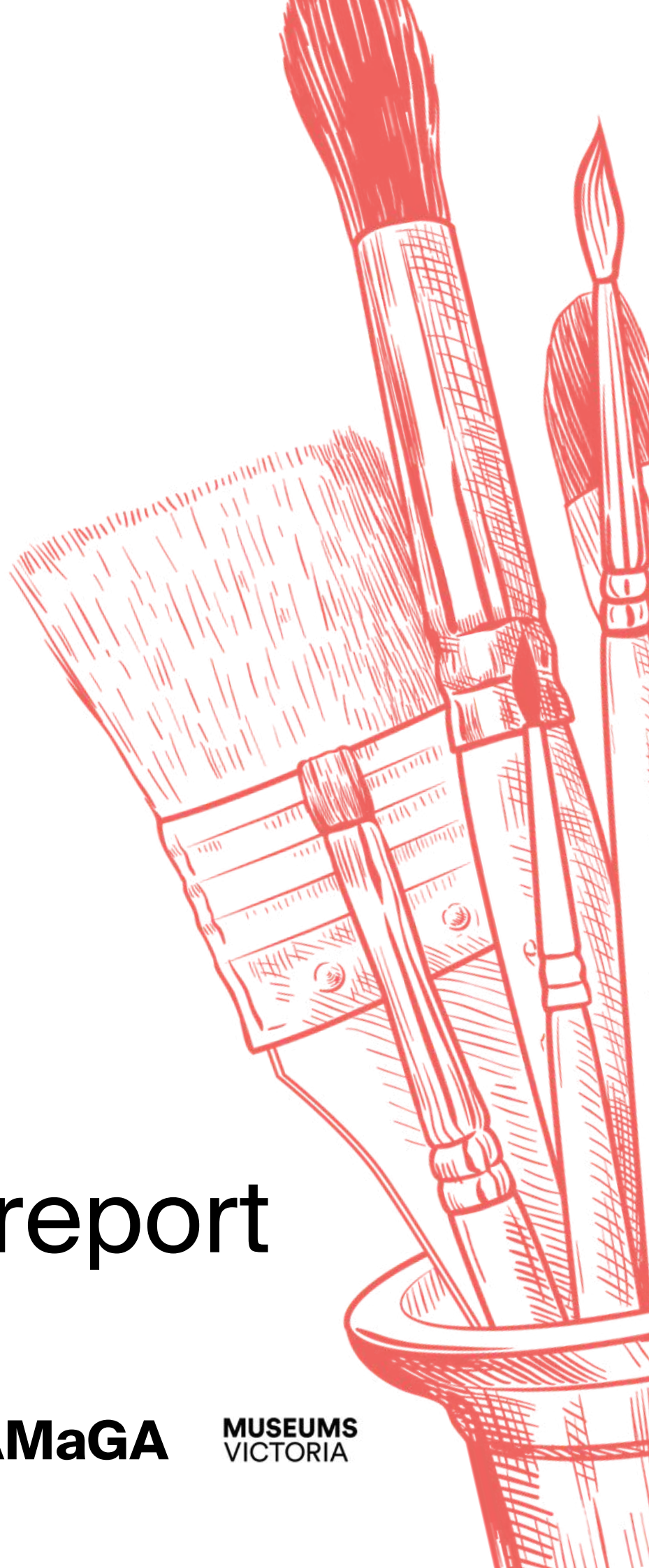


AMaGA
Victoria



2024

Annual report



CREATIVE
VICTORIA

AMaGA

**MUSEUMS
VICTORIA**

TABLE OF Contents

About AMaGA Victoria	<u>02</u>	Programs & Professional Development	<u>15</u>
Services & Programs	<u>03</u>	Victorian Collections	<u>19</u>
Year at a Glance	<u>04</u>	Accreditation Programs	<u>21</u>
On the Road: Outreach	<u>05</u>	Communications	<u>24</u>
President's Report	<u>06</u>	Paid Internship Program	<u>27</u>
Treasurer's Report	<u>08</u>	Acknowledgements	<u>32</u>
Executive Director's Report	<u>10</u>	Image Credits	<u>35</u>
Governance & Support	<u>13</u>	Financial Report	<u>36</u>

ABOUT AMaGA Victoria

AMaGA Victoria is the largest state branch of the Australian Museums and Galleries Association, the national peak body supporting those who care for and share Australia's cultural, artistic, and natural heritage. Established in 1994, the Association brings together a diverse community of professionals, volunteers, and organisations across the country.

We're led by an elected Committee and are dedicated to supporting the sector through advocacy, tailored programs, and professional development. Our membership reflects the breadth of the sector — from public galleries and museums to historical societies, botanic gardens, archives, and unique specialist collections. We also represent individuals working or volunteering in these spaces, helping to build skills, foster connections, and strengthen the sector across the state.

VISION

A dynamic Victorian museum and gallery sector embedded in community.

PURPOSE

To enable and inspire change in our sector and how people see and understand the world.

OUR VALUES

Leadership

- Innovation – we see new ideas and ways of doing things as opportunities
- Excellence – we deliver quality service in a professional and ethical manner
- Integrity – we hold ourselves to account for everything that we do
- Courage – we commit to facilitating challenging conversations
- Trust – we respect and build mutual trust

Relationships

- Collaboration – we value working with others
- Engagement – we understand and meet the changing needs of our sector through consultation and stakeholder engagement
- Empower – we work with museums and galleries in support of their development

Inclusion

- Care – we see people and communities as central to our work
- Diversity – we acknowledge all differences and encourage accessibility
- Equity – we create an open and safe environment

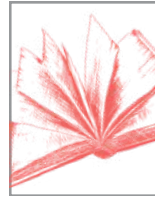


SERVICES & Programs



EVENTS & PROFESSIONAL DEVELOPMENT

Our annual calendar of events is developed in six-month increments, allowing us to adapt to the evolving needs of the sector while maintaining a diverse and high-quality program. It features webinars, tours, workshops, masterclasses, and on-demand training, catering to individuals at all career stages—emerging, mid-level, and expert museum and gallery staff, as well as volunteers. This approach ensures our offerings remain relevant and timely.



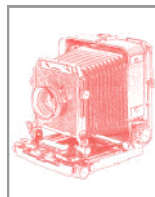
PAID INTERNSHIP PROGRAM

Delivered in partnership with Deakin University, we offer a unique opportunity for current students or recent graduates to gain extended hands-on experience in the museum and gallery sector. Through advocacy work, programming, and public engagement, the initiative aims to equip interns with the skills, experience, and connections needed to enhance their prospects in a competitive job market.



VICTORIAN COLLECTIONS (VC)

Victorian Collections is a free online cataloguing system created especially for community collecting organisations and small museums in Victoria. Introductory workshops in collection management, cataloguing, and photography are held throughout the year. You may also browse through items on VC by visiting victoriancollections.net.au.



EQUIPMENT LENDING PROGRAM (ELP)

AMaGA Victoria now offers member organisations access to digitisation equipment, supporting the documentation of collections while enhancing audience engagement through digital means. Available at no cost, the equipment includes cameras, backdrops, scanners, archival kits, and digitisation props.



ACCREDITATION PROGRAMS

Our gold-standard Accreditation Programs comprise of the Museum Accreditation Program (MAP) and the Community Museum Accreditation Program (CMAP). Through a holistic, peer-supported model of excellence developed according to the “National Standards for Australian Museums and Galleries,” the Programs enable strong mentoring between participants and sector experts. This facilitates the sharing of best practice, up-skilling of staff and volunteers, and raising the organisations’ profiles.



COMMUNICATIONS & RESOURCES

AMaGA Victoria offers a variety of resources and support for the museum sector through its website and fortnightly e-bulletin. These include training videos, recorded webinars, as well as a resource library featuring best practice guidelines. The website also provides access to a consultancy register, suppliers list, and the “Closer Look” podcast. Additionally, dedicated disaster response resources are available to assist affected communities when needed.

YEAR AT A Glance

INCOME

\$746K

\$617.3K Grants

\$128.9K Other income

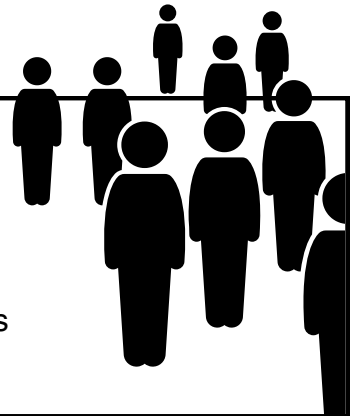


MEMBERS

376

206 Organisations

170 Individuals



REACCREDITATIONS

10

6 MAP organisations
4 CMAP organisations



ADVOCACY

10

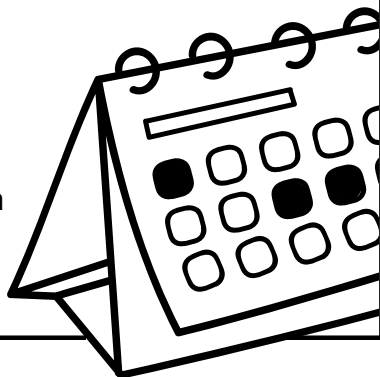
8 Consultations
2 Submissions



EVENTS

48

24 In-person
23 Online
1 Hybrid



SITE VISITS

42

22 VC
12 Accreditation
8 GLAM Tour



WEB VIEWS

2.9M

2.9M VC
33K AMaGA Victoria



PARTICIPANTS

1195

1192 Individuals
3 Organisations (ELP)



ON THE ROAD: Outreach



GLAM-SHOW

- Australia National Surfing Museum
- Beleura House and Garden
- Budj Bim Cultural Landscape
- Dromana and District Historical Society
- Flagstaff Hill Maritime Museum
- National Wool Museum
- Otway Districts Historical Society
- Sorrento Museum



ACCREDITATION

- Andrew Ross Museum
- Beleura House and Garden
- Bundoora Homestead
- Golden Dragon Museum
- Jewish Museum of Australia
- Koorie Heritage Trust
- Melbourne Holocaust Museum
- National Wool Museum
- Running Rabbits Military Museum
- Shepparton Art Museum
- Shrine of Remembrance
- Woody Yaloak Historical Society



VICTORIAN COLLECTIONS

- Coburg
- Ballarat
- Benalla
- Bendigo
- Box Hill
- Carlton
- Caulfield
- Dandenong
- Emerald
- Kew
- Linton
- Lorne
- Malmsbury
- Malvern
- Melbourne
- Meeniyah
- Ringwood
- St Kilda
- Smythesdale
- Sunbury
- Torquay



EQUIPMENT LENDING

- Broadmeadows Historical Society
- The Johnston Collection
- Women's Art Register



President's Report

I am pleased to present this report as the new President of AMaGA Victoria. 2024 marked a year of both continuity and renewal for the organisation. Building on a strong foundation established under the leadership of my predecessor, Andrew Hiskens, we have expanded our efforts to deliver meaningful support to the museums, galleries, and collecting organisations.

