

We acknowledge the Traditional Owners of Country throughout Victoria and recognise the continuing connection to lands, waters and communities. We pay respect to Aboriginal and Torres Strait Islander cultures; and to Elders past, present and future.





General Business

- **1** Apologies
- 2 Minutes receive and confirm minutes of the 61st AGM held at Rippon Lea Estate on 25th November 2017
- **3** Business Arising
- **4** Appointments to the National Trust of Australia (Victoria) Board

- 5 Chairman's Report
- 6 Annual Report
- 7 Nomination of Honorary Member
- **8** 63rd AGM
- **9** Other Business





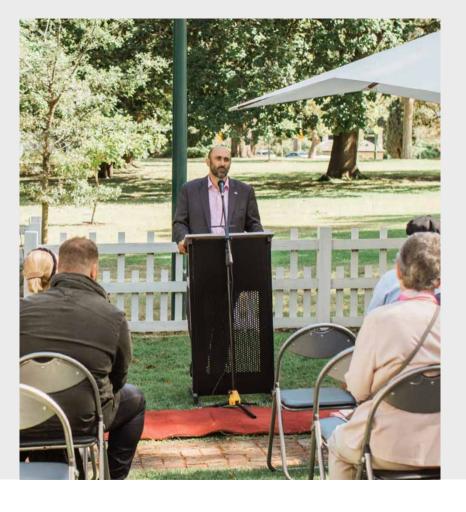


Organisational Focus

- Advocacy
- Conservation
- Asset management
- Commercial activity, membership and marketing
- Cultural Engagement, collections and Education
- People and Culture
- Finance (diversity, benefactors, philanthropy, grants)







Advocacy Highlights

- The National Trust made submissions supporting the protection of 73 heritage places, 7 group listings, 2 heritage precincts, and 249 trees or tree groups
- On 20 July 2018, the National Trust nominated Federation Square for the Victorian Heritage Register
- The Advocacy Team gave 4 public presentations
- 3rd RAP launched and work underway

Victorian Heritage Restoration Fund

- Melbourne City Council have committed \$600,000 to the VHRF over three years.
- Yarra City Council also confirmed a continuing commitment of \$50,000 for the coming year



Key Advocacy Campaigns

- Queen Victoria Market
- Federation Square
- Sunbury Rings Cultural Landscape
- Suburban Modern
- Council protection of significant trees
- Melbourne Metro Rail Project and West Gate Tunnel Project.

Public Relations 2017 - 2018

- Reach 108 million people
- Value \$1.086m







Our Branches

Our regional Branches led the celebration of our heritage with sold-out Australian Heritage Festival events held across the state. A Branches Forum was held in Ballarat at Sovereign Hill in May, and our Ballarat, Geelong & Region, and Mornington Peninsula Branches partnered with local Councils to present Heritage Awards.

The National Trust Team worked closely with our Branches on a number of advocacy issues, including:

- The protection of Alistair Knox designed Nanga Gnulle (Bendigo)
- "Demolition by neglect" at Newhaven Boys Home (Bass Coast)
- Burnham Beeches (Dandenong Ranges)
- Ballarat Railway Station (Ballarat)



Exhibitions

Night Life Exhibition

- The National Trust's Night Life fashion exhibition attracted over 16,000 visitors to Barwon Park and Rippon Lea Estate.
- Curated by Elizabeth Anya-Petrivna, the exhibition featured original items of evening wear and accessories from the 1920s and 1930s.

Super 70s Exhibition

• The Super 70s fashion exhibition was developed in early 2018.

Como Fashion Quarter

• Como Fashion Quarter - In a first for the National Trust, four young Melbourne creative professionals reinterpreted the Fashion collection at Como.

Linden New Art

- The National Trust partnered with Linden New Art, a community-based artist collective, to bring new contemporary works to Tasma Terrace forexhibition.
- Tasma hosted the "Gumbadik" exhibition by Baluk Arts, featuring photography of Endeavour Fern Gully.







Assets

- Asset Management Plans started in line with the National Trust's new Strategic Plan. Tasma's plan completed and others being updated.
- PWC property analysis of Tasma and Clarendon.
- Como Gates painted and the Como Approach for restoration initiated.
- Labassa conservation works continued in the Lilac room. Gasolier donation fitted.
- La Trobe's Cottage Friends group MOU established. RAP launched.
- Old Melbourne Gaol 155,714 visitors to the site; 28,711 people to business and private events. New signage installed, new maps and brochures and school holiday activation established.



