

**MELBOURNE'S LIVING MUSEUM
OF THE WEST**

ANNUAL REPORT

APRIL 1989

DIRECTOR'S REPORT

ON BEING A REGIONAL MUSEUM

In its fifth year of life, more than ever before, Melbourne's Living Museum of the West worked at being a regional Museum. It was a year of exhibitions which involved people from every municipality in the region. Our publications - posters, brochures and postcards - had a regional focus. The industrial heritage study covered sites across the whole region. The Museum sent school kits 'Explore Melbourne's West' to every secondary school in the region and had contact with a large number of teachers and students. The Resource Centre continued its valuable service to visitors, phone enquires and Museum projects. We organized regional tours and for the first time were able to introduce our region to visitors at Pipemakers Park, our expected new base.

Through all this, local people have been our main strength and emphasis. We have also begun to give more attention to the natural heritage of our region. As we explore our diverse region and make it more widely known and understood, we gradually come closer to achieving our first objective - to be an ecoMuseum, a Museum of the whole environment, a Museum-in-community.

Promoting the idea of the ecomuseum

One of the museum's tasks is to make the concept of the ecomuseum more widely known. We do this all the time, in informal conversation, in answer to telephone enquiries, but also by talks to groups and by papers at conferences or seminars. Olwen Ford gave a session to Museum Studies students at Victoria College, a short paper at the national conference of the Council of Australian Museum Associations, in Sydney, a discussion paper to a recent conference of the History Institute and the Oral History Association, a talk to the Canterbury History Group. The discussion following from such sessions indicates that people still find the idea of our living museum challenging and stimulating, even inspiring. Of course, there are still sceptics around, but we do have a role to play in a national context, encouraging museums as small as our own and reminding the big museums of what 'ordinary people' can do, at a local level.

OUR INDUSTRIAL HERITAGE

Recording of the industrial heritage of the region is progressing solidly. The project, funded by the Regional Action Program of the Ministry for Planning and Environment, has been underway for most of the year.

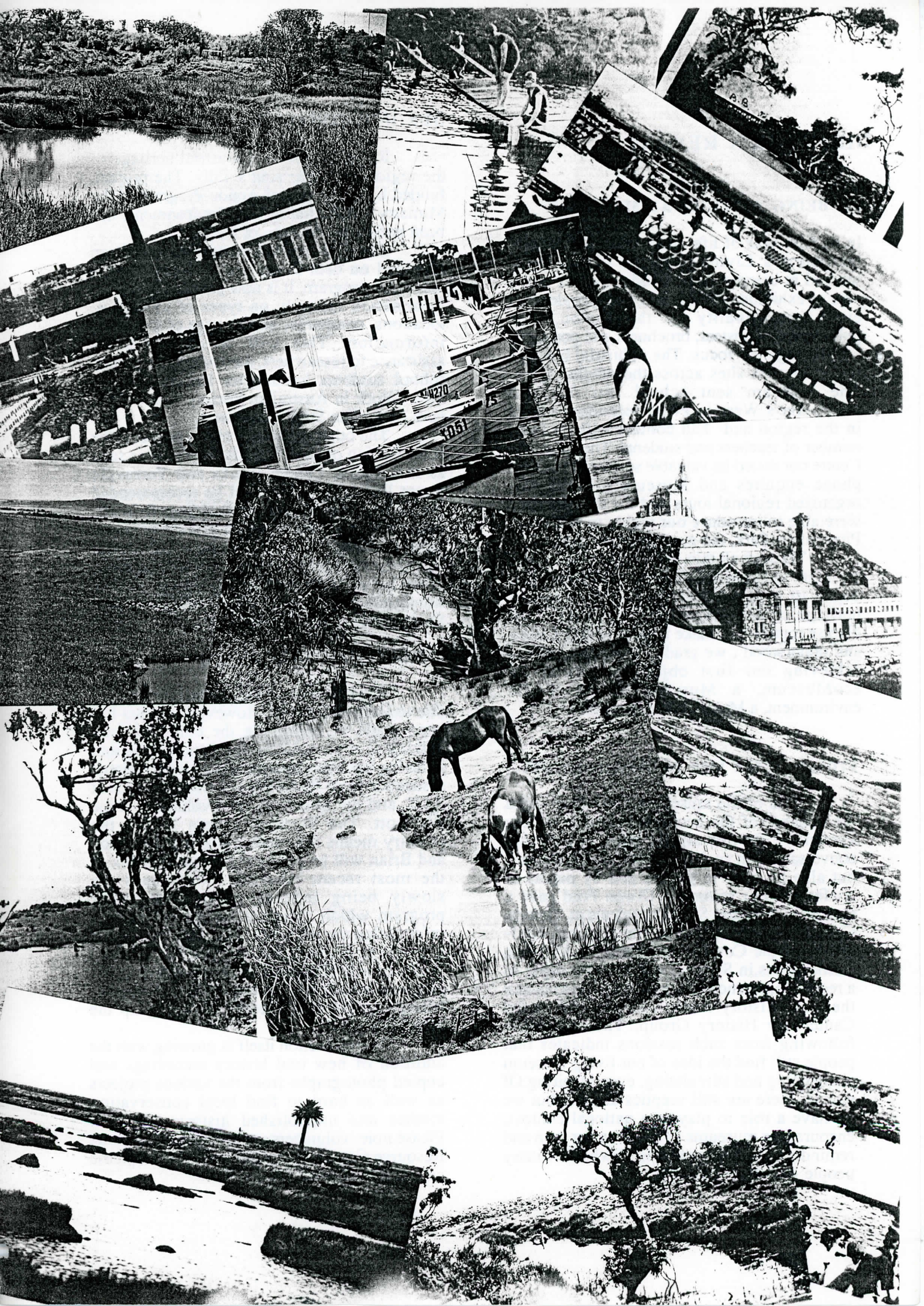
Four hundred and thirty sites have been recorded on data sheets and indexed using a computer program. It is now possible to call up information instantly on types of industries, locations, companies and a range of historical information. This will be of invaluable assistance to researchers, particularly secondary school students looking for information for their 'Work in Australian Society' units of the new Australian Studies subject.