We continue to deliver core programs essential to ensuring best practice across all areas of the sector, while rolling out new initiatives that respond to current needs and future opportunities. Importantly, we have increased our focus on building a collegial and collaborative community, including through networking opportunities, the exchange of ideas and knowledge, and celebrating our members' achievements.

This year we piloted new support programs to strengthen the capacity of our members, particularly those in regional and smaller communities. We launched our Equipment Lending Program - a practical and accessible digitisation solution for small organisations. We continued to invest in emerging professionals through our Paid Internship Program, welcoming our first intern and laying important groundwork for the program's future growth and refinement in years to come.

In September 2024, AMaGA Victoria contributed to the delivery of the AMaGA National Conference in Ballarat. AMaGA Victoria's involvement included programming Day One of the conference, in partnership with the Public Galleries Association of Victoria, and coordinating and delivering the National Awards. It was especially gratifying to see the conference so successfully embedded into the cultural

life of my hometown, Ballarat. I would like to acknowledge the efforts of Executive Director, Dr Ashley Robertson and the AMaGA Victoria team, our conference programming committee, and all members who contributed to making the 2024 National Conference a great success.

I encourage you to explore the Annual Report for deeper insights into the important and ambitious work undertaken by the AMaGA Victoria team throughout the year.

BRANCH COMMITTEE

2024 was an election year for the Branch Committee, and with it came both change and continuity. We bid farewell to two long-serving members, Andrew Hiskens and Kim Biggs.

Andrew Hiskens, stepped down as President in 2024 after ten years of extraordinary service on the Committee, including four years of thoughtful and strategic leadership as President. On behalf of the Committee and the membership, I extend our deep gratitude to Andrew for his dedication to the organisation. Although his time with the Branch Committee has concluded, we are fortunate that Andrew now serves on the AMaGA National Council, where he continues to represent the interests of Victoria's museums and galleries at a national level.

Kim Biggs, concluded her term as an Ordinary Member, having made a valuable contribution to both the Committee and in support of AMaGA Victoria's programs, including through sharing her strong collection and curatorial knowledge.

We also saw some internal role transitions: **Monica Cronin** stepped into the role of Vice President, and **Sione Francis** took on the role of Secretary, both having previously served as Ordinary Members.

We welcomed **Christine Healey** to the Committee, who brought with her a strong background in education and a deep sector engagement. In addition, the following committee members continue in their current roles, with **Siobhan Baker** serving as Treasurer, and **Indigo Holcombe-James** and **Megan Sheehy** as Ordinary members.

My sincere thanks to Committee members, past and present, for their intellectual and practical contributions to AMaGA Victoria, and their enthusiastic engagement and support for its critical work.

It is an honour to take on the role of President at such an exciting time for AMaGA Victoria, and during a fascinating and challenging time for museums and galleries globally. I look forward to working with the Branch Committee, National Council, staff, and sector colleagues, and members, as we continue to support, nurture, and champion the vital work of museums and galleries across Victoria.

STRATEGIC DIRECTION

Our current Strategic Plan (2021–2025) has provided a strong framework to guide our decisions and priorities through a period of significant change and



sector-wide challenges. It has supported us in navigating uncertainty while remaining focused on our values of fostering **leadership, relationships, and inclusion**.

Over the past year, we've made incredible strides in delivering on those commitments, and as I write, we've already begun looking ahead to the next iteration of the Plan. This forward-focus will ensure we continue to meet the evolving needs of our community, strengthening the impact of the Victorian sector.

OUR THANKS

On behalf of the Branch Committee, Executive Director, and staff, I wish to thank our many friends and supporters who have contributed to AMaGA Victoria's successes and achievements over the past year. We appreciate the dedication of those who volunteered their time and expertise in advisory roles, speaking engagements, award judging, mentorship, and other invaluable contributions. **A full list of our supporters can be found on [pages 32-34](#).**

We sincerely thank **Creative Victoria** for its substantial investment and guidance, which has been pivotal in strengthening our organisation and supporting the communities we serve through core funding, Victorian Collections, and other vital partnerships. We also acknowledge **The Honourable Colin Brooks MP**, Victoria's Minister for Creative Industries for his steadfast support of our sector.

We are indebted to **Museums Victoria** for its continued support, which has been a cornerstone of our work for many decades. Its generosity in providing office space, meeting rooms, campus facilities, and access to staff expertise across Melbourne Museum, Immigration Museum, Royal Exhibition Building, and Scienceworks has been invaluable.

Finally, on behalf of the Branch Committee, I wish to thank the staff of AMaGA Victoria. Our dedicated team of sector specialists is led with talent and determination by Executive Director, Dr Ashley Robertson. From Victorian Collections to the Accreditation Programs, though to training, events, projects, and conversations big and small, our team is driven by a strong sense of vocation and a deep commitment to serving our members.

ANTHONY CAMM
President



Treasurer's Report

I'm pleased to share the Treasurer's Report for AMaGA Victoria, covering the 12-month period ending 31 December 2024.

We commenced 2024 with healthy reserves and cash flow, which were closely monitored by the Branch Committee throughout the year. I'm pleased to report that the organisation concluded the year in a robust financial position.

FINANCE COMMENTARY

The financial statements for the reporting period indicate a **surplus of \$12,591**. This was largely due to savings in program costs and staffing, high engagement with our on-demand and event offerings, and further implementation of efficiencies in core administration costs.

Our grant income for the year was \$617,263, which was \$289,660 less than the previous year due to the conclusion of special project funding. Our total **expenses for the year were \$733,557**, which was \$203,717 less than the previous year.

As at 31 December 2024, our **members' equity was \$208,742**, which is up \$12,591 from 2023. Our end of 2024 **cash position was strong at \$463,706**, which is slightly down from our cash-on-hand balance of \$484,842 in 2023. Full financial statements can be accessed on [pages 36-38](#).

With the ongoing support of our members and stakeholders, we remain well-placed to continue our work championing museums and galleries across Victoria, and to navigate any future uncertainties.

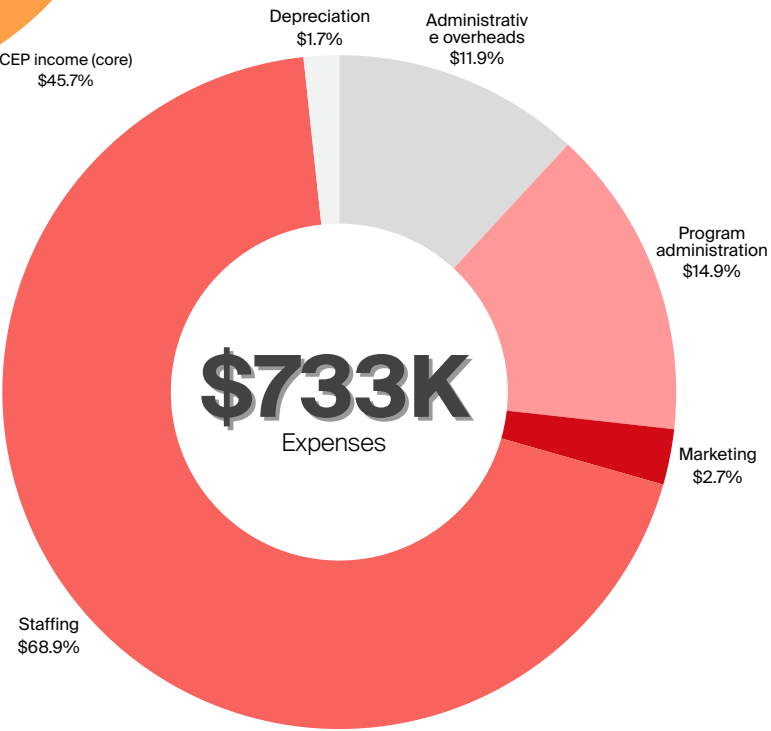
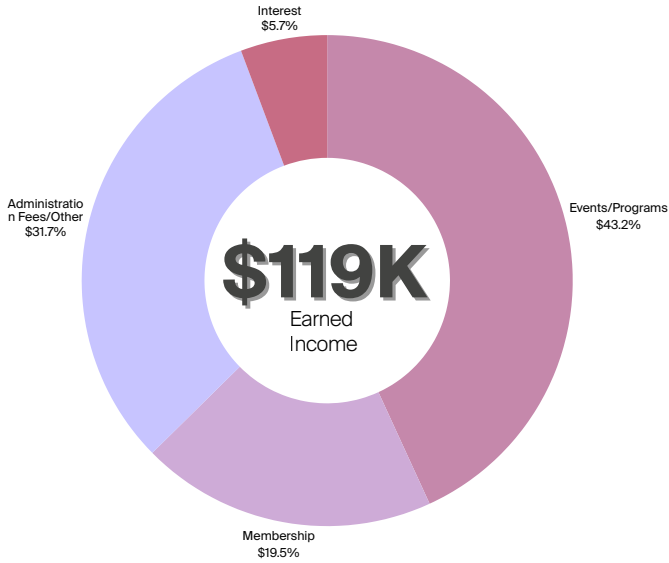
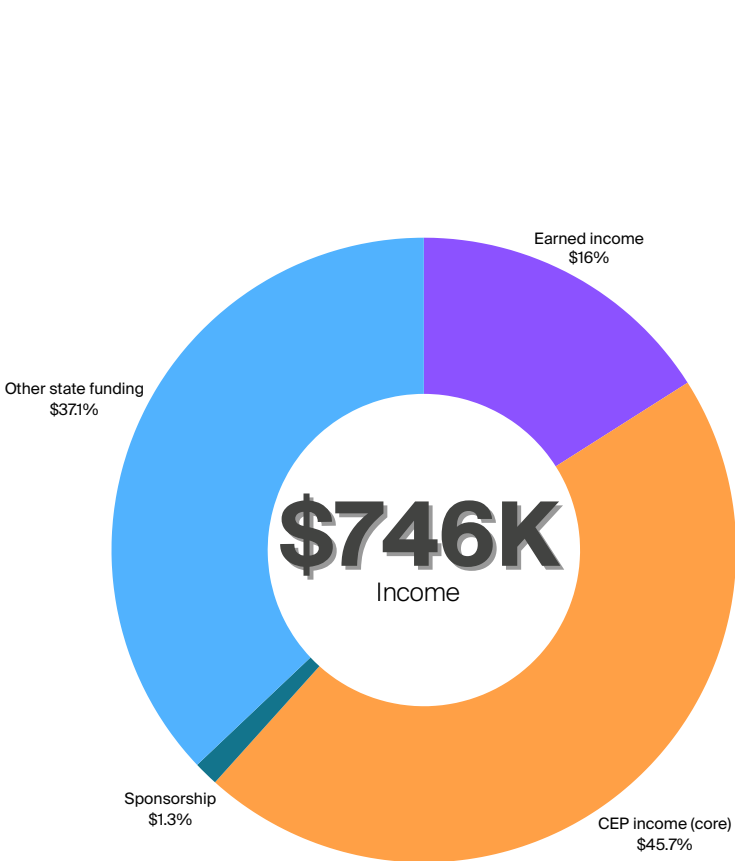
I extend sincere thanks to Finance Manager Tammy Currie, Executive Director Ash Robertson, incoming President Anthony Camm, outgoing President Andrew Hiskens, and all members of the Branch Committee for their invaluable contributions throughout the year.

