martin Dixon MP (Minister for Education), the Hon Damian Drum MLC (Minister for Veterans' Affairs) and our Chairman Dr Graeme L Blackman OAM at the Melbourne International Flower and Garden Show.

> Over 450 schools registered for the Gallipoli Oaks Project, reaching 100,000 students!

The Victorian Heritage Festival attracted unprecedented numbers

between 18 April and 18 May coordinated through its branches, expert committees and properties, to make the festival one of

the Trust's most successful celebrations of local history and

This year we coordinated Heritage Awards with the Cities of

Ballarat and Greater Geelong, and Shires of Indigo, Mount

Alexander and Mornington Peninsula, with more than 100

awards presented in celebration of heritage conservation,

advocacy, sustainability and traditional skills throughout

this year with over 120,000 people attending 250 events

across the state. The National Trust hosted over 50 events

of our iPhone apps

Our Advocacy

As mentioned by our Chairman, at the forefront of our work in 2013-14 was advocacy for statutory protection of significant post-war architecture in Melbourne. We actively supported planning controls for the former Hoyts Cinema Complex (1968) in Bourke Street, the former TAA building (1965) in Franklin Street and Total House (1965) in Russell Street. In 2013, the Minister for Planning excluded ten significant post-war buildings from a heritage amendment, leaving the door open for the demolition of the National Mutual Building (1965), for which a permit was approved in February 2014.

In the wake of Trust's campaign against tower development at the Windsor Hotel, the need for mandatory height controls in the Bourke Hill precinct and the campaign to save the Palace Theatre in Bourke Street (where we have been working with #savethepalace community group), the Minister for Planning implemented mandatory height controls for the Bourke Hill

We have appeared at planning panels in support of local

government implementing heritage controls to more than 700 places and thousands of trees, Heritage Council hearings in support of heritage controls for a significant post-war buildings and been involved in formal consultation in the development of the Queen Victoria Market masterplan. The key issues have been the possible tower development at the south end of the market, the landscaping treatment of the carpark, and the possible impacts on burials in the cemetery. We also launched a new digital blog www.trustadvocate.org.au.





ory in Place at Barwon Park

Education

- Over 47,000 students attended one of our curriculum based education programs this year, the largest education reach of any National Trust in Australia. Our education programs include those delivered in the classrooms of disadvantaged schools in the metropolitan North West.
- Our Maths @ Sea program is a new venture mixing history with mathematics. The development of a practical mathematics course with the Mathematics Association of Victoria, was delivered to our first class of Year 7 students at the Polly Woodside this year. • The Hon Greg Hunt MP launched our new QR based walking
- from Franklyn Scholar, the Minister used a smartphone to access digital information on the gully's environmental significance. • At Barwon Park, we participated in the Culture Victoria pilot program History in Place. This program encourages students to use new technology at small museums, engaging with their

trail at Endeavour Fern Gully in June. Assisted by students

from the Red Hill Consolidated School and tertiary students

smartphones, cameras and iPads to create documentaries. • The success of our new Year 5-9 education program Night in the Watch House has expanded its reach to become an adult learning program engaging the public with the stories of over 100 years of watch house inmates, including Squizzy Taylor and Chopper Read.

local history and heritage in a fun and challenging way using



Our People

Once again the Trust is thankful for the considerable efforts of our small team of 120 staff, supported by over 500 volunteers. Our mission cannot be delivered without the tireless work of our committed people across Victoria. To help us in our work, this year has seen us increase our capacity in core areas and growth of our corporate volunteering program.

Increased Staff Capacity

This year we have appointed a heritage architect and increased project support staff in Advocacy and Conservation whilst our small curatorial team has developed considerably, as evidenced by the internal development of our major exhibition program. We have further enhanced our commercial team, building our events capacity and functions capability to support our core services.

Our commitment to our properties and rationalising resources across our places has been supported this year by the appointment of cross-site strategic managers. The creation of Boutique Properties and Major Sites Manager roles will support the continued development of our metropolitan properties through shared resources and planning.

As mentioned by our CEO, our regional properties have benefited from increased development through the appointment of regional managers, whilst staffing across at our major sites has also increased to facilitate the expanded programs and events now being

Corporate Partnerships

Increasingly, we are forming effective partnerships with commercial organisations so that members of their staff can volunteer to support Trust projects. Many of our major projects including Miss Fisher's Costume Exhibition, Teddy Bears' Picnic and the Easter Egg Hunts are supported through the ANZ, NAB and Bank of Melbourne corporate volunteering programs.

