

Western Australian Museum



ANNUAL REPORT
2009–2010



MUSEUM LOCATIONS

Western Australian Museum — Administration, Collection and Research Centre
49 Kew Street, Welshpool, WA 6106

Western Australian Museum — Albany
Residency Road, Albany, WA 6330

Western Australian Museum — Geraldton
1 Museum Place, Batavia Coast Marina, Geraldton, WA 6530

Western Australian Museum — Kalgoorlie–Boulder
17 Hannan Street, Kalgoorlie, WA 6430

Western Australian Museum — Maritime
Victoria Quay, Fremantle, WA 6160

Western Australian Museum — Perth
Perth Cultural Centre, James Street, Perth, WA 6000

Western Australian Museum — Samson House
Cnr Ellen and Ord Street, Fremantle, WA 6160

Western Australian Museum — Shipwreck Galleries
Cliff Street, Fremantle, WA 6160

Cover Photo: Matt Britton

This annual report is available in PDF format on the Western Australian Museum website www.museum.wa.gov.au. Copies in alternate formats are available on request.

Copies are archived in the State Library of Western Australia, the National Library Canberra and the Western Australian Museum Library located at Kew Street, Welshpool.

For enquiries, comments, or more information about staff or projects mentioned in this report, please visit the Western Australian Museum website www.museum.wa.gov.au or see over Contact Details under Statement of Compliance for ways in which to contact the Museum.

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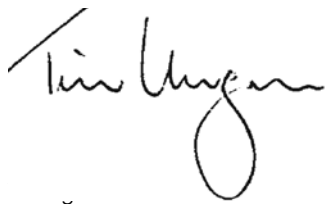
STATEMENT OF COMPLIANCE

FOR THE YEAR ENDED 30 JUNE 2010

Hon. John Day, MLA
Minister for Culture and the Arts

In accordance with section 63 of the *Financial Management Act 2006*, we hereby submit for your information and presentation to Parliament, the Annual Report of the Western Australian Museum for the financial year ended 30 June 2010.

The Annual Report has been prepared in accordance with the provisions of the *Financial Management Act 2006*.



Chair, Western Australian Museum Board of Trustees
13 September 2010



S. Scudamore
Chairman of Accountable Authority Member of Accountable Authority
13 September 2010

CONTACT DETAILS

POSTAL

Locked Bag 49
Welshpool, Western Australia 6986

STREET

49 Kew Street
Welshpool, Western Australia 6106

ELECTRONIC

www.museum.wa.gov.au
Email: reception@museum.wa.gov.au
Telephone: 61 8 9212 3700
Facsimile: 61 8 9212 3882

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MESSAGE FROM THE CHAIR



It is with great pleasure that I welcome the Western Australian Museum's new Chief Executive Officer, Mr Alec Coles OBE who arrived to take up his position in March 2010.

Alec comes to us from his former position as Director of Tyne & Wear Archives & Museums. In this role, he led a major regional museum programme, developed unrivalled links with national museums and galleries in the UK and completed a series of major capital developments worth approximately AUD\$132 million, which culminated in the completion of the Great North Museum in 2009. In June 2010, he was awarded an Officer of the Order of the British Empire (OBE) in the Queen's Birthday Honours List for his work in museums.

Alec's credentials and experience in both management and as a curator mean he is well placed to assist in achieving our key goal of providing a new flagship museum for Western Australia.

I would like to express the Board's sincere appreciation to Ms Diana

Jones for her hard work and dedication over the past two years as the Museum's Acting Chief Executive Officer. She was prepared to take on a tough job in an even tougher economic environment and continued the work to build a strong foundation for the organisation while maintaining strong partnerships with some of the Museum's most significant backers in the mining and petroleum industries.

Diana is an outstanding and highly respected scientist and advocate for the Museum. She can be justly proud of her achievements and now returns to her role as Executive Director of Collections and Content Development.

A number of difficult decisions were made over the last year in order to ensure the Museum's limited resources were put to the best possible use across all areas of core business.

To this end it was decided to close the Fremantle History Museum and focus on the Museum's other sites in the area, the WA Museum – Maritime and the WA Museum – Shipwrecks.

In addition, Samson House will be handed over to the National Trust of Australia (WA) in the new financial year, an organisation well-placed to care and conserve heritage properties. The Trust will continue to keep the home of Fremantle's longest standing mayor open to the public in accordance with Sir Frederick Samson's Will.

As a measure to assist in meeting the WA Government's three per cent dividend requirements it was further decided to close all the Museum's public sites on Wednesdays and

public holidays for a trial period of one year. The trial ends in the first part of the new financial year and will be reviewed to determine its effectiveness.

My thanks, as always, go to our many sponsors, benefactors and to all the organisations in both the public and private sectors that have provided financial and other assistance. Without their contributions the level of service the Museum provides to the State of Western Australia would be severely diminished.

On behalf of the Board of Trustees and staff of the Western Australian Museum, I would like to thank the Minister for Culture and the Arts, the Hon. John Day MLA for his strong support of both the existing Museum operations and for his vision to build a new museum for all Western Australians.

I would also like to extend my thanks to my colleagues on the Board for their hard work and commitment through the year. The Board's thanks also go to the Museum's advisory committees and to the Foundation for their time and effort. Finally, I would like to express the Board's appreciation to the Museum's management and staff and to our many willing volunteers for their hard work and dedicated service.

A handwritten signature in black ink, appearing to read 'Tim Unger'.

Chair, Board of Trustees
Western Australian Museum

MESSAGE FROM THE CEO



It is a pleasure and an honour to take up the position of CEO of the Western Australian Museum. This is an institution that enjoys enormous respect both within the State, from its user and supporter base, and from its national and international collaborators.

It is also, however, an institution hungry for change and development as it faces both challenges and huge opportunities.

Indeed, to some, it will seem like a long time from the prospect of a brand new museum on the East Perth site, to the financial stringencies facing all public and private organisations the other side of the Global Financial Crisis. There was, inevitably, a sense that the 'prize' of the new museum was being snatched away just as it was within grasp.

I truly believe that we now have the opportunity to convert this disappointment into a huge opportunity. There was much to recommend the East Perth Site, but its location would have meant a visit would have required some planning and determination: a more central location will mean that a new

museum can really establish itself within its community and to me, this is crucial. The key to the success of all our museums is to create places and spaces where everyone and anyone can feel welcome, comfortable and inspired anytime and all the time.

Museums should play a vital role in the communities they serve because they are about people and places; about identity and environment. They are, of course, visitor attractions, educational establishments and research institutions, but public museums can and should be so much more: the best museums should place themselves at the very heart of our individual and collective psyche.

Museums help us understand our world and define our place in it - they are about learning in the widest possible sense – learning about ourselves, about others, about relationships and about tolerance; about learning from the past and from the present to help us determine our future.

As we say in our emerging mission we want people to explore their identity, their culture, their



Museums help us understand our world and define our place in it - they are about learning in the widest possible sense – learning about ourselves, about others, about relationships and about tolerance; about learning from the past and from the present to help us determine our future.

environment and their sense of place; but we also want them to discover the diversity and creativity of this extraordinary State: and make no mistake, it is extraordinary! There are incredible human stories: of continuous indigenous civilisations developed over tens of thousands of years; of the depredations of the first European settlers, many of whom perished off the coast before they ever reached dry land; of the bravery and commitment of our ANZAC service men and women; of the resources industry that has developed and now so defines our State and its economy. Then there is the unique bio- and geo-diversity: the oldest evidence of life on Earth; the extinct but captivating Marsupial megafauna; and the rich and still little understood biodiversity which our own staff are playing such a vital role in researching and understanding. We have so many amazing stories to tell, it is sometimes difficult to know where to start!

I am relishing the opportunity to work with colleagues, partners and, of course, the people of WA to develop a Museum service that we are all proud of.

My priorities over my first year will be to build the relationships that we need and desire to ensure that the Museum can be effective in all its areas of operation. I am firmly of the opinion that our success depends on effective teamwork and working with the right partners, for there is little that we do, that we cannot do better in partnership. An excellent example of this is the collaboration between ourselves, Museum Victoria, Tourism WA and Eventscorp which brought the exhibition *A Day in Pompeii* to WA in May 2010. The exhibition drew 31,092 visitors in its first six weeks. Similarly, our work investigating the marine and coastal biodiversity of

WA's northwest coast is the result of a long-standing and productive partnership with Woodside Energy.

I also intend to ensure that our structure, capacity and business model is best suited to deliver our goals. We will be reviewing our financial and business management, developing our capacity in life-long learning and outreach and ensuring that all that original research that we do has a public face; indeed, the excellent work that the Museum is coordinating for the International Year of Biodiversity demonstrates how we can achieve many of these goals.

All of this will involve some organisational change and this will be a necessary element of our progression towards making the case for a new flagship museum in the Perth Cultural Centre. I strongly believe that there is a great deal of goodwill towards this project but it is also our responsibility to make a cast iron case for its support.

Of course, a new museum in Perth would still be only part of the total offer of the WA Museum. I remain firmly committed to our State-wide and regional programme. Indeed, as well as supporting the work of our regional museums, I hope to develop initiatives by which the collections and the resources of the WA Museum can be shared more widely with the people of our State, again, by working with the right partners.

I would like to thank all my colleagues, paid and voluntary, at the WA Museum, not only for the warm welcome that they have given me, but for their hard work and commitment that allows us to achieve so much. I would particularly pay tribute to Diana Jones who has been so generous in

her support and encouragement and who, of course, kept the Museum on track and on message prior to my arrival.

I would also like to express my thanks to the WA Museum Foundation and its governors for its invaluable support of our activity and, of course, to the Trustees of the WA Museum for their unstinting support.

Finally, I would like to thank Allannah Lucas, Director General of DCA, Tim Ungar, Chair of the Trustees of the WA Museum and the Hon. John Day, MLA, Minister for Culture and the Arts, for the support that they have given me and for the opportunity to develop something really significant in this extraordinary place!



Alec Coles

Chief Executive Officer,
Western Australian Museum

AGENCY OVERVIEW

OUR VISION

The Western Australian Museum will be a place where the people can explore their identity, heritage, environment and sense of place and discover the diversity and creativity of this extraordinary State.

OUR PURPOSE

The purpose of the Western Australian Museum is to:

- Collect, preserve and study the natural and human heritage of WA and promote understanding, enjoyment and conservation of that heritage.
- Provide opportunities for people to share the unique stories of WA's people, land and sea.
- Ensure that in all its work the Museum is engaging, educational, experiential, exciting, entertaining and excellent.
- Inspire curiosity, discovery and debate.
- Create knowledge through research, study and educational activity.
- Promote tolerance and understanding through sharing ideas and perspectives amongst our diverse community and users.
- Ensure the people of WA can explore and define their place in the world and their relationship to their environment and other peoples.

OUR VALUES

Values underpin the activities undertaken by the Museum and the way people within the organisation conduct themselves in order to fulfil the Museum's purpose. The core values of the Museum are:

- **Public Value:** We exist for the benefit of all the people of Western Australia and recognise that we are custodians of their collections.
- **Inspiration:** We will inspire people to explore themselves, their culture, their heritage and their environment.
- **Inclusion:** We will respect, involve and welcome people of all ages, abilities and cultural backgrounds.
- **Respecting Aboriginal peoples:** We recognise and respect Aboriginal and Torres Strait Islander peoples as the first peoples of Australia and seek to advance understanding between indigenous and non-indigenous peoples.
- **Accessibility:** We will work to ensure that our facilities, programmes and resources are accessible to all.
- **Enterprise and Innovation:** We will be creative, resourceful, entrepreneurial, imaginative and innovative.
- **Discovery:** We will continue to advance knowledge and understanding of the World through study and research.
- **Trust and Authority:** We will be authoritative and you must be able to trust us.
- **Learning:** We promote, support and resource life-long learning, but will also continue to learn and improve ourselves.

- **Partnership:** We will work in partnership with others to maximise public benefit.
- **Sustainability:** We will endeavour to be socially, environmentally and economically sustainable.
- **Excellence:** We aspire to excellence in all that we do.

EXECUTIVE SUMMARY — HIGHLIGHTS OF 2009–10

THE FRONT END — COMMUNITY ENGAGEMENT

The WA Museum provides quality exhibitions and programmes that are engaging, educational and inspirational. They are developed in collaboration with our users. The Museum delivers hospitality and special event experiences that enliven and enhance the visitor's experience and ensures the Museum's collections, programmes and knowledge is accessible across the State and internationally through the world-wide web.

In 2009–10, the WA Museum:

- Attracted 817,966 visits to the Museum's seven public sites. When adjustments are made to take account of the programmed closure of Samson House and Fremantle History Museum during the year, this represents a four per cent increase in visits over the previous year. This was achieved despite the introduction of Wednesday closures at all sites, as one of a series of measures to implement the Government's three per cent efficiency dividend. The increase was accounted for by rises in visitor numbers at the WA Museum – Perth and WA Museum – Geraldton of 28.5 per cent and 8.6 per cent respectively. Visitation at all other sites fell by between eight per cent to almost 22.0 per cent.
- Continued to achieve high levels of visitor satisfaction with 94.8 per cent of surveyed visitors reporting their experience as good or excellent.
- Developed new technologies, which were trialled for the website promoting *Nick Cave – the exhibition*. These were recognised at the Australian Web Awards, winning four awards including the *Most Outstanding Website* and *Best Website* categories for Government, Not-for-Profit and Arts and Events.
- Provided on-site education programmes to 55,361 school children.
- Ran 22 holiday programmes that were attended by 46,699 participants.
- Promoted the International Year of Biodiversity by launching *The Harry Butler lecture series: In the Wild West*. More than 2,000 people attended the lecture series between February and June 2010.
- Achieved an increase of approximately 670,000 visitor sessions to its website bringing the total for this year to approximately 2 million. The increased interest was generated by developing new sub-sites including *Welcome Walls*, *HMAS Sydney (II)*, *Nick Cave – the exhibition* and *A Day in Pompeii*, and introducing interactive applications such as vodcasted lectures and a new Facebook site.
- More than 290 volunteers provided vital assistance in many areas of the Museum in both regional and metropolitan sites throughout the year. Of this number, 133 were regular volunteers and 160 specific to the *Pompeii exhibition*.
- Undertook a major redevelopment of its website, revolutionising the Museum's ability to communicate with its audiences. The site went live in July 2010.
- Began major redevelopments of permanent exhibitions at the WA Museum – Albany and WA Museum – Kalgoorlie-Boulder utilising funding of \$500,000 that was allocated across the 2009–10 and 2010–11 budgets for this work. Extensive community consultation contributed to developing integrated stories and themes telling the histories of these regions. The redeveloped exhibitions will be open to the public in the new financial year.

- Progressed the third and final stage of the Welcome Walls project at Fremantle and the new Welcome Wall commemoration at Albany. Both projects are due to be complete by December 2010.
- Progressed the business case for the new museum, including hosting visits from museum experts Elaine Heumann Gurian from the USA and Ken Gorbey from New Zealand to conduct workshops with staff, stakeholders and the public.
- Finalised its planning for the demolition of the Francis Street building at WA Museum – Perth. Work is expected to begin on-site towards the end of 2010.

UNDERSTANDING THE WORLD: COLLECTIONS, RESEARCH AND STUDY

The Museum manages, conserves and develops the State's collection for the benefit of current and future generations of Western Australians. The collections and the knowledge derived from them through research enable the unique stories of Western Australia to be experienced by visitors and shared with the world.

In 2009–10 the Museum:

- Continued to conserve and care for the 4.5 million objects in the State's collection.
- The collection was strengthened with the addition of almost 52,000 items and over 5,000 objects were conserved.
- Continued its prodigious work in the identification of new species. This year Museum scientists have described 20 new animal genera and 114 new animal species, adding 90 new animal species and eight new fossil holotypes to the collection. The global and environmental significance of this cannot be underestimated.
- Consolidated its position as a highly regarded research institution and advanced global research efforts, undertaking 78 scientific research projects with state, national and international partner agencies. An important example of this is the Marine Life of North Western Australia project funded by Woodside.
- Continued to contribute to the management and sustainability of the State's environment and resource development by providing expert advice and information to over 3,400 requests from the government and private sector on biodiversity and culturally significant areas.
- Contributed to training the next generation of scientists, curators and other experts with staff supervising 51 students from state, national and international tertiary institutions.

MANAGING OUR ASSETS: FINANCIAL OVERVIEW

In 2009–10 the Museum:

- Generated \$2.73m in gross earned income through venue hire, publication and retail sales and other fees. This represents a 9.5% per cent increase over the previous financial year and 9.5% per cent of the Museum's overall sources of income.
- Received \$3.61m in Commonwealth, State and private sector grants. This is a 333% increase from prior year and represented 12.5% of the Museum's funding stream in 2009–10.
- Earned \$0.72m in donations and sponsorships. This increased by 25% when compared to the previous year and accounted for 2.5% of the Museum's total income.

ACHIEVING EXCELLENCE: AWARDS AND HONOURS

This year the Museum was recognised with the following awards and honours:

- Perth web development company, Equilibrium, in partnership with the Western Australian Museum scooped the pool at the Australian Web Awards winning four major awards for *Nick Cave – the exhibition*, including Fast Hit Most Outstanding website. The site stood out from more than 200 national entries winning the awards for Best Government website, Best Not for Profit website, Best Arts and Events website and Most Outstanding website in Australia.
- The Museum's new Chief Executive, Alec Coles, was awarded an OBE for Services to Museums in the UK in The Queen's Birthday Honours list.
- Dr Sue Graham-Taylor was awarded an Order of Australia (AM) for services to conservation, the environment and history.
- Dr Michael Rix was awarded the University of Western Australia's Robert Street Prize for the most outstanding PhD submitted to the university. His PhD thesis on the systematics of a family of spiders is an important breakthrough documenting the biodiversity of spiders in the southern continents.
- Dr Wendy van Duivenvoorde and Ms Corioli Souter were appointed as Adjunct Lecturers at the University of Western Australia in recognition for collaborative field and teaching projects, including the UWAWA Museum Masters programme in Applied Maritime Archaeology.
- Ms Vicki Richards was appointed as Adjunct Research Associate at Flinders University (South Australia) in recognition of collaborative field and teaching projects for post-graduate archaeology students.
- Alice Beale, Curator, Anthropology and Archaeology, was awarded 'Best Archaeological Artefact Image' by the Australian Archaeological Association.

OPERATIONAL STRUCTURE

MUSEUM AT A GLANCE

In 2009–10 the Museum managed:

- 4.5 million objects in the State's collection.
- 220.09 FTE staff.
- Seven public sites including the WA Museum – Albany, WA Museum – Geraldton, WA Museum – Kalgoorlie–Boulder, WA Museum – Maritime, WA Museum – Perth, the WA Museum – Shipwrecks and Samson House.
- Four administration and collection storage facilities including the Administration Collection and Research Centre, Welshpool; A Shed, Fremantle; Collection Store, Albany; Collection Store, Kalgoorlie.
- About 144 located shipwrecks of the 1,585 known to exist off the coast of Western Australia and a further 12 maritime archaeological sites.
- Eight reserves: Balla Balla (Depuch Island); Little Sandy Desert (Weld Spring); Kalannie (Lake Hillman); Upper Swan; Burrup Peninsula (Hearson's Cove); Kununurra; Meekatharra (Glengarry); Devil's Lair (Margaret River).
- A range of commercial operations including seven shops and eight hire venues.

Many members of the Museum's staff have specialist, often internationally regarded expertise and work in the following areas:

- Aquatic Zoology
- Anthropology and Archaeology
- Earth and Planetary Sciences
- History
- Maritime Archaeology
- Maritime History
- Materials Conservation
- Museology
- Terrestrial Zoology

RESPONSIBLE MINISTER

The Hon. John Day BSc BDS Sc MLA (Minister for Planning; Culture and the Arts) is the Minister responsible for the Culture and the Arts Portfolio. The Western Australian Museum is a statutory authority within the Culture and the Arts Portfolio.

ENABLING LEGISLATION

- *Museum Act 1969 (WA)*

LEGISLATION AND REGULATIONS ADMINISTERED BY THE AUTHORITY

- *Museum Regulations 1973 (WA)*
- *Maritime Archaeology Act 1973 (WA)*
- *Historic Shipwrecks Act 1976 (Cth)*; sections 10 (1), 11 (1) and 15 are administered by the CEO of the WA Museum as Delegate in Western Australia for the Commonwealth Minister for the Environment, Water, Heritage and the Arts.

BOARD AND ADVISORY COMMITTEES

WESTERN AUSTRALIAN MUSEUM BOARD OF TRUSTEES

Clause 10 of the *Museum Act* provides that the Museum shall be governed by eight Trustees; seven of whom, including the Chairman and Vice-Chairman, shall be appointed by the Governor; and one of whom shall be the Chief Executive Officer of the Department for Culture and the Arts.

The WA Museum Board met on six occasions in the reporting period. Board Members: Mr Tim Ungar, Chairperson; Professor Tracey Horton; Mr Steve Scudamore; Professor Geoffrey Bolton; Ms Sara Clifton; Mr Wayne Osborn; Professor Anita Lee Hong; Ms Allanah Lucas, ex-officio member.

ADVISORY COMMITTEES:

- Western Australian Museum – Albany Focus Group
- Western Australian Museum – Geraldton Advisory Committee
- Western Australian Museum – Kalgoorlie-Boulder Advisory Committee
- Western Australian Museum – Maritime Advisory Committee
- The Western Australian Museum Aboriginal Advisory Committee (WAMAAC)
- Western Australian Museum Maritime Archaeology Advisory Committee

For further information on our board and advisory committees, please refer to Appendices.

VOLUNTEERS OF THE WA MUSEUM

During the year, volunteers gave more than 25,000 hours of their time and the Museum acknowledges and thanks all of them for their enormous contribution.

The Western Australian Museum has about 130 dedicated regular volunteers who provide vital assistance in many areas of the Museum in both regional and metropolitan sites. Volunteers help out with research, collection management, education and school holiday programmes, the engineers' workshop and submarine tours. In addition, more than 160 people volunteered to assist with the blockbuster exhibition *A Day in Pompeii*. It is estimated that Pompeii volunteers will give about 6,400 hours of their time to the Museum.

Library volunteers provided outstanding support through the year, enabling the standard and range of services provided by the Museum Library to be efficiently maintained. Volunteers, for instance, completed the cataloguing of previous Museum Director David Ride's extensive donation of 1,933 reprints.

FRIENDS OF THE WA MUSEUM

Friends of the WA Museum members are an important support group for all the WA Museum sites.

The total membership of the Friends of the WA Museum was 231.

WESTERN AUSTRALIAN MUSEUM FOUNDATION

The Western Australian Museum Foundation is the Museum's fundraising body. Its role is to encourage investment in the Museum through sponsorships, donations, gifts and bequests in order to realise a range of projects beyond the scope of government funding.

In 2009, a comprehensive review of the Western Australian Foundation was commissioned, resulting in recommendations addressing the Foundation's governance, management, purpose, support, staffing and fundraising philosophy.