SIOBHAN BARKER

Treasurer

KEY STATISTICS

Finance





“2024 has been a year of meaningful engagement and strengthened connections. Our work has centred on launching new capacity-building programs, hosting industry-leading events, and amplifying advocacy for sustainable sector support models, especially for the small and community-run museums.”

DR ASHLEY ROBERTSON
Executive Director



Executive Director's Report

For AMaGA Victoria, 2024 has been a year of meaningful engagement and strengthened connections. Our work has centred on launching new capacity-building programs, hosting industry-leading events, and amplifying advocacy for sustainable sector support models, especially for the small and community-run museums. From professional development to strategic partnerships, our efforts are designed to meet the evolving needs of our members and the communities they serve.

FUNDING

In 2024, AMaGA Victoria was grateful for continued support through Creative Victoria's **Creative Enterprises Program (CEP)**, with **\$340,665 annually** over four years dedicated to our core operations. This essential funding enables us to maintain our services, while also allowing us to be agile and responsive to the changing needs of the museum and gallery sector. You'll hear more about the innovations made possible by this support throughout this report.

Creative Victoria also allocated **\$193,000** to support the operations, training, and ongoing CMS support for **Victorian Collections**. An **additional \$45,000** was also awarded for a 12-month data migration project, to facilitate data transfers and expanding access to Victoria's distributed collections.

SECTOR ADVOCACY

AMaGA Victoria continued to advocate strongly for a sustainable, inclusive, and well-resourced museum and gallery sector, with a particular focus on

supporting small and community-run organisations. We made formal submissions to both the **Victorian Parliamentary Inquiry into the Cultural and Creative Industries** and the **Creative State 2025** consultation process, calling for long-term investment in people, places, and collections. Our advocacy was shaped by **extensive member consultation via surveys, site visits, and public forums**, ensuring that lived experience and sector expertise were front and centre in our recommendations.

Beyond these formal submissions, we actively participated in **eight consultations** across state government, university, and cultural sectors. These covered a broad range of issues including innovations in digitisation and access, distributed collections, strategic planning, and the social impact of audience engagement. In all forums, we championed the critical role that museums and galleries play in community wellbeing, education, and the safeguarding of and access to Victoria's rich cultural heritage.

We also provided **seven letters of support** for infrastructure upgrades, significance assessments, and other initiatives, ensuring that members are backed by our endorsement where it matters most.

PARTNERSHIPS

Collaboration remained central to AMaGA Victoria's work in 2024, as we continued to strengthen our relationships with key partners across the sector.

A highlight this year was our deepened partnership with the **Public Galleries Association of Victoria**



(PGAV), through two flagship events. First, we co-hosted **Victoria In-Focus** during the opening day of the National Conference in Ballarat, which spotlighted the vibrancy and diversity of Victoria's museums and galleries. The event offered a platform to explore the unique arts and cultural heritage of our state and reinforced our commitment to collaboration and professional development within the sector.

Later in the year, we marked the second year of our partnership on the 2024 **Victorian Museums and Galleries Awards**, an event that celebrates excellence and significant contributions across the sector. Our sincere thanks go to **Archival Survival**, **Deakin University**, and **Science Gallery Melbourne** for their generous support of the Awards, and to **Sammy J**, whose dynamic MC skills added a special touch to the evening.

We also wish to acknowledge the enduring partnership with **Museums Victoria** in supporting the **Victorian Collections (VC)** project. Through this partnership, Museums Victoria continues to play a vital role in the leadership and evolution of the project. This continued collaboration ensures that Victorian Collections remains a cornerstone resource for the sector, supporting collections documentation, discovery, and access across the state.

Another highlight of 2024 was the **Paid Internship Program**, a partnership with **Deakin University**. This program welcomed its first intern in January, providing an invaluable 12-month paid placement designed to support early-career professionals. The program not only offers participants mentorship and on-the-job experience but also enhances their professional networks, ensuring that the next generation of museum and gallery professionals is well-equipped for success in an evolving sector.

MEMBER SUPPORT

In 2024, AMaGA Victoria continued to deliver key programs to support our members, including the Accreditation Program and Victorian Collections.

We launched the **Equipment Lending Program**, which offers small and community-run member organisations access to professional tools for digitisation, helping overcome significant cost barriers and building capacity. This year, **we supported three organisations** and look forward to expanding this initiative in the coming years to assist more regionally-based organisations.

As always, we offered a range of professional development opportunities, both in-person and online, and kept members informed through our regular Members Bulletin and social media updates. For more on these offerings, I encourage you to explore the full report, where we provide details on how these initiatives are strengthening the sector.

WITH THANKS

Finally, I want to echo the sentiments shared by Anthony Camm in his President's Report, and add my personal thanks to our stellar Victorian team and dedicated Branch Committee. I'm particularly grateful to Andrew Hiskens and Anthony Camm, whose combined contributions and support shaped and strengthened our work. With 2025 already shaping up to be a promising year, I'm looking forward to what lies ahead—and to connecting with many of you at our upcoming events and networking opportunities.

DR ASHLEY ROBERTSON

Executive Director

GOVERNANCE & Support

AMaGA Victoria is fortunate to be supported by a highly skilled and dedicated team, working in close collaboration with various governance bodies to shape the future of the sector. The strength of our organisation lies not only in the expertise of our staff but also in the guidance provided by our elected Branch Committee, Advisory Committees, and sector partners.

BRANCH COMMITTEE

The work of AMaGA Victoria is steered by an elected Branch Committee that provides essential oversight and governance. Comprising individuals with diverse expertise across the cultural and creative industries, the Branch Committee plays a vital role in setting strategic direction and ensuring that the organisation's objectives are aligned with the needs of our members.

2024 was an election year for AMaGA Victoria, and we would like to acknowledge the transitions within the Branch Committee. We extend our sincere gratitude to the following members who moved on from their roles:

- **President:** Andrew Hiskens, Consultant
- **Vice President:** Karina Lamb, Director, Community & Corporate, Hepburn Shire Council
- **Ordinary Member:** Kim Biggs, Coordinator, Australian National Surfing Museum

We also welcome the new members who joined us this year:

- **Ordinary Member:** Christine Healey, Lecturer, RMIT University

Additionally, we would like to congratulate those who have transitioned into new roles within the committee:

- **Secretary to President:** Anthony Camm, Manager, Eureka Centre Ballarat

- **Ordinary Member to Vice President:** Monica Cronin, Heritage Specialist, Kingston City Council
- **Ordinary Member to Secretary:** Sione Francis, Coordinator, Collection Storage and Logistics, Museums Victoria

We would also like to acknowledge the following members who remain in their current roles:

- **Treasurer:** Siobhan Baker, FCPA, MAICD, Director, Business and Services, Korowa Anglican Girls' School
- **Ordinary Member:** Indigo Holcombe-James, Strategic Research Lead, ACMI
- **Ordinary Member:** Megan Sheehy, Program Director, Yarra Ranges Regional Museum



ACCREDITATION PROGRAMS ADVISORY COMMITTEE

The success and integrity of the Accreditation Programs are made possible through the guidance of the Accreditation Programs Advisory Committee. This group of experienced professionals brings deep sector knowledge and a strong commitment to best practice in museum and gallery standards.

The Advisory Committee plays a pivotal role in shaping the direction of the programs—offering strategic advice, peer insight, and sector expertise to ensure the programs remain rigorous, relevant, and responsive to the needs of the cultural sector. We thank the following members for their valuable contributions throughout the year:

- **Elizabeth Marsden (Chair):** Collections & Archives Manager, College of Design & Social Context, RMIT University
- **Simone Ewenson (Vice Chair):** Heritage Collections Officer, City of Greater Bendigo
- **Jo-Anne Cooper:** Museum Consultant
- **Samantha Hamilton:** CEO, Rock Art Australia (until October)
- **Robert Hudson:** Cultural Business Coordinator, Krowathunkooloong Keeping Place
- **Tom Jarvis:** Partner, Johnson Winter & Slattery
- **Gary Lawrence:** Curator, Daylesford & District Historical Society
- **Jim McCann:** Museum Consultant
- **Claire Watson:** Director, National Exhibitions Touring Support (NETS) Victoria

VICTORIAN COLLECTIONS PROJECT STEERING COMMITTEE

Victorian Collections is overseen by a Project Steering Committee, which includes representatives from AMaGA Victoria, Creative Victoria, and Museums Victoria. This collaborative body provides strategic oversight and ensures the successful implementation of projects that enhance collection accessibility and preservation. Core members are:

- **Georgia Melville (Chair):** Senior Policy Advisor, Cultural Collections Unit, Creative Victoria
- **John Broomfield:** General Manager, Digital Life, Museums Victoria (from November)
- **George Dunford:** Digital Platforms Manager, Museums Victoria (until November)

- **Jackie Fraser:** Program Manager, Victorian Collections
- **Forbes Hawkins:** Collection Systems Senior Developer, Museums Victoria
- **Carmel O’Keeffe:** General Manager, Digital Life, Museums Victoria
- **Les Schneider:** Head ICT Strategy & Delivery, Museums Victoria

STAFF MEMBERS

AMaGA Victoria continues to benefit from a dedicated and dynamic team who bring both passion and expertise to their roles. The following structure reflects the staff structure and composition as of 31 December 2024.

CORE STAFF:

- **Ashley Robertson:** Executive Director
 - **Maria Pia Dunne:** Manager, Communications
 - **Michelle Fracaro:** Manager, Programs and Professional Development
 - **Toyah Horman:** Manager, Accreditation Programs
 - **Caroline Wall:** Senior Manager, Accreditation Programs
- **Tammy Currie:** Manager, Finance (FAME Group)

VICTORIAN COLLECTIONS STAFF:

- **Jackie Fraser:** Program Manager
 - **Geraldine Brault:** Project Officer
 - **Amelia Marra:** Operations and Training Coordinator

This past year brought some changes to our team. We said goodbye to:

- **Erina McCann:** Content Developer, Accreditation Programs (March to June)
- **Justin Croft:** Manager, Accreditation Programs (January to June, parental leave cover)
- **Kavita Peterson:** Project Officer (Intern)

We also welcomed back:

- **Toyah Horman:** Manager, Accreditation Programs (July, parental leave return)

As we continue to grow and evolve, we remain deeply committed to supporting our members and the broader museum and gallery sector.



“The Awards highlighted a diverse collection of projects and the many ways that museums and galleries exhibit and present material. It would have made some of the museums and galleries there look at next years awards and how they could be involved.”