Assets

- Rippon Lea Estate Conservation, accessibility and interpretation works completed. Repairs to Stable Block, Servants quarters and Gardeners Cottage. New Amenities block built. Support from the Rippon Lea Endowment Fund and the Commonwealth Government.
- Portable Iron Houses Abercrombie \$100k Living Heritage grant for urgent work to the house (exterior and interior)
- Polly Woodside Mast restoration via \$750k Victorian State Govt grant
- Barwon Grange work completed on painting and restoration of woodwork (establishment funding from NT Foundation)
- Barwon Park overdue work on the shearing shed roof.
- The Heights Stables roof work to minimise water penetration. Stair design agreed for Tower.
- EFG Design completed for Education space and planning permit application underway.







Assets

- The Briars shut due to termite damage rectification being undertaken by Mornington Peninsula Council. Restoration of external buildings.
- McCrae cultural heritage educational experience developed.
- Chiltern Lake View verandah maintenance and assessment of deterioration of Dows pharmacy walls.
- Mooramong- Pool refurbishment, desalination plant installed, start of asbestos removal. Farm committee proactive.
- Gulf Station Management MOU established and ongoing maintenance by the FROGS.
- Port Fairy Captain Mills Cottage recipient of \$200k Living Heritage Govt grant for restoration of interiors.



Collection - highlights

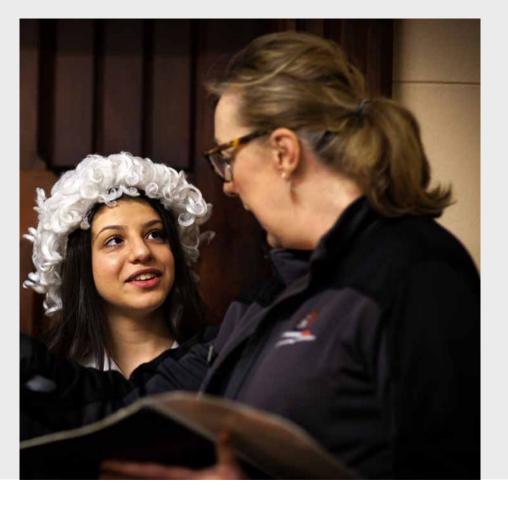
- Reinterpretation of Rippon Lea in order to create a new and immersive visitor experience at the property.
- The carriage collection was a highlight of the Beechworth Golden Horseshoes Festival.
- The National Trust was also proud to loan Georgiana McCrae's "Eliza" as part of the NGV's colony exhibition.

Acquisitions

- Sheriffs Office hanging paraphernalia.
- Two chairs believed to have belonged to Governor La Trobe.
- Balcombe family items for the Briars
- A Panatrope gramophone for Rippon Lea.
- Como's Orchestrion Hall now has an orchestrion.







Education

- 44, 820 children involved in 16 different programs (60% at OMG, 21% at Polly).
- New Indigenous cultural program developed for McCrae Homestead.
- There has been a slight decline in attendances at the Gaol while the Polly Woodside has maintained similar attendances. A new marketing push being undertaken at teacher's conferences may help rectify this change.
- RL and Como education programs were impacted by exhibitions.

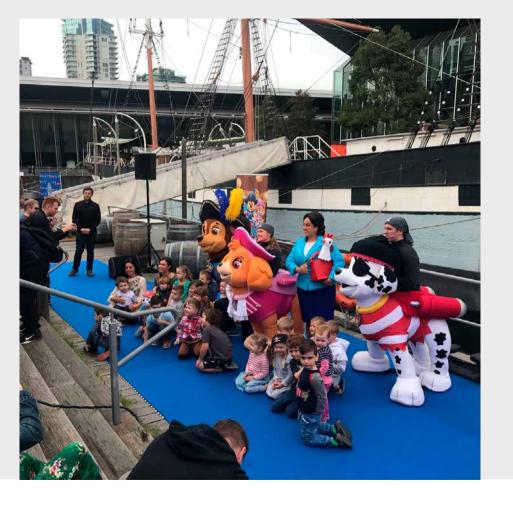


Events

- Australian Heritage Festival
 - 264 events led by 183 festival event holders attracted 216,073 attendees
- Melbourne International Flower and Garden Show (100 memberships sold)
- Bonhams at Tasma
- Vintage Clothing Sale
- Comedy Festival at Tasma
- Barefoot Cinema at RL