In addition to the review, the Foundation focused on fostering and developing its long-term partnerships as well as recruiting several new partners. A close working partnership between the Foundation's Board of Governors and the Museum's Board of Trustees attracted 17 new sponsors to the Museum this year.

The Foundation welcomes our new supporting partners and thanks all our supporters for their commitment, without which the Museum's diverse programme of activities would not be possible.

The Western Australian Museum Foundation Board of Governors includes:

Prof Tracey Horton MAICD B.Ec. (Hons) MBA (Chair); Hon. Julie Bishop MP Federal Member for Curtin, Deputy Leader of the Opposition, Shadow Minister for Foreign Affairs; Hon. Richard Court AC; Mr Geoff Duncan; COMM Michael Gangemi OAM JP; Mr Tim Ungar B.Ec. MAICD FAIM (Chairman, WA Museum Board of Trustees), Alec Coles, ex-officio (CEO, WA Museum).

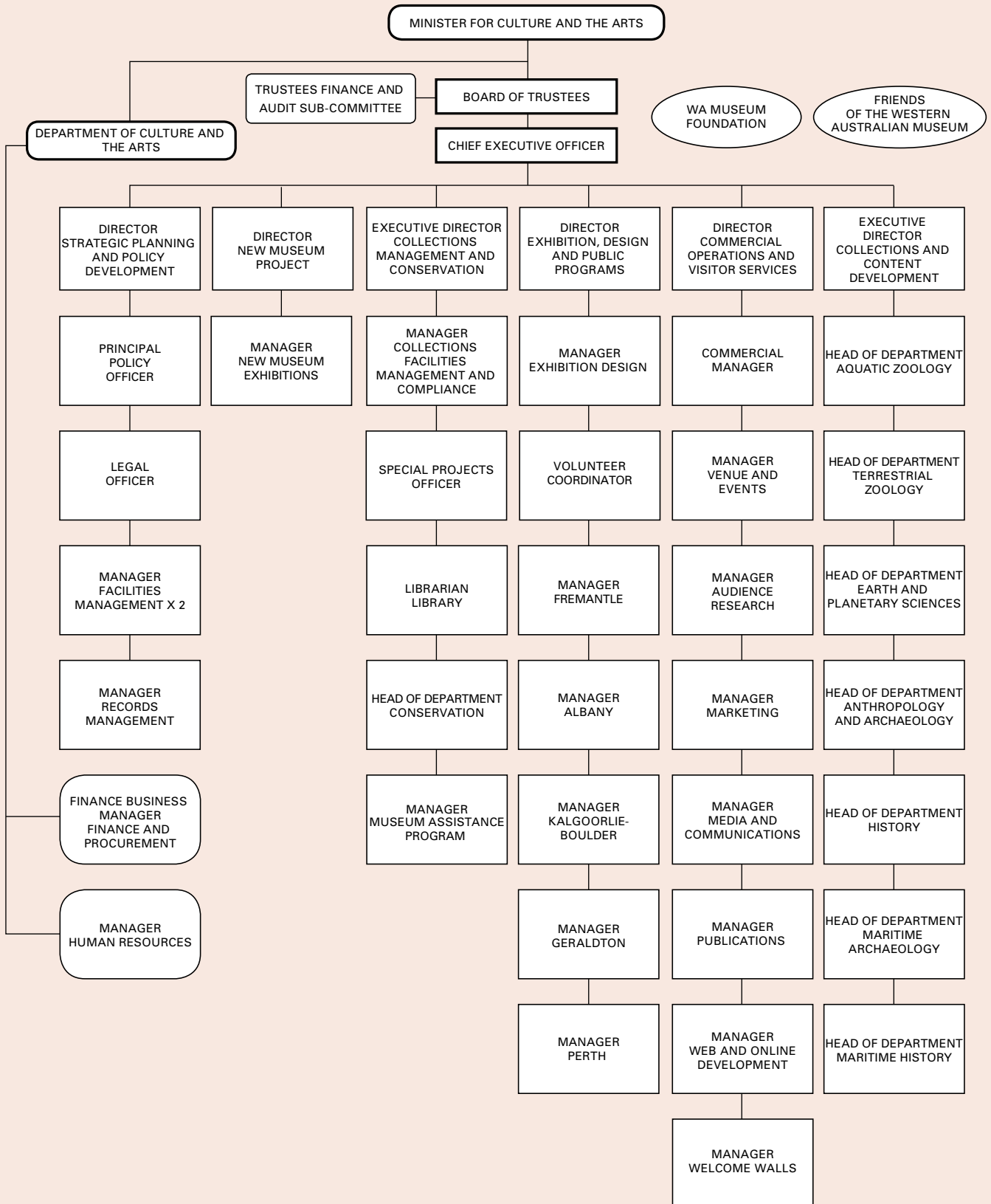
SPONSORS, BENEFACTORS AND GRANTING AGENCIES

The Western Australian Museum depends on the vital support it receives from its sponsors, benefactors and granting agencies to carry out much of its core business, particularly in the areas of the natural sciences and exhibitions. Without this assistance the Museum would not be able to provide the level of service and expertise it gives to the community.

The total financial contribution from sponsors and benefactors for the year was \$3.98m.

Refer to Appendices for a full list of Sponsors, Benefactors and Granting Agencies

ORGANISATIONAL CHART



PERFORMANCE MANAGEMENT FRAMEWORK

OUTCOME BASED MANAGEMENT FRAMEWORK

The Western Australian Museum annual budget is included in the budget statements under the outcome for the Department of Culture and the Arts (DCA).

The DCA coordinates reporting of key performance indicators at the whole of the Culture and the Arts portfolio level. The structure aligns the portfolio and the Museum's desired outcomes with the Government's Strategic Planning Framework.

Funds allocated to the Museum are allocated under DCA service number 6 — Museum services. The Museums Key Performance Indicators are reported in detail on page 76.

Government Desired Outcome
Western Australia's natural, cultural and documentary collections are preserved, accessible and sustainable
Service
Museum Services

Key Effectiveness Indicators	
Preservation	
Extent to which the State collection that requires preservation is preserved.	
<i>Note: Preservation of the entire "Collection" is not required, therefore this measure only relates to that part of the "Collection" that is required to be preserved.</i>	
Accessibility	
Number of people using and accessing the State collection.	
Percentage of visitors satisfied with the services associated with accessing the Museum collection.	
Sustainability	
Value of the State collection renewal, content development and/or expansion as a proportion of collection value.	
Key Efficiency Indicator	
Service	Indicator
Museum Services	Average cost of Museum services per Museum visitor or person accessing collection

AGENCY PERFORMANCE

REPORT ON OPERATIONS

Agency performance is reported against the Museum's Strategic Plan 2006–2011. The Strategic Plan sets out six areas of strategic focus: Collections, Knowledge, Experiences, Community, Capacity and the New Museum Project.

COLLECTIONS

The Museum will strategically manage and strengthen the collections by acquiring and preserving faunal, geological and meteoritic specimens, and objects related to the social and maritime history of the State, for the benefit of current and future generations of Western Australians.

The management and accessibility of the collections are fundamental to the Museum's purpose; providing the authentic objects that enable the unique stories of Western Australia to excite, inspire, educate and be experienced by visitors.

LINK TO GOVERNMENT GOALS

Goal 3: Outcomes Based Delivery. Greater focus on achieving results in key service delivery areas for the benefit of all Western Australians.

Goal 5: Social and Environmental Responsibility. Ensuring that economic activity is managed in a socially and environmentally responsible manner for the long-term benefit of the State.

OUTCOMES

Over the past year the Museum:

- Continued to conserve and care for the 4.5 million objects in the State's collection for the benefit of current and future generations with more than 5,000 objects undergoing conservation.
- Continued to strengthen the collection by adding almost 52,000 items to the collection including new species identified by Museum scientists.
- Reviewed its collection management data base systems across departments as a first step toward consolidating and improving these systems.
- Contributed extensive knowledge and expertise towards the understanding, conservation and enjoyment of the biodiversity, heritage and landscape of WA.

ACHIEVEMENTS

The WA Museum's work in describing new genera and species is highly significant in international terms. In 2009–10 Museum scientists described 20 new animal genera and 114 new animal species. Ninety new animal species and eight new fossil holotypes were added to the collection. The Museum added more than 25,000 wet items and over 23,000 dry items to its storage facilities and more than 2,000 artefacts and over 24,000¹ cultural items were registered into the collection this year.

In order to mark the 150th anniversary of the publication of *The Origin of the Species* and the 200th anniversary of Darwin's birth the Museum led a team of Australian researchers in naming a number of new species after Charles Darwin, the founder of the theory of natural selection. This culminated in a special edition of the *Records of the Western Australian Museum* that includes 16 newly named species from Australia, 11 of which are named *darwini*.

The Museum collected a suite of specimens from the Shangri La Mine (lead-silver-gold), near Kununurra, and the Ellendale Diamond Mine (lamproite) in the Kimberley that significantly enhances the Museum's geological record of the remote Kimberley region.

Throughout the year, a number of significant items were added to the anthropology and archaeology collection including craft objects produced at the Mount Margaret Mission during the 1930s–1940s. These works have been poorly represented in Museum collections and the donations mean that the WA Museum now holds one of the most significant collections of such work.

The Museum added an extensive and highly significant collection of 357 artefacts, documents and photographs donated by Shirley Stanwix. As a 10-year old, she and her family arrived in Western Australia in 1938 as German Jewish refugees escaping Nazi Germany. The collection is the material evidence of a significant Western Australian story that has international resonance.

The Commonwealth Government and the Government of the Netherlands have offered to transfer to Western Australia their portion of artefacts recovered from the four Dutch shipwrecks found off the West Australian coast. Until now the collections from the *Batavia* (1629), *Vergulde Draeck* (1656), *Zuytdorp* (1712) and the *Zeewyk* (1727) have been shared between Australia and the Netherlands as agreed under the Australian and Netherlands Committee on Old Dutch Shipwrecks (ANCODS) established in 1972. An agreed assemblage of material will go to the Australian National Maritime Museum.

The WA Museum – Shipwrecks already holds a large collection of objects from this era in Dutch maritime history including bricks used for ballast. During the year, the Museum provided 10 bricks from the Dutch wreck *Vergulde Draeck* to the Netherlands to be used in an artwork designed by English artist Nathan Coley for the new extension of the Amsterdam National Maritime Museum, Scheepva Art Museum.

The Museum received an outstanding insect collection containing about 1,700 jewel beetles, 500 moths and other insects donated by the family of the late Kevin Richards, former entomologist at the WA Department of Agriculture.

In addition to developing collections by acquiring new artefacts and specimens, the Museum continues to manage and conserve the State's existing collections. This requires ongoing assessment of its significance and its management and conservation requirements. Two major assessments of this kind were undertaken this year:

- A significance and conservation assessment of the Goldfields goldmining history collection, presently on loan to the Australian Prospectors and Miners Hall of Fame.
- A study of the State's motor vehicle collection that will enable improved guidelines and protocols for its management.

A new method for the safe storage and preservation of wet specimens using aqueous glycerol solutions instead of alcohol was trialled resulting in improved colour and flexibility of formaldehyde fixed specimens. The method will be used to re-house *Megamouth* from the WA Museum – Perth.

¹ Inclusive Museum of Childhood collection objects added to the Museums collection during 2008–09 financial period but not reported in the 2008–09 figures.

The Museum continues to integrate and rationalise the 700,000 digital images of its collection onto its databases with a view to making the collection available to the public on the Museum's new website. This also provides cost effective and efficient curatorial and conservation management of the collections.

The Museum is continuing a project to manage Patricia Vinnicombe's archives, images, and notebooks. This work was predominantly undertaken by volunteers. Dr Vinnicombe was a world renowned rock art researcher. Her early book *People of the Eland* was celebrated internationally for its contribution to understanding rock art. She was subsequently a Museum Honorary Associate and recipient of the Museum medal for her contribution to heritage studies. Her material is a significant resource for researchers and Aboriginal community members.

The Marine Life of North Western Australia project funded by Woodside enabled a further 9,367 specimens to be added to the Museum's Aquatic Zoology database as well as historical Museum collections data from the Kimberley region. To date, 19,000 records have been added to Aquatic Zoology databases. Electronic records of species' distributions allows for inclusion in national and international biodiversity initiatives through the Australian museums' collaborative database, OZCAM, which feeds to the international websites Global Biodiversity Information Facility (GBIF) - <http://www.gbif.org/> and Ocean Biogeographic Information System (OBIS) - <http://www.iobis.org/>. Electronic records of specimens also assist in tracking specimens which contributes to efficient and effective collection management.

Another significant achievement in electronic recording of data was the addition of approximately 10,000 Hemiptera insect specimen records to the Entomology database.

KNOWLEDGE

Leadership in generating knowledge that relates to an understanding of Western Australia's natural, maritime and social history will be demonstrated by continuing to build on the Museum's tradition of academic and scientific excellence and by sharing this widely.

The Museum contributes to advancing knowledge nationally and internationally through publication of research activities, loaning items from its collections to national and international scholars and institutions, hosting local, national and international visiting scholars and, of course, through its public programmes.

LINK TO GOVERNMENT GOALS

Goal 3: Outcomes Based Delivery. Greater focus on achieving results in key service delivery areas for the benefit of all Western Australians.

Goal 5: Social and Environmental Responsibility. Ensuring that economic activity is managed in a socially and environmentally responsible manner for the long-term benefit of the State.

OUTCOMES

Over the year the Museum:

- Advanced global research efforts through:
 - 70 collaborative scientific research projects, of which 23 involved international partner agencies and institutions. (Refer to the WA Museum – Around the World map, page 25.)

- The loan of more than 5,900 items to other institutions for scientific research.
- Providing access to its collection by hosting nine international scholars.
- 45 field trips that took place throughout the State. (Refer to the WA Museum – Activity in Regional Western Australia map, page 33.)
- Contributed to the management and sustainability of the State’s environment and resources development by providing expert advice and information in response to over 3,400 requests from the government and private sector on biodiversity and culturally significant issues.
- Supported the training of the next generation of scientists, curators and other experts by supervising 51 students of which 31 were post graduate students: 18 were based in Australia and 13 were based overseas. The Museum also plays a major role in introducing school aged and vocational students to a variety of possible museum and science-based careers.
- Exchanged and advanced social, cultural and environmental knowledge in its related fields of enquiry by:
 - Publishing 77 peer reviewed research publications (71 journal articles and six book chapters).
 - Publishing 145 non-refereed reports, conference papers, popular and other publications (32 non-refereed reports, 39 conference papers, five popular publications and 69 unpublished reports to consultants).
 - Holding 199 local, 53 regional, 29 national and 13 international public lectures, workshops and presentations. (Refer to maps of the WA Museum – Around the World, page 25 and the WA Museum – Activity in Regional Western Australia, page 33.)

ACHIEVEMENTS

The Western Australian Museum increasingly works in partnership with museums and universities within Australia and around the world as well as the national and international private sector and individual research sponsors. These partnerships deliver a range of benefits to the Museum and the State. They provide access to the WA Museum’s collections and knowledge; enable the Museum to increase its networks, and support research work and projects that might otherwise be out of reach due to funding and staff constraints. The work undertaken through partnerships helps inform today’s scientific thinking both within Australia and abroad in vital areas including conservation, climate change, biodiversity and sustainability.

Over the past year, the Museum was involved in 78 research projects in a variety of disciplines, of which 70 involved partner agencies and institutions, including 23 international collaborators.

Many of the 45 field trips undertaken by Museum staff during 2009–10 were conducted in partnership with other organisations. Major field trips this year included:

- Marine Biodiversity Survey of Adele Island and Montgomery Reef in the Kimberley.
- Surveys of dinosaur foot prints in the Kimberley.
- A study of a population of waders and shorebirds in the North West.
- A study of the diversity and health of cockatoos in the South West for evidence of feeding, breeding and roosting sites.
- A survey of Depuch Island near Port Hedland to identify archaeological sites and to photograph rock art.
- Surveys of frogs, reptiles and plants at Bachsten Creek, the Prince Regent River and the Mitchell Plateau as a continuation of the *Alcoa Frog Watch* work in the Kimberley.
- Exploration of the Cretaceous-Jurassic strata in Emu Hill creek near Badgingarra.

In 2009–10 major state, national and international research partnership projects included:

- The Woodside Collection (Kimberley) Project Woodside 4 funded by Woodside Energy Ltd; the Western Australian Marine Science Institution (WAMSI) project studying the deep water communities of Ningaloo Reef; the Ningaloo lagoon filter feeding communities and Ningaloo deep water species. These projects have forged collaborations across Australian and international museums, universities, and marine organisations. This has resulted in the creation of new marine collections from both the remote Kimberley, an area with high conservation, social and economic value, and from Ningaloo Reef, an area that is being evaluated for World Heritage Listing.
- The WA Marine Bioresources Library (WAMBL) funded by the WAMSI is enabling registration of frozen sponge specimens from the WA Museum collections into the inaugural WA Bioresources Library, making this material available for biodiscovery research.
- Chevron-funded collaborative work with the Australian arm of the US company URS Corporation to survey fish communities at the mouth of the Ashburton River, near Onslow. This fieldwork added fish specimens to the collections from a previously poorly known area of Western Australia.
- A joint project with Commonwealth Scientific and Industrial Research Organisation (CSIRO) was undertaken to study the rare-earth-element-bearing minerals of the weathered zone of the Cummins Range carbonatite. Several rare-earth-bearing minerals were discovered that had not been described from this locality and these have been added to the collection.
- The Nullarbor Desert Fireball Network (DFN) is a project being undertaken in partnership with the Imperial College London and the Ondrejov Observatory in Prague. This project has developed and established an autonomous All-Sky fireball camera in the Nullarbor Region of WA. The project recently successfully recovered the first meteorite fall in the southern hemisphere from which an orbit has been calculated, and photographically recorded the fall of a rare meteorite type. This work is enabling a better understanding of the early evolution of the Solar System and the materials from which the planets were constructed. Eight events likely to have delivered meteorites to Earth were detected and targeted for recovery in 2010.
- In collaboration with the Tyrell Museum, Canada and the University of Alberta, Canada, palaeontologists are studying the ontogeny and life history of the *Cardabiodon ricki*, the largest known shark from the mid-Cretaceous period. The study of these mid-Cretaceous fossil sharks is paramount to our understanding of the evolution of the lamniform sharks, a group that includes modern species such as the great white shark and the Megamouth shark.
- In collaboration with the American Museum of Natural History, Museum scientists are researching spiders belonging to the group Oonopidae.
- Studies of the systematics of Pseudoscorpions are being carried out in collaboration with the University of Connecticut.
- A study on the biogeography of calcareous and recent lithistid sponges of Western Australia in two collaborations with the Federal University of Rio de Janeiro, Brazil and the Institute of Palaeobiology, Polish Academy of Sciences, Poland. These fauna have not previously been examined in the Eastern Indian Ocean.
- Using timbers from the Dutch wreck *Vergulde Draek* the Museum is collaborating with The Dutch Centre for Dendrochronology, or tree ring dating, to determine the source of the wood and date of construction of the ship.

The Museum is using increasingly innovative ways to communicate its work in the area of research, including:

- Using social media websites such as Facebook and Twitter.
- Providing recordings, including vodcasts, of its lecture series for the International Year of Biodiversity to reach and engage a wider audience.
- Developing interactive educational portals and providing research-based sub-sites to learn about biodiversity and taxonomy.

As part of its participation in 2010 International Year of Biodiversity, the Museum launched *The Harry Butler lecture series: In the Wild West*, under the patronage of renowned naturalist Harry Butler and the Chief Scientist of Western Australia, Professor Lyn Beazley. More than 2,000 people attended the lecture series between February and June across both regional and metropolitan sites. The lectures were delivered throughout the year by WA Museum scientists and associates, Dr Butler and Professor Beazley. The series will continue into the coming year.

The Museum also continued its Batavia lecture series with a total of nine lectures through the year that were attended by more than 1,000 people, as well as hosting 94 people for a special 2009 National Science Week Lecture. The Batavia lecture programme included a special National Archaeology Week 2010 lecture presentation by Dr Alistair Paterson entitled *Picturing Change: Australian Contact Rock Art*.

The Western Australian Museum Centre for Ancient Egyptian Studies (WAMCAES) facilitates public access to international Egyptologists, publicising the collection, its relevance to ongoing research in Egypt, and the recent work of visiting scholars in the annual journal, WAMCAES News. In 2009–10, three visiting scholars and one local researcher presented lectures.

The Museum also produced and distributed 13 new books and monographs for national distribution to general and specialist readers, libraries and young readers including:

- *Australian Minescapes* by Edward Burtynsky
- *Field Guide to Marine Fishes* by Gerald R Allen
- *Field Guide to the Frogs of Western Australia* by M J Tyler and P Doughty
- *Field Guide to Sea Stingers* by Loiset M Marsh and Shirley M Slack-Smith
- *Pinnacles* by Ken McNamara
- *Stromatolites* by Ken McNamara
- *Australia's Meteorite Craters* by Alex Bevan and Ken McNamara
- *In Old Kalgoorlie* by R Pascoe and F Thomson
- *HMAS Sydney* edited by M McCarthy
- *The Short, Tragic Life of Leo the Marsupial Lion* by John Long
- *Shipwreck at Madman's Corner* by M Lefroy and P Baker
- *A Guide to the Ants of South-Western Australia*, Supplement 76
- *Marine Biodiversity Survey of Mermaid Reef (Rowley Shoals), Scott and Seringapatam Reef, Western Australia* Supplement 77

The Museum also launched the HMAS *Sydney* and HSK *Kormoran* commemorative booklet and associated website at the WA Museum – Maritime in April 2010. The booklet was funded by the Commonwealth Department of the Environment, Water, Heritage and Arts (DEWHA) and produced by the Museum.