CEREMONY ATTENDEE

Victorian Museums and Galleries Awards 2024



Programs & Professional Development

In 2024, AMaGA Victoria continued to strengthen sector capability through a dynamic and diverse calendar of events. Across the year, we delivered **28 programs and training sessions**, comprising 11 online, 16 in-person, and 1 hybrid event. These sessions were thoughtfully curated to support the broad spectrum of experience across the sector, and delivered in a variety of formats, including seminars, tours, workshops, forums, information sessions, and networking events.

In total, **1021 participants engaged** with our professional development program. Sessions were tailored to the needs of professional staff and volunteers, with content developed in consultation with our members and sector partners to ensure relevance, accessibility, and impact.

Please note: Figures do not include Victorian Collections workshops ([page 20](#)) or the Accreditation Programs information sessions ([page 24](#)).

AWARDS

The 2024 Victorian Museums and Galleries Awards, co-presented with the Public Galleries Association of Victoria (PGAV), celebrated excellence across the sector with a lively event held at **Science Gallery Melbourne, University of Melbourne**.

Hosted by **Sammy J**, the evening offered a night of recognition and connection, honouring the creativity, dedication, and innovation of Victoria's museums and galleries. A total of **11 winners and 5 highly commended individuals and projects** were announced, representing the depth and diversity of work across the state. See [pages 33-34](#) for more.

The event was generously supported by **Archival Survival, Deakin University, and Science Gallery Melbourne** — who, in addition to the venue, provided entertainment via the “Disco Heads”, adding a touch of sparkle and humour to the evening.



GLAM-SHOW TOUR

The GLAM-Show Tour is AMaGA Victoria's travelling program, designed to bring us directly to the sector. This year, the tour took us to **eight remarkable sites** across Victoria (see [page 5](#)). Each tour offers the opportunity to connect with local museums, galleries, and community collecting organisations; to hear firsthand about regional priorities; and to discuss the challenges and opportunities shaping cultural practice across the state.

SEMINARS & WORKSHOPS

AMaGA Victoria's annual Seminar Series offers targeted professional development on key sector themes, with topics evolving each year to address emerging priorities. This year's series focused on **Exhibition Development**, covering the entire exhibition lifecycle from planning and design to production, marketing, and evaluation. Led by industry experts, the sessions provided practical tools, fresh insights, and case studies to help participants create engaging, audience-driven exhibitions.

We also hosted a **Project Management Masterclass** in partnership with the Victorian Chamber of Commerce and Industry, offering participants valuable tools and strategies for effective project delivery. Additionally, a **Flood Recovery Workshop** offered targeted support for cultural institutions, focusing on recovery strategies and best practices for salvaging water-damaged collections.

TOURS

AMaGA Victoria organised a series of insightful tours to **Victoria Police Museum**, the **Melbourne Holocaust Museum**, and the **Benalla Costume and Kelly Museum**. Participants gained valuable insights into the diverse ways these institutions approach storytelling, education, and community connection, further enriching their professional development.

FORUMS

At the AMaGA National Conference in Ballarat (19–22 August), AMaGA Victoria and PGAV curated **Victoria in Focus**, an opening-day stream celebrating the diversity and innovation of Victoria's collecting and presenting organisations.

Aligned with the broader theme, *Hear Us Now: Turning Conversations into Action*, the session



showcased local case studies, discussions, and insights, providing a platform for Victorian voices and projects to contribute to national conversations on sustainability, inclusion, and community engagement.

We also hosted the **We're Decolonising — Now What?** panel, developed and facilitated by our Project Officer Intern, Kavita Peterson. The event offered some nuance to discussions about 'decolonising the museum' through bringing to light some of the less visible barriers facing heritage practitioners of colour in the 'decolonial turn'. See [pages 29-31](#) for more information.

SPECIAL GENERAL MEETING

The Special General Meeting took place at the **RMIT Design Archives** in May 2024. This provided members with the chance to gain insights into AMaGA Victoria's ongoing programs and the association's current and future sustainability efforts.

END OF YEAR CELEBRATION

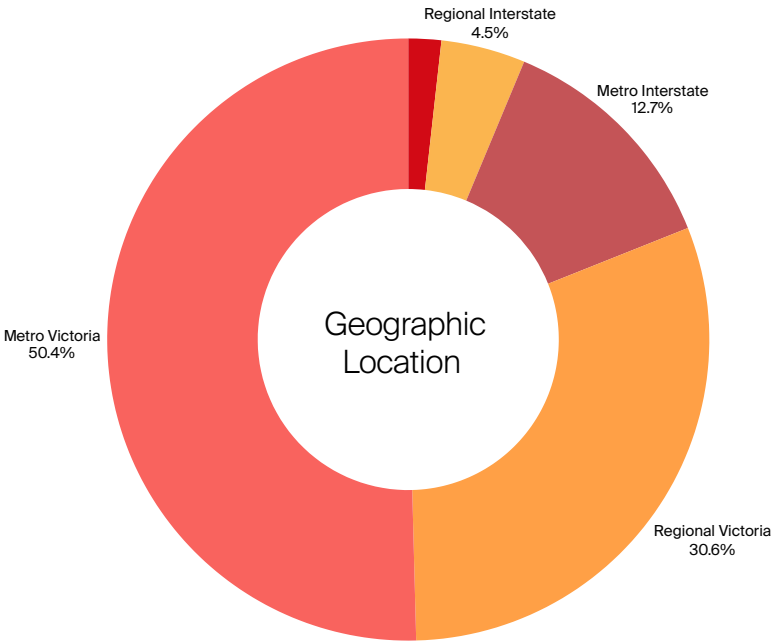
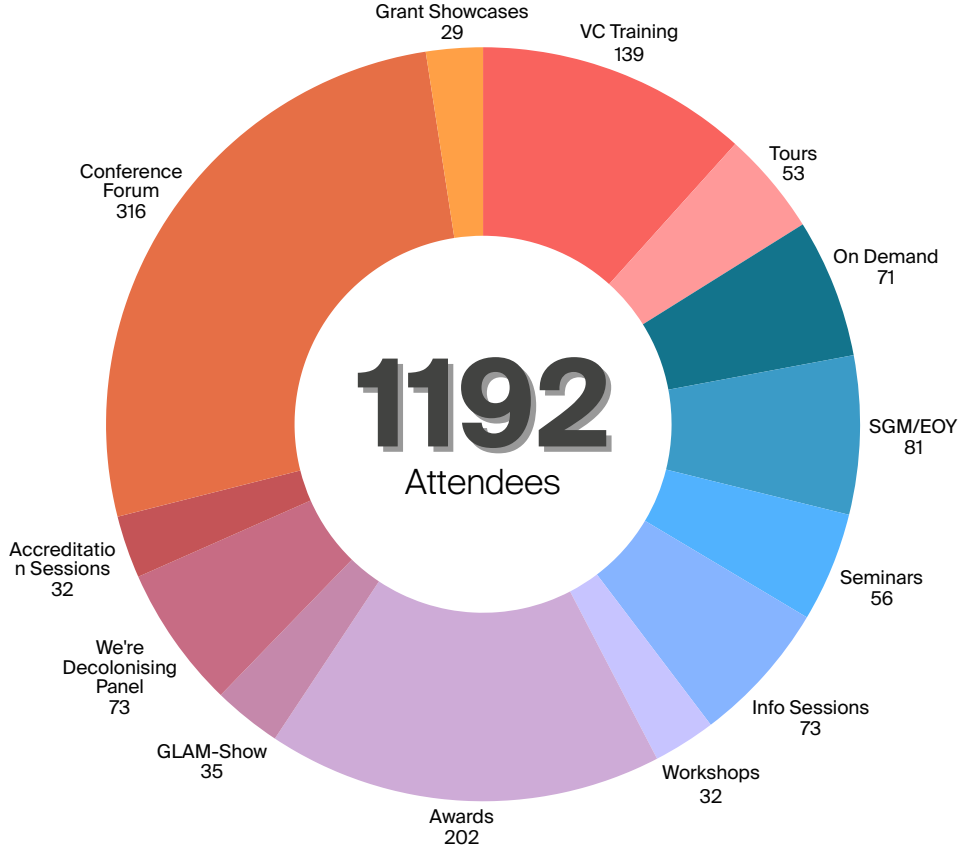
AMaGA Victoria's End of Year Celebration was held at the stunning **Bundoora Homestead Art Centre**, offering a perfect setting to reflect on the year's achievements. Guests enjoyed an evening of networking, festive cheer, and thoughtful conversations in a welcoming, historic venue. It was quite the year to celebrate.

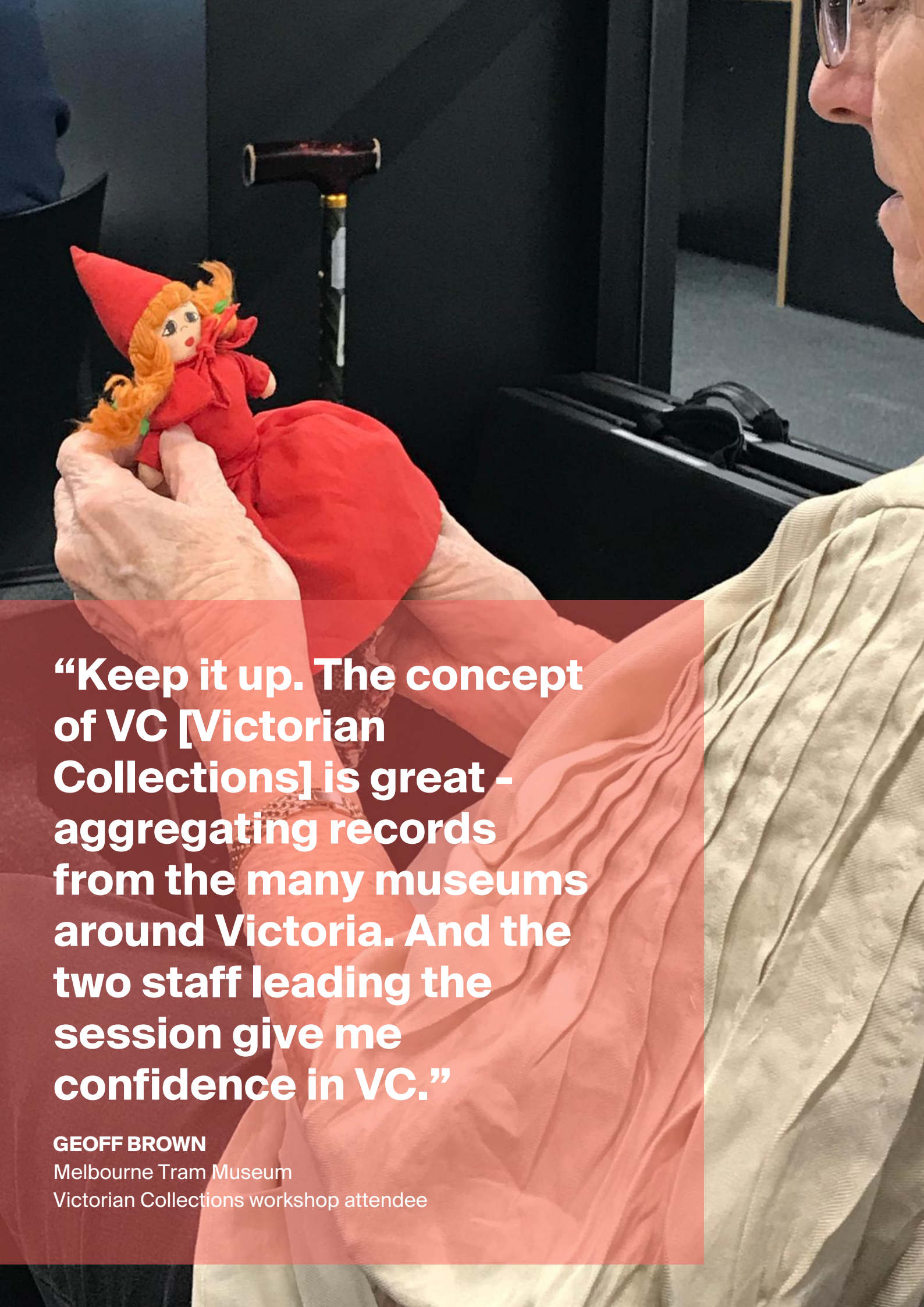
MICHELLE FRACARO

Manager, Events and Professional Development

KEY STATISTICS

Events





“Keep it up. The concept of VC [Victorian Collections] is great - aggregating records from the many museums around Victoria. And the two staff leading the session give me confidence in VC.”

GEOFF BROWN

Melbourne Tram Museum

Victorian Collections workshop attendee



Victorian Collections

Victorian Collections (VC) is a free, web-based collection management system designed for community collecting organisations. The online system is supported by a suite of training opportunities provided by the Victorian Collections team across metropolitan and regional Victoria. The project is funded by Victorian Government and the Victorian Cultural Network through Creative Victoria.

The VC platform is as a gateway to Victoria's rich and diverse heritage, providing access to a growing array of stories, collections, education kits, and much more.

THE PROGRAM IN 2024

Organisations and cataloguers across Victoria demonstrated their continued commitment to preserving and sharing the state's heritage throughout 2024. A **total of 125,495 items** were added to Victorian Collections, bringing the overall number of catalogued items to **499,034** — with over **370,000 publicly accessible**. This extraordinary milestone more than doubles the number catalogued in 2023, thanks in part to the short-term **Distributed Collections Digital Migration Project**, which supported organisations migrating to the platform.

The VC community has continued to grow, with new contributors including museums, historical societies, heritage sites, libraries, RSLs, schools, and sporting clubs, as well as medical, nursing, community service, conservation, multicultural, and arts organisations.

The VC team delivered **17 online and in-person workshops** throughout the year, covering introductory and advanced cataloguing, collections digitisation, and considerations for making collections accessible. In 2024, the team also developed and introduced a **new workshop on Advanced Digitisation**, and delivered two workshops as part of AMaGA Victoria's On Demand training program. Notably, the team **travelled 4,138kms** across the state to deliver workshops and conduct **22 site visits** to contributing organisations, providing targeted advice on the CMS, story development, and preparation for bulk data migration.

Workshops were attended by **139 cataloguers** from **93 organisations**, 33% of which were based in regional Victoria. This high level of participation in VC's workshop offering demonstrates the continued success of offering both in-person and online training options for the VC Community.

The team also **commenced early scoping** and research to develop a plan for a long-term staged project to **improve the Cultural Safety of Victorian Collections for First Peoples**. This preliminary pre-project stage has involved engaging Boonwurrung consultant Caroline Martin to inform the direction of the developed project plan. The team are excited to continue development of the plan with a view to identifying suitable funding to deliver the long-term project.

VC's Program Manager Jackie Fraser was also thrilled to join fellow collections custodians, GLAM sector members, and historical society representatives as an invited speaker at the **2024 Association of Eastern Historical Societies conference**. Drawing on the VC team's experiences as administrators of the program, Jackie's presentation encouraged attendees to broaden their understanding of the value of their collections and to explore the benefits of sharing collections online.

DIGITAL MIGRATION PROJECT

In mid-2024, the VC team commenced a 12-month project to address unprecedented demand from organisations interested in **bulk migration of their collection data** to the CMS.

Working directly with approximately **50 organisations** that had expressed interest in migrating, the project aims to understand their current migration progress and goals, and seeks to develop robust information, systems, and structures for VC's migration service. These outcomes will in turn enable the VC team to provide the necessary support for organisations undertaking data migration to Victorian Collections in an ongoing and sustainable manner.

The first six months of the project resulted in the majority of organisations being contacted, and the VC team able to accurately identify the varying statuses of these organisations within the data migration process. With direct support beginning soon after the project commenced, by December 2024 four organisations had completed their migration, contributing to a total of **54,531 items** added to Victorian Collections.

JACKIE FRASER
Program Manager





“Accreditation and Reaccreditation provides our organisation with an element of prestige and helps the wider council and public know, staff and volunteers are caring for the collection in the best way possible.”

JUSTIN CROFT
Collections Curator
Flagstaff Hill Maritime Museum and Village

EN OF WATER

SCOOTING ALONG: TO QUEENSLIFFE FROM GEELONG

In 1916, the Queensland and Australian Scout and Guide Societies were formed. Queensland Scouts were the first to be established in the state. The Queensland Scout and Guide Societies were the first to be established in the state.

The Scout and Guide Societies were the first to be established in the state. The Queensland Scout and Guide Societies were the first to be established in the state.

The Scout and Guide Societies were the first to be established in the state. The Queensland Scout and Guide Societies were the first to be established in the state.

Scouting was first introduced to Queensland in 1907. The Queensland Scout and Guide Societies were the first to be established in the state.

The Scout and Guide Societies were the first to be established in the state. The Queensland Scout and Guide Societies were the first to be established in the state.

The Scout and Guide Societies were the first to be established in the state. The Queensland Scout and Guide Societies were the first to be established in the state.



A QUEENSLIFFE CHILDHOOD



“I found the whole Reaccreditation process particularly useful for we’ve had changes in our community, and it made them stop and think what we were about and where we were going.”

DIANA LLOYD
Vice President
Queenscliffe Historical Museum



Accreditation Programs

At the end of 2024, there were **84 participants** in our gold-standard Accreditation Programs: Museum Accreditation Program (MAP) and Community Museum Accreditation Program (CMAP). Through a holistic, peer-supported model of excellence developed according to the *National Standards for Australian Museums and Galleries*, the Programs enable strong mentoring between participants and sector experts. This facilitates the sharing of best practice, up-skilling of staff and volunteers, and raising the profile of participating organisations.

AMaGA Victoria's Accreditation programs bring about positive change by supporting Victorian organisations to ethically preserve and manage collections and enrich community experiences.

The **Community Museum Accreditation Program (CMAP)** contributes to capable and sustainable volunteer managed organisations, embedded in community by strengthening practice using the *National Standards for Australian Museums and Galleries* for guidance, and providing access to industry knowledge.

The **Museum Accreditation Program (MAP)** contributes to a future focussed, skilled, and sustainable sector by guiding ongoing development through the application of the *National Standards for Australian Museums and Galleries* and by connecting peers with industry knowledge.

2024 HIGHLIGHTS

- Over **40 hours** advising **37 individuals** across **12 site visits** (see [page 5](#))
- Over **135 pages** of **mentoring reports** incorporating panel advice
- A **record number of 22 peer reviewers** contributed (since launching the new Reaccreditation model)
- **Increased lived experience representation** and **enhanced cultural diversity** across peer review panels, enriching the review process and increasing program learnings
- Significant **progress in reviewing MAP and CMAP**, including the development of additional portal modules, and efforts toward a new web platform
- Delivering **4 online sessions** to **32 attendees**

2024 REACCREDITATION

2024 saw the Accreditation Programs Managers (APMs) continue the **third year of MAP and CMAP's new approach to Reaccreditation**, which is informed by a focus on participants' future directions and goals. It involves the APMs and Peer Review Panellists working with each organisation to provide strategic guidance and to affirm commitment to continuous improvement.

The APMs **worked with twelve organisations** including galleries, museums, heritage sites, and historical societies, across metropolitan Melbourne and regional Victoria. The programs also recognised

the **Reaccreditation of ten organisations** at the Victorian Museums and Galleries Awards (see [page 34](#)). During the Reaccreditations APMs, Peer Reviewers, staff, and volunteers at participant organisations had in-depth, focussed discussions together with targeted advice in response to diverse aspects of museum and gallery practice.

A notable highlight was the **Reaccreditation of the Shrine of Remembrance**, Victoria's national memorial honouring the service and sacrifice of Australians in war and peacekeeping. The Accreditation Programs Managers and Peer Review Panellists met with key personnel, including representatives from the Accessibility Action Group to contribute to the strategic direction of the next Disability Action Plan. They also discussed challenges and successes related to the exhibition galleries and collections. Special thanks go to the Shrine of Remembrance staff who engaged in insightful discussions and facilitated behind-the-scenes tours of the museums' spaces.

The new Reaccreditation model continues to be positively received by participants from both MAP and CMAP, with annual listening sessions taking place to continue to improve processes. The APMs are looking forward to working with participants due in 2025 for Reaccreditation, and those into the future.

ENHANCING LIVED EXPERIENCE

In 2024, the Accreditation Programs strengthened and formalised processes for including lived experience panellists in Reaccreditation site visits. While panellists with both professional and lived experience have long contributed to the Reaccreditation process, MAP introduced enhanced support measures to better recognise and assist these peer reviewers, who are invited for both their lived experience and their

professional expertise relevant to an organisation's future focus. These measures included improved induction processes, compensation aligned with the Cultural Advisor rate from the NAVA guidelines, and financial assistance for counselling if needed.

As part of this initiative, two organisations, the Jewish Museum of Australia and the Shrine of Remembrance, demonstrated a strong commitment to this model, including financial compensation. In return, they received invaluable, tailored advice on improving disability access – equipping them with insights and confidence to continue this essential work. CMAP and MAP will continue exploring ways to promote and support diversity within our sector.

CMAP/MAP REVIEW

In 2024, AMaGA Victoria reaffirmed its commitment to reviewing and expanding the Accreditation Programs for organisations seeking Accreditation. Accreditation staff **collaborated with web consultants Mecca Medialight** to commence transitioning the **bespoke accreditation portal to a new platform** featuring simplified code, enhanced user functionality, and improved accessibility.

Erina McCann (Tiaki Objects Conservation) joined the team in the role of Content Developer, building on her previous work on Disaster Preparedness modules. She contributed to the development of the **CMAP Succession Planning** and **CMAP Collection Care Guidelines modules**, while also providing invaluable guidance on framing preventive conservation practice for volunteer-managed groups.