Marketing and Commercial Engagement

- Membership
- 2651 new members (16,206 members)
- Membership retention rate is 86%
- Young people, family household focus
- Proactive renewal follow up instigated
- Digital engagement has increased due to new content and imagery across social media resulting in a 24% increase in followers on Facebook, Instagram and Twitter.
- Trust Magazine refreshed.
- Professional and consistent brand and style approach across all media. New style guide developed.
- Filming activity at NT properties was strong (Winchester, Picnic at Hanging Rock and commercial filming).

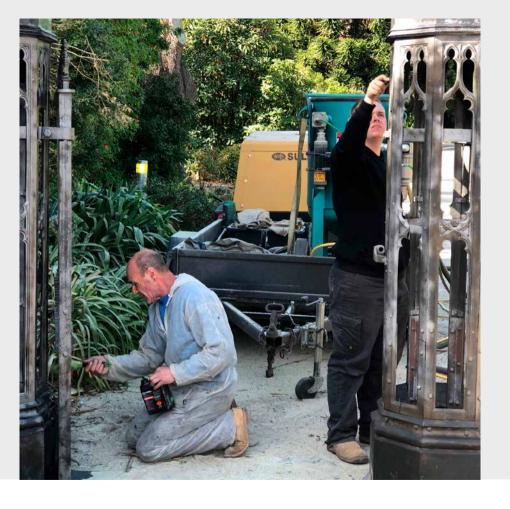


Marketing and Commercial Engagement

- A hospitality renewal program for Old Melbourne Gaol was initiated with new catering operator Showtime Event Group.
- New branding and signage for the OMG and the development of a new 'Escape the Gaol' product resulted in a 19% increase in child and family attendance.
- Media communications focused on elevating the reputation of the National Trust's advocacy work. Campaigns included Mt Buffalo Chalet, West Gate Tunnel Project, Federation Square and Queen Victoria Market development.
- A total of \$1.46m worth of commercial editorial coverage was secured throughout the year that reached 158m people.







Fundraising and Philanthropy

- Manager and coordinator employed.
- Annual appeal raised \$140,000 (450 donors).
- Charidy Campaign "Be a Hero for Heritage" raised \$80,250 (400 donors).
- Program started to futher engage with Philanthropic Trusts.
- Bequest and Foundation collateral updated.
- State Govt Grants
 - Polly Woodside \$750,000
 - Abercrombie House \$200,000
 - Mills Cottage \$100,000
- Commonwealth Grant
 - Finalisation of the Rippon Lea \$900,000 activity.



People and Culture

- Low staff turnover in 2017/18
- Volunteers grew by 8% to 750
- Volunteers contributed 42,000 hours (the equivalent of 23 Full Time Employees or \$1.25m in wages).
- Corporate volunteering increased (NAB, AGL, Suncorp, Telstra and Accenture).
- NTAV developed a National Wide Volunteering registration and reward system as part of the ACNT NTPP. (\$75,000 from Comm Govt).
- 1000 hrs of Professional development provided to team and volunteers.







Financial Performance

This year recorded revenue growth of \$795,000, mainly from higher rents, grant income, special projects income and realised gains on investments. Revenue from property admissions was \$300,000 lower due to fewer exhibition days in the year.

Our expenses for the year were also higher than last year by \$711,000. Sizeable increases occurred in employee benefits, occupancy costs, consulting, special projects expenses and repairs & maintenance.

The end result was a small operating profit of \$10,102. Total Comprehensive Income for the year was \$3,328,681, which included a sizeable increase in value for Clarendon Terrace upon the expiration of the long term lease to the Menzies Foundation.



Financial Results 2017/2018

Annual Operating Result 2017/18

Operating Revenue \$8,853,644
Non Operating Revenue \$892,394

Total Revenue \$9,746,038

Less Expenses

Operating Expenses\$9,177,936Non Operating Expenses\$558,000Total Expenses\$9,735,936Overall Operational Profit\$10,102

Other Comprehensive Income (\$247,988)

Changes in fair value of equities

Revaluation gain on heritage and cultural assets \$3,566,567

Total Comprehensive Income for the year \$3,328,681











McCRAE Education marketing









Beaumaris Modern – Australian Heritage Festival













