Museum staff members are highly sought after as graduate and post-graduate supervisors for tertiary students. In 2009–10 Museum staff supervised 51 students from state, national and international tertiary institutions including:

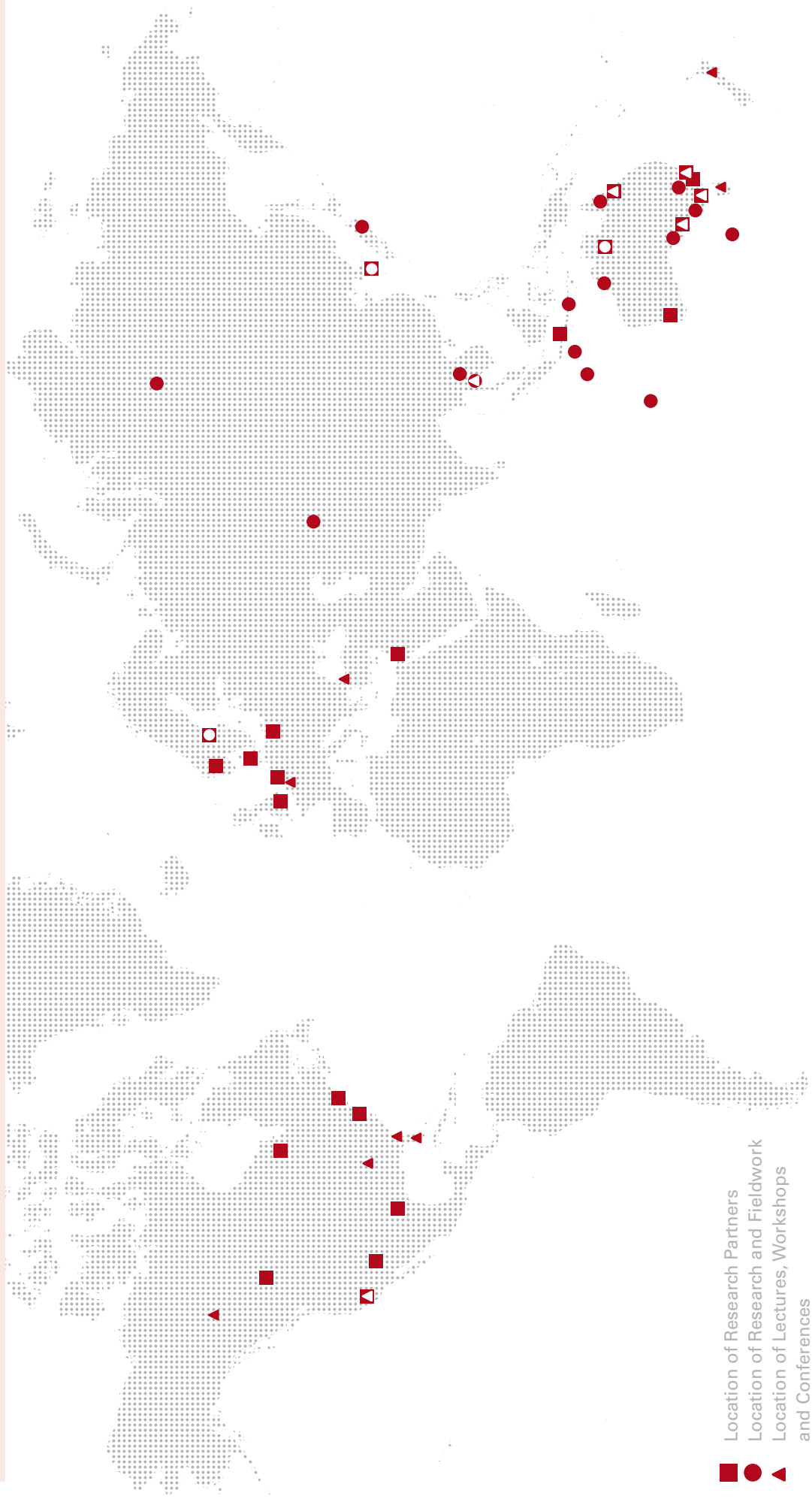
- A Master's student from the University of Sorbonne who studied with Materials Conservation staff, carrying out research into the conservation of a barometer from a local shipwreck.
- An undergraduate student from Chile who undertook an internship in Materials Conservation, conserving and restoring a colonial sideboard from the WAM history collection.
- An undergraduate Anthropology research student from UWA who examined the Museum's John Tunney collection of early 20th century Aboriginal baskets in order to understand particularities of weaving process and also assess conservation needs. Working on the collection provided training in museum practice and information for future display.

Other training initiatives include:

- Edith Cowan University (ECU) Certificate in Museum Studies: The ECU and the WA Museum continued its partnership in teaching the ECU Certificate in Museum Studies. The certificate is the only museum training course in Western Australia and is critical to maintaining and raising professional standards in the museum sector.
- United Nations Educational Scientific and Cultural Organisation (UNESCO) Training Courses: The Museum participated as an expert trainer in the UNESCO First Foundation Course in Underwater Cultural Heritage in Asia-Pacific in November 2009, 15 participants; and the UNESCO Second Foundation Course in Underwater Cultural Heritage in Asia-Pacific in March 2010, 19 participants.
- Australian Institute of Maritime Archaeology—Nautical Archaeology Society (AIMA-NAS) Training Courses: The Museum ran courses for 26 vocational students, two in Fremantle and one in Albany.
- Aquatic Zoology staff participated in Community and Science Education Workshops, SeaWeek workshop — *Oceans of Life: Ours to explore, ours to restore* and Science Café for Girls.
- Materials Conservation staff presented lectures and workshops as part of the Flinders University field school for post-graduate archaeology students.
- Work experience students from secondary schools and universities gained valuable experience in the area of Aquatic Zoology.
- Students in the National Youth Science Forum visited Curators in Aquatic and Terrestrial Zoology.
- 2009–2010 Underwater Society Scholarship, *Rolex, our world*.

This year an innovative partnership between the Museum and pre-sea deck and engineering cadets from Challenger Institute of Technology — WA Maritime Training Centre is resulting in much needed restoration work on the HMAS *Ovens* submarine and associated slipway. The cadets are gaining hands-on experience in an authentic industrial marine environment carrying out corrosion maintenance on the slipway and bogeys that support the submarine. This work is also supported by volunteer marine engineers.

WA MUSEUM — AROUND THE WORLD



- Location of Research Partners
- Location of Research and Fieldwork
- ▲ Location of Lectures, Workshops and Conferences

For a detailed overview of the Museum's activity in Western Australia, refer to the WA Museum Activity in Regional Western Australia map located on page 33.

EXPERIENCES

Exhibitions and programmes will be educational, engaging and inspirational. They will be developed and built using international best practice, based on scholarship and informed by community interest.

New and exciting, hospitality, and special event experiences will be created to enliven, enhance and diversify the visitor experience of the Western Australian Museum's sites.

Engaging and interpretative experiences offered through the Museum's website will ensure that the Museum's collections and programmes are accessible across the State and internationally.

LINK TO GOVERNMENT GOALS

Goal 3: Outcomes Based Delivery. Greater focus on achieving results in key service delivery areas for the benefit of all Western Australians.

Goal 4 – Stronger Focus on the Regions. Greater focus on service delivery, infrastructure investment and economic development to improve the overall quality of life in remote and regional areas.

OUTCOMES

Over the year:

- The Museum recorded over 817,000 visitors across all its public sites
- 94.8 per cent of visitors surveyed said that their experience of the Museum was either good or excellent.
- New technologies were trialled for the *Nick Cave – the exhibition* website, which won four awards at the Australian Web Awards, including Most Outstanding Website.
- 30 temporary exhibitions were opened across all sites including *Dinosaurs Alive!* and *A Day in Pompeii* which generated 70,000 and 31,092 visitors respectively for the reporting period.
- 60 public programmes including 22 holiday programmes were held with 49,813 participants of all ages.
- More than 55,000 children participated in the Museum's education programmes.
- The Museum's website had 2.08 million visitor sessions, an almost 50 per cent increase over the previous year.

ACHIEVEMENTS

AUDIENCE

To be an inviting and inclusive place for visitors of all ages, backgrounds and abilities that meet the needs and expectations of local, national and international visitors.

Western Australian Museum Annual Total Visitation	Overall visitors	School groups	Total
2008–2009	768,454	51,275	819,729
2009–2010	762,605	55,361	817,966

Western Australian Museum Annual Total Visitor by Region of Residence	Perth Metro	Regional WA	Interstate	Overseas
2008–2009	257,731	101,414	170,256	290,328
2009–2010	273,078	94,489	243,176	207,223

In spite of Wednesday closures overall visitation has remained stable compared to the previous year. This is due to increased visitation experienced mainly by Perth and also in part by Geraldton. Visitation to all other sites decreased by between eight per cent and 22 per cent.

Visitation to Perth has been driven by several popular temporary exhibitions at the site. *Dinosaurs Alive!* received more than 70,000 visitors and was responsible for an almost 90 per cent increase in visitation during January. The *Jade Buddha* resulted in an increase of around 10,000 visitors to the site, and the start of *A Day in Pompeii* added 6,000 visitors to June compared to 2008–09.

Geraldton experienced an 8.5 per cent increase in visitor numbers due to a significant increase in the number of visiting cruise ships.

Other regional sites may have been adversely affected by the Wednesday closures, with a decline in visitation of between eight and nine per cent for the Albany and Kalgoorlie-Boulder sites respectively.

During the year, the Museum conducted two significant pieces of audience research through an external research agency, Synovate. An evaluation of *Nick Cave – the exhibition*, a new type of exhibition for the Museum, confirmed that:

- The exhibition attracted a new type of visitor to the Museum.
- The media mix used in the exhibition was appreciated by visitors.
- This type of exhibition has the potential to move the Museum towards a more vibrant and appealing brand perception by the public.

The Perth Museum Galleries research identified physical areas that:

- Visitors are missing due to the current flow and layout of the Perth site.
- Have the potential to positively influence the visitor experience but which are being missed.
- Are strengths to be developed.

ENGAGEMENT

The public's engagement with the Museum through its exhibitions, education and lifelong learning programmes and events will be relevant, educational, topical and engaging.

EXHIBITION HIGHLIGHTS

The highlight of the Museum's exhibition activities in 2009–10 was the strategic partnerships formed to deliver a number of highly successful exhibitions. Much of this activity was focussed on the WA Museum – Perth. The major strategic partnerships entered into through the year were: Eventscorp for the blockbuster *A Day in Pompeii*; the Buddhist Society for *Jade Buddha*; and Exhibition Projects for *Dinosaurs Alive!*

Other exhibition highlights included:

- Touring exhibition *This Company of Brave Men; the Gallipoli VCs* at the WA Museum – Perth, presented by the Australian War Memorial and was made possible through the support of Mr Kerry Stokes AC and Seven Network Limited. The tour was part of activities to commemorate the 95th anniversary of the Gallipoli campaign and was the first time the medals had travelled outside the Australian War Memorial.
- Marking the 150th anniversary of the publication of *The Origin of the Species* and the 200th anniversary of the birth of Charles Darwin, the Museum hosted *Darwin and Australia*, a touring exhibition from the National Museum of Australia, at the WA Museum – Perth and WA Museum – Albany.
- Marking the 20th anniversary of the modern museum building and coinciding with the internationally recognised *Diggers and Dealers* forum in Kalgoorlie, the WA Museum – Kalgoorlie-Boulder created and hosted *Diggers, Dealers and Doers*, an exhibition telling the stories of 20 iconic people who helped make the Goldfields what it is today.
- Three photographic exhibitions developed by FotoFreo and hosted by the Museum – including FotoFreo at the WA Museum – Maritime, and the *Nikon-Walkley Awards* and *World Press Photos* at WA Museum – Perth. The WA Museum has been a FotoFreo festival partner since 2006. This relationship resulted in the generous donation of *Burzynsky's Australian Minescapes* exhibition to the State collection in 2008. *Burzynsky's Australian Minescapes* was a highlight of the WA Museum – Geraldton exhibition programme in 2009–10.

A full list of temporary exhibitions for 2009–10 is available in the Appendices.

During the year, major redevelopment of permanent exhibitions at WA Museum – Albany and WA Museum – Kalgoorlie-Boulder was begun with \$500,000 allocated over the 2009–10 and 2010–11 financial years. Extensive community consultation, including meetings with Aboriginal community representatives to develop culturally appropriate content, has contributed to developing integrated stories and themes telling the histories of these regions. The redeveloped permanent exhibitions will be open to the public in the new financial year.

Another major exhibition project under development is the *AC/DC Australia's Family Jewels* exhibition. Following the highly successful *Nick Cave — the exhibition*, the Museum was invited to form a strategic partnership with the Victorian Arts Centre to develop the exhibition, designing all aspects of the exhibition and assisting in the development of public and education programmes, including forums, floor talks and public discussions. The exhibition opened at the Victorian Arts Centre between November 2009 and February 2010 attracting a large audience. It is now touring nationally and will open at WA Museum – Perth in April 2011.

PUBLIC PROGRAMMES

A total of 22 school holiday programmes were run throughout 2009–10 at each of the sites with more than 46,000 children and young people attending. (More information on public programmes related to research can be found in Focus area — Knowledge.)

In an ongoing effort to refresh experiences for visitors, this year the Museum opened the first stage of the Alcoa sponsored re-development of the Discovery Centre at WA Museum – Perth, including an improved live animal display.

Two programmes of special note in 2009–10 were:

- *Navigating Rose* — a performance commissioned by the Museum to accompany the *Journeys of Enlightenment* exhibition through sponsorship from North West Shipping Service Company. This performance was designed as a one-woman show and based upon the journals and story of French circumnavigator Rose de Freycinet, featuring her historically renowned tent. *Navigating Rose* was written and directed by Monica Main of Main Event Productions and performed during the July and October 2009 holiday programmes to an overall family audience of 911 visitors. It was accompanied by French — themed activity programme *Vive Le France*.
- A special event fashion parade — held at the Maritime Museum to celebrate the launch of the *Exposed: the story of swimwear* exhibition. The *Look West! Western Australian Swimwear Design, (Summer 2009–10)* fashion parade showcased the talent of six local swimwear designers including West Surfing Products, Heatseeker, Blackbox, Lady Lascivious, Bernice Sara Resortwear and indigenous label Kooley. A host of local sponsors generously supported this event including Chadwicks Models and WA jewellery designers such as Totomoto and Sophie Kyrton Jewellery.

EDUCATION

The WA Museum strives to develop engaging hands-on experiences for students that have a strong link to the Museum's collections and the curriculum. The Museum seeks to be recognised as a leading excursion destination across all its sites.

This year the Museum has moved towards a more consistent approach to education marketing and programme development. A new all-sites education brochure for the 2010 school year was designed in line with the aim of creating a consistent brand for the Museum's education services, and to improve teachers' perceptions of the Museum.

For the International Year of Biodiversity, all sites developed new education programmes, or enhanced existing ones, and promoted these to schools.

Other new programmes and education resources introduced over the year included:

- Teacher and student resource material for Years 4–12 based on the WA Museum's major exhibition in 2010, *A Day in Pompeii*.
- Facilitated and self-guided education experiences for Years K–7 at the WA Museum – Perth, including flexible self-guided options to better suit Years 8–12.
- *First Stop Fremantle* at the WA Museum – Maritime.
- *The French Connection*, at the WA Museum – Shipwrecks Galleries.
- *Chemistry in Conservation, Snapshots* and *Mathematics in Palaeontology* at WA Museum – Albany.
- WA Museum – Geraldton launched its version of the *Sustainable Seas* programme for Years 4 – 7 during Sea Week.
- *Holding History in Your Hands* kit — a loan resource with hands-on components and CD for remote schools' teachers and other educational outlets that wish to teach maritime archaeology but are unable to visit the Museum.
- Two new cross-curricular Teacher Resource Packages for the existing programmes, *Don't Rock the Boat* and *Pirates' Apprentice* are available for teachers online.

Other education highlights included:

- A sponsorship partnership was developed with the WA College of Teaching (WACOT), for the *A Day in Pompeii* exhibition which provided direct marketing to all 46,000 teachers in the State and an exclusive teacher-only viewing of the exhibition attended by approximately 400 teachers.

- The WA Museum provided support for the World Teachers' Day competition conducted by the WACOT. This provided exposure to all schools in the State with the Museum offering prizes of free assisted visits for two classes across its sites.
- A partnership with Arts Edge (DCA / Department of Education), Art Gallery of Western Australia and the State Library of Western Australia to continue the *Inside the Triangle* teacher professional learning events. The purpose of these events was to promote multi-venue school excursions, and to strengthen partnerships between the Perth Cultural Centre excursion venues.
- A partnership with The West Australian — *Newspapers in Education* enabled direct marketing to all schools to promote *A Day in Pompeii*. The partnership included the delivery of 30 copies of *The West Australian* newspaper, including a 16-page *A Day in Pompeii* lift out, teacher resource materials and exhibition posters to every school in the State to coincide with the launch of the exhibition.
- *We Dig Dinosaurs*, an early childhood education programme for Years K–3, was the subject of an evaluation project conducted in partnership with Edith Cowan University and several schools. This project was undertaken by 150 pre-service education students and included pre and post assessment of student learning. The feedback received strengthened the value of the existing learning outcomes enabled through this facilitated experience and increased the profile of the Museum's education services within the pre-service teacher community.
- The WA Museum – Geraldton used the International Year of Biodiversity as the focus of this year's Clem Burns Heritage Award. More than 100 students from schools in the region, including Northampton, Kalbarri, Useless Loop, Carnarvon School of the Air, Meekatharra School of the Air, Mingenew and Geraldton, researched and created models exploring biodiversity in the Mid-West. The winners received their awards from Dr Harry Butler who was in town to deliver a lecture as part of the *In the Wild West* series.

ONLINE ENGAGEMENT

Throughout the year the Museum developed numerous rich media and interactive applications to engage with its audiences. These included developing sub-sites for the migrant Welcome Walls projects, HMAS *Sydney* (II), *Right Wrongs*, *Nick Cave – the exhibition* and *A Day in Pompeii* and the introduction of a Facebook site to communicate news of current research, media interviews, training programmes, Museum activities and general information.

Over the year, there were more than 2.08 million visitor sessions to the website and associated focus sites. This represents an increase of about 670,000 over last year's visitor sessions. This can be attributed to the work carried out over the past 12 months to upgrade the Museum's website, the popular *A Day in Pompeii* exhibition sub-site, and introducing new technology methods such as vodcasting.

The Museum has redeveloped its website revolutionising the Museum's ability to communicate with its audiences, utilising cutting-edge technologies and innovative applications to position the WA Museum as one of the nation's leading cultural institutions in providing online services.

The Museum maintains or contributes to a number of on-line publicly accessible databases through its website and others including:

- A database of Western Australian shipwrecks, artefacts, numismatics, bibliographical information and all known European and Asian shipwrecks around Western Australia's coast where survivors have had indigenous social contact.
- *Marine Life of the Dampier Archipelago* that provides information on the marine life of that region.
- The natural history specimen collections via OZCAM, which is an online facility resourced by museums in Australia, feeding data to international websites such as Global Biodiversity Information Facility (GBIF) -<http://www.gbif.org/>; Ocean Biogeographic Information System (OBIS) - <http://www.iobis.org/>.
- *Nature Map* – a database of Western Australian flora and fauna that is a collaborative project of the Museum and the Department of Environment and Conservation.

- The Maritime History Research and Collection Database that is organised around: vessels, arrivals, images, artefacts and people.
- The Museum's Library database where the entire catalogues of the Museum and Royal Society Libraries are available to search online from the Museum website.

COMMUNITY

Strong respectful and mutually beneficial relationships will be developed and maintained with communities across the State to achieve the purpose of the Museum, support community aspirations and build community capacity.

LINK TO GOVERNMENT GOALS

Goal 3: Outcomes Based Delivery. Greater focus on achieving results in key service delivery areas for the benefit of all Western Australians.

Goal 4: Stronger Focus on the Regions. Greater focus on service delivery, infrastructure investment and economic development to improve the overall quality of life in remote and regional areas.

Goal 5: Social and Environmental Responsibility. Ensuring that economic activity is managed in a socially and environmentally responsible manner for the long-term benefit of the State.

OUTCOMES

- The Museums Assistance Programme (MAP) provided support to communities across the State by responding to 900 requests for advice and information across 87 not-for-profit collecting bodies in 27 local authorities - delivering collection conservation, management and development outreach support (refer to WA Museum – Activity in Regional Western Australia, page 33).
- The Museum supports communities to engage with their local history and natural environment through the loan of objects and specimens from the State's collection for display and exhibition in their community.
- The WA Museum's Aboriginal Advisory Committee continues to be the organisation's key advisory body on indigenous content in exhibitions, collections and events.

ACHIEVEMENTS

Through the Museums Assistance Programme (MAP), Museum staff conducted 102 off-site visits and represented the Museum on relevant State and National outreach-related forums such as the National Standards for Australian Museum and Galleries Taskforce. MAP staff also conducted interpretation training at the Museum's three regional sites. The disaster preparedness training at Kalgoorlie in June 2009 was timely given the Goldfields earthquake this year.

The Museum seeks the support, advice, involvement and partnership of Aboriginal people to develop and manage collections, to develop exhibitions and deliver education and public programmes. For instance, discussions are ongoing with the Warburton Arts Project about consolidating the relationship between the Museum and Warburton, including planning a mentoring programme for community elders with an interest in cultural display and storage facilities.

The Museum also conducted tours of the Collection and Research Centre in Welshpool for a range of interested organisations and individuals throughout the year. For example, tours were conducted for the Department of Indigenous Affairs' staff and members of the Aboriginal community to increase awareness of Museum collections and collection management practice.

The third and final stage of the Welcome Walls project at Fremantle is due for completion by December 2010. It will display a further 5,000 inscriptions, representing more than 10,000 migrants. Construction on a Welcome Walls commemoration in Albany is also due to be completed by the end of 2010. Initiated as part of Western Australia's 175th anniversary celebrations in 2004, the Welcome Walls pay tribute to the significant contribution made by migrants to the State's social, economic and cultural development. More than 34,500 individual migrants who arrived in Western Australia through Fremantle port are already represented in more than 16,000 entries inscribed into the walls adjacent to the WA Museum – Maritime in Fremantle.

During Fremantle Heritage Week 2010, the WA Museum – Maritime offered 60-minute precinct walking tours, *Where Fremantle Began*, which were fully subscribed.

The Museum supported exhibitions developed by other organisations by providing specimens and text for the North West Shelf Venture Visitor Centre at the Burrup Peninsula; Scitech's exhibition *Climate Change: Our future Our Choice*; and the *Evolution in Action* exhibition at the University of Western Australia's Science Library.

WA Museum – Geraldton master planning continued this financial year with public consultation taking place in November 2009. Priorities were identified during the consultation and work is underway on the preparation of a final document. The WA Museum – Geraldton provided in-kind support to the Geraldton Yacht Club and City of Geraldton-Greenough in their hosting of the Clipper Ventures 2009–2010 Yacht Race. The Museum's Wedge building was the race logistics centre during December–January.

WA Museum – Albany continued to take a lead role in regional festivals and events such as PIAF — Great Southern Programme, Festival of the Sea, Harboursound Festival, Viewpoint, SPRUNG Writers Festival and National Archaeology Week.