Additionally, Accreditation staff developed **new CMAP modules**, including Digitisation and Disaster Preparedness, and Amelia Marra lent her expertise to the CMAP Interpretation Policy module. This work will



continue into 2025, with plans to engage a First Peoples consultant, expand module offerings and tutorials, and finalise the launch of the Key Document Scheme—the prerequisite for MAP and CMAP Accreditation—for early 2026.

ADVISORY COMMITTEE & PEER REVIEW PANELLISTS

The Accreditation Programs Advisory Committee meets quarterly to discuss the program and contribute advice and support to the Accreditation Programs Managers. This year, the Committee **bid farewell to long-term member Samantha Hamilton** – the APMs extend their gratitude for her dedication and the invaluable and extensive expertise she contributed to the programs, participants, and staff.

Peer Review Panellists and Committee members play a crucial role at site visits by contributing to discussions, providing mentoring, and giving expert advice. In turn, they benefit from professional development opportunities as peer reviewers.

We would like to thank all Peer Review Panellists and Advisory Committee members for their time and contribution throughout 2024, in particular **Liz Marsden for her service as Chair**, and **Simone Ewenson for her role as Vice Chair**. A full list of Panellists and Advisory Committee members can be found on [pages 32-33](#) and [page 14](#), respectively.

TOYAH HORMAN AND CAROLINE WALL

Managers, Accreditation Programs





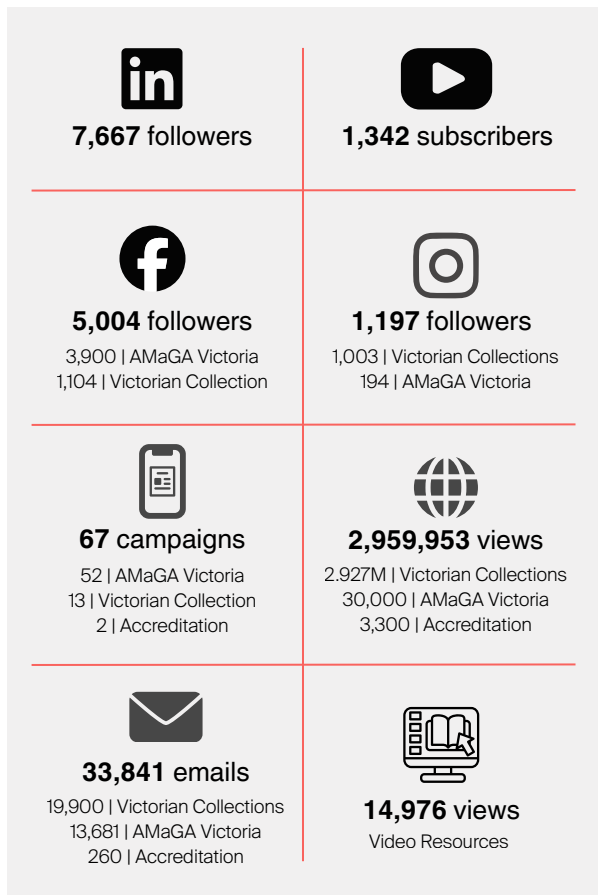
**"[The Closer Look
podcast] was very
informative and
made me want to go
see the exhibition."**

CLOSER LOOK LISTENER
AMaGA Victoria Podcast



Communications

The Communications Manager, alongside the Executive Director, oversees all communication efforts for AMaGA Victoria, with the goal of increasing the organisation’s visibility and supporting the Victorian museum and gallery sector. Effective communication remains an essential tool for engaging our audience, nurturing industry connections, and strengthening relationships within our membership. Below is a summary of the 2024 communications.



MEMBERS BULLETIN

Our fortnightly e-bulletin is one of our primary communication channels with Victorian members, providing updates on our programs, upcoming events, sector news, grants, and various opportunities. In 2024, we delivered **67 campaigns (33,841 emails)** across our main channel, as well as the Victorian Collections and Accreditation Programs channels. In particular, AMaGA Victoria's campaigns had an average **open rate of 58.6% (up 11.8%)** and a **click-through rate of 10% (up 3.4%)**.

PODCAST: CLOSER LOOK

In 2024, we launched the **Closer Look podcast**, offering an inside view of Victoria's museums and galleries. The podcast takes listeners behind the scenes of the state’s most captivating exhibitions and cultural spaces, exploring the stories, work, and history that shape these vibrant hubs. **Four episodes** were released this year, featuring exclusive interviews and insightful commentary on the cultural sector.

MEDIA COVERAGE

Media coverage played a key role in promoting our programs in 2024. The **Bendigo Times** covered **Peter Ball as Volunteer of the Year**, while social media and state government channels spotlighted the AMaGA National Conference and Victorian Awards, amplifying recognition of sector excellence.

MARIA PIA DUNNE

Manager, Communications

A person with dark curly hair, wearing a dark hat and a grey scarf, is speaking into a microphone. They are wearing a white lanyard with "AMaGA" printed on it and a name tag that reads "Kavita Peterson". In the background, a sign for "ATLANTIC GROUP" is visible. The image is partially overlaid with a red semi-transparent box containing text.

ATLANTIC GROUP

"The AMaGA Victoria internship was a game-changer. It gave my early sector career a real boost—not just through hands-on experience and professional development, but by backing me with recognition and trust. It helped me grow my network across the sector and access opportunities that would've been hard to reach alone."

KAVITA PETERSON
Project Officer (Intern)



Paid Internship Program

When I first joined AMaGA Victoria as the 2024 Project Officer Intern, I wasn't sure what to expect—but the program turned out to be a transformative experience that offered hands-on learning, sector-wide connections, and the space to contribute meaningfully to some incredible projects. From the outset, I was encouraged to work across the organisation's core programs and even had the opportunity to sit on the Branch Committee as an observer, gaining valuable insight into governance and strategic decision-making. The following sections detail my contributions over the year.

COMMUNICATIONS

Working with the Communications Manager, Maria Pia Dunne, I was involved in shaping, launching, and co-hosting **Closer Look**, AMaGA Victoria's podcast that takes listeners behind the scenes of museums and galleries across the state. Helping to shape its direction, tone, and outreach strategy gave me insight into how we communicate cultural work to broader audiences.

VICTORIAN COLLECTIONS

With the Victorian Collections team, I contributed to the **early-stage development of a scoping project to improve the Cultural Safety of the Victorian Collections** program. This work helped me understand both the technical and community-driven considerations that underpin ethical digital practice. I'm also finalising a **new VC Story unpacking the colonial mythologies of the Burke and Wills story**.

ACCREDITATION PROGRAMS

With the Accreditation team, I had the opportunity to go behind the scenes, attending site visits and serving as a panel member for three remarkable institutions: **Golden Dragon Museum, Koorie Heritage Trust, and Melbourne Holocaust Museum**. Initially, my past experiences with accreditation in other industries led me to approach this process with some skepticism in terms of its relevance and effectiveness in the cultural sector. However, my involvement in this program has completely changed my perspective. Each visit revealed the depth and care within Victoria's cultural sector, and it was a privilege to contribute to organisations doing such important work.

PROGRAMS & PROFESSIONAL DEVELOPMENT

The internship also included opportunities to get out into the field. I joined the **GLAM-Show** across the Mornington Peninsula and the southwest coast—a whirlwind of collection, exhibitions, coastal drives, and conversations with local sector professionals.

But perhaps the most meaningful part of my internship was the opportunity to develop and deliver my own public program. The panel session, **We're Decolonising—Now What?**, was the magnum opus of my time with AMaGA Victoria. This panel discussion offered some nuance to discussions about 'decolonising the museum' through bringing to light some of the less visible barriers facing heritage practitioners of colour in the 'decolonial turn'. It was also an opportunity to foster solidarity between

emerging and current BIPoC museum and heritage practitioners.

This session brought together powerful voices from across the global sector (see [page 33](#) for list) and was informed by culturally safe facilitation principles. The following safety measures were implemented to ensure respect and care for both panellists and participants:

- **No recording:** To protect privacy and encourage honest dialogue, the session was not recorded, with a brief executive summary distributed to attendees.
- **Respect for privacy:** Attendees were asked not to share identifying details of what was said outside the event.
- **Two-part structure:** The event was divided into two sessions. The first, exclusively for BIPoC-identifying attendees, allowed for deeper peer-to-peer conversations. The second, a listening session open to all, invited a broader audience to learn from lived experiences.
- **No chat or Q&A in the public session:** This created a focused, respectful space where listening was prioritised over responding.

This model of facilitation had a significant impact, with attendees praising the event for creating a safe, considered, and supportive environment. It allowed for candid sharing among professionals who are often asked to speak about their experiences without the necessary protections in place. By separating peer-to-peer discussion from broader audience engagement, the event modelled a thoughtful approach to public programming, one that others in the sector have expressed interest in adopting.



I'm thrilled to share that the success of the event has led to a **follow-up scheduled for July 2025**.

Closing out the year, I attended the AMaGA National Conference in Ballarat where I co-presented a session with Ash Robertson as a part of the Day One: Victoria in Focus program. **So, You Wanna Pay an Intern** was a fireside chat-style session reflecting on AMaGA Victoria's paid internship program and advocating for meaningful, compensated early-career experiences. While we took a tongue-in-cheek approach, the message was clear: **paid internships matter**. Several applications for the 2025 program were submitted as a result of this presentation, which felt like the perfect way to close the loop.

Another personal highlight from the Conference was participating in a special *talanoa* evening. It was such a rare and meaningful gift to be able to celebrate my Fijian-Indian heritage with my AMaGA Victoria peers at a sector event!

CLOSING REMARKS

The AMaGA Victoria internship was a game-changer. It gave my early sector career a real boost—not just through hands-on experience and professional development, but by backing me with recognition and trust. It helped me grow my network across the sector and access opportunities that would've been hard to reach alone. I'm proud of what we achieved together—and grateful for the experience.

KAVITA PETERSON

Project Officer, signing off



Acknowledgements

We express our sincere gratitude and deep appreciation for the kindness and support shown by our numerous outstanding supporters in 2024.