Volunteer Commitment

The successful Como Working Bee this year re-engaged many of our members and volunteers with the impact their contribution can make to our heritage places. On a fine March day, over 170 people contributed their time and expertise to garden work, cleaning and general maintenance.

Branches and Expert Committees

Our Branches and volunteer Expert Committees contribute their expertise and time to the strategic delivery of core Trust tenets. Working with councils and local partners, the Branches support good heritage outcomes for their communities. Our Expert Committees and Special Interest Volunteer Groups contribute significantly to fundraising and heritage property conservation of our sites.

As our Chairman has highlighted, the formation this year of the Aboriginal Advisory Committee shows the commitment of our volunteers to the National Trust and its strategic development. Undertaking the significant work facilitating the involvement of Aboriginal peoples in the custodianship and interpretation of their heritage at Trust places and in our heritage programs and projects, they will guide our Reconciliation Action Plan and reconciliation engagement across the organisation.





students at Endeavour Fern Gully

Over 500 volunteers





Exhibitions

Underbelly: Squizzy Taylor Attracting new audiences to the Old Melbourne Gaol, this creative partnership with Channel 9 showcased costumes from the Underbelly television series. The exhibition also included the real Squizzy Taylor story and displayed original images, maps and interpretation using digital technology.

Cultivating Modernism - French Garden Style of the 1920s and 1930s

Developed by noted garden historian Richard Aitken this exhibition at Tasma Terrace was part of a touring exhibition supported by The Australian Garden History Society in association with the University of Melbourne.

Miss Fisher's Costume Exhibition

Our first blockbuster, and innovative partnership with Everycloud Productions, delighted a record 40,000 visitors with the costumes and design process behind the popular ABC television series Miss Fisher's Murder Mysteries. Unfolding through the mansion's rooms at Rippon Lea, the exhibition showcased more than thirty outfits as well as accessories worn by the lead cast. It included props, tools, fabrics and research materials about 1920s fashion couture and the costume design of Marion Boyce. A digital guide was available to show video footage of costumes worn by Essie Davis from the series and script excerpts from writer Deb Cox as well as interviews with Marion Boyce. A first for the Trust, this exhibition toured nationally with installation at Old Government House, Parramatta in this financial year.

Fashion House Labassa

This exhibition of RMIT 2nd year Bachelor of Design, Fashion students at Labassa explored the different use of a museum and heritage collection and the way it prompts the visual image, the fashion object and generates design. These projects examine the interpretation of a historical garment or object and blend ideas about tailoring, image-making and the inspiration of history during the 2013 L'Oréal Melbourne Fashion Festival Cultural Program.

Our first ever blockbuster Miss Fisher's Costume Exhibition attracts 40,000 to Rippon Lea in 4 months



- Digital exhibition guides developed for the Underbelly: Squizzy Taylor exhibition and Miss Fisher's Costume Exhibition
- We launched our new www.kellyremains.org.au devoted
- Polly Woodside accredited as a museum under the Museums Australia (Victoria) Museum Accreditation Program

to the VIFM Kelly DNA investigation



Victorian Heritage Festival

community engagement.

Heritage Awards

Teddy Bears' Picnic Now in its 24th year, we have expanded our successful *Teddy* Bears' Picnic at Rippon Lea to include Australia's Largest Treasure Hunt! Over 4,000 people sought treasure across our 14 acres of beautiful gardens, ate at our food trucks, watched circus

For the first time we grew our events out of the city with Easter

The inaugural Twilight Christmas Festival at Rippon Lea was an

enormously successful community celebration. More than 1,500

people enjoyed the 12 community choirs, craft activities, artisan

performers, made craft, saw theatre and met the Gruffalo.

Easter Egg Hunts

Egg Hunts at Rippon Lea, Barwon Park, Mulberry Hill and Gulf Station. With over 12,000 eggs discovered by our 7,000 delighted children, our sites have never been more a more exciting place to be if you're a child. Twilight Christmas Festival at Rippon Lea

arts and crafts market, themed house tours and epicurean food

Pop-up Bars Attracting over 2,000 people to multiple metropolitan Trust sites, our new pop-up bars were a dynamic way of engaging new audiences with our heritage stories.

Our expanded Trust Kids program of school holiday events made pirates, sleuths and Victorians of 7,000 children. Across our metropolitan properties primary school aged Trust Kids helped solve a mystery, played old fashioned games and discovered the high seas through structured day programs of activities.