The WA Museum – Albany has developed strong links with regional Aboriginal communities not least by increasing its indigenous cultural programmes and its work with indigenous presenters. The Museum developed programmes based on the International Year of Rapprochement of Cultures including indigenous cultural heritage programmes. Two highly effective programmes were:

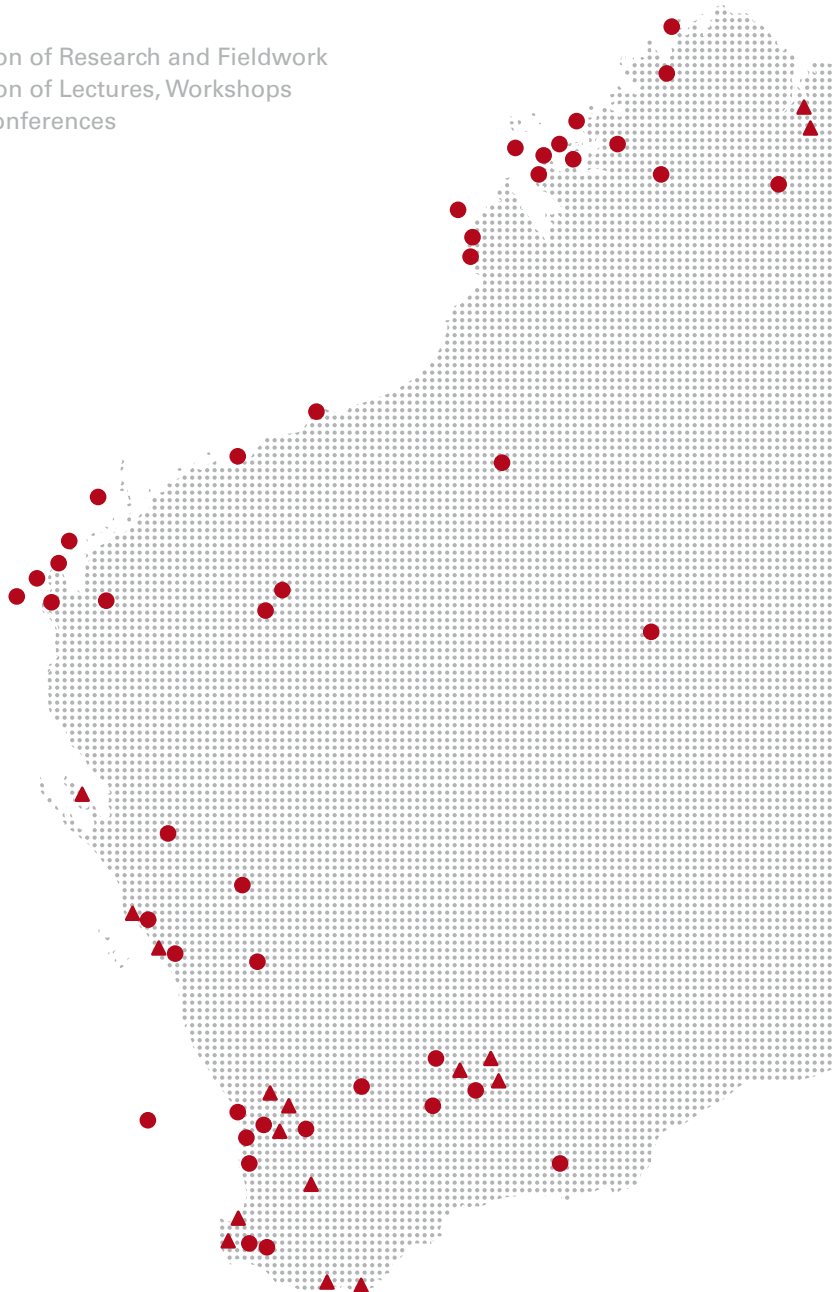
- *The Women's Tent* project which supports understanding and dialogue between women from different cultures throughout the region; and
- School education programmes presented by indigenous elders, helping to increase respect and understanding of traditional and contemporary Aboriginal history and cultural practices.

WA Museum – Kalgoorlie-Boulder continued to develop partnerships with local organisations including:

- *Mad Hatters* — Artists design and display hats for the Kalgoorlie Race Round.
- ANZAC displays working with The Goldfields War Museum.
- The Science Week Rock Festival organised by Goldfields Education and Mining Industry Alliance (GEMIA) where the Museum showcased the Desert Meteorite Tracking programme.
- Contributing to Scitech's Science Awareness Festival.
- Providing training to staff and Historical Society volunteers at the Goldfields War museum.
- Providing site visits and training in collections care for Kalgoorlie heritage groups whose collections and buildings had been damaged by the earthquake in April 2010.

WA MUSEUM — ACTIVITY IN REGIONAL WESTERN AUSTRALIA

- Location of Research and Fieldwork
- ▲ Location of Lectures, Workshops and Conferences



CAPACITY

The Museum will seek to meet its statutory obligations, deliver its strategic objectives and enhance the provision of its services through effective financial, human resource and information communications technology systems and practices and communications strategies that promote the successes and work of the Museum.

LINK TO GOVERNMENT GOALS

Goal 2: Financial and Economic Responsibility. Responsibly managing the State's finances through the efficient and effective delivery of services, encouraging economic activity and reducing regulatory burdens on the private sector.

Goal 3: Outcomes Based Delivery. Greater focus on achieving results in key service delivery areas for the benefit of all Western Australians.

OUTCOMES

The Museum has:

- Generated \$1.5 million in gross earned income during the 2009–10 financial year, through venue hire, publication and retail sales. This represents a 3.6 per cent decrease from the previous financial year and 5.2 per cent of the Museum's overall income.
- Achieved three per cent efficiency savings.
- Committed itself to a full financial and business sustainability review.

ACHIEVEMENTS

FINANCIAL

In line with the WA Government's required three per cent efficiencies across all departments and agencies, the WA Museum Board of Trustees decided on a series of measures to implement this commitment. These measures included refocussing resources to areas of greater need. The major measures implemented were:

- A year-long trial of a six-day week with public access to the Museum's sites closing on Wednesdays in an effort to reduce operational expenditure while allowing Museums to remain open on weekends and public holidays, days of high visitation. The closures began on Wednesday August 5, 2009.
- In July 2009, the Fremantle History Museum closed as part of an efficiency saving. The move allowed the Museum to focus its resources on its other Fremantle sites including the WA Museum – Maritime and the WA Museum – Shipwreck Galleries. It also allowed the City of Fremantle's Arts Centre to occupy the space and expand the services it offers to the arts and culture sector.
- In June 2010, Samson House was transferred to the National Trust.
- The Education Loan Centre at the WA Museum – Perth closed in December 2009. The savings achieved have been reinvested in other Museum education programmes.

COMMERCIAL OPERATIONS

Venue Hire

The Museum continues to promote its unique spaces with the goal of delivering greater revenue income to the Museum. The WA Museum generated more than \$227,000 in gross earnings income during the 2009–10 financial year, through hosting events such as conferences, corporate dinners, launches and weddings.

The Museum is developing new hiring propositions and has developed key relationships with several organisations such as *Perth 2011*.

Publications

Publication distribution and sales have increased in 2009–10 by minimising print and production costs and broadening distribution and national exposure through the general book trade. Total publication sales generated more than \$90,000 in income, up from \$52,000 last year. Other revenue from publications was \$28,000, up from \$13,000 in the previous year.

Retail

Retail sales for 2009–10 were up by 8.5 per cent over 2008–09 figures with total sales of \$1,115,870 (exclusive of GST). The increase in total retail sales was primarily driven by the successful *Dinosaurs Alive!* exhibition and the *A Day in Pompeii* exhibition delivering higher visitation to the WA Museum – Perth.

All other sites experienced reductions in retail sales relative to the previous financial year.

Specific exhibition shops have been developed for major exhibitions during the 2009–10 financial year, sourcing specific and unique merchandise related to, and inspired by, the exhibition content. This strategy has resulted in \$104,000 in gross sales during the *Dinosaurs Alive* exhibition, \$10,250 during the *Victoria Cross* exhibition, and \$93,057 in gross sales to the year end for the *A Day in Pompeii* exhibition.

Performance indicators for combined shops showed that the number of visitors that also became shop customers was 8.59 per cent, an increase of 1.04 per cent on last year, with the average visitor spend at \$1.41 compared to \$1.32 last year. The average transaction value per shop customer for the 2009–10 financial year was \$16.40 purchasing an average of 2.42 items, compared with \$19.20 in 2008–09 purchasing an average of 2.6 items.

HUMAN RESOURCES

The Museum has adopted a number of reviewed and updated policies that include the Recruitment Manual, OSH Framework Manual, Managing Employees (i.e. discipline, grievance management), Leave and EEO.

Work is underway to develop a Workforce Plan that will provide initiatives for the next five years to better attract, retain and develop staff.

Training was provided to staff on the Code of Conduct and managers were provided with training on how to better recruit staff.

CORPORATE PRACTICES

A Dangerous Goods Policy and a laboratory procedure manual are being finalised for inclusion into the Museum's OH&S policy.

In addition, the Museum's wet specimen store compliance has been upgraded in line with Department of Mines and Petroleum regulations. Relocation of wet material to a new store is underway.

Business continuity planning is well underway and the development and implementation of a staff awareness and training programme and a test and maintenance process, will be progressed in 2010–11.

COMMUNICATION

Throughout the year, more than 856 press articles and radio and television appearances were generated.

INFORMATION AND COMMUNICATIONS TECHNOLOGY

A complete re-design of the WA Museum website took place in 2009–10 with a re-launch in July 2010.

An ITC strategic plan is being developed for 2011–2013.

NEW MUSEUM PROJECT

The WA Museum is developing a new business case as part of the vision to build a new Museum that will be a centre of excellence, innovation and quality experiences, with a whole of organisation focus on visitor services.

LINK TO GOVERNMENT GOALS

Goal 1: State Building — Major Projects. Building strategic infrastructure that will create jobs and underpin Western Australia's long-term economic development.

Goal 3: Outcomes Based Delivery. Greater focus on achieving results in key service delivery areas for the benefit of all Western Australians.

ACHIEVEMENTS

Work on the new business case for this significant addition to the State's scientific and cultural base began in 2009–10 in conjunction with the DCA, Office of Strategic Projects and the Building Management and Works areas of the Department of Treasury and Finance. Planning for the demolition of the Francis Street building was completed this year and work is expected to begin on-site towards the end of 2010.

The audit of collection items on display at WA Museum – Perth has been completed to identify items vulnerable to vibrations caused by demolition and construction works and a plan has been developed for their protection. This includes the relocation of the iconic Megamouth shark specimen in late 2010 to WA Museum – Maritime.

Work continued on strategic planning to assist with delivery of the project including the collection management system, exhibition development guidelines, the communications strategy and the information and communication technology plan.

In partnership with the Commissioner for Children and Young People and Millennium Kids, a pilot consultation project with children and young people in Albany was conducted to find out about the stories, objects and methods of presentation preferred. The project included creating a blog site for participant input.

The Museum hosted visiting experts, Elaine Heumann Gurian from the USA (in April) and Ken Gorbey from New Zealand (in June), to workshop ideas for the New Museum with staff and other stakeholders including the public.

The Director of the new museum project presented a paper about pilot projects at the International Committee for Exhibitions and Exchange (ICOM) conference in Chicago.

ACTUAL RESULTS VERSUS BUDGET TARGETS

Details of actual results against the targets contained in the CEO's Performance Agreement with the Minister are detailed below.

FINANCIAL TARGETS

	Target \$000's	Actual \$000's	Variation \$000's
Total cost of services <i>(expense limit) (details from Income Statement)</i>	25,966	30,726	(4,760)
Net cost of services <i>(details from Income Statement)</i>	20,760	23,143	(2,383)
Total equity <i>(details from Balance Sheet)</i>	780,000	771,908	(8,092)
Net decrease in cash held <i>(details from Cash Flow Statement)</i>	0	(2,203)	(2,203)
Approved full time equivalent (FTE) staff level	208.00	220.09	(12.09)

EXPLANATION OF SIGNIFICANT VARIATIONS AGAINST FINANCIAL TARGETS

TOTAL COST OF SERVICES

Total cost of Museum services was greater than originally anticipated due to a number of items:

- the major exhibition *A Day in Pompeii* being introduced during the year and not forming part of the original budget;
- higher than expected insurance premiums largely due to an increase in the collection value following revaluations in 2009;
- higher than anticipated utilities expenses largely resulting from fee increases;
- one-off costs incurred for the recruitment and relocation of the Museum CEO; and
- higher than budgeted for depreciation expense. Estimates for depreciation are based on the level of funding (accrual appropriations) provided by the State Government for the purpose of asset replacement. The level of funding when the Museum formulated the 2010 budget reflected the level of funding provided in the prior year.

NET COST OF SERVICES

The variation in net cost of services is due to the differences above in total cost of services offset by greater revenue received than expected. The majority of the revenue variance was due to a large project grant from the private sector that was not anticipated when the budget was prepared and the recognition of the financial value of donated items to the Museum collection.

TOTAL EQUITY

The variation from target in total equity is due to a higher net cost of services (as explained above and a lower than expected total museum collection value at year end. When the target was prepared following a full collection valuation in 2009, it was anticipated that indexation would be applied to the collection value in 2010 however this methodology was changed during the year. Only actual purchases and donated items were recognised as increases to the collection value in 2010.

NET DECREASE IN CASH HELD

The Museum experienced a net decrease in cash held over the year.

SUMMARY OF KEY PERFORMANCE INDICATORS

	2009–10 Target	2009–10 Actual	Variation
<i>Outcome 1: Western Australia's natural, cultural and documentary collections are preserved, accessible and sustainable.</i>			
Key Effectiveness Indicator: Preservation: Extent to which Western Australia's natural, cultural and documentary collections, that require preservation, are preserved.	99%	98.87%	(0.13%)
Key Effectiveness Indicator: Accessibility: The number of accesses to Western Australia's natural, cultural and documentary collections per capita ² .			
- Number of accesses	1,615,000	1,479,391	(135,609)
- Accesses per capita	0.747	0.652	(0.095)
Percentage of clients satisfied with the services associated with accessing Western Australia's natural, cultural and documentary collections.	75%	64.5%	(10.5%)
Key Effectiveness Indicator: Sustainability: Value of the State collection renewal, content development and/or expansion as a proportion of collection value.	8.75%	3.07%	(5.68%)
Key Efficiency Indicator: Average cost of Museum services per Museum visitor or person accessing collection.	\$35.53	\$37.56*	\$2.03

*Total cost of services = \$30,726,000; Total visitation = 817,966

² Actual Population (Per Capita) based on ABS Data table 3218 (WA): 2007/08 = 2,112,872 and for 2008/09 on ABS 3101.0 WA: 2,204,000; 2009/10 = 2,270,300

SIGNIFICANT ISSUES IMPACTING THE AGENCY

CURRENT AND EMERGING ISSUES AND TRENDS

Issue 1

The Government provided funding for the development of a business case to determine the need for a new Museum at the Perth Cultural Centre site and funding for the demolition of the old Francis St building on that site.

- The Museum is working closely with Department of Treasury and Finance and the Office of Strategic Projects to ensure that the business case for a new Museum will provide effective measures for government to determine the need for a new Museum.
- The demolition of the Francis Street Building is being project managed to ensure the safe and efficient dismantling of the building.

Issue 2

The economic situation and increase in fixed costs impacts on the Museums ability to provide services to the public.

- The Museum has rationalised a number of its sites to reduce overheads.
- The Museum is working towards improving its revenue generating opportunities.
- The Museum is commissioning a full financial and sustainable business review of its operations.

Issue 3

Increasing need and costs of collection storage, curation, conservation and maintenance remains a significant challenge for the Museum.

- The Museum continues to plan and prioritise the conservation and management of the collection including maintenance and exhibition replacement for the coming years. It will also identify opportunities to further rationalise Museum sites and operations and maximise cost efficiencies.

Issue 4

Providing access to collections.

- The Museum is working towards the adoption of a comprehensive collection management system.
- There is a commitment to developing new ways of engaging audiences in order to increase access to collections.
- Work has commenced on digitisation of the Museum's collection.
- The Museum has undertaken a comprehensive review of its current online presence and as a result has committed to redevelop its website to improve accessibility to the Museum's online services and its collections.

Issue 5

There has been a period of several years of planning for a new museum for Western Australian. Over this period there has been a tangible and perhaps inevitable decline in the fabric of the Perth site. Budgetary constraints and falling visitor numbers have had a similar impact on the WA Museum – Maritime.

In both cases the result has been a lessening of the visitor experience. This will inevitably lead to reputational damage, falling expectations and loss of community and stakeholder support.

- The Museum is attempting to develop innovative public programmes through exhibitions, educational activity and outreach work to improve the visitor experience.
- The expansion of the Museum's volunteer programme has played a major part in supporting the Museum's activity in all areas.
- The promotion of the new programmes and effective advocacy on behalf of the Museum, combined with fund-raising activity, will maximize the impact of these initiatives.
- Planning for the new Museum continues and the development of a business case is well advanced.
- Communications strategies are being developed and implemented to address these issues.

LOOKING AHEAD — MAJOR INITIATIVES FOR 2010–11

- Ensure the continued and growing success of *A Day in Pompeii*.
- Complete a full financial and sustainable business review.
- Complete the business case for the new Museum in the Perth Cultural Centre.
- Develop additional learning and outreach activity.
- Develop and stage exciting new exhibitions at all WA Museum sites.
- Complete new and refurbished displays in the WA Museum – Albany and WA Museum – Kalgoorlie-Boulder.
- Complete capital works on WA Museum – Shipwrecks Galleries.
- Continue to develop activity around the International Year of Biodiversity.
- Launch the re-designed Museum web site.
- Develop new strategic delivery partnerships.
- Secure funding and begin work on new molecular analysis laboratory at Welshpool.
- Foreground the work of curatorial teams through public programmes.
- Fully integrate the work of the WA Museum Foundation into the work of the Museum and appoint a new Foundation Director.
- Work with DCA partners, in particular towards developing an offer for the Commonwealth Heads of Government Meeting (CHOGM) in late 2011.

DISCLOSURES AND LEGAL COMPLIANCE

FINANCIAL STATEMENTS AND KEY PERFORMANCE INDICATORS

AUDIT OPINION



Auditor General

INDEPENDENT AUDIT OPINION

To the Parliament of Western Australia

**THE WESTERN AUSTRALIAN MUSEUM
FINANCIAL STATEMENTS AND KEY PERFORMANCE INDICATORS
FOR THE YEAR ENDED 30 JUNE 2010**

I have audited the accounts, financial statements, controls and key performance indicators of The Western Australian Museum.

The financial statements comprise the Statement of Financial Position as at 30 June 2010, and the Statement of Comprehensive Income, Statement of Changes in Equity and Statement of Cash Flows for the year then ended, a summary of significant accounting policies and other explanatory Notes.

The key performance indicators consist of key indicators of effectiveness and efficiency.

Trustees' Responsibility for the Financial Statements and Key Performance Indicators

The Trustees are responsible for keeping proper accounts, and the preparation and fair presentation of the financial statements in accordance with Australian Accounting Standards and the Treasurer's Instructions, and the key performance indicators. This responsibility includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial statements and key performance indicators that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; making accounting estimates that are reasonable in the circumstances; and complying with the Financial Management Act 2006 and other relevant written law.

Summary of my Role

As required by the Auditor General Act 2006, my responsibility is to express an opinion on the financial statements, controls and key performance indicators based on my audit. This was done by testing selected samples of the audit evidence. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion. Further information on my audit approach is provided in my audit practice statement. This document is available on the OAG website under "How We Audit".

An audit does not guarantee that every amount and disclosure in the financial statements and key performance indicators is error free. The term "reasonable assurance" recognises that an audit does not examine all evidence and every transaction. However, my audit procedures should identify errors or omissions significant enough to adversely affect the decisions of users of the financial statements and key performance indicators.

**The Western Australian Museum
Financial Statements and Key Performance Indicators for the year ended 30 June 2010**

Audit Opinion

In my opinion,

- (i) the financial statements are based on proper accounts and present fairly the financial position of The Western Australian Museum at 30 June 2010 and its financial performance and cash flows for the year ended on that date. They are in accordance with Australian Accounting Standards and the Treasurer's Instructions;
- (ii) the controls exercised by the Museum provide reasonable assurance that the receipt, expenditure and investment of money, the acquisition and disposal of property, and the incurring of liabilities have been in accordance with legislative provisions; and
- (iii) the key performance indicators of the Museum are relevant and appropriate to help users assess the Museum's performance and fairly represent the indicated performance for the year ended 30 June 2010.



GLEN CLARKE
ACTING AUDITOR GENERAL
14 September 2010

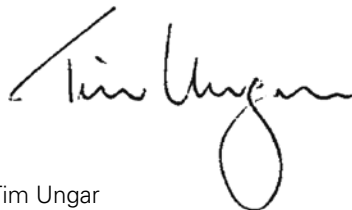
CERTIFICATION OF FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2010

The accompanying financial statements of the Western Australian Museum have been prepared in compliance with the provisions of the *Financial Management Act 2006* from proper accounts and records to present fairly the financial transactions for the financial year ending 30 June 2010 and the financial position as at 30 June 2010.

At the date of signing we are not aware of any circumstances that would render the particulars included in the financial statements misleading or inaccurate.



Renato Sansalone
Chief Finance Officer
13 September 2010



Tim Ungar
Chair, Western Australian Museum Board
13 September 2010



Steve Scudamore
Member, Western Australian Museum Board
13 September 2010

FINANCIAL STATEMENTS

STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2010

	Note	2010 \$000	2009 \$000
COST OF SERVICES			
EXPENSES			
Employee benefits expense	6	17,151	16,053
Supplies and services	7	6,598	5,142
Depreciation and amortisation expense	8	3,457	3,292
Accommodation expenses	9	2,860	3,024
Grants and subsidies		33	20
Cost of sales	13	571	591
Loss on disposal of non-current assets	10	-	9
Other expenses	11	56	205
Total cost of services		30,726	28,336
INCOME			
Revenue			
User charges and fees	12	1,459	1,522
Sales	13	1,270	1,140
Commonwealth grants and contributions	14	652	389
Interest revenue	15	168	355
Other revenue	16	4,034	1,015
Total Revenue		7,583	4,421
Total income other than income from State Government		7,583	4,421
		23,143	23,915
NET COST OF SERVICES			
INCOME FROM STATE GOVERNMENT			
Service appropriation	17	5,149	4,333
Assets assumed		50	62
Resources received free of charge		14,844	17,484
State grants and contributions		1,132	155
Total income from State Government		21,175	22,034
		(1,968)	(1,881)
DEFICIT FOR THE PERIOD			
OTHER COMPREHENSIVE INCOME			
Changes in asset revaluation surplus	29	1,879	428,004
Total other comprehensive income		1,879	428,004
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD		(89)	426,123

The Statement of Comprehensive Income should be read in conjunction with the accompanying notes.

STATEMENT OF FINANCIAL POSITION
FOR THE YEAR ENDED 30 JUNE 2010

	Note	2010 \$000	2009 \$000
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	30	1,619	4,122
Restricted cash and cash equivalents	18, 30	2,313	2,013
Inventories	19	914	750
Receivables	20	2,237	583
Amounts receivable for services	21	-	381
Total Current Assets		7,083	7,849
NON-CURRENT ASSETS			
Amounts receivable for services	21	18,028	14,589
Property, plant and equipment	22	120,201	121,027
Museum collections	23	630,650	629,913
Intangible assets	24	-	-
Total Non-Current Assets		768,879	765,529
TOTAL ASSETS		775,962	773,378
LIABILITIES			
CURRENT LIABILITIES			
Payables	26	3,969	1,420
Borrowings	27	19	19
Other current liabilities	28	29	43
Total Current Liabilities		4,017	1,482
NON-CURRENT LIABILITIES			
Borrowings	27	37	56
Total Non-Current Liabilities		37	56
TOTAL LIABILITIES		4,054	1,538
NET ASSETS		771,908	771,840
EQUITY			
Contributed equity	29	15,516	15,359
Reserves		509,843	507,964
Accumulated surplus		246,549	248,517
TOTAL EQUITY		771,908	771,840

The Statement of Financial Position should be read in conjunction with the accompanying notes.

STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2010

	Note	Contributed equity \$000	Reserves \$000	Accumulated surplus \$000	Total equity \$000
BALANCE AT 1 JULY 2008	29	13,794	79,960	250,398	344,152
Total comprehensive income for the year		-	428,004	(1,881)	426,123
Transactions with owners in their capacity as owners:					
Capital appropriations		1,565	-	-	1,565
Total		1,565	428,004	(1,881)	427,688
BALANCE AS AT 30 JUNE 2009		15,359	507,964	248,517	771,840
BALANCE AT 1 JULY 2009	29	15,359	507,964	248,517	771,840
Total comprehensive income for the year		-	1,879	(1,968)	(89)
Transactions with owners in their capacity as owners:					
Capital appropriations		157	-	-	157
Total		157	1,879	(1,968)	68
BALANCE AS AT 30 JUNE 2010		15,516	509,843	246,549	771,908

The Statement of Changes in Equity should be read in conjunction with the accompanying notes.

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2010

	Note	2010 \$000	2009 \$000
CASH FLOWS FROM STATE GOVERNMENT			
Service appropriation		1,655	1,841
Capital contributions		157	1,565
Holding account drawdowns		436	377
State grants and contributions		567	155
Net cash provided by State Government		2,815	3,938
Utilised as follows:			
CASH FLOWS FROM OPERATING ACTIVITIES			
PAYMENTS			
Employee benefits		(412)	1,402
Supplies and services		(6,920)	(5,107)
Accommodation		(3,007)	(3,024)
Grants and subsidies		(28)	(20)
GST payments on purchases		(981)	(901)
Other payments		(29)	(226)
RECEIPTS			
Sale of goods and services		1,104	1,140
User charges and fees		1,977	1,485
Commonwealth grants and contributions		671	389
Interest received		188	448
GST receipts on sales		451	225
GST receipts from taxation authority		586	561
Other receipts		1,956	1,036
NET CASH USED IN OPERATING ACTIVITIES	30	(4,444)	(2,592)
CASH FLOWS FROM INVESTING ACTIVITIES			
Purchase of non-current physical assets		(555)	(833)
NET CASH USED IN INVESTING ACTIVITIES		(555)	(833)
CASH FLOWS FROM FINANCING ACTIVITIES			
Repayment of borrowings		(19)	(19)
NET CASH USED IN FINANCING ACTIVITIES		(19)	(19)
NET INCREASE/(DECREASE) IN CASH AND CASH EQUIVALENTS		(2,203)	494
Cash and cash equivalents at the beginning of period		6,135	5,641
CASH AND CASH EQUIVALENTS AT THE END OF PERIOD	30	3,932	6,135

The Statement of Cash Flows should be read in conjunction with the accompanying notes.

NOTES TO THE FINANCIAL STATEMENTS

1. AUSTRALIAN ACCOUNTING STANDARDS

General

The Western Australian Museum's financial statements for the year ended 30 June 2010 have been prepared in accordance with Australian Accounting Standards. The term 'Australian Accounting Standards' refers to Standards and Interpretations issued by the Australian Accounting Standard Board (AASB).

The Western Australian Museum has adopted any applicable, new and revised Australian Accounting Standards from their operative dates.

Early adoption of standards

The Western Australian Museum cannot early adopt an Australian Accounting Standard unless specifically permitted by TI 1101 *Application of Australian Accounting Standards and Other Pronouncements*. No Australian Accounting Standards that have been issued or amended but not operative have been early adopted by the Western Australian Museum for the annual reporting period ended 30 June 2010.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

a) General statement

The financial statements constitute general purpose financial statements that have been prepared in accordance with Australian Accounting Standards, the Framework, Statements of Accounting Concepts and other authoritative pronouncements of the AASB as applied by the Treasurer's Instructions. Several of these are modified by the Treasurer's Instructions to vary application, disclosure, format and wording.

The *Financial Management Act* and the Treasurer's Instructions are legislative provisions governing the preparation of financial statements and take precedence over Australian Accounting Standards, the Framework, Statements of Accounting Concepts and other authoritative pronouncements of the AASB.

Where modification is required and has had a material or significant financial effect upon the reported results, details of that modification and the resulting financial effect are disclosed in the notes to the financial statements.

b) Basis of preparation

The financial statements have been prepared on the accrual basis of accounting using the historical cost convention, except for land, buildings and Museum collections which have been measured at fair value.

The accounting policies adopted in the preparation of the financial statements have been consistently applied throughout all periods presented unless otherwise stated.

The financial statements are presented in Australian dollars and all values are rounded to the nearest thousand dollars (\$'000).

The judgements that have been made in the process of applying the Western Australian Museum's accounting policies that have the most significant effect on the amounts recognised in the financial statements are disclosed at note 4 'Judgements made by management in applying accounting policies'.

c) Reporting entity

The reporting entity comprises The Western Australian Museum.

d) Contributed equity

AASB Interpretation 1038 *Contributions by Owners Made to Wholly-Owned Public Sector Entities* requires transfers in the nature of equity contributions, other than as a result of a restructure of administrative arrangements, to be designated by the Government (the owner) as contributions by owners (at the time of, or prior to transfer) before such transfers can be recognised as equity contributions. Capital appropriations have been designated as contributions by owners by TI 955 *Contributions by Owners made to Wholly Owned Public Sector Entities* and have been credited directly to Contributed Equity.

The transfer of net assets to/from other agencies, other than as a result of a restructure of administrative arrangements, are designated as contributions by owners where the transfers are non-discretionary and non-reciprocal.

e) Income**Revenue recognition**

Revenue is measured at the fair value of consideration received or receivable. Revenue is recognised for the major business activities as follows:

Sale of goods

Revenue is recognised from the sale of goods and disposal of other assets when the significant risks and rewards of ownership control transfer to the purchaser and can be measured reliably.

Provision of services

Revenue is recognised on delivery of the service to the client or by reference to the stage of completion of the transaction.

Interest

Revenue is recognised as the interest accrues.

Service appropriations

Service Appropriations are recognised as revenues at nominal value in the period in which the Western Australian Museum gains control of the appropriated funds. The Western Australian Museum gains control of appropriated funds at the time those funds are deposited to the bank account or credited to the 'Amounts receivable for services' (holding account) held at Treasury.

Grants, donations, gifts and other non-reciprocal contributions

Revenue is recognised at fair value when the Western Australian Museum obtains control over the assets comprising the contributions, usually when cash is received.

Other non-reciprocal contributions that are not contributions by owners are recognised at their fair value. Contributions of services are only recognised when a fair value can be reliably determined and the services would be purchased if not donated.

Gains

Gains may be realised or unrealised and are usually recognised on a net basis. These include gains arising on the disposal of non-current assets and some revaluations of non-current assets.

f) Property, plant and equipment

Capitalisation/expensing of assets

Items of property, plant and equipment costing \$5,000 or more are recognised as assets and the cost of utilising assets is expensed (depreciated) over their useful lives. Items of property, plant and equipment costing less than \$5,000 are immediately expensed direct to the Statement of Comprehensive Income (other than where they form part of a group of similar items which are significant in total).

Initial recognition and measurement

All items of property, plant and equipment are initially recognised at cost.

For items of property, plant and equipment acquired at no cost or for nominal cost, the cost is their fair value at the date of acquisition.

Subsequent measurement

Subsequent to initial recognition as an asset, the revaluation model is used for the measurement of land and buildings and the cost model for all other property, plant and equipment. Land and buildings are carried at fair value less accumulated depreciation (buildings only) and accumulated impairment losses. All other items of property, plant and equipment are stated at historical cost less accumulated depreciation and accumulated impairment losses.

Where market-based evidence is available, the fair value of land and buildings is determined on the basis of current market buying values determined by reference to recent market transactions. When buildings are revalued by reference to recent market transactions, the accumulated depreciation is eliminated against the gross carrying amount of the asset and the net amount restated to the revalued amount.

Where market-based evidence is not available, the fair value of land and buildings is determined on the basis of existing use. This normally applies where buildings are specialised or where land use is restricted. Fair value for existing use assets is determined by reference to the cost of replacing the remaining future economic benefits embodied in the asset, ie. the depreciated replacement cost. Where the fair value of buildings is determined on the depreciated replacement cost basis, the gross carrying amount and the accumulated depreciation are restated proportionately.

Independent valuations of land and buildings are provided annually by the Western Australian Land Information Authority (Valuation Services) and recognised annually to ensure that the carrying amount does not differ materially from the asset's fair value at the end of the reporting period.

The most significant assumptions in estimating fair value are made in assessing whether to apply the existing use basis to assets and in determining estimated useful life. Professional judgement by the valuer is required where the evidence does not provide a clear distinction between market type assets and existing use assets.

Derecognition

Upon disposal or derecognition of an item of property, plant and equipment or Museum Collection, any revaluation surplus relating to that asset is retained in the asset revaluation surplus.

Asset revaluation surplus

The asset revaluation surplus is used to record increments and decrements on the revaluation of non-current assets as described in note 22 'Property, plant and equipment' and note 23 'Museum collections'.

Depreciation

All non-current assets having a limited useful life are systematically depreciated over their estimated useful lives in a manner that reflects the consumption of their future economic benefits.

Land is not depreciated. Depreciation on other assets is calculated using the straight line method, using rates which are reviewed annually. Estimated useful lives for each class of depreciable asset are:

Buildings and monuments	40 years
Plant, equipment and vehicles	5 to 20 years
Office equipment	4 to 10 years
Leasehold improvements	Balance of the current terms of lease

g) Museum collections

Capitalisation/expensing of assets

No capitalisation threshold is applied to Museum collection items. These items are considered to form part of a collection and are disclosed separately in the Statement of Financial Position.

Initial recognition and measurement

Collection items may be acquired through collection, purchase or donation. Acquisitions of collection items are recorded at cost when purchased and at fair value when donated.

Subsequent measurement

The collections of the Western Australian Museum are revalued every three years. The revaluation of the collections is conducted by independent valuers using a combination of both market values, where applicable, and recollection costs.

Depreciation

Collection items controlled by the Western Australian Museum are classified as heritage assets. They are anticipated to have very long and indeterminate useful lives. Their service potential has not, in any material sense, been consumed during the reporting period. As such, no amount for depreciation has been recognised in respect of these assets.

h) Intangible assets

Capitalisation/expensing of assets

Acquisitions of intangible assets costing \$5,000 or more and internally generated intangible assets costing \$50,000 or more are capitalised. The cost of utilising the assets is expensed (amortised) over their useful life. Costs incurred below these thresholds are immediately expensed directly to the Statement of Comprehensive Income.

All acquired and internally developed intangible assets are initially recognised at cost. For assets acquired at no cost or for nominal cost, the cost is their fair value at the date of acquisition.

The cost model is applied for subsequent measurement requiring the asset to be carried at cost less any accumulated amortisation and accumulated impairment losses.

Amortisation for intangible assets with finite useful lives is calculated for the period of the expected benefit (estimated useful life) on the straight line basis using rates which are reviewed annually. All intangible assets controlled by the Western Australian Museum have a finite useful life and zero residual value.

The expected useful lives for each class of intangible asset are:

Software ^(a)	3 to 10 years
-------------------------	---------------

a) Software that is not integral to the operation of any related hardware.

Computer software

Software that is an integral part of the related hardware is treated as property, plant and equipment. Software that is not an integral part of the related hardware is treated as an intangible asset. Software costing less than \$5,000 is expensed in the year of acquisition.

Website costs

Website costs are charged as expenses when they are incurred unless they relate to the acquisition or development of an asset when they may be capitalised and amortised. Generally, costs in relation to feasibility studies during the planning phase of a website, and ongoing costs of maintenance during the operating phase are expensed. Costs incurred in building or enhancing a website, to the extent that they represent probable future economic benefits that can be reliably measured, are capitalised.

i) Impairment of Assets

Property, plant and equipment and intangible assets are tested for any indication of impairment at the end of each reporting period. Where there is an indication of impairment, the recoverable amount is estimated. Where the recoverable amount is less than the carrying amount, the asset is considered impaired and is written down to the recoverable amount and an impairment loss is recognised. As the Western Australian Museum is a not-for-profit entity, unless an asset has been identified as a surplus asset, the recoverable amount is the higher of an asset's fair value less costs to sell and depreciated replacement cost.

The risk of impairment is generally limited to circumstances where an asset's depreciation is materially understated, where the replacement cost is falling or where there is a significant change in useful life. Each relevant class of assets is reviewed annually to verify that the accumulated depreciation/amortisation reflects the level of consumption or expiration of the asset's future economic benefits and to evaluate any impairment risk from falling replacement costs.

Intangible assets with an indefinite useful life and intangible assets not yet available for use are tested for impairment at the end of each reporting period irrespective of whether there is any indication of impairment.

The recoverable amount of assets identified as surplus assets is the higher of fair value less costs to sell and the present value of future cash flows expected to be derived from the asset. Surplus assets carried at fair value have no risk of material impairment where fair value is determined by reference to market-based evidence. Where fair value is determined by reference to depreciated replacement cost, surplus assets are at risk of impairment and the recoverable amount is measured. Surplus assets at cost are tested for indications of impairments at the end of each reporting period.

j) Leases

The Western Australian Museum holds operating leases for vehicles. Lease payments are expensed on a straight line basis over the lease term as this represents the pattern of benefits derived from the leased vehicles.

k) Financial instruments

In addition to cash, the Western Australian Museum has two categories of financial instrument:

- Loans and receivables; and
- Financial liabilities measured at amortised cost.

Financial instruments have been disaggregated into the following classes:

- Financial Assets
 - Cash and cash equivalents
 - Restricted cash and cash equivalents
 - Receivables
 - Amounts receivable for services

- Financial Liabilities
 - Payables
 - Other borrowings

Initial recognition and measurement of financial instruments is at fair value which normally equates to the transaction cost or the face value. Subsequent measurement is at amortised cost using the effective interest method.

The fair value of short-term receivables and payables is the transaction cost or the face value because there is no interest rate applicable and subsequent measurement is not required as the effect of discounting is not material.

l) Cash and cash equivalents

For the purpose of the Statement of Cash Flows, cash and cash equivalent (and restricted cash and cash equivalent) assets comprise cash on hand and short-term deposits with original maturities of three months or less that are readily convertible to a known amount of cash and which are subject to insignificant risk of changes in value, and bank overdrafts.

m) Accrued salaries

Accrued salaries represent the amount due to staff but unpaid at the end of the financial year, as the pay date for the last pay period for that financial year does not coincide with the end of the financial year. Accrued salaries are settled within a fortnight of the financial year end.

All staff of the Culture and the Arts portfolio agencies, including the Western Australian Museum, are employees of the Department of Culture and the Arts. Therefore, the Western Australian Museum has no liabilities in relation to employee entitlements and accrued salaries. Accrued salaries are offset against resources received free of charge in the Income Statement. Refer to note 3 'Department of Culture and the Arts'.

n) Amounts receivable for services (holding account)

The Western Australian Museum receives funding on an accrual basis that recognises the full annual cash and non-cash cost of services. The appropriations are paid partly in cash and partly as an asset (holding account receivable) that is accessible on the emergence of the cash funding requirement to cover leave entitlements and asset replacement.

o) Inventories

Inventories are measured at the lower of cost and net realisable value. Costs are assigned by the method most appropriate to each particular class of inventory, with the majority being valued on an average cost basis.

p) Receivables

Receivables are recognised and carried at original invoice amount less an allowance for any uncollectible amounts (ie. impairment). The collectability of receivables is reviewed on an ongoing basis and any receivables identified as uncollectible are written-off against the allowance account. The allowance for uncollectible amounts (doubtful debts) is raised when there is objective evidence that the Western Australian Museum will not be able to collect the debts. The carrying amount is equivalent to fair value as it is due for settlement within 30 days.

q) Payables

Payables are recognised at the amounts payable when the Western Australian Museum becomes obliged to make future payments as a result of a purchase of assets or services. The carrying amount is equivalent to fair value, as they are generally settled within 30 days.

r) Borrowings

All loans payable are initially recognised at cost, being the fair value of the net proceeds received. Subsequent measurement is at amortised cost using the effective interest rate method.

s) Resources received free of charge or for nominal cost

Resources received free of charge or for nominal cost that can be reliably measured are recognised as income and as assets or expenses as appropriate, at fair value.

Where assets or services are received from another State Government agency, these are separately disclosed under Income from State Government in the Statement of Comprehensive Income.

t) Comparative figures

Comparative figures are, where appropriate, reclassified to be comparable with the figures presented in the current financial year.

3 DEPARTMENT OF CULTURE AND THE ARTS

The Department of Culture and the Arts provides staff and support to agencies in the Culture and Arts portfolio. The Department receives an appropriation for salary costs, superannuation and fringe benefits tax expense. These resources, provided to the Western Australian Museum, but paid for by the Department, have been treated as 'Resources received free of charge' in the Statement of Comprehensive Income.

In addition, the Department also provides shared corporate services to the Western Australian Museum that are not recognised in the Statement of Comprehensive Income.

4 JUDGEMENTS MADE BY MANAGEMENT IN APPLYING ACCOUNTING POLICIES

The preparation of financial statements requires management to make judgements about the application of accounting policies that have a significant effect on the amounts recognised in the financial statements. The Western Australian Museum evaluates these judgements regularly.

Operating lease commitments

The Western Australian Museum has entered into commercial leases rather than finance leases for motor vehicles. The Western Australian Museum has determined that the lessor retains substantially all the risks and rewards incidental to ownership of the vehicles. Accordingly, these leases have been classified as operating leases.

5. DISCLOSURE OF CHANGES IN ACCOUNTING POLICY AND ESTIMATES

Initial application of an Australian Accounting Standard

The Western Australian Museum has applied the following Australian Accounting Standards effective for annual reporting periods beginning on or after 1 July 2009 that impacted on the Western Australian Museum:

AASB 101 Presentation of Financial Statements (September 2007)

This Standard has been revised and introduces a number of terminology changes as well as changes to the structure of the Statement of Changes in Equity and the Statement of Comprehensive Income. It is now a requirement that owner changes in equity be presented separately from non-owner changes in equity. There is no financial impact resulting from the application of this revised Standard.

AASB 2007-10 Further Amendments to Australian Accounting Standards arising from AASB 101

This Standard changes the term 'general purpose financial report' to 'general purpose financial statements', where appropriate in Australian Accounting Standards and the *Framework* to better align with IFRS terminology. There is no financial impact resulting from the application of the standard.

<i>AASB 2008-13</i>	<p><i>Amendments to Australian Accounting Standards arising from AASB Interpretation 17 – Distributions of Non-cash Assets to Owners [AASB 5 & AASB 110]</i></p> <p>This standard amends AASB 5 <i>Non-current Assets Held for Sale and Discontinued Operations</i> in respect of the classification, presentation and measurement of non-current assets held for distribution to owners in their capacity as owners. This may impact on the presentation and classification of Crown land held by the Western Australian Museum where the Crown land is to be sold by the Department of Regional Development and Lands (formerly Department for Planning and Infrastructure). The Western Australian Museum does not expect any financial impact when the Standard is first applied prospectively.</p>
<i>AASB 2009-2</i>	<p><i>Amendments to Australian Accounting Standards – Improving Disclosures about Financial Instruments [AASB 4, AASB 7, AASB 1023 & AASB 1038]</i></p> <p>This standard amends AASB 7 <i>Financial Instruments: Disclosures</i> and will require enhanced disclosures about fair value measurements and liquidity risk with respect to financial instruments. There is no financial impact resulting from the application of this Standard.</p>

Future impact of Australian Accounting Standards not yet operative

The Western Australian Museum cannot early adopt an Australian Accounting Standard unless specifically permitted by TI 1101 *Application of Australian Accounting Standards and Other Pronouncements*. Consequently, the Western Australian Museum has not applied early any following Australian Accounting Standards that have been issued and which may impact the Western Australian Museum. Where applicable, the Western Australian Museum plans to apply these Australian Accounting Standards from their application date:

		Operative for reporting periods beginning on/after
<i>AASB 2009-11</i>	<p><i>Amendments to Australian Accounting Standards arising from AASB 9 [AASB 1, 3, 4, 5, 7, 101, 102, 108, 112, 118, 121, 127, 128, 131, 132, 136, 139, 1023 & 1038 and Interpretations 10 and 12].</i></p> <p>The amendment to AASB 7 <i>Financial Instruments: Disclosures</i> requires modification to the disclosure of categories of financial assets. The Western Australian Museum does not expect any financial impact when the Standard is first applied. The disclosure of categories of financial assets in the notes will change.</p>	1 January 2013
<i>AASB 1053</i>	<p><i>Application of Tiers of Australian Accounting Standard.</i></p> <p>This Standard establishes a differential financial reporting framework consisting of two tiers of reporting requirements for preparing general purpose financial statements.</p> <p>The standard does not have any financial impact on the Western Australian Museum. However it may affect disclosures in the financial statements of the Western Australian Museum if the reduced disclosure requirements apply. DTF has not yet determined the application or the potential impact of the new Standard for agencies.</p>	1 July 2013

AASB 2010-2	<i>Amendments to Australian Accounting Standards arising from Reduced Disclosure Requirements</i>	Operative for reporting periods beginning on/after
		1 July 2013
	<p>This Standard makes amendments to many Australian Accounting Standards, including Interpretations, to introduce reduced disclosure requirements into these pronouncements for application by certain types of entities.</p> <p>The Standard is not expected to have any financial impact on the Western Australian Museum. However this Standard may reduce some note disclosures in the financial statements of the Western Australian Museum. DTF has not yet determined the application or the potential impact of the amendments to these Standards for agencies.</p>	

6. EMPLOYEE BENEFITS EXPENSE

	2010 \$000	2009 \$000
Wages and salaries ^(a)	13,986	13,262
Superannuation - defined contribution plans ^(b)	1,402	1,265
Annual leave	398	323
Long service leave	1,124	1,006
Other related expenses	241	197
	<u>17,151</u>	<u>16,053</u>

a) Includes the value of the fringe benefit to the employee plus the fringe benefits tax component.

b) Defined contribution plans include West State, Gold State and GESB Super Scheme (contributions paid).

Employment on-costs such as workers' compensation insurance are included at note 11 'Other expenses'.