VICTORIAN GOVERNMENT

We thank Victorian Government and Creative Victoria, part of the Department of Jobs, Skills, Industries and Regions, for supporting core activities. In particular:

- **The Hon Colin Brooks MP**, Minister for Creative Industries
- **Claire Febey**, Chief Executive
- **Max Coffman**, Deputy Chief Executive
- **Emma Harvey**, Senior Manager Assets and Delivery
- **Victoria Jones**, Sector Relationship Manager Organisations
- **Lainie Kluska**, Director, Communications, Media and Marketing
- **Dr Georgia Melville**, Senior Policy Officer, Cultural Collections Unit
- **Leanne Seddon**, Director, Agencies and Infrastructure
- **Karen Sovitslis**, Senior Manager, Organisation Investment, Regional Development and Strategic Projects

MUSEUMS VICTORIA

We thank Museums Victoria for our office space, operational and IT support at Melbourne Museum, for partnering on the Victorian Collections project, and staff members' contributions to AMaGA Victoria committees, programs and services. In particular:

EXECUTIVE TEAM:

- **Lynley Crosswell**, Chief Executive Officer and Director
- **Sean Royal**, Chief Operating Officer
- **Georgie Cox**, Chief Financial Officer
- **Dr Nurin Veis**, Director, Research Institute

VICTORIAN COLLECTIONS PSC:

- **John Broomfield**, General Manager, Digital Life (cover)
- **George Dunford**, Manager, Online Development
- **Forbes Hawkins**, Collection Systems Senior Developer

- **Carmel O'Keeffe**, General Manager, Digital Life
- **Les Schneider**, Head ICT Strategy & Delivery

ICT TEAM:

- **Peter Bubulya**, Specialist ICT Support Officer
- **Kashif Hussain**, Senior IT Support Analyst
- **Brian Kelly**, ICT Strategy & Delivery
- **Diego Rativa**, Senior IT Support Analyst
- **Peter Vella**, ICT Service Manager

ROYAL EXHIBITION BUILDING TEAM:

- **Carlos Martin**, Facilities Manager, Royal Exhibition Building
- **Jack Russo**, Lead Venue Ops Supervisor

OTHER:

- **Lynda Bernard**, Digital Assets and Copyright Manager
- **Rebecca Carland**, History & Technology Curatorial
- **Nik McGrath**, Archivist
- **Karlo Milosevic**, Head, Health & Wellbeing
- **Michelle Stevenson**, Head, History and Technology

PEER REVIEW PANELLISTS

We thank the following sector members for volunteering their time and expertise as Peer Review Panellists for the Accreditation Programs.

- **Kim Biggs**, Coordinator Arts & Creative Economy, Australian National Surfing Museum
- **Jo-Anne Cooper**, Museum Consultant
- **Simone Ewenson**, Heritage Collections Officer, City of Greater Bendigo
- **Samantha Hamilton**, CEO, Rock Art Australia
- **Dr Anna Hirsh**, Manager of Collections & Research, Melbourne Holocaust Museum
- **Andrew Hiskens**, Andrew Hiskens Consulting
- **Robert Hudson**, Cultural Business Coordinator, Krowathunkooloong Keeping Place
- **Tom Jarvis**, Partner, Johnson Winter & Slattery
- **Jayne Josem**, CEO, The Cranbourne Foundation
- **Gary Lawrence**, Curator, Daylesford & District Historical Society
- **Jim McCann**, Museum Consultant
- **Dr Mahmoud Mohammed**, Collections and Conservation Manager & Curator, Islamic Museum of Australia

- **Tammy Nguyen**, CEO & Head of Operations, Vietnamese Museum Australia
- **Kavita Peterson**, Project Officer Intern Observer, AMaGA Victoria
- **Ashley Robertson**, Executive Director, AMaGA Victoria
- **Lefa Singleton Norton**, Arts Access Victoria and Consultant
- **Maggi Solly**, Museum & Heritage Consultant
- **Deb Tout-Smith**, Senior Curator, Home & Community, Museums Victoria
- **Dr Louise Voll Box**, CEO, The Johnston Collection
- **Claire Watson**, Director, National Exhibitions Touring Support (NETS) Victoria

CONSULTANTS & SPEAKERS

We thank the following individuals for generously contributing their time and expertise by participating in our events or consulting on our projects.

PANEL: WE'RE DECOLONISING—NOW WHAT?

- **Adrian Marie Blount** (aka GodXXXNoirphiles)
- **Sione Napi Francis**, Museums Victoria
- **Prarthana Narendra Hosadurga**, Brandenburg Technical University
- **Nathan “Mudyi” Sentance**, Powerhouse Museum

EXHIBITION SEMINAR SERIES

- **Sherryn Vardy**, Conservator
- **Justin Croft**, AMaGA Victoria
- **Peter Waugh**, Ballarat Tramway Museum

SESSION CHAIRS: VICTORIA IN FOCUS

- **Anthony Camm**, President, AMaGA Victoria
- **Humphrey Clegg**, Art Gallery of Ballarat
- **Georgia Cribb**, City of Casey
- **Monica Cronin**, Kingston City Council
- **Maria Pia Dunne**, AMaGA Victoria
- **Michelle Fracaro**, AMaGA Victoria
- **Sione Francis**, Museums Victoria
- **Dr Chris McAuliffe**, Australian National University
- **Anne Robertson**, PGAV
- **Jason Smith**, President, PGAV
- **Patrick Watt**, Consultant

CONSULTANTS

- **Sammy J**, ABC
- **Caroline Martin**, Yalukit Marnang
- **Luke Wigley**, Mecca Medialight
- **Anthony Wilson**, Auditor

TOURS

- **Dr Steven Cooke**, Melbourne Holocaust Museum
- **Amber Evangelista**, Victoria Police Museum
- **Dr Breann Fallon**, Melbourne Holocaust Museum
- **Jayne Josem**, Former CEO Melbourne Holocaust Museum
- **Laura Miles**, Victoria Police Museum

INTERNSHIP PROGRAM

- **Dr Lorinda Cramer**, Deakin University
- **Dr Virginie Rey**, Deakin University

SPONSORS & SUPPORTERS

- ACMI
- Archival Survival
- Benalla Costume and Kelly Museum
- Bundoora Homestead Art Centre
- Deakin University
- Duldig Studio
- Eureka Centre Ballarat
- Geelong Sports Museum
- Melbourne Holocaust Museum
- Monash University Museum of Art
- National Wool Museum
- National Exhibition Touring Support Victoria
- RMIT Design Archive
- Royal Historical Society of Victoria
- Science Gallery Melbourne, University of Melbourne
- Public Galleries Association of Victoria
- Victoria Police Museum

VOLUNTEER AWARDS JUDGES

We thank the following individuals for volunteering their time and expertise as judges for the Awards:

- **Anthony Camm**, Eureka Centre Ballarat
- **Myles Russell Cook**, NGV
- **Georgia Cribb**, City of Casey, Bunjil Place
- **Sherene Hassan**, Islamic Museum
- **Stephen Lee**, Queenscliff Historical Museum
- **Katy Mitchell**, Ararat Gallery TAMA
- **Tammy Nguyen**, Vietnamese Museum Australia
- **Justice Nelson**, Museums Victoria
- **Anne Robertson**, PGAV
- **Megan Sheehy**, Yarra Ranges Regional Museum
- **Jason Smith**, Bendigo Art Gallery
- **Karen Walls Smyth**, Wodonga Council
- **Gavin Somers**, ACMI
- **Louise Tegart**, Ballarat Art Gallery
- **Joshua White**, Hamilton Gallery

AWARD WINNERS

VOLUNTEER OF THE YEAR

- Winner: **Peter Ball**, Bendigo Military Museum
- Commended: **Jim Barton**, Australian Gliding Museum

MARTIN HALLETT AWARD

- Winner: **Neville Quick**, Museums Victoria

CHANGE-MAKER OF THE YEAR

- Winner: **Laura Miles**, Victoria Police Museum

LIFETIME ACHIEVEMENT AWARD

- Winner: **dr megan evans**
- Winner: **Linda Sproul**

ROSLYN LAWRY AWARD

- Winner: **Kate Harding**, Deakin University

VOLUNTEER-RUN PROJECT

- Winner: **Ballarat Tramway Museum**, *Creating a Contemporary and Accessible Tramway Museum*
- Commended: **Robin Boyd Foundation**, *Robin Boyd & Japan*

SMALL PROJECT (MUSEUM)

- Winner: **RMIT Culture / RMIT University**, *RMIT Artothek*

SMALL PROJECT (GALLERY)

- Winner: **Burrinja Cultural Centre x Bogong Centre for Sound Culture**, *Between Two Sites*

MEDIUM PROJECT (MUSEUM)

- Winner: **National Wool Museum**, *We the Makers*
- Commended: **Golden Dragon Museum**, *Collection Redevelopment Project*

MEDIUM PROJECT (GALLERY)

- Winner: **The University of Melbourne**, *Nightshifts at Buxton Contemporary*
- Commended: **TarraWarra Museum of Art**, *The Soils Project*
- Commended: **Warrnambool Art Gallery**, *LISA GORMAN + MIRKA MORA: To breathe with the rhythm of the heart*

LARGE PROJECT (MUSEUM/GALLERY)

- Winner: **Melbourne Holocaust Museum**, *Hidden: Seven Children Saved*
- Commended: **State Library Victoria**, *Mirror: New Views on Photography*

FIRST NATIONS PROJECT

- Winner: **Australian Centre for Contemporary Art**, *Between Waves*

REACCREDITATIONS

CMAP

- Clunes Museum
- Daylesford Spa Country Railway
- Foster Historical Society
- Queenscliffe Historical Museum
- Queenscliffe Maritime Museum
- Port Albert Maritime Museum

MAP

- National Surfing Museum
- Australian Sports Museum
- Flagstaff Hill Maritime Museum and Village
- Medical History Museum

NATIONAL STANDARDS TASKFORCE

We thank the following individuals for their service as advisors, alongside representatives of AMaGA Victoria, on the National Standards for Museums and Galleries:

- **Emily Cullen**, Museums and Galleries of NSW
- **Dandan Feng**, Museums & Galleries QLD
- **Toyah Horman**, AMaGA Victoria
- **Amanda James**, History Trust of South Australia (until March 2024)
- **Elaine Labuschagne**, Museum and Art Gallery of the Northern Territory
- **Veronica Macno**, Arts Tasmania
- **Alice Norwood**, Museums and Galleries of NSW
- **Adam Paterson**, History Trust of South Australia (from March 2024)
- **Caroline Wall**, AMaGA Victoria

AMaGA, NATIONAL COUNCIL & BRANCHES

And last, but certainly not least, we extend our heartfelt thanks to our National President, **Seb Chan**, and National CEO, **Katie Russell**, for their leadership and support throughout the year, as well as the dedicated team at the National Office. In particular:

- **James Tolhurst-Close**, Administrative Officer
- **Deb Milsom**, Finance Manager
- **Lily Pedvin**, Office Coordinator

We also thank the members of the **National Council** for their guidance and advocacy, and acknowledge the ongoing work of our fellow **state and territory branches**—the majority of which operate through volunteer efforts. Supporting the needs of a growing and complex sector with limited resources is no small task, and we deeply appreciate their commitment.

Image Credits

PAGE 2

- AMaGA Victoria team. Photo: Dimity Mapstone.

PAGE 6

- Anthony Camm, President, Branch Committee.

PAGE 7

- Anthony Camm and Deanne Gilson opening Day One of the National Conference in Ballarat. Photo: Helen Laffin.

PAGE 8

- Siobhan Barker, Treasurer, Branch Committee.

PAGE 11

- Ash Robertson, Executive Director.