The other major aim of the project is the conservation of significant industrial sites such as the Apollo Candle Works and Yarraville Sugar Refinery. These will be recommended for inclusion in the Historic Buildings Register. Other sites may be afforded protection under local planning schemes. The end result should be a greater level of protection and awareness of the Industrial Heritage of the region. Anyone wanting to contribute to the Industrial Heritage Study should contact Gary Vines.

RESOURCING THE REGION

The resource centre is under-resourced due to limited funding. However progress has been made in improving the collection and making it more accessible. Cataloguing and indexing has been streamlined with exceptional assistance from Brian Hubber from Westdoc at F.I.T. and the Museum's own volunteer, Irene Westcott. The Westdoc system is now the primary means for cataloguing our collection and Brian will be producing a special index of the most recent material. Photographs are slowly being indexed using a computer program which allows us to extract subject information very quickly. This will be of great use in preparing future exhibitions and publications. However, help is needed in the time-consuming job of processing information, filling out the data sheets and typing up the information.

The collection itself is growing with the addition of new oral history recordings and copied photographs from the various projects as well as hard to find local conservation studies and unpublished historical papers. Please note: volunteers are needed to help in the Resource Centre, if anyone is interested, please call 689 7293. Gary Vines.



REGIONAL PUBLICATIONS

Two posters

Two full-colour glossy posters were produced by the museum as part of the Heritage Tourism program. One poster depicted each of the nine municipalities in the region. The other was a poster on bluestone. The regional poster made the cover of the Municipal Officers' Association magazine, providing good publicity for the museum and the region. The posters are popular and we've had favourable comments from local people and others from further afield.

Two School Kits

The museum's school kit, *Explore Melbourne's West*, includes a set of six photographs with activity sheets, an illustrated heritage map with notes, an outline map, teachers' notes, tour brochures and resource handbook. The activity sheets focus on people and industries of the region, especially bluestone quarries, orchards, market gardens, chaff mills, concrete pipe works and meat works. The kits have been supplied to all 'pilot schools' trialling the new Australian Studies course and to all secondary schools in the region. A number of teachers have expressed appreciation of the kits and their value as a resource.

A kit on Kororoit Creek includes the museum's brochure on Kororoit Creek, notes to accompany the Kororoit Creek video, a set of twelve postcards, and notes about a travelling exhibition on the Creek.

Six brochures

The Museum developed the first-ever colour brochure on the Region, for the Western Region Commission. Chrisy Dennis designed and produced the brochure, which has been widely distributed, especially to tour operators. Gary Vines completed his work on three regional tour brochures, crossing many municipal boundaries and focussing on the themes of bluestone, origins of industry, and irrigation. All the tours begin at Pipemakers Park and can be self-guided or used for a group tour. The brochures have met with a good response. Bus and boat operators and teachers have been especially interested.

Two trail brochures - a Meat Trail and a Pipe Trail - for visitors to Pipemakers Park, formerly the Humes site, were ready for the opening of the park by the Premier, John Cain.

The brochures were the work of Museum staff, in consultation with Board of Works officers. The trails follow a numbered sign system in the new park.

Eighteen Postcards

As part of its work in interpreting the old Humes site, now Pipemakers Park, the museum produced six sepia postcards, with reproductions of etchings or photographs of the historic industries once on the site.

Twelve postcards were printed as part of the Kororoit Creek Bicentennial project. Six cards were in sepia, mainly historical photographs. Six cards were in full-colour, recent photographs of the creek.

Do-it-yourself publishing

All our publications build on the work of previous projects and make use of the very considerable photographic archive and extensive research material in the Resource Centre. But 1988 was different, since this was the year when the Museum took on all aspects of publication, except the actual printing. Photography, maps, type-setting, design and lay-out were all done by Museum staff. The Museum was fortunate to have access to computers and computer printers at Lincolnville Education Support Centre and also to equipment owned by Museum staff and friends. Desk-top publishing has meant training and new skills for our staff and very economical publication costs. In turn, we are often able to pass on the benefit of our experience to other people and groups within and beyond our region. We also acknowledge the fine work and co-operation of local printers and the work of Chrisy Dennis as Publications Manager.

A regional publishing house

The museum has now published a total of eight books, ten brochures, four posters, two school kits and eighteen postcards. Three major publications are to be produced in 1989. We run a substantial mail-order service, as well as selling books directly at the Museum office and through book-stores. We sell a number of publications produced by local groups, such as Friends of the Maribyrnong Valley, the Over 50s writing group and local historical societies. More extensive marketing of our products will be undertaken in the future.

MEAT TRAIL

MEAT TRAIL

MEAT TRAIL

BUILT OF
BLUESTONE

BUILT OF
BLUESTONE

BUILT OF
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BUILT OF
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MELBOURNE'S
WEST

*A smorgasbord of geological,
historical and cultural treats.*

BUILT OF
BLUESTONE

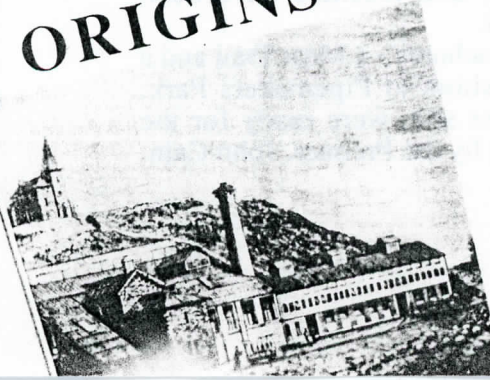
IRRIGATING THE DRY PLAINS

BUILT OF
BLUESTONE

ORIGINS OF INDUSTRY

MELBOURNE'S LIVING MUSEUM
WEST HERITAGE TOURS
A car or bus tour looking at the
irrigation in Melbourne's West
will take at least a full day or
sections. References are to
© Melbourne's Living Museum

MELBOURNE'S LIVING MUSEUM
OF THE WEST HERITAGE TOURS
A car or bus tour starting from
Humes Historic Site, Maribyrnong
River, taking a half or full day.
References are to current Melways.
© Melbourne's Living Museum of
the West 1988



REGIONAL TOURISM PROGRAM

The Museum was the key producer of regional tourism material in 1988, as distinct from tourism material produced on municipalities, parks or sites. We worked closely with the Western Region Commission on preparing and promoting the museum's heritage/tourism material and contributed to the Commission's submission for funding to establish a regional tourism authority.

Launch of tourism material

The launch of our heritage/tourism material by the Minister for Tourism, Steve Crabb, at Pipemakers' Park, attracted the attention of the media, including two television stations. Peter Somerville's boat, *Blackbird*, took the Minister and the media up the river from Footscray to the park. The Minister's address to the gathering was stimulating and encouraging. He stressed that tourism was about local people, including school children, getting to know their own area. Tourism was not only for Americans and Japanese. He commended the museum for the thought processes that had gone into the production of the tourism material and promised the support of his ministry for future projects. A large number of key people from government, the tourism industry and local institutions and groups attended the function, which was partly hosted by the City of Sunshine. Local newspapers gave the launch excellent coverage, including editorials on tourism in Melbourne's West and even a cartoon. Channels Two and Ten reported on the event that evening.

Tours

We conducted a bluestone tour in June for members of the Royal Historical Society of Victoria, with stops at Keilor, the Organ Pipes, Clarke's old sheep station, *Deanside*, and *The Willows*., Melton. Comments and letters afterwards showed the tourists had enjoyed their day.

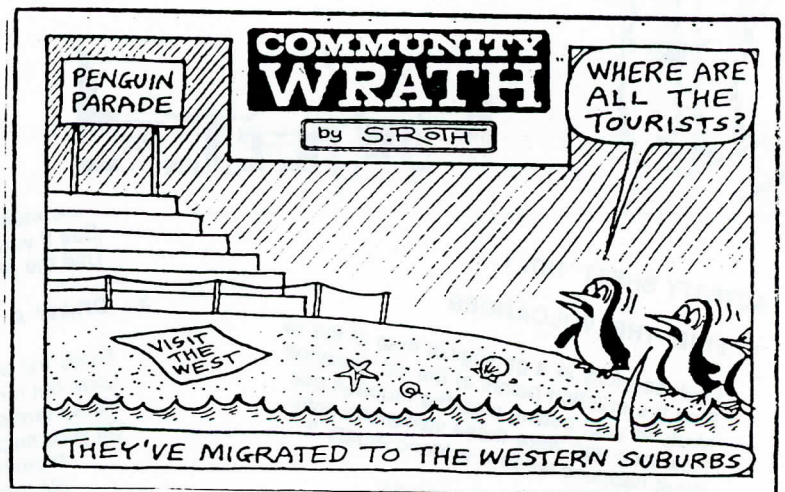
Tours for school students included tours from Footscray to Keilor and from Maribyrnong to Williamstown. We have also taken several hundred students on tours of Pipemakers Park, following the pipe trail or the meat trail or giving them a general overview of the site and its history.

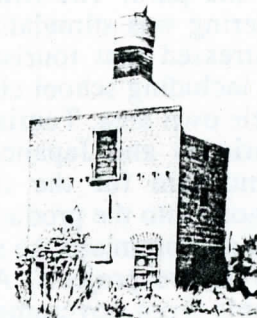
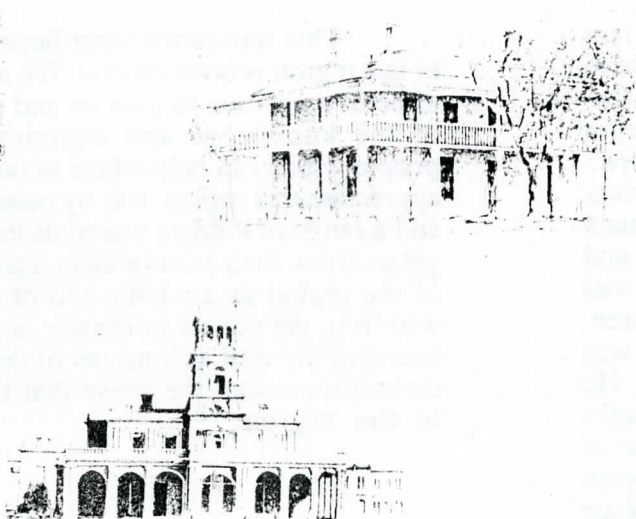
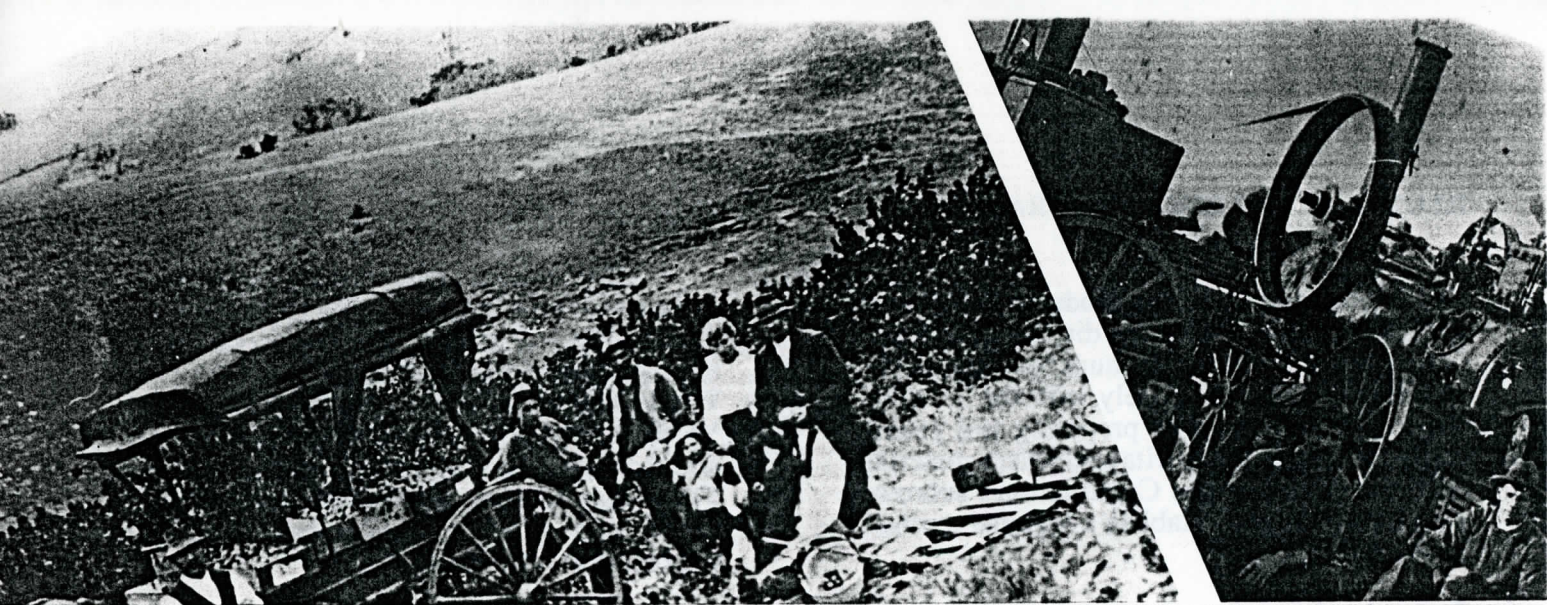
Tourism Links

The museum has provided material and advice to tour operators or organizations developing tourism in this region. We are in regular contact with staff at Werribee Park, the Wool Museum at Geelong, and the Museum of Victoria. The possibilities for joint promotion and thematic tours are of special interest to us. The proposed museum development at Spotswood and plans for Werribee Park are important to the region.

This museum and tourism

This museum's contribution to tourism in our region is quite crucial. We are privileged to be in a position to pass on and present some of the knowledge and experience of local people which can help others to understand and appreciate this region. It is by means of the tour and a range of tourism materials that people can get to know their environment, can gain a sense of the region as a whole, and of the diversity within it. As occurs in France, we can use the tour and the trail as a means of developing the ecomuseum, and the sense that **the museum is the region.**





EXPLORE MELBOURNE'S WEST HERITAGE KIT

PRODUCED BY MELBOURNE'S LIVING MUSEUM OF THE WEST



ACTIVITY SHEET NO. 1.

1. FIND THE VOLCANOES

Look carefully at a geological map of the region.
Find the eruption points of the old volcanoes.
Mark on your outline map the eruption points.
How long ago were these volcanoes active?
What happens when a volcano erupts?

2. SEARCH FOR BLUESTONE

What is bluestone?
Look for a piece of bluestone.
Describe it in ten words in your notebook.

Draw a sketch map showing where bluestone is found.
List some of the uses of bluestone.

2. DRAW A MAP

Study the aerial photo carefully.
Look out for the river, the road, the railway.
Mark them on your map in a different color.
On your map show the main bluestone buildings, the electricity sub-station and the gantries.

3. THINK ABOUT THE PHOTO

Do you think this was a large factory?
What did it produce?
Was this a good site for a factory? Why?
Can you think of any problems that might have occurred?

2. STUDY THE PHOTO

When do you think this house was built?
Make a list of the materials used to make it.
Compare the Newell Street house with your house.
Write down the ways they are similar and different.
When do you think this house was built?
What other types of houses are there in Footscray?

3. FIND OUT ABOUT FOOTSCRAY

Locate the position of Newell Street by looking at the map.
Visit the Newell Street area. Take a walk.
What do you think is special about this area?
Count how many houses are similar to the one in the photo.
Why do you think they are similar?
Find out what large factory was once in Footscray.

4. FOLLOW UP THE ANGLISS STREET

Read some of the book *Lifeblood of Footscray*.
Look at the photos in that book.
What do you think of a meatworks?

EDUCATION AND THE REGION

It is clear that this museum has much to offer teachers and students, in terms of resources and suggestions on how to do your own research on local or regional themes, at secondary and tertiary level. There is also a demand for people to visit schools and talk to students.

Australian Studies

The Australian Studies course for year 11 and 12 students is a major challenge and Museum staff have had a number of sessions with groups of teachers and librarians to discuss resources for that course. Many schools are buying our publications and there is a huge demand for more material. Pipemakers Park is a good venue for students to look at a range of evidence on the theme of work and changing technology. We urgently need more support to service teachers and to produce material for students from our existing collection. We have raised the matter with the Ministry for Education and look forward to their involvement with us, on joint ventures.

Talks to students

A range of schools requested talks by museum staff. These included -: Keilor Downs Post-Primary School; St. Monica's Primary School, Footscray; Altona High; Maribyrnong High, when 20 large Year 11 students squashed into our tiny resource centre on a hot Friday afternoon; St. Bernard's College, Essendon, including one class who came down to Pipemakers Park on their bikes; Albion North Primary, where 80 students sat on a wooden floor and enthusiastically asked questions almost non-stop; St. Columba's, Essendon; Yea High School.

Resourcing teachers

Some teachers come in the holidays to find material for their courses, including teachers from as far away as East Doncaster High School and Mowbray College, Melton and as near as Footscray Girls High School. We lend material such as videos, books and displays. We sell our books and videos, and material produced by local groups. We have donated class sets of the Sunshine Harvester Diary to several schools. We give advice on possible research topics or themes to focus on and deal with many enquiries over the phone.

Work Experience

We have a number of requests from schools to take students for one to two weeks work experience. In 1988, we took four (?) students for a total of six (?) weeks work experience. They came from Essendon, Williamstown, Werribee and Footscray. Students work on a range of activities, ranging from writing articles for newspapers, preparing radio programs, photographic work, reviews and reports, secretarial and book-keeping work and community contact. We try to see that each student has a particular project, as well as the opportunity for experience in a variety of areas. For example, two students worked on producing a Museum Newsletter.

University students

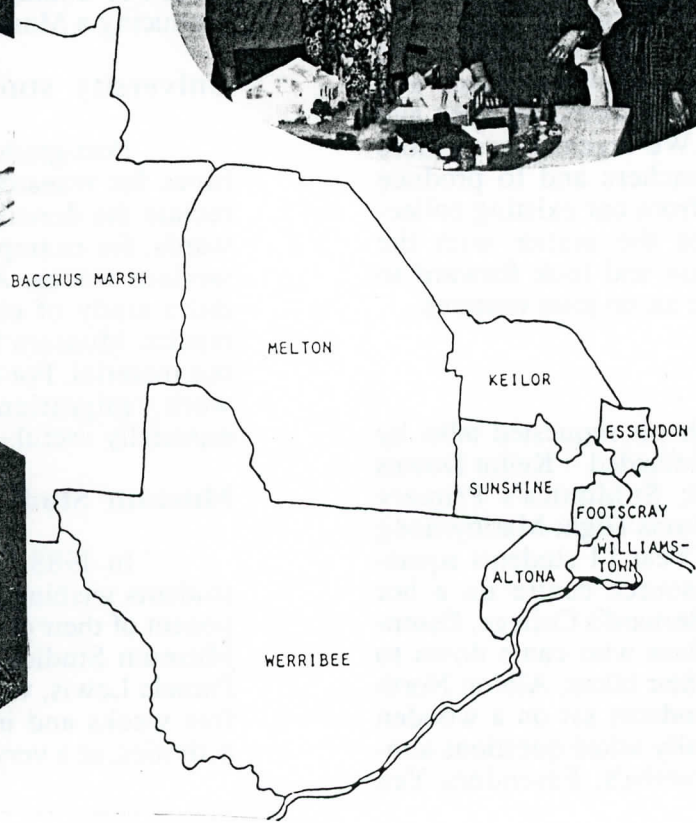
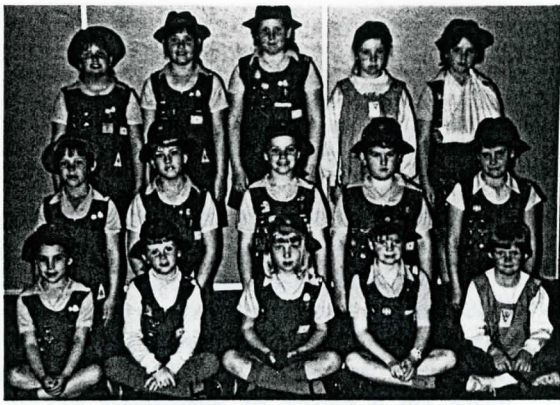
Post-graduate students consult our archives for research material. We greatly appreciate the donation of a finished thesis afterwards, for example, Michael Cook's thesis on noxious trades. A Deakin University student did a study of ecomuseums, with very good results. Museum Studies students also refer to our material. For themes focussing on women, work, migration, the Resource Centre is especially useful.

Museum Studies Attachments

In 1988, this museum accepted two students wishing to do the "Attachment" component of their post-graduate diploma course in Museum Studies with us - Ann Brothers and Pamela Lewis, who worked incredibly hard for five weeks and immersed themselves in our activities, at a very busy time.

Links with F.I.T.

F.I.T. invited the Museum to conduct sessions for first year Teacher Education students in the subject, Multi-Cultural Studies. Approximately 70 students attended the sessions at Pipemakers Park, which included an introductory talk, group work looking at museum material, and a guided tour of the old historic buildings. Sessions with other students are planned. The museum agreed to give a placement to an F.I.T. student doing her Graduate Diploma in Heritage Planning. She did an analysis of our museum and we were impressed with her report.



REGIONAL EXHIBITIONS

Back in Your Own Backyard

One of our big achievements in 1988 was the development and production of a travelling exhibition "Back in Your Own Backyard", co-ordinated by Peter Haffenden. The backyard in this context is the Western Suburbs of Melbourne. The exhibition contains a series of displays generated by a cross section of local residents. Each display shows a "perception" of "point of view" of a particular job or place or lifestyle, accompanied by a background story. The exhibition combines art with oral history, set in a context of statistical surveys of the Western Region. It was developed in conjunction with the Western Region Community Arts Network. The well known art historical, Professor Bernard Smith opened the exhibition. He said the exhibition was "fantastic" and it expressed many things he had written about art and history in Australia.

So far several thousand people in Footscray, Sunshine, Williamstown and Altona have seen 'Backyard'. The plan is for it to travel around the Western Suburbs and then the Eastern Suburbs and country centres. As a measure of the interest the exhibition generated, it was very flattering to have a request for the exhibition catalogue from an organisation in England called Common Ground.

The 'Backyard' exhibition was the most pioneering and innovative of all the Museum's exhibitions. For the ideas and concepts of the exhibition and, for the most part, the final products of the exhibition were the work of local people themselves. The Museum's role was as encourager and assistant. The process of developing the exhibition, with input from every part of the region, was extremely complex, demanding and challenging. The exhibition has been of great interest to local people and more broadly, to the Community Arts world.

The catalogue of the exhibition provides a record of the project, "The primary role of the participants has been to provide an insight into a personal backyard that would be unfamiliar to the rest of us. ... The challenge ... has been to translate the 'common sense' of one group into a visual presentation. The audience could then benefit from an immediate perception, unclouded by the effects of refinement. From the other side of the fence those taking part in the exhibition could benefit by discovering that their 'ways of seeing' and 'ways of expressing' are indeed recognisable and appreciated as being a unique and valuable point of view."

Windows on Melbourne's West

This exhibition, co-ordinated by Chrisy Dennis, and funded by the Ministry for Planning and Environment consists of 3 elements, each designed to involve the audience in a different way.

- An audio-visual display of 80 slides of contemporary views in the region interspersed with copies of old photos of people or places in this area. The images were broad landscapes and details such as rock formations, plant life, birds, wildlife and zoo animals, constructions and evidence of human activities.
- A set of 20 large 'play blocks' - sexahedrons covered on 5 sides with photographs and on the last side, a key identifying the subjects and sites. This is the most interactive part of the exhibition. The visitors are encouraged to pick up the blocks, look at the images and to re-arrange the blocks in a different juxtaposition.
- A series of 5 large collages made from photos, drawings, photocopies, coloured paper and a mirror fragment. They were mounted on the walls of the A-V stand.

The exhibition was launched by Dr. Jim Cairns at the opening of the Hunt Club Centre in Deer Park in November, 1988, when several hundred people attended. It was then on display at the new Pipemakers Park and then, by special request, at the Summer Festival in Williamstown. Back in Your Own Backyard and the Windows shows were accommodated in the Old Post Office. The Deer Park Health Centre borrowed the exhibition for a week.

Women Artists of Melbourne's West

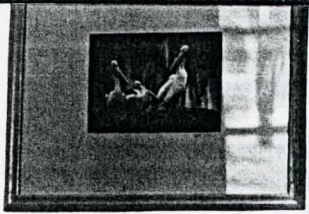
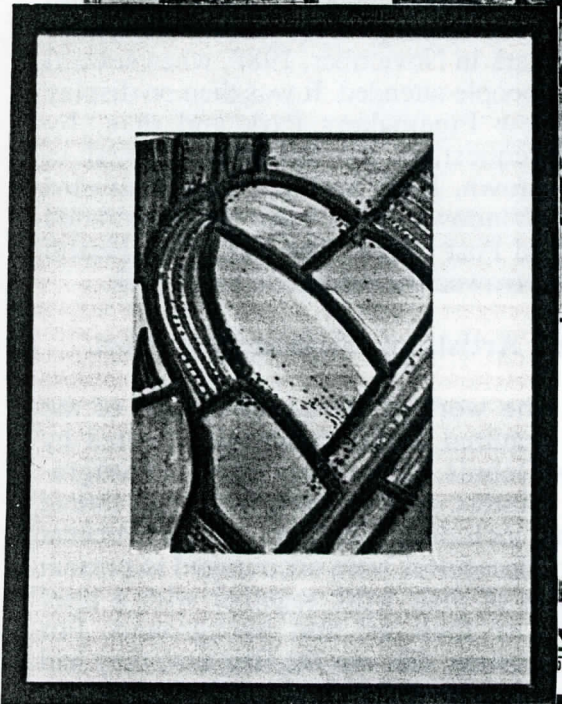
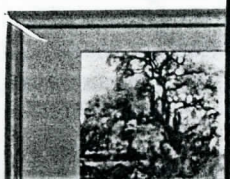
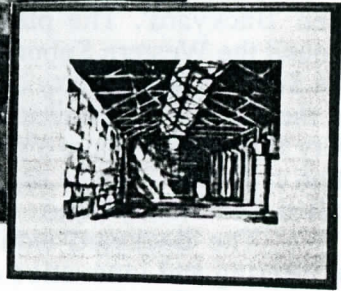
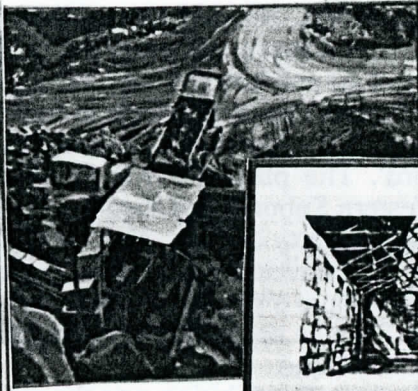
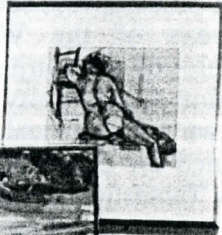
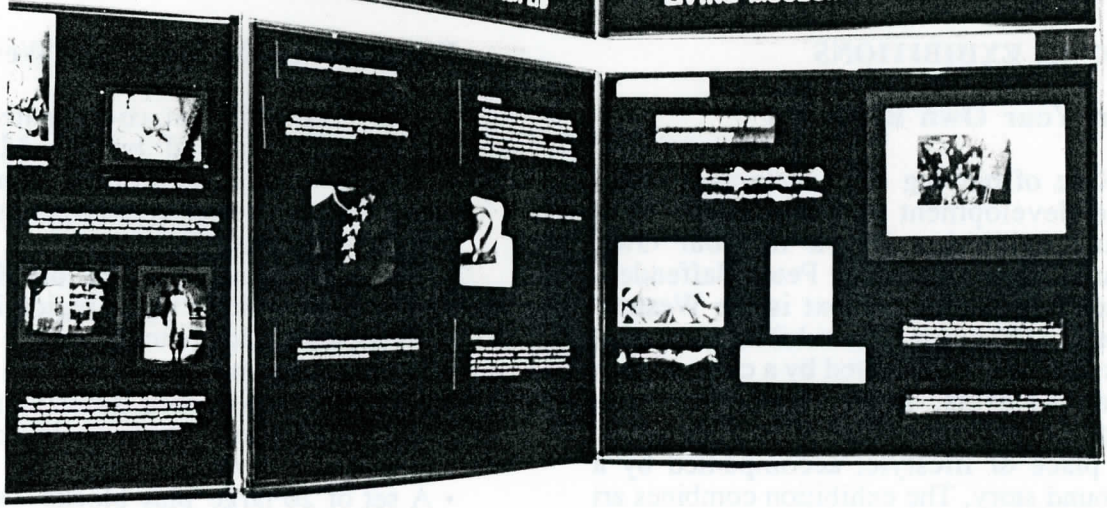
The work of 10 women artists of the region featured in this exhibition, curated by Chrisy Dennis, herself an artist. Photographers, painters, print-makers, fabric and thread workers including Ukranian needle-workers and egg decorators were encouraged to present examples of their work together with a brief account of their art and background. For several women, this was the first time they had taken part in such an exhibition. We hope to repeat the experiment in the future.

Regional Strategy Exhibition

The Museum produced a travelling exhibition for the Western region Commission, to accompany the launch of the Regional Strategy. Mark Dawkins collected material from each council in the region and worked on developing the exhibition with the Regional

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LIVING MUSEUM OF THE WEST



Arts Officer, Chris Reidy. The 22 panel display toured all the nine municipalities, generally being located in the foyer of municipal offices. This was an important joint venture with the Western Region Commission and built up Museum contact with local councils.

Getting to Know Kororoit Creek

With funding from the Bicentennial Environment Program, the Museum organised a number of products and events during 1988 to encourage awareness and understanding of Kororoit Creek. Chrisy Dennis was co-ordinator of the project. Three different exhibitions were held, reaching large numbers of people.

1. At the Old Post Office during the Williamstown Festival, Australia Day weekend. This show included photographs, drawings and paintings, some existing images of the creek and some recently-acquired copies of old photographs as well as some contemporary colour photographs.

2. At the Hunt Club Community Centre in Deer Park, in the City of Sunshine, very near Kororoit Creek. The exhibition was held at the same time as a weekend Community Craft Market and was widely publicised among community groups.

3. At Altona City library. A range of people, young and old, showed a keen interest in the exhibition, especially in the 'artifacts' on display - birds and plants, including native grasses and the murwong, a food plant for Aboriginals. Two graduate Museum Studies students worked on this exhibition, which is now available for loan.

A video of Kororoit Creek, made previously by the Living Museum, was shown at regular intervals to people visiting the exhibition. Each time the exhibition was held, people from the community came forward with more information about the creek and people's activities along the creek, and others asked for more information.

LOCAL EXHIBITIONS

The Museum staff prepared a number of small local exhibitions for particular occasions. *Multi-Cultural Footscray* in Footscray Park for the Royal visit; *Women of Footscray* for the Mayoress's afternoon tea at the Footscray Town Hall; an *Aboriginal Heritage* display for a book launch at Footscray Library. We provided assistance to Keilor Council in planning and preparing an exhibition on Keilor at the Westfield shopping centre during Local

Government week. We have lent exhibition material and display stands to local schools and other groups. We provided some advice, photographs and sources for a school kit produced by Keilor Heights High School. We also contributed to a display on the history of the area which was held at their school library and Peter Somerville gave a talk on that subject.

Photographic display

Footscray Community Arts Centre's Bicentennial Regional Photographic Exhibition was curated by two of the Museum's staff - Chrisy Dennis and Elizabeth McKinnon. Local people were given free black and white film to use and it was processed free of charge. The photographs selected for the display represented various themes and locations in the region. It was launched in December and has been on display since then at other venues.

Pipemakers Park

An eight panel display on the story of Pipemakers Park was developed by Museum staff for the Board of Works project which was funded by the Bicentennial. The display begins with the ancient river valley of Aboriginal times, presents the key industries in the site's history and finishes with the making of the new park. A number of artifacts - barrels, tools, a model of a moulding machine - complement the pictorial display. We were indeed fortunate to have the advice and involvement of Dianne Beevers in producing the display, and assistance in kind from Humes Ltd.

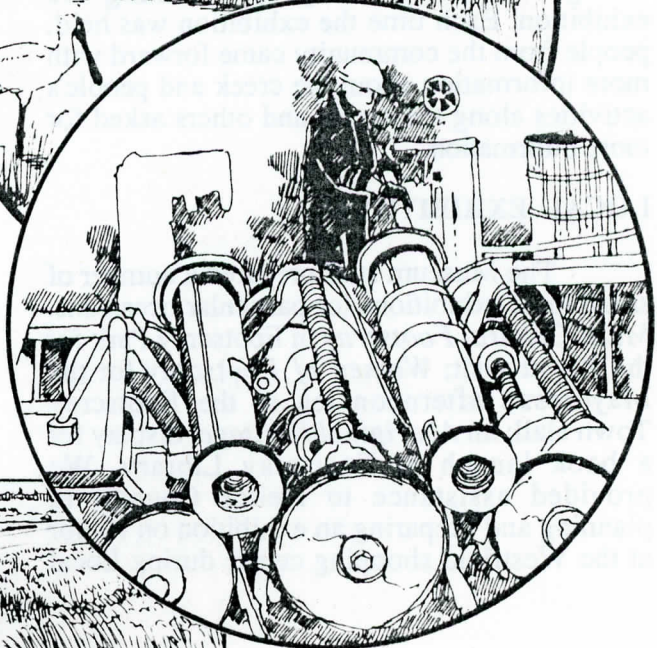
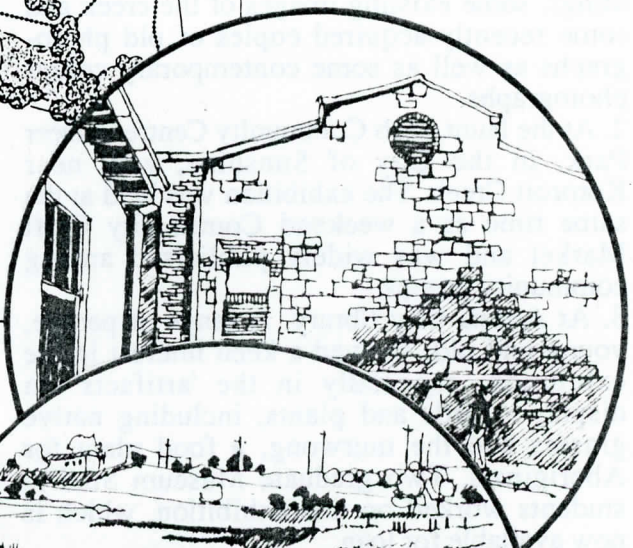
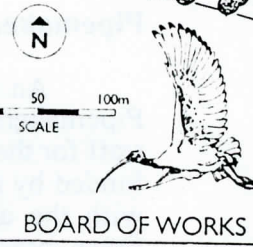
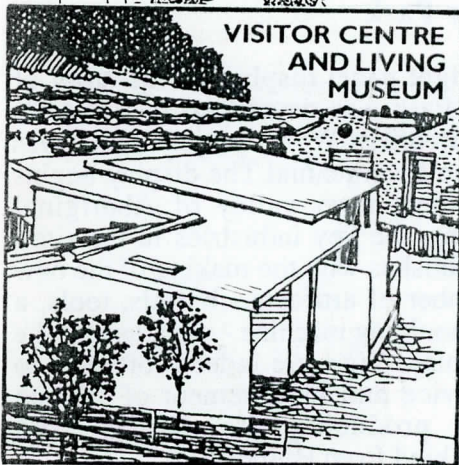