	2010	2009
	\$000	\$000
7. SUPPLIES AND SERVICES		
Consultants and contractors	2,483	2,146
Consumables	691	679
Insurance premiums	522	186
Exhibition fees	485	58
Travel	458	291
Repairs and maintenance	440	272
Advertising	388	234
Lease and hire costs	318	214
Communications	203	268
Printing	171	154
Freight and cartage	149	122
Sundry equipment	119	191
Legal fees	13	38
Other	158	289
	<u>6,598</u>	<u>5,142</u>
8. DEPRECIATION AND AMORTISATION EXPENSE		
DEPRECIATION		
Buildings	2,445	2,317
Computing, plant, equipment and transport	741	711
Total depreciation	<u>3,186</u>	<u>3,028</u>
AMORTISATION		
Leasehold Improvements	271	261
Intangible assets	-	3
Total amortisation	<u>271</u>	<u>264</u>
TOTAL DEPRECIATION AND AMORTISATION	<u>3,457</u>	<u>3,292</u>
9. ACCOMMODATION EXPENSES		
Cleaning	330	305
Repairs and maintenance	789	1,087
Security	289	363
Utilities	1,375	1,145
Other	77	124
	<u>2,860</u>	<u>3,024</u>

	2010 \$000	2009 \$000
10. LOSS ON DISPOSAL OF NON-CURRENT ASSETS		
COSTS OF DISPOSAL OF NON-CURRENT ASSETS		
Plant, equipment and vehicles	-	9
PROCEEDS FROM DISPOSAL OF NON-CURRENT ASSETS		
Plant, equipment and vehicles	-	-
Net loss	-	9
11. OTHER EXPENSES		
Workers compensation insurance	(13)	120
Other	69	85
	56	205
12. USER CHARGES AND FEES		
User charges	499	794
Fees	960	728
	1,459	1,522
13. TRADING PROFIT		
Sales	1,270	1,140
Cost of sales:		
Opening inventory	(750)	(715)
Purchases	(735)	(626)
	(1,485)	(1,341)
Closing inventory	914	750
Cost of Goods Sold	(571)	(591)
TRADING PROFIT	699	549

	2010 \$000	2009 \$000
14. COMMONWEALTH GRANTS AND CONTRIBUTIONS		
Recurrent	652	389
	652	389

Included in recurrent grants are non-reciprocal grants received from various Commonwealth providers with remaining unspent funds as follows:

Australian Biological Research Study	58	65
Australian Institute of Marine Science	21	-
Australian Marine Mammal Centre	12	-
Australian Research Council	-	19
Commonwealth Office of the Attorney General	25	17
Commonwealth Scientific and Industrial Research Organisation	82	9
Department of the Environment, Water, Heritage and the Arts	96	274
Department of Innovation, Industry, Science and Research	222	-
Online Zoological Collections of Australian Museums	37	-
	553	384

A grant of \$300,000 was received from the Department of Innovation, Industry, Science and Research of which \$222,000 remained unspent at 30 June 2010. The grant is to be used to support and fund International Year of Biodiversity national initiatives.

15. INTEREST REVENUE

Interest revenue	168	355
	168	355

16. OTHER REVENUE

Grants and subsidies	1,825	290
Donations and contributions	1,434	583
Other revenue	775	142
	4,034	1,015

	2010 \$000	2009 \$000
17. INCOME FROM STATE GOVERNMENT		
Appropriation received during the year:		
Service appropriation ^(a)	5,149	4,333
	5,149	4,333
The following assets have been assumed from the Department of Culture and the Arts during the financial year: ^(b)		
Minor equipment – computing hardware	50	62
Total assets assumed	50	62
Resources received free of charge ^(c)		
Determined on the basis of the following estimates provided by agencies:		
Department of Culture and the Arts	14,836	17,455
State Solicitor's Office	8	29
	14,844	17,484
State grants and contributions ^(d)	1,132	155
TOTAL INCOME FROM STATE GOVERNMENT	21,175	22,034

- a) Service appropriations are accrual amounts reflecting the net cost of services delivered. The appropriation revenue comprises a cash component and a receivable (asset). The receivable (holding account) comprises the depreciation expense for the year and any agreed increase in leave liability during the year.
- b) Discretionary transfers of assets between State Government agencies are reported as assets assumed/ (transferred) under Income from State Government. Non-discretionary non-reciprocal transfers of net assets (ie. restructuring of administrative arrangements) have been classified as Contributions by Owners (CBOs) under TI 955 and are taken direct to equity.
- c) Where assets or services have been received free of charge or for nominal cost, the Western Australian Museum recognises revenue equivalent to the fair value of the assets and/or the fair value of those services that can be reliably measured and which would have been purchased if they were not donated, and those fair values shall be recognised as assets or expenses, as applicable. Where the contributions of assets or services are in the nature of contributions by owners, the Western Australian Museum makes an adjustment direct to equity.
- (d) Included in State grants and contributions are non-reciprocal grants received from various State Government providers with remaining unspent funds as follows:

	2010 \$000	2009 \$000
Department of Culture and the Arts	32	16
Department of Environment and Conservation	337	122

	2010	2009
	\$000	\$000

18. RESTRICTED CASH AND CASH EQUIVALENTS

CURRENT

Specific purpose grant funds ^(a)	2,313	2,013
	<u>2,313</u>	<u>2,013</u>

a) Cash held in these accounts includes specific purpose account balances and unspent specific purpose grants.

19. INVENTORIES

CURRENT

Inventories held for resale:

Finished goods (at cost)

- Bulk book store	373	264
- Museum shops stock	541	486
	<u>914</u>	<u>750</u>

20. RECEIVABLES

CURRENT

Receivables	2,205	347
Allowance for impairment of receivables	-	-
Accrued interest	32	52
GST receivable	-	184
Total current	<u>2,237</u>	<u>583</u>

The Western Australian Museum does not hold any collateral as security or other credit enhancements relating to receivables.

21. AMOUNTS RECEIVABLE FOR SERVICES

Current	-	381
Non-current	18,028	14,589
	<u>18,028</u>	<u>14,970</u>

Represents the non-cash component of service appropriations. It is restricted in that it can only be used for asset replacement or payment of leave liability.

	2010 \$000	2009 \$000
22. PROPERTY, PLANT, AND EQUIPMENT		
LAND		
At fair value ^(a)	33,370	33,546
Accumulated impairment losses	-	-
	<u>33,370</u>	<u>33,546</u>
BUILDINGS		
At fair value ^(a)	74,786	74,895
Accumulated depreciation	-	-
Accumulated impairment losses	-	-
	<u>74,786</u>	<u>74,895</u>
BUILDINGS UNDER CONSTRUCTION		
Construction costs	851	522
	<u>851</u>	<u>522</u>
LEASEHOLD IMPROVEMENTS		
At cost	11,005	11,005
Accumulated amortisation	(1,725)	(1,452)
Accumulated impairment losses	-	-
	<u>9,280</u>	<u>9,553</u>
COMPUTERS, PLANT, EQUIPMENT AND TRANSPORT		
At cost	3,901	3,811
Accumulated depreciation	(3,212)	(2,930)
Accumulated impairment losses	-	-
	<u>689</u>	<u>881</u>
FURNITURE AND FITTINGS		
At cost	4,534	4,513
Accumulated depreciation	(3,309)	(2,883)
Accumulated impairment losses	-	-
	<u>1,225</u>	<u>1,630</u>
	<u>120,201</u>	<u>121,027</u>

- a) Land and buildings were revalued as at 1 July 2009 by the Western Australian Land Information Authority (Valuation Services). The valuations were performed during the year ended 30 June 2010 and recognised at 30 June 2010. In undertaking the revaluation, fair value of land and buildings was determined on the basis of depreciated replacement cost

Reconciliations of the carrying amounts of property, plant, equipment and vehicles at the beginning and end of the reporting period are set out in the table below.

	Land	Buildings	Buildings under construction	Leasehold improvements	Computers, plant, equipment and vehicles	Furniture and fittings	Total
	\$000	\$000	\$000	\$000	\$000	\$000	\$000
2010							
Carrying amount at start of year	33,546	74,895	522	9,553	881	1,630	121,027
Additions	-	258	360	-	122	22	762
Disposals	-	-	-	-	-	-	-
Transfers	-	23	(31)	(2)	-	-	(10)
Revaluation increments	(176)	2,055	-	-	-	-	1,879
Impairment losses	-	-	-	-	-	-	-
Impairment losses reversed	-	-	-	-	-	-	-
Depreciation	-	(2,445)	-	(271)	(314)	(427)	(3,457)
Carrying amount at end of year	33,370	74,786	851	9,280	689	1,225	120,201

	Land	Buildings	Buildings under construction	Leasehold improvements	Computers, plant, equipment and vehicles	Furniture and fittings	Total
	\$000	\$000	\$000	\$000	\$000	\$000	\$000
2009							
Carrying amount at start of year	30,736	73,121	275	9,532	922	1,983	116,569
Additions	-	324	247	-	267	67	905
Disposals	-	-	-	-	-	(1)	(1)
Transfers	-	(1,557)	-	282	(16)	-	(1,291)
Revaluation increments	2,810	5,324	-	-	-	-	8,134
Impairment losses	-	-	-	-	-	-	-
Impairment losses reversed	-	-	-	-	-	-	-
Depreciation	-	(2,317)	-	(261)	(292)	(419)	(3,289)
Carrying amount at end of year	33,546	74,895	522	9,553	881	1,630	121,027

	2010	2009
	\$000	\$000

23. MUSEUM COLLECTIONS

MUSEUM COLLECTIONS

At fair value	629,311	628,593
At cost	1,320	1,320
Accumulated depreciation	-	-
Accumulated impairment losses	-	-
	630,631	629,913

MUSEUM COLLECTIONS UNDER CONSTRUCTION

Construction costs	19	-
	19	-

	Museum Collections under construction \$000	Museum Collections \$000	Total \$000
2010			
Carrying amount at start of year	629,913	-	629,913
Additions	11	9	20
Donations	707	-	707
Disposals	-	-	-
Transfers	-	10	10
Revaluation increments	-	-	-
Carrying amount at end of year	630,631	19	630,650

	Museum Collections under construction \$000	Museum Collections \$000	Total \$000
2009			
Carrying amount at start of year	208,750	-	208,750
Additions	-	-	-
Donations	-	-	-
Disposals	(8)	-	(8)
Transfers	1,300	-	1,300
Revaluation increments	419,871	-	419,871
Carrying amount at end of year	629,913	-	629,913

	2010	2009
	\$000	\$000
24. INTANGIBLE ASSETS		
COMPUTER SOFTWARE		
At cost	379	379
Accumulated amortisation	(379)	(379)
Accumulated impairment losses	-	-
	<u>-</u>	<u>-</u>
Reconciliation:		
COMPUTER SOFTWARE		
Carrying amount at start of year	-	2
Additions	-	-
Disposals	-	-
Amortisation expense	-	(2)
Carrying amount at end of year	<u>-</u>	<u>-</u>

25. IMPAIRMENT OF ASSETS

There were no indications of impairment to property, plant and equipment and intangible assets at 30 June 2010.

The Western Australian Museum held no goodwill or intangible assets with an indefinite useful life during the reporting period. At the end of the reporting period there were no intangible assets not yet available for use.

All surplus assets at 30 June 2010 have either been classified as assets held for sale or written off.

26. PAYABLES**CURRENT**

Trade payables	3,888	1,420
Accrued expenses	58	-
GST payable	23	-
	<u>3,969</u>	<u>1,420</u>

27. BORROWINGS**CURRENT**

SEDO loan	19	19
Total current	<u>19</u>	<u>19</u>

NON-CURRENT

SEDO loan	37	56
Total non-current	<u>37</u>	<u>56</u>

Borrowings represent an interest free loan obtained from the Office of Energy to fund energy efficient building improvements. This loan will be repaid in annual instalments of \$18,664 until August 2012.

	2010 \$000	2009 \$000
28. OTHER LIABILITIES		
CURRENT		
Income received in advance	21	32
Unclaimed monies	8	8
Other	-	3
	<u>29</u>	<u>43</u>

29. EQUITY

Equity represents the residual interest in the net assets of the Western Australian Museum. The Government holds the equity interest in the Western Australian Museum on behalf of the community. The asset revaluation surplus represents that portion of equity resulting from the revaluation of non-current assets.

CONTRIBUTED EQUITY

Balance at start of period	15,359	13,794
Contribution by owners		
Capital appropriation	157	1,565
Balance at end of period	<u>15,516</u>	<u>15,359</u>

RESERVES**Asset revaluation surplus**

Balance at start of year	507,964	79,960
Net revaluation increments:		-
Land	(176)	2,810
Buildings	2,055	5,323
Museum collections	-	419,871
Balance at end of year	<u>509,843</u>	<u>507,964</u>

Accumulated surplus

Balance at start of year	248,517	250,398
Result for the period	(1,968)	(1,881)
Balance at end of year	<u>246,549</u>	<u>248,517</u>

	2010	2009
	\$000	\$000

30. NOTES TO THE STATEMENT OF CASH FLOWS

RECONCILIATION OF CASH

Cash at the end of the financial year as shown in the Statement of Cash Flows is reconciled to the related items in the Statement of Financial Position as follows:

Cash and cash equivalents	1,619	4,122
Restricted cash and cash equivalents (note 18 'Restricted cash and cash equivalents')	2,313	2,013
	<u>3,932</u>	<u>6,135</u>

RECONCILIATION OF NET COST OF SERVICES TO NET CASH FLOWS USED IN OPERATING ACTIVITIES

Net cost of services	(23,143)	(23,915)
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NON-CASH ITEMS:

Depreciation and amortisation expense (note 8 'Depreciation and amortisation expense')	3,457	3,292
Resources received free of charge (note 17 'Income from State Government')	14,844	17,484
Assets assumed – consumables (minor equipment) (note 17 'Income from State Government')	50	62
Donations to collection (note 23 'Museum collections')	(707)	-
Adjustment for other non-cash items	457	(83)
Net loss on sale of property, plant & equipment (note 10 'Loss on disposal of non-current assets')	-	9

(INCREASE)/DECREASE IN ASSETS:

Current receivables ^(c)	(1,654)	109
Current inventories	(164)	(35)

INCREASE/(DECREASE) IN LIABILITIES:

Current payables ^(c)	2,542	626
Other current liabilities	(14)	(27)

Net GST receipts/(payments) ^(a)	56	-
Change in GST in receivables/payables ^(b)	(168)	(114)

Net cash used in operating activities	<u>(4,444)</u>	<u>(2,592)</u>
--	----------------	----------------

a) This is the net GST paid/received ie. cash transactions.

b) This reverses out the GST in receivable and payables.

c) Note that the Australian Taxation Office (ATO) receivable/payable in respect of GST and the receivable/payable in respect of sale/purchase of non-current assets are not included in these items as they do not form part of the reconciling items.

2010	2009
\$000	\$000

31. COMMITMENTS

LEASE COMMITMENTS

Commitments in relation to leases contracted for at the end of the reporting period but not recognised in the financial statements are payable as follows:

Within 1 year	70	67
Later than 1 year and not later than 5 years	71	58
	141	125

Representing:

Non-cancellable operating leases	141	125
	141	125

The sixteen motor vehicle leases (2009: 19 leases) are considered non-cancellable operating leases with lease expenditure payable monthly in advance. These commitments are all inclusive of GST.

32. CONTINGENT LIABILITIES AND CONTINGENT ASSETS

At the reporting date, the Western Australian Museum had no contingent liabilities or assets.

33. EVENTS OCCURRING AFTER THE END OF THE REPORTING PERIOD

Samson House land and buildings, located in Fremantle, were officially transferred to the National Trust of Australia (WA) on 1 July 2010. The value of the land and buildings at 30 June 2010 was \$2.998m.

34. EXPLANATORY STATEMENT

Significant variations between estimates and actual results for income and expense are shown below. Significant variations are considered to be those greater than 10% and \$100,000.

Significant variances between estimated and actual result for the financial year

	2010 Estimate	2010 Actual	Variation Over/(Under)
	\$000	\$000	\$000
EXPENSES			
Supplies and services	7,791	6,598	(1,193)
Depreciation and amortisation expense	2,492	3,457	965
INCOME			
User charges and fees	1,236	1,459	223
Other revenue	1,602	4,034	2,432
Service appropriation	4,041	5,149	1,108
State grants and contributions	473	1,132	659

Supplies and services

Supplies and services was below estimates for the year largely because of a delay on specific-funded grant projects/ activities, the deferral of specific-funded redevelopment of permanent exhibitions at the Kalgoorlie museum site and savings in general staff travel expenses offset by contract and construction expenses incurred for the major exhibition *A Day in Pompeii* that did not form part of the Museum's original 2010 budget.

Depreciation and amortisation expense

Estimates for depreciation are based on the level of funding (accrual appropriations) provided by the State Government for the purpose of asset replacement. The level of funding when the Museum formulated the 2010 budget reflected the level of funding provided in the prior year. The funding was increased late in 2010 to \$3,494,000.

User charges and fees

The variation from estimate is mainly due to fees and service charges received from third parties for various Museum projects/activities that had not been anticipated when the 2010 budget was prepared.

Other revenue

Other revenue is greater than estimated due to the recognition of a large project grant of \$1.6m from the private sector and the recognition of donated items to the Museum collection.

Service appropriation

Accrual appropriation funding from the State Government was increased late in the year to reflect the level of depreciation expense.

State grants and contributions

The increase in State grants and contributions is mostly attributed to income from the Department of Culture and the Arts who holds State Government funding for the new museum planning and development. Expenditure is incurred by the Museum for this activity and recouped from the Department via a grant. In addition, contributions were received from Tourism Western Australia towards the major exhibition *A Day in Pompeii*. Neither of these items were included in the Museum's original budget estimates.

Significant variances between actual and prior year actual

	2010 \$000	2009 \$000	Variation Over/ (Under)\$000
EXPENSES			
Supplies and services	6,598	5,142	1,456
Other expenses	56	205	(149)
INCOME			
Sales	1,270	1,140	130
Commonwealth grants and contributions	652	389	263
Interest revenue	168	355	(187)
Other revenue	4,034	1,015	3,019
Service appropriation	5,149	4,333	816
Resources received free of charge	14,844	17,484	(2,640)
State grants and contributions	1,132	155	977

Supplies and services

The increase in expenditure is largely due to the major exhibition *A Day in Pompeii* that opened in 2010, an increase to the Museum's insurance premiums that resulted from a large increase in the collection value in 2009, expenditure on specific-funded redevelopment of permanent exhibitions at the Albany museum site and one-off costs incurred for the recruitment and relocation of the current Museum CEO

Other expenses

Other expenses have decreased due to a workers' compensation premium credit adjustment received in 2010 from RiskCover, the Museum's insurance provider.

Sales

The increase in sales income is mainly attributed to an increase in shop activity from the major exhibition *A Day in Pompeii*.

Commonwealth grants and contributions

A higher level of Commonwealth grants and contributions was procured by the Museum in 2010 for various projects and activities.

Interest revenue

Interest income has declined due to a lower level of cash held in the Museum's bank account throughout the year when compared to the prior year.

Other revenue

A higher level of private grants, contributions and sponsorships was procured by the Museum in 2010 for various recurrent and capital projects. In addition, donated items to the Museum collection were greater than recognised in the prior year.

Service appropriation

An increase of funding from the State Government was received during 2010 primarily to fund a shortfall in depreciation (accrual appropriation).

Resources received free of charge

This income dropped substantially due to the Department of Culture and the Arts providing less services free of charge to the Museum.

State grants and contributions

The increase to State grants and contributions is mostly attributed to income from the Department of Culture and the Arts who holds State Government funding for new museum planning and development. Expenditure is incurred by the Museum for this activity and recouped from the Department via a grant. In addition, Tourism Western Australia provided a contribution towards the major exhibition *A Day in Pompeii*.

35. FINANCIAL INSTRUMENTS

a) Financial risk management objectives and policies

Financial instruments held by the Western Australian Museum are cash and cash equivalents, restricted cash and cash equivalents, loans and receivables, borrowings and payables. The Western Australian Museum has limited exposure to financial risks. The Western Australian Museum's overall risk management program focuses on managing the risks identified below.

Credit risk

Credit risk arises when there is the possibility of the Western Australian Museum's receivables defaulting on their contractual obligations resulting in financial loss to the Western Australian Museum.

The maximum exposure to credit risk at end of the reporting period in relation to each class of recognised financial assets is the gross carrying amount of those assets inclusive of any provisions for impairment as shown in the table at Note 35(c) 'Financial instrument disclosures' and Note 20 'Receivables'.

Credit risk associated with the Western Australian Museum's financial assets is minimal because the main receivable is the amounts receivable for services (holding account). For receivables other than government, the Western Australian Museum trades only with recognised, creditworthy third parties. The Western Australian Museum has policies in place to ensure that sales of products and services are made to customers with an appropriate credit history. In addition, receivable balances are monitored on an ongoing basis with the result that the Western Australian Museum's exposure to bad debts is minimal. At the end of the reporting period there were no significant concentrations of credit risk.

Liquidity risk

Liquidity risk arises when the Western Australian Museum is unable to meet its financial obligations as they fall due.

The Western Australian Museum is exposed to liquidity risk through its trading in the normal course of business.

The Western Australian Museum has appropriate procedures to manage cash flows including drawdowns of appropriations by monitoring forecast cash flows to ensure that sufficient funds are available to meet its commitments.

Market risk

Market risk is the risk that changes in market prices such as foreign exchange rates and interest rates will affect the Western Australian Museum's income or the value of its holdings of financial instruments. The Western Australian Museum does not trade in foreign currency and is not materially exposed to other price risks. The Western Australian Museum's borrowings were obtained through an interest free loan from the Office of Energy. All cash and cash equivalents (except for cash floats) are interest bearing as noted at Note 35(c) 'Financial Instrument Disclosures', however the exposure to market risk for changes in interest rates is minimal as the Western Australian Museum does not rely on interest income for its principal operating activities.

b) Categories of financial instruments

In addition to cash, the carrying amounts of each of the following categories of financial assets and financial liabilities at the end of the reporting period are as follows:

	2010	2009
	\$000	\$000
FINANCIAL ASSETS		
Cash and cash equivalents	1,619	4,122
Restricted cash and cash equivalents	2,313	2,013
Loans and receivables ^(a)	20,265	15,368
	24,197	21,503
FINANCIAL LIABILITIES		
Financial liabilities measured at amortised cost	4,025	1,493
	4,025	1,493

a) The amount of loans and receivables excludes GST recoverable from the ATO (statutory receivable).

c) Financial instrument disclosures

Credit risk and interest rate risk exposure

The following table discloses the Western Australian Museum's exposure to credit risk, interest rate exposures and the ageing analysis of financial assets. The Western Australian Museum's maximum exposure to credit risk at the end of the reporting period is the carrying amount of financial assets as shown below. The table discloses the ageing of financial assets that are past due but not impaired and impaired financial assets. The table is based on information provided to senior management of the Western Australian Museum.

The Western Australian Museum does not hold any collateral as security or other credit enhancements relating to the financial assets it holds.

The Western Australian Museum does not hold any financial assets that had to have their terms renegotiated that would have otherwise resulted in them being past due or impaired.