PAGE 12

- (L-R) Sammy J, Anne Robertson, Jason Smith, Ash Robertson and Anthony Camm at the 2024 Victorian Museums and Galleries Awards. Photo: Sharon Blance.

PAGE 13

- Outgoing and incoming members of the Victorian Branch Committee. Photo: Ash Robertson.

PAGE 15

- ‘Discoheads’ at the 2024 Victorian Museums and Galleries Awards, Science Gallery Melbourne. Photo: Sharon Blance.

PAGE 16

- Michelle Fracaro, Manager, Events & Professional Development.
- Attendees at the 2024 Victoria Museums and Galleries Awards with Disco Head. Photo: Sharon Blance.

PAGE 17

- Sherryn Vardy providing training on Flood Preparedness for Museums, Royal Exhibition Building. Photo: Maria Pia Dunne.

PAGE 19

- Bendigo Historical Society member Barbara Poustie closely studies a topsy-turvy doll from VC’s training collection. Photo: Geraldine Brault.

PAGE 20

- Jackie Fraser, Program Manager, Victorian Collections (VC).

PAGE 21

- Workshop attendees diligently practicing cataloguing using the VC CMS. Photo: Amelia Marra.
- Support Officer Geraldine Brault setting up lights for digitisation training. Photo: Amelia Marra.

PAGE 22

- Reaccreditation site visit Golden Dragon Museum with (L-R) Kavita Peterson, Caroline Wall and Tammy Nguyen. Photo: Golden Dragon Museum.

PAGE 23

- Exhibition at the Queenscliffe Historical Museum. Photo: Queenscliffe Historical Museum.

PAGE 24

- Caroline Wall and Toyah Horman, Accreditation Programs Managers.

PAGE 25

- Reaccreditation site visit National Wool Museum with (L-R) Caroline Wall, Luci Wilson, Jo-Anne Cooper, Kim Biggs, Josephine Rout, Andrea Cross and Toyah Horman. Photo: National Wool Museum.

PAGE 26

- The Honourable Colin Brooks, Minister for Creative Industries, with reaccreditation recipient from the Australian National Surfing Museum.
- Collection store, National Wool Museum. Photo: Toyah Horman.

PAGE 27

- Closer Look Podcast logo.

PAGE 28

- Maria Pia Dunne, Manager, Communications

PAGE 29

- Kavita Peterson presenting at the AMaGA National Conference, Ballarat. Photo: Helen Laffin.

PAGE 30

- Kavita Peterson, Project Officer (Intern).

PAGE 31

- Kavita Peterson and the AMaGA Victoria team attending a Kava Ceremony at the AMaGA National Conference, Ballarat. Photo: Kavita Peterson.
- We’re Decolonising—Now What? logo.

INCOME STATEMENT

FOR THE YEAR ENDED 31 DECEMBER 2024

REVENUES FROM ORDINARY ACTIVITIES	2024 \$	2023 \$
Grants	617,263	906,923
Other income	122,069	110,088
Interest	6,818	8,174
Total revenues from ordinary activities	746,150	1,025,185
Depreciation expense	12,472	1,076
Project and program expenses	87,078	73,995
Workshops, seminars, and events	109,212	78,547
Employee	505,222	675,972
Administration and marketing	19,575	107,684
Total expenditure	733,559	937,274
Surplus / (Deficit) before income tax attributable to members of the entity	12,591	87,911
Income tax	-	-
TOTAL INCOME / (LOSS) ATTRIBUTABLE TO MEMBERS	12,591	87,911

BALANCE SHEET

FOR THE YEAR ENDED 31 DECEMBER 2024

CURRENT ASSETS	2024 \$	2023 \$
Cash and cash equivalents	463,706	484,091
Trade and other receivables	4,340	9,657
Prepayments	1,938	1,026
Sundry debtors	6,398	
Total current assets	476,383	494,774
NON-CURRENT ASSETS		
Property, plant and equipment	12,472	24,994
Total non-current assets	12,472	24,994
TOTAL ASSETS	488,854	519,718
CURRENT LIABILITIES		
Trade and other payables	39,089	31,634
Income in advance	54,000	45,819
Grants carried forward	-	-
Grants in advance	46,592	99,706
Provisions	111,030	118,229
Total current liabilities	250,712	295,388
NON-CURRENT LIABILITIES		
Long-term provisions payable	29,400	28,179
TOTAL LIABILITIES	280,112	323,567
NET ASSETS	208,742	196,151
MEMBERS' FUNDS		
Retained earnings	208,742	196,151
TOTAL MEMBERS' FUNDS	208,742	196,151

CASH FLOW STATEMENT

FOR THE YEAR ENDED 31 DECEMBER 2024

CASH FLOW FROM OPERATING ACTIVITIES	2024 \$	2023 \$
Receipts from grants, fees and other income	607,639	1,081,623
Other revenue	106,064	107,825
Payments to suppliers and employees	(741,657)	(1,108,468)
Interest received	6,818	8174
<i>Net cash provided (used) by operating activities</i>	<i>(21,136)</i>	<i>89,154</i>
CASH FLOW FROM INVESTING ACTIVITIES		
Payments for property, plant and equipment	-	-
<i>Net cash provided (used) by investing activities</i>	<i>-</i>	<i>-</i>
NET INCREASE (DECREASE) IN CASH HELD	(21,136)	89,154
Cash at beginning of financial year	484,842	394,937
Cash at end of financial year	463,706	484,091
RECONCILIATION OF NET CASH PROVIDED BY OP. ACTIVITIES TO OP. PROFIT		
OPERATING PROFIT / (LOSS)	11,840	87,911
Adjustment for non-cash flows in operating profit Depreciation	12,472	1,076
<i>Increase / (Decrease) in provisions</i>	<i>(5,978)</i>	<i>4,204</i>
(Increase) / Reduction in prepayments	(912)	(7)
(Increase) / Reduction in trade and other receivables	(1081)	179,237
Increase / (Reduction) in payables and accruals	7,456	(21,479)
Increase / (Reduction) in income in advance	8,181	4,719
Increase / (Reduction) in grants unspent	-	(6,800)
Increase / (Reduction) in grants in advance	(53,114)	(159,708)
<i>Net cash provided (used) by operating activities</i>	<i>(21,136)</i>	<i>89,154</i>

STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 31 DECEMBER 2024

	Retained surplus	Total equity
2022		
Profit / (Loss) attributable to members	(173,794)	(173,794)
<i>Balance at end of financial year</i>	<i>108,240</i>	<i>108,240</i>
2023		
Profit / (Loss) attributable to members	87,911	87,911
<i>Balance at end of financial year</i>	<i>196,151</i>	<i>196,151</i>
2024		
Profit / (Loss) attributable to members	12,591	12,591
<i>Balance at end of financial year</i>	<i>208,742</i>	<i>208,742</i>



Statement by Committee

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

In the opinion of the Committee, the financial report:

1. Presents a true and fair view of the financial position of Australian Museums and Galleries Association Victoria as at 31st December 2024 and its performance for the year ended on that date.
2. At the date of this statement there are reasonable grounds to believe that Australian Museums and Galleries Association Victoria will be able to pay its debts as and when they fall due.

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

President, Anthony Camm: 
Treasurer, Siobhan Barker: 

Dated this the 10 April 2025

Australian Museums and Galleries Association Victoria
ABN: 83 048 139 955

AMaGA Victoria

Office Address

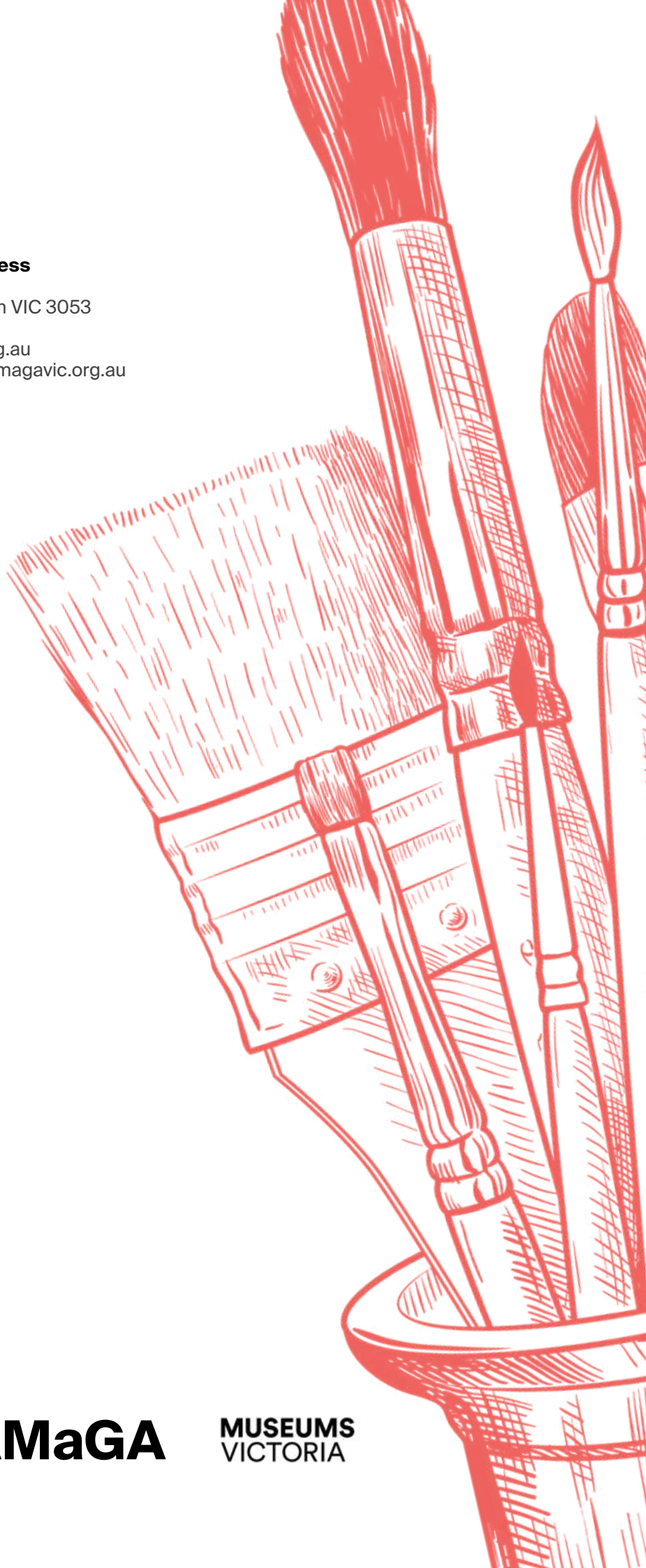
East Shard Building
Federation Square
Melbourne VIC 3000

(03) 9270 5063
Regional Freecall
1800 680 082

Postal Address

PO Box 385
Carlton South VIC 3053

amagavic.org.au
enquiries@amagavic.org.au



CREATIVE
VICTORIA

AMaGA

MUSEUMS
VICTORIA