Interest rate exposures and ageing analysis of financial assets ^(a)

	Weighted Average Effective Interest Rate	Carrying Amount	Interest rate exposure			Past due but not impaired					Impaired financial assets
			Fixed interest rate	Variable interest rate	Non- interest bearing	Up to 3 months	3-12 months	1-2 years	2-5 years	More than 5 years	
	%	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000	\$000
FINANCIAL ASSETS											
2010											
Cash and cash equivalents	4.0	1,619	-	1,600	19	-	-	-	-	-	-
Restricted cash and cash equivalents	4.0	2,313	-	2,313	-	-	-	-	-	-	-
Receivables(a)	-	2,237	-	-	2,237	26	6	-	-	-	-
Amounts receivable for services	-	18,028	-	-	18,028	-	-	-	-	-	-
		24,197	-	3,913	20,284	26	6	-	-	-	-
2009											
Cash and cash equivalents	5.4	4,122	-	4,104	18	-	-	-	-	-	-
Restricted cash and cash equivalents	5.4	2,013	-	2,013	-	-	-	-	-	-	-
Receivables(a)	-	398	-	-	398	50	3	-	-	-	-
Amounts receivable for services	-	14,970	-	-	14,970	-	-	-	-	-	-
		21,503	-	6,117	15,386	50	3	-	-	-	-

a) The amount of receivables excludes GST recoverable from the ATO (statutory receivable)

Liquidity risk

The following table details the contractual maturity analysis for financial liabilities. The contractual maturity amounts are representative of the undiscounted amounts at the end of the reporting period. The table includes interest and principal cash flows. An adjustment has been made where material.

Interest rate exposure and maturity analysis of financial liabilities

	Weighted Average Effective Interest Rate %	Carrying Amount \$000	Interest rate exposure				Total Nominal Amount \$000	Maturity date				
			Fixed Interest Rate \$000	Variable interest rate \$000	Non- interest bearing \$000	Adjustment for discounting \$000		Up to 3 months \$000	3-12 months \$000	1-2 years \$000	2-5 years \$000	More than 5 years \$000
FINANCIAL LIABILITIES												
2010												
Payables	-	3,969	-	-	3,969	-	-	-	-	-	-	-
Other borrowings	-	56	-	-	56	-	-	19	-	19	18	-
		4,025	-	-	4,025	-	-	19	-	19	18	-
2009												
Payables	-	1,418	-	-	1,418	-	-	-	-	-	-	-
Other borrowings	-	75	-	-	75	-	-	19	-	19	37	-
		1,493	-	-	1,493	-	-	19	-	19	37	-

Interest rate sensitivity analysis

The following table represents a summary of the interest rate sensitivity of the Western Australian Museum's financial assets and liabilities at the end of the reporting period on the surplus for the period and equity for a 1% change in interest rates. It is assumed that the change in interest rates is held constant throughout the reporting period.

	Carrying amount \$000	-100 basis points		+100 basis points	
		Surplus \$000	Equity \$000	Surplus \$000	Equity \$000
2010					
FINANCIAL ASSETS					
Cash and cash equivalents	1,619	(16.2)	(16.2)	16.2	16.2
Restricted Cash and cash equivalents	2,313	(23.1)	(23.1)	23.1	23.1
Total Increase/(Decrease)		(39.3)	(39.3)	39.3	39.3
2009					
FINANCIAL ASSETS					
Cash and cash equivalents	4,122	(41.2)	(41.2)	41.2	41.2
Restricted Cash and cash equivalents	2,013	(20.1)	(20.1)	20.1	20.1
Total Increase/(Decrease)		(61.3)	(61.3)	61.3	61.3

Fair Values

All financial assets and liabilities recognised in the Statement of Financial Position, whether they are carried at cost or fair value, are recognised at amounts that represent a reasonable approximation of fair value unless otherwise stated in the applicable notes.

36. REMUNERATION OF MEMBERS OF THE WESTERN AUSTRALIAN MUSEUM AND SENIOR OFFICERS**Remuneration of members of the Western Australian Museum**

The number of members of the Western Australian Museum, whose total of fees, salaries, superannuation, non-monetary benefits and other benefits for the financial year, fall within the following bands are:

	2010	2009
	\$000	\$000
\$0 - \$10,000	7	6
The total remuneration of the members of the Western Australian Museum	30	26

The total remuneration includes the superannuation expense incurred by the Western Australian Museum in respect of members of the Western Australian Museum.

Remuneration of senior officers

The number of senior officers, other than senior officers reported as members of the Western Australian Museum, whose total fees, salaries, superannuation, non-monetary benefits and other benefits for the financial year, fall within the following bands are:

\$70,001 - \$80,000	2	-
\$100,001 - \$110,000	-	1
\$120,001 - \$130,000	-	2
\$130,001 - \$140,000	1	-
\$140,001 - \$150,000	1	2
\$150,001 - \$160,000	-	1
\$160,001 - \$170,000	1	-
\$170,001 - \$180,000	1	-
\$180,001 - \$190,000	1	-
\$190,001 - \$200,000	-	1
\$300,001 - \$310,000	-	1
The total remuneration of senior officers	958	1,308

The total remuneration includes the superannuation expense incurred by the Western Australian Museum in respect of senior officers other than senior officers reported as members of the Western Australian Museum.

37. REMUNERATION OF AUDITOR

Remuneration paid or payable to the Auditor General in respect of the audit for the current financial year is as follows:

Auditing the accounts, financial statements and performance indicators	37	37
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38. RELATED BODIES

At the reporting date, the Western Australian Museum had no related bodies.

39. AFFILIATED BODIES

At the reporting date, the Western Australian Museum had no affiliated bodies.

40. SUPPLEMENTARY FINANCIAL INFORMATION

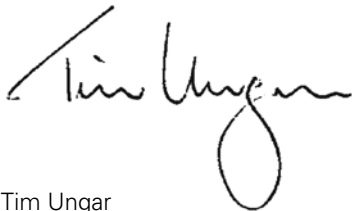
	2010 \$000	2009 \$000
(a) Write-offs		
Debts written off by the Western Australian Museum during the financial year	-	-
(b) Losses through theft, defaults and other causes		
Losses of public moneys and public and other property through theft	-	-
(c) Gifts of public property		
Gifts of public property provided by the Western Australian Museum	-	-
(d) Other supplementary Information	-	-
The Western Australian Museum holds shares in a private company received in exchange for the Museum's support of specific projects. These shares are not recorded in the financial statements, as the measurement of the market value of the shares is not reliable.		

41. INCOME AND EXPENSES BY SERVICE

For the financial year ended 30 June 2010, the Western Australian Museum operated under one service titled 'Museum Services' and therefore service information is reflected in the Statement of Comprehensive Income.

CERTIFICATION OF KEY PERFORMANCE INDICATORS FOR THE YEAR ENDED 30 JUNE 2010

We hereby certify that the performance indicators are based on proper records, are relevant and appropriate for assisting users to assess the Western Australian Museum's performance, and fairly represent the performance of the Western Australian Museum for the financial year ended 30 June 2010.



Tim Ungar
Chair, Western Australian Museum Board
13 September 2010



Steve Scudamore
Member, Western Australian Museum Board
13 September 2010

DETAILED KEY PERFORMANCE INDICATORS INFORMATION

EXPLANATION

The Western Australian Museum annual budget is included in the budget statements under the outcome for the Department of Culture and the Arts.

The Department of Culture and the Arts coordinates reporting of key performance indicators at the whole of the Culture and the Arts portfolio level and reports aggregated amounts in its Annual Report. The structure aligns the portfolio and the Museum's desired outcomes with the government's Strategic Planning Framework.

MUSEUM OUTCOME STRUCTURE 2009–2010

Government Desired Outcome
Western Australia's natural, cultural and documentary collections are preserved, accessible and sustainable
Service
Museum Services

Key Effectiveness Indicators	
Preservation	
Extent to which the state collection that requires preservation is preserved.	
<i>Note: Preservation of the entire "Collection" is not required, therefore this measure only relates to that part of the "Collection" that is required to be preserved.</i>	
Accessibility	
Number of people using and accessing the State collection.	
Percentage of visitors satisfied with the services associated with accessing the Museum collection.	
Sustainability	
Value of the State collection renewal, content development and/or expansion as a proportion of collection value.	
Key Efficiency Indicator	
Service	Indicator
Museum Services	Average cost of Museum services per Museum visitor or person accessing collection

KEY EFFECTIVENESS INDICATOR ONE — PRESERVATION

INDICATOR

Extent to which the Museum collection, that requires preservation, is preserved.

Note: Preservation of the entire “Collection” is not required, therefore this measure only relates to that part of the “Collection” that is required to be preserved.

MEASUREMENT

The Museum has developed bench line data and reports the number of items added to the collection each year.

Measurement of Indicator	2006–07	2007–08	2008–09	2009–10
Proportion of collection stored in controlled environment	97.14%	97.49%	97.79%	98.87%
Number of items from the collection described and recorded on the relevant data base	704,793	1,765,040	1,571,698	1,188,656*

* The decline in the number of items described and recorded on electronic databases is owing to the gradual transfer of written register information into relevant electronic databases. The figures in the previous two financial years (2007–08 and 2008–09) have included written information on register books, written information transferred to electronic databases, and information directly registered on electronic databases. Furthermore, the Museum databases objects and specimens in groups or lots i.e. one registration number may consist of one specimen/object or many. The development of an integrated collection management system is progressing.

Owing to the confidential nature of the cultural information associated with the Secret and Sacred Collection, it has neither been valued nor counted as part of the WA Museum collections, in accordance with wishes of the elders. However, the Anthropology department has the material documented.

OBJECTS ADDED TO THE COLLECTIONS IN 2009–10

The Table below documents the number of items added to the collection in 2009–10

Items added to Collection	Terrestrial Zoology	Aquatic Zoology	Maritime History	Maritime Archaeology	Anthropology	Earth & Planetary Sciences	History	Total
July	135	3,265	330	23	0	0	24,006 ³	27,759
August	7	2,247	7	2	3	0	0	2,266
September	56	3,373	16	1	20	0	3	3,469
October	168	2,739	87	6	20	0	19	3,039
November	752	3,502	9	68	21	0	17	4,369
December	76	2,901	6	8	12	0	8	3,011
January	38	3,604	41	1	0	0	8	3,692
February	244	781	20	0	3	0	14	1,062
March	225	605	28	1	5	0	15	879
April	9,240	722	6	0	0	0	0	9,968
May	402	304	976	26	2	32	0	1,742
June	13,095	249	1,175	1	2	49	6	14,577
Total	24,438	24,292	2,701	137	88	81	24,096	75,833

- The above data is recorded on either a data base, register or acquisition catalogue within the various curatorial departments.
- One registration/data entry may contain a number of objects. For example, a number of coins from a shipwreck are registered as one item; a registration of a small invertebrate like shrimp or fleas may contain up to 1000 specimens.
- Invertebrate fossils, vertebrate fossils and fossil plants are in the process of being electronically data-based from written registers. In the past, registration was conducted manually by year and the total fossil collection is estimated at around one million specimens.
- Maritime History collection includes the Maritime History and Bourne collection data bases.
- Images held in the old Maritime History digital image databases and the slide and negative collections are to be added after verification.

³ 24,000 of which are objects from the Museum of Childhood collection added to the Museums collection during 2008–09 financial period but not reported in the 2008–09 figures.

KEY EFFECTIVENESS INDICATOR TWO — ACCESSIBILITY

INDICATOR

- Number of people using and accessing the State collection.
- Percentage of visitors satisfied with the services associated with using and accessing the State collection

MEASUREMENT

This indicator measures the number of visitors to each of the museum sites. It is argued that visitation reflects the ability of the Museum to provide relevant and engaging exhibitions and programmes.

Measurement of Indicator	2005–06	2006–07	2007–08	2008–09	Targets 2009–10	Actual 2009–10
Number of visitors to Museum sites	857,561	838,350	891,846	819,729	860,000	817,966
Number of visitors to web site — unique visits	262,259	396,986	614,081	655,398	755,000	661,425
Percentage of visitors satisfied with the services of the Museum's sites	70.5% (v. good & Excellent)	70.2%*	68.1% (Excellent)	67.6% (Excellent)	75% (Excellent)	64.5% (Excellent)

* The categories measuring visitor satisfaction were amended in 2006–07 to provide more accurate results and to bring the WA Museum in line with national Museum data collection models.

VISITOR SATISFACTION OVERALL VISIT JULY 2009 – JUNE 2010

Overall ratings of Museum Aspects	2009–10	Total	Perth	Maritime	Shipwreck Galleries	Albany	Geraldton	Kalgoorlie
	Poor		0.4%	0.9%	1.0%	-	1.2%	-
Average		1.3%	2.7%	1.0%	1.3%	2.3%	0.2%	1.2%
Good		30.3%	40.7%	31.0%	31.6%	69.4%	12.3%	21.8%
Excellent		64.5%	47.0%	63.0%	63.3%	27.1%	86.6%	74.1%
Not applicable		3.5%	8.7%	4.0%	3.8%	0.0%	0.9%	2.9%

Ratings for the Fremantle History Museum have been excluded from the above table. The Fremantle History Museum was closed to the public 31 July 2009.

VISITOR SATISFACTION OVERALL VISIT JULY 2008 – JUNE 2009

	2008–09	Total (n=3,058)	Perth	Fremantle History	Maritime	Shipwreck Galleries	Albany	Geraldton	Kalgoorlie
Overall ratings of Museum Aspects	Poor	0.1%	0.2%	-	-	-	0.2%	-	-
	Average	0.5%	1.1%	0.2%	0.2%	-	1.5%	0.2%	-
	Good	31.2%	41.4%	33.2%	24.8%	21.8%	68.8%	9.2%	14.4%
	Excellent	67.6%	57.0%	65.7%	74.7%	77.3%	28.8%	90.0%	84.7%
	Not applicable	0.6%	0.2%	0.9%	0.2%	0.9%	0.6%	0.6%	0.9%

VISITOR RATINGS OF GENERAL EXHIBITIONS JULY 2009 – JUNE 2010

	2009–10	Total	Perth	Maritime	Shipwreck Galleries	Albany	Geraldton	Kalgoorlie
General exhibitions rating	Poor	0.2%	0.3%	0.5%	0.4%	0.6%	0.0%	0.0%
	Average	1.8%	3.0%	1.5%	0.4%	8.2%	0.2%	0.6%
	Good	30.9%	41.0%	31.8%	23.6%	64.1%	19.8%	23.0%
	Excellent	62.9%	45.5%	61.6%	72.6%	25.9%	78.8%	72.3%
	Not applicable	4.2%	10.2%	4.6%	3.0%	1.2%	1.2%	4.1%

VISITOR RATINGS OF GENERAL EXHIBITIONS JULY 2008 – JUNE 2009

	2008–09	Total (n=3,146)	Perth	Fremantle History	Maritime	Shipwreck Galleries	Albany	Geraldton	Kalgoorlie
General exhibitions rating	Poor	-	-	-	-	-	-	-	0.3%
	Average	1.4%	2.1%	0.2%	0.6%	-	5.5%	0.4%	0.6%
	Good	33.7%	40.0%	35.3%	28.1%	17.6%	65.3%	18.5%	30.5%
	Excellent	64.2%	57.0%	64.0%	71.1%	82.0%	27.4%	80.9%	68.0%
	Not applicable	0.6%	0.9%	0.4%	0.2%	0.4	1.7%	0.2%	0.6%

The satisfaction ratings above are based on a random sample of 1,716 respondents drawn from the 817,966 visitors to all WA Museum sites.

Comparative Attendance Figures 2008–2009 and 2009–2010			
Western Australian Museum – Perth	Overall visitors	School groups	Site total
2008–2009	303,075	17,963	321,038
2009–2010	382,744	26,928	409,672
Western Australian Museum – Maritime Museum Victoria Quay and Submarine	Overall visitors	School groups	Site total
2008–2009	138,448	10,052	148,500
2009–2010	114,822	9,487	124,309
Western Australian Museum – Shipwreck Galleries	Overall visitors	School groups	Site total
2008–2009	95,160	10,019	105,179
2009–2010	71,151	10,950	82,101
Western Australian Museum – Fremantle History Museum and Samson House	Overall visitors	School groups	Site total
2008–2009	34,135	4,646	38,781
2009–2010	5,543	143	5,686
Western Australian Museum – Albany	Overall visitors	School groups	Site total
2008–2009	76,458	3,937	80,395
2009–2010	70,268	3,677	73,945
Western Australian Museum – Geraldton	Overall visitors	School groups	Site total
2008–2009	41,042	2,495	43,537
2009–2010	45,118	2,170	47,288
Western Australian Museum – Kalgoorlie-Boulder	Overall visitors	School groups	Site total
2008–2009	80,136	2,163	82,299
2009–2010	72,959	2,006	74,965
Western Australian Museum Annual Total	Overall visitors	School groups	Site total
2008–2009	768,454	51,275	819,729
2009–2010	762,605	55,361	817,966

Monthly Visitors 2009–2010													
Site	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
Perth	38,085	23,630	21,831	29,148	34,427	32,802	69,151	30,710	28,615	30,142	28,670	42,461	409,672
Maritime	13,657	9,316	11,480	12,527	10,117	8,729	12,313	7,920	10,778	10,909	8,677	7,886	124,309
Fremantle History & Samson House	5,528	34	18	13	42	19	32	0	0	0	0	0	5,686
Albany	5,721	4,255	5,313	6,808	4,868	6,374	10,491	7,362	6,474	7,174	4,970	4,135	73,945
Geraldton	5,257	5,589	4,131	4,592	2,406	3,287	5,162	3,050	3,328	3,655	3,263	3,568	47,288
Kalgoorlie	9,181	6,242	7,582	8,130	5,016	4,714	5,499	3,657	5,912	6,851	6,495	5,686	74,965
Shipwreck Galleries	9,131	7377	8,136	8,703	8,072	6,291	7,006	3,764	5,325	5,057	6,606	6,633	82,101
Total	86,560	56,443	58,491	69,921	64,948	62,216	109,654	56,463	60,432	63,788	58,681	70,369	817,966

KEY EFFECTIVENESS INDICATOR THREE — SUSTAINABILITY

INDICATOR

Value of museum collection renewal, content development and/or expansion as a proportion of the collection value.

MEASUREMENT

This is calculated by dividing the value of the collection by the income received from State government, not including the capital user charge. The result will be a percentage figure that demonstrates the percentage of the collection value spent annually by government in renewal, content development or expansion of the collection.

It is proposed to benchmark this figure against other museum collections and to average the indicator over five years. The collection was first valued in 2005–06 and was completely re-valued in 2008–09.

Year	Collection valuation	5 Year Rolling Average Income from the State Government	KEI
2005–06 Actual	\$176,696,813	\$17,149,600	9.65%
2006–07 Actual	\$205,933,000	\$17,838,400	8.66%
2007–08 Actual	\$208,722,000	\$17,894,000	8.57%
2008–09 Actual	\$628,593,000	\$18,670,600	2.97%
2009–10 Target*	\$216,000,000	\$18,900,000	8.75%
2009–10 Actual	\$629,300,100	\$19,309,800	3.07%

*The 2009–10 target was set prior to the full valuation of the collection in 2008–09 that resulted in an increase in value of \$419.9m.

KEY EFFICIENCY INDICATOR

Average cost of museum services per museum visitor or person accessing the collection.

Access includes visitor attendance figures.

Year	Cost per visitor
2005–06 Actual	\$24.75
2006–07 Actual	\$26.24
2007–08 Actual	\$16.75
2008–09 Actual	\$34.57
2009–10 Target	\$35.53
2009–10 Actual	\$37.56*

* Total cost of services = \$30,726,000; Total visitation = 817,966

MINISTERIAL DIRECTIVES

No Ministerial directives were received during the 2009–10 financial year.

OTHER FINANCIAL DISCLOSURES

CAPITAL WORKS

CAPITAL PROJECTS INCOMPLETE

The construction of the third and final stage of the Welcome Walls project at WA Museum – Maritime and the new Welcome Wall commemoration at WA Museum – Albany are both due for completion by December 2010. The estimated total cost of these projects is \$1,430,000 and the estimated cost to complete the projects at 30 June 2010 is approximately \$1,266,000.

Works to restore, reconstruct and conserve deteriorated masonry at the WA Museum – Shipwreck Galleries will be completed in 2010/11. The estimated total cost of the project is \$905,000 and the estimated cost to complete the project at 30 June 2010 is approximately \$44,000.

CAPITAL PROJECTS COMPLETED

The warranty for the roof over the Leisure Gallery at WA Museum – Maritime requires that it be cleaned twice a year. A new safety system was installed to meet revised Australian safety standards and allow safe access to the roof area. The total cost of this project was \$338,000.

Disability access modifications were completed during the year at the WA Museum – Shipwreck Galleries. The total cost of this project was \$305,000.

EMPLOYMENT AND INDUSTRIAL RELATIONS

Demographics by Employment Type and Gender

Employment Type	Women	Men	Total
Permanent Full-time	68	56	124
Permanent Part-time	48	21	69
Fixed Term Full-time	17	17	34
Fixed Term Part-time	16	4	20
Casual paid in previous 12 months	31	15	46
Other* paid in previous 12 months	2	2	4
Total	182	115	297

* Employees seconded in or out of the organisation or not being paid for reasons such as Leave Without Pay/Parental leave etc.

OTHER LEGAL REQUIREMENTS

ADVERTISING

In accordance with Section 175ZE of the Electoral Act 1907 expenditure by the Western Australian Museum on advertising and related costs is listed below.

Advertising organisations		<i>Nil</i>
Market research organisations	<i>Strategic Know How</i>	\$6,069
Polling organisations		<i>Nil</i>
Direct mail organisations	<i>Lasermail</i>	\$2,313
Media advertising organisations:	<i>Adcorp Australia Limited</i>	\$9,888
Job vacancies	Southside Personnel Services	\$6,871
	Sub Total Job Vacancies	\$16,759
Media advertising organisations:	Albany Advertiser	\$318
Advertising	Austel Australia Pty Ltd	\$195
	Australia's Golden Outback	\$877
	BigRedSky Ltd	\$500
	Cooks Tours	\$1,091
	Countrywide Publications	\$2,600
	Digital Ads International Pty Ltd	\$1,685
	Executive Media Pty Ltd	\$864
	Eyezon Pty Ltd	\$825
	Free TV	\$55
	Geraldton Newspapers	\$597
	Kalgoorlie-Boulder Chamber of Commerce	\$482
	Market Creations Pty Ltd	\$549
	M I A A	\$360
	Midwest Chamber of Commerce	\$360
	OMD Media Decisions	\$249,767
	Perth Region Tourism Organisation	\$864
	Roxby Media Pty Ltd	\$4,500
	Smith and Brown Design	\$2,618
	The Fremantle Book	\$650
	WA Newspapers	\$445
	Sub Total Advertising	\$270,202
Total Advertising and Related Costs		\$295,343

DISABILITY ACCESS INCLUSION PLAN OUTCOMES

The Museum is committed to ensuring that people with disability, their families and carers have the same opportunities, rights and responsibilities enjoyed by others to access the range of services, information and facilities it provides. It is committed to ensuring that people with disability have the opportunity to participate in shaping the Museum's services and objectives through a consultative process. During 2009–10, the WA Museum continued to refine and implement Disability Access Inclusion Plan strategies with the following outcomes.

Outcome 1: People with disability have the same opportunities as other people to access the services of, and any events organised by, a public authority.

- All contracting activity related to facilities and building management/maintenance is undertaken with Disability Access Inclusion Plan considerations included.
- Visitor Services Officers have disability awareness training.
- The design and layout of all exhibition displays takes into consideration accessibility and readability. This year's blockbuster exhibition, *A Day in Pompeii*, incorporated space planning and showcases enabling people in wheelchairs to have access and be able to view the objects. Text panels and object labels comply with sensory and intellectual access standards. A new lighting system has also been installed in the Perth Temporary Exhibitions Gallery enabling better visual access to objects and texts.
- School and public programmes are developed in consultation with people with a disability before launching. Programmes such as *Puss in Boots* and *Whales Tales* have been developed with the needs of disabled people specifically in mind.
- The State Government allocated \$500,000 to the Museum to redevelop the permanent exhibition galleries at the WA Museum's sites in Albany and Kalgoorlie which will take improved accessibility for people with disability into account at the design development phase.
- Equality of access is central to all planning considerations.
- Carers helping people with a disability to access the Museum facilities continue to enjoy free entry to the WA Museum – Maritime.
- Education and school holiday programmes are created for a range of learning abilities and can be tailored to suit the needs of the students with disability.

Outcome 2: People with disability have the same opportunities as other people to access the buildings and other facilities of a public authority.

- Continuous improvements are being made to enhance physical sensory and intellectual access to all WA Museum sites.
- Physical access for wheelchairs is available for performances in the WA Museum – Maritime theatre and programmes at the WA Museum's – Maritime and Shipwrecks sites.
- Both the WA Museum – Shipwrecks and the WA Museum – Maritime have been assessed and listed on the You're Welcome WA Access initiative via City of Fremantle website.
- The Museum continues to promote accessible buildings and facilities where possible in the development of new site brochures, through the Museum's website, print and other communications.
- WA Museum – Geraldton VSO's undertook Makaton⁴ training to learn the key word signs and natural gestures to support communication with adults and children with communication difficulties.

Outcome 3: People with disability receive information from a public authority in a format that will enable them to access the information as readily as other people are able to access it.

⁴ Makaton is a language programme using speech and gesture, facial expression, eye contact and body language.

- The Museum ensures that all new web projects comply with the Government's Web Content Accessibility Guidelines (WCAG) v2.0 and the Museum's new website is being developed within these guidelines.
- Press releases and news information are available in different formats such as PDF, word documents and in large font size available on the web and via hard copy to contribute to the Disability Access and Inclusion Plan.
- Advertising material is made available in different formats such as printed format, and complies with guidelines for visual impairment and inclusion in all advertising by increasing text size where applicable and creating high contrast colour scheme that assists users with visual impairments.
- The WA Museum provides guided tours to visually impaired visitors.
- Through the website, the Museum offers a number of virtual galleries and online exhibitions that are also available in text format. These can interface with audio or visual programmes for visitors with sight or sound disability.

Outcome 4: People with disability receive the same level and quality of service from the staff of a public authority as other people receive from the staff of that public authority.

- Inclusion of people with disability is part of the Museum's induction and training for public programmes staff and Visitor Services Officers. All Museum staff are required to adhere to the DCA HR Policy 1-505 Code of Conduct, ensuring the highest ethical and professional standards, including that all customers should be treated professionally and courteously and receive prompt, efficient service.
- Education booking systems are designed to ensure responsiveness to the needs of visitors with disabilities. Additionally, new education programmes are being developed for students with disability through liaison with teachers at school support units.
- The 'mystery customer' programme, introduced in 2008, will continue to operate to identify and address positive and negative service quality at all metropolitan sites. The Museum shops proactively respond to any issues identified through the mystery customer surveys.

Outcome 5: People with disability have the same opportunities as other people to make complaints to a public authority.

- The Museum has implemented customer service charter forms and brochures to outline a clearly defined process for visitors to make a complaint and be provided with a resolution.
- Visitor Services Officers are trained to transcribe verbal comments and complete a comment form on behalf of a visitor anytime this is required or requested.
- Complaints may be made in person, by phone, fax, internet or mail

Outcome 6: People with disability have the same opportunities as other people to participate in any public consultation by a public authority.

- The WA Museum is a member of the portfolio-wide Disability Services Committee which engages with community representatives and provides actions on their feedback. People with disability have the same opportunities to contact the management directly or through suggestions boxes and visitor survey forms available at all sites.

DISABILITY ACCESS AND INCLUSION PLAN

DAIP Outcomes	No. of planned strategies	No. of strategies completed	No. of strategies partially completed	No. of contractors undertaking DAIP activities
Outcome One People with disability have the same opportunities as other people to access the services of, and any events organised by, a public authority.	6	2	4	-
Outcome Two People with disability have the same opportunities as other people to access the buildings and other facilities of a public authority.	10	2	8	3
Outcome Three People with disability receive information from a public authority in a format that will enable them to access the information as readily as other people are able to access it.	9	2	7	-
Outcome Four People with disability receive the same level and quality of service from the staff of a public authority as other people receive from the staff of that public authority.	3	1	2	-
Outcome Five People with disability have the same opportunities as other people to make complaints to a public authority.	4	3	1	-
Outcome Six People with disability have the same opportunities as other people to participate in any public consultation by a public authority.	4	2	2	-

COMPLIANCE WITH PUBLIC SECTOR STANDARDS AND ETHICAL CODES

Compliance with the Public Sector Standards and Ethical Codes are assessed regularly by the Department of Culture and the Arts Human Resources area and the Office of Public Sector Standards (in the case of a breach claim).

In accordance with Section 31 of the *Public Sector Management Act 1994*, the following is a report of the extent to which the Department has complied with Public Sector Standards, Western Australian Public Sector Code of Ethics and the Department’s Code of Conduct.

COMPLIANCE ISSUE	SIGNIFICANT ACTION TAKEN TO MONITOR AND ENSURE COMPLIANCE
<p>Public Sector Standards</p> <p>Nil Breaches</p>	<ul style="list-style-type: none"> • Information about Public Sector Standards included on intranet and incorporated into the Department’s Induction Programme. • Education Programme for Managers was rolled out • A portfolio-wide performance management system, the Staff Development System, is in operation and meets the requirements of the Public Sector Standards in Human Resource Management for Performance Management. • Grievance and Performance Management has been incorporated into the Department’s Induction Program. • HR policies and guidelines developed to ensure compliance issues are recognised.
<p>Western Australian Public Sector Code of Ethics</p> <p>Nil breaches</p>	<ul style="list-style-type: none"> • An ethics and integrity awareness raising program has been incorporated into the Induction programme for new and existing employees. It covers information on the Western Australian Public Sector Code of Ethics. • Code of Conduct reflects the same areas as the Code of Ethics.
<p>Code of Conduct</p> <p>3 breaches</p>	<ul style="list-style-type: none"> • Code of Conduct reflects the Western Australian Public Sector Code of Ethics. • Code of Conduct has been incorporated into the Department’s Induction Programme. • A discipline policy has been developed.

RECORDKEEPING PLANS

Under s19 of the *State Records Act 2000* (the Act) the Museum is required to have a recordkeeping plan that accurately reflects the recordkeeping programme within the organisation and must be complied with by the organisation. The Museum’s plan details the recordkeeping programme for the agency including which records are to be created and how those records are to be kept. In accordance with Part 3, Division 4 of the Act, in 2009 the Museum evaluated the efficiency and effectiveness of its existing plan and the 2009 amended plan has been approved by the State Records Commission.

Identification of recordkeeping training needs is ongoing and as identified, processes are put in place to deliver the required training.

GOVERNMENT POLICY REQUIREMENTS

SUBSTANTIVE EQUALITY

The Department for Culture and the Arts reports on substantive equality for the whole of the Culture and Arts Portfolio.

OCCUPATIONAL SAFETY, HEALTH AND INJURY MANAGEMENT

In compliance with the Public Sector Commissioner's Circular 2009–11: *Code of Practice: Occupational Safety and Health in the Western Australian Public Sector*, the following information addresses the reporting requirements for 2009–10.

Health and safety is an integral part of management principles of the Museum's strategic and operational activities. The Museum is committed to ensuring that all employees, contractors, volunteers and visitors are safe from injuries and risks to their health while they are on the Museum premises or out on Museum's business and accepts that employee health and safety is primarily the Museum's responsibility.

All injuries and workers' compensation issues for Museum staff are managed by the Insurance Commission of Western Australia (ICWA) and processed through the Department for Culture and the Arts.

The Museum has OSH representation for all its sites who work closely with site managers and staff. In the metropolitan area the OSH committees consists of management representatives and elected staff representatives. OSH committee meetings are quarterly and representatives recommend preventative actions, audit work areas and analyse all incident hazard and accident reports and liaise with staff in their specific areas. The OSH executive officer submits a monthly report to the Museum's executive management team and a quarterly report to the Board of Trustees. All important issues are referred to the Corporate Risk and Compliance Committee for appropriate action.

As required by the *Workers' Compensation and Injury Management Act 1981*, the DCA Injury management policy applies to all its agencies including the WA Museum. Employees of the portfolio who sustain a work-related injury or work-related disease during the course of their work are covered by this policy.

The Department is committed to assisting injured employee's return to work as soon as medically appropriate and to adhering to the requirements of the *Workers' Compensation Code of Practice (Injury Management) 2005* and the *Workers' Compensation and Injury Management Act 1981* in the event of a work-related injury, illness or disability.

Injury management is co-ordinated by the HR unit of the Department for Culture and the Arts and specifically through the HR Manager of the agency. The coordinator is responsible for:

- Maintaining regular contact with any injured worker.
- Coordination of the provision of suitable alternative duties as soon as is warranted in conjunction with the relevant agency.
- Liaison with all relevant parties, including medical practitioners, contracted rehabilitation providers and representatives of injured workers.
- Maintaining, monitoring and reviewing the injury management programme.
- Maintaining effective communications and relationships with the relevant workers' compensation case managers, injured workers and other rehabilitation personnel.
- Ensuring workers are fully apprised of their rights and responsibilities in the event of a work-related injury or illness.

The Manager Health and Wellness consults with the injured employee and his or her medical practitioner as part of a return to work programme. The portfolio supports the injury management process and recognises that success relies on the active participation and cooperation of the injured employee. All injured employees are treated with dignity and respect. Procedures for injury management and workers’ compensation follow legislative requirements, ensure appropriate confidentiality and demonstrate procedural fairness.

Following a formal evaluation of OSH management by WorkSafe at the WA Museum – Perth site in 2007/08, the issues raised have been addressed across the organisation’s sites. A detailed report on the actions taken to comply with the WorkSafe observations was submitted to the WA Museum’s executive management team and WorkSafe. In 2009–10 the Museum updated its HazChem protocols and also developed a Laboratory Manual for the staff as well as finalised its Dangerous Goods Policy.

A report of annual performance for 2009–10 against the following:

Indicator	Target 2009–10	Actual 2009–10
Number of fatalities	Zero (0)	0
Lost time injury/diseases (LTI/D) incidence rate	Zero (0) or 10% reduction on previous year	2.02
Lost time injury severity rate	Zero (0) or 10% improvement on previous year	20
Percentage of injured workers returned to work within 28 weeks	Actual percentage result to be reported	66.67%
Percentage of managers trained in occupational safety, health and injury management responsibilities *	Greater than or equal to 50%	Not recorded *

* Records are not kept at DCA level for this category. Training requirements will be considered as part of the OSH Framework review.

APPENDICES

2009–10 BOARD AND ADVISORY COMMITTEES

WA MUSEUM BOARD OF TRUSTEES MEMBERS:

Mr Tim Ungar, Chairperson (6 meetings out of a possible 6) - Mr Tim Ungar, Chairman of the WA Museum Board of Trustees, has had extensive experience as a senior executive in the telecommunication and technology industries both in Australia and overseas. He is Chairman of TSA Telco Group, a national market acquisition and retention company headquartered in WA, Governor of the WA Museum Foundation and a member of the WA Olympic Business Committee. Mr Ungar has previously been a Director of the WA Water Corporation and later Chairman.

Professor Tracey Horton (2 out of a possible 6) - Professor Tracey Horton represents both academia and business on the Board. Professor Horton is the Dean of the University of Western Australia's Business School. She began her career as an economist with the Reserve Bank of Australia and worked in the United States before returning to Perth in 2000 as a Director of Poynton & Partners and GEM Consulting. She is also Chair of the WA Museum Foundation, the Chair of D'Orsogna and a board member for Edge Employment Solutions.

Mr Steve Scudamore (5 out of a possible 6) - Mr Steve Scudamore has more than 20 years advisory experience with mining, oil and gas, natural resources and power generation companies and has acted as an adviser in a diverse range of domestic and international transactions including valuations, ENR sector rationalisation and mergers and acquisitions. Mr Scudamore chairs the Museum Board's Finance Sub-Committee.

Professor Geoffrey Bolton (5 out of a possible 6) - Professor Geoffrey Bolton was Chancellor of Murdoch University from 9 July 2002 – 24 November 2006. He has been a member of Murdoch University Senate from 1973–76 and again from 1999 – 2006. He is the Senior Scholar in Residence at Murdoch and has held chairs of history at four Australian universities. He was the Foundation Professor of Australian Studies at the University of London and the Foundation Professor of History at Murdoch University including periods as Pro Vice Chancellor, Dean of Social Inquiry and ABC Boyer Lecturer. Professor Bolton is the recipient of the Order of Australia, Citizen of WA 2003 and the Professions Award for a lifetime teaching and promoting Western Australia's history.

Ms Sara Clifton (6 out of a possible 6) - Ms Sara Clifton is a chartered accountant by profession with extensive experience in finance and capital markets, investor and media relations, business journalism, government relations and regulatory issues, as well as issues and crisis management. The demand for strategic investor and media relations consultancy services in Perth prompted Ms Clifton to establish her own business Clifton Counsel in February 2007. She is also a member of the Australian Institute of Company Directors.

Mr Wayne Osborn (3 out of a possible 6) - Mr Wayne Osborn recently retired in February 2008 as chairman and Managing Director of Alcoa of Australia, the global leader in alumina production and Australia's sixth largest resources sector exporter. He was also a vice president of Alcoa Incorporated, elected by the company's Board of Directors in November 2006. Mr Osborn has 35 years of experience in the Australian mining, resources and manufacturing sectors. He has contributed to Australia's export development, particularly the growth of significant markets for aluminium products in the Asia Pacific region. He was recently appointed as the inaugural chairman of GESB Mutual Ltd (GML). GML provides superannuation for 290,000 WA public sector employees with \$9 billion in funds under management and mutualised on 1 July 2008.

Professor Anita Lee Hong (3 out of a possible 6) - Associate Professor Anita Lee Hong is the Director of The Centre for Aboriginal Studies at the Curtin University of Technology. Associate Professor Anita Hong is a descendant of the Badjala and Darraba language groups located throughout Queensland. Born in Cairns, Far North Queensland, she was educated in Cairns and has spent most of her life there until she moved to Perth in March 2002. She completed a Masters of Human Rights Education in 2006, a Graduate Certificate of Tertiary Teaching in 2003 and a Bachelor of Applied Science Indigenous Community Management and Development (Vice Chancellor's List) in 2002 at Curtin University.

Ms Allanah Lucas, ex-officio member (attended or represented at 6 out of a possible 6) - Ms Allanah Lucas, Director General, Department for Culture and the Arts. Allanah has worked in the arts for more than 25 years both in Australia and in the UK. As a professional arts administrator, a performing arts producer, presenter and practitioner, researcher, consultant and tutor, she holds diverse business, management, creative, industrial and academic skills.

THE WESTERN AUSTRALIAN MUSEUM ABORIGINAL ADVISORY COMMITTEE (WAMAAC)

Ms Irene Stainton (Chair); Mr Ken Colbung †; Ms Carly Lane; Mr John Mallard; Ms Michelle Webb; Mr Tony Calgaret (2010); Ms Bev Port-Louis (2010).

MARITIME ARCHAEOLOGY ADVISORY COMMITTEE

Prof. Geoffrey Bolton (Chair), Dr Ian Crawford, Prof. John Penrose, Mr John Morhall, Prof. David Dolan, Mr Joel Gilman, Mr Greg Finlay, Mr Rodney Hoath, Mr Damian Luscombe, Dr David Wood.

WESTERN AUSTRALIAN MUSEUM – MARITIME ADVISORY COMMITTEE

Mr Ron Packer (Chair); Dr Nonja Peters (Deputy Chair); Mrs Pat Barblett; Professor Geoffrey Bolton AO CitWA; Hon Richard Court AC; Mr Warwick Gately AM; Mr David Lynn; Ms Astrid Norgard; Ms Jaime Phillips; Professor Geoff Shellam.

WESTERN AUSTRALIAN MUSEUM – GERALDTON ADVISORY COMMITTEE

Mr Malcolm Smith (Chair); Mr Bob Urquhart (Deputy Chair); Cr Ron Ashplant; Cr Graeme Bylund; Mr Simon Forrest; Dr Mort Harslett; Ms Vicki Martyn; Cr Gary Martin from Dec 3, 2009; Mr Bill Patrick †; Ms Andrea Selvey; Mrs Anne Jefferies from Dec 3 2009.

WESTERN AUSTRALIAN MUSEUM – KALGOORLIE–BOULDER ADVISORY COMMITTEE

Committee Members: Barry Kingston (Chair to March 2010); Russell Cole (Deputy Chair to March 2010); Mr Frank Andinach; Deborah Botica; Ms Barbara Piercey; Mr Scott Wilson; Mr Laurie Ayres.

WESTERN AUSTRALIAN MUSEUM – ALBANY

The WA Museum, Albany continued to progress site focus groups – specific interest/ operational areas.

SPONSORS, BENEFACTORS AND GRANTING AGENCIES

720 ABC Perth
Alcoa Foundation
Alcoa of Australia
All Seasons Hotel
Apache Energy
Aquila Resources
Australia & Pacific Science Foundation
Australian Biological Resources Study
Australian Institute of Aboriginal and Torres Strait Islander Studies
Australian Institute of Marine Science
Australian Marine Mammal Centre
Australian Research Council
BHP Billiton – Iron Ore
BHP Billiton – Matched Giving Program
Biota Environmental Sciences
Census of Coral Reefs Ecosystems
Chevron Australia – Gorgon
Cliffs Resources
Commonwealth Scientific and Industrial Research Organisation
Curtin University
Department of Culture and the Arts
Department of Defence
Department of Environment and Conservation
Department of Environment, Water, Heritage and the Arts
Department of Innovation, Industry, Science and Research
Department of Treasury
Discus Print
D’Orsogna
East Perth Redevelopment Authority
Fini Olives
Flinders University
Friends of the Western Australian Museum
Geosciences Australia
Hawaiian
Hermon Slade Foundation
Horton, Prof Tracey
Italian Chamber of Commerce and Industry
Italo-Australian Welfare & Cultural Centre Inc
Kailis & France Holdings Pty Ltd
Kailis Bros Pty Ltd
Kailis Consolidated Pty Ltd
Kolichis, Mr N
KPMG
Little Creatures Brewing
Lotterywest
Mercure Hotel
MG Kailis Group
Moore Stephens
Mosmans Restaurant
Mt Gibson Iron
Murdoch University
National Geographic
National Science Foundation
North West Shelf Shipping Service Company Pty Ltd
Office of the Premier
Osborn, Mr Wayne
Phelps, Mrs Rosalind-Ruth
Rio Tinto
Saracen Estate
Singapore Airlines
Skywest Airlines
Slayter, Mrs Mary Josephine †
South Australian Museum
Strategen
Ungar, Mr Tim
University of Connecticut
University of Western Australia
Verve Energy
Vmoto Motorcycles
Water Corporation
West Australian Regional Newspapers
Western Australian Marine Science Institution
Western Australian Museum Foundation
Western Power
WMC – Sir Lindesay Clark Trust Fund
Woodside Energy Ltd

For more information about how you can help make a difference, please visit the Museum’s website at www.museum.wa.gov.au

2009–10 TEMPORARY EXHIBITIONS

The Museum hosted the following exhibitions in the reporting period:

WAM Exhibitions 1 July 2009 - 30 June 2010			
Exhibition	Loaning Institution	Site	Dates
A Turkish View	Australian War Memorial	Albany	23/03/09-22/07/09
Toys – Science at Play	Scitech	Albany Eclipse	06/08/09-11/10/09
Darwin and Australia	National Museum of Australia and WA Museum	Albany Residency	24/11/09-28/02/10
ANZANG: Nature and Landscape Photographer of the Year	ANZANG	Albany	09/12/09-10/02/10
Pinjarra Massacre Project	Art on the Move	Albany	23/03/10-13/05/10
Shellshocked	National Archives	Albany	05/06/10-31/07/10
20 th Annual Clem Burns Heritage Award	WA Museum	Geraldton	05/06/09-19/07/09
Celestia Photographica (Space Lounge)	Perth Observatory	Geraldton	04/08/09-29/09/09
Video Dome (Space Lounge)	Art on the Move	Geraldton	04/08/09-11/10/2009
Burzynsky Australian Minescapes	WA Museum	Geraldton	04/12/09-14/02/10
ANZANG: Nature and Landscape Photographer of the Year	ANZANG	Geraldton	25/02/10-18/04/10
21 st Annual Clem Burns Heritage Award	WA Museum	Geraldton	11/06/10-18/07/10
Journeys of Enlightenment	WA Museum	Maritime	16/10/08-30/10/09
Exposed! The Story of Swimwear	Australian National Maritime Museum	Maritime	21/11/09-07/02/10
FotoFreo	FOTOFREO	Maritime	20/03/10-19/04/10
ANZANG: Nature and Landscape Photographer of the Year	ANZANG	Maritime	29/04/10-11/07/10
Nick Cave: the exhibition	The Art Centre, Melbourne	Perth	22/05/09-19/07/09
Diggers, Dealers & Doers	WA Museum	Kalgoorlie-Boulder	31/07/09-19/03/10
Tura	Tura	Perth	14/09/09-18/09/09
Jade Buddha	The Great Stupa for Universal Compassion, Bendigo	Perth	31/10/09-15/11/09
Awesome	Awesome	Perth	23/11/09-29/11/09
Darwin and Australia	National Museum of Australia and WA Museum	Perth	24/11/09-11/03/10
Dinosaurs Alive	Exhibition Projects	Perth	06/12/09-07/03/10
Nikon-Walkley Awards	Fotofreo	Perth	20/03/10-18/04/10
World Press Photos	Fotofreo	Perth	20/03/10-18/04/10
Victoria Cross	Australian War Memorial	Perth	20/03/10-02/05/10
Darwin & Australia	National Museum of Australia & WA Museum	Kalgoorlie-Boulder	26/03/10-28/05/10
A Day In Pompeii	SANP	Perth	21/05/10-05/09/10
WAMI	Perth Centre of Photography, WA Music Industry, WA Museum	Perth	13/05/10-19/07/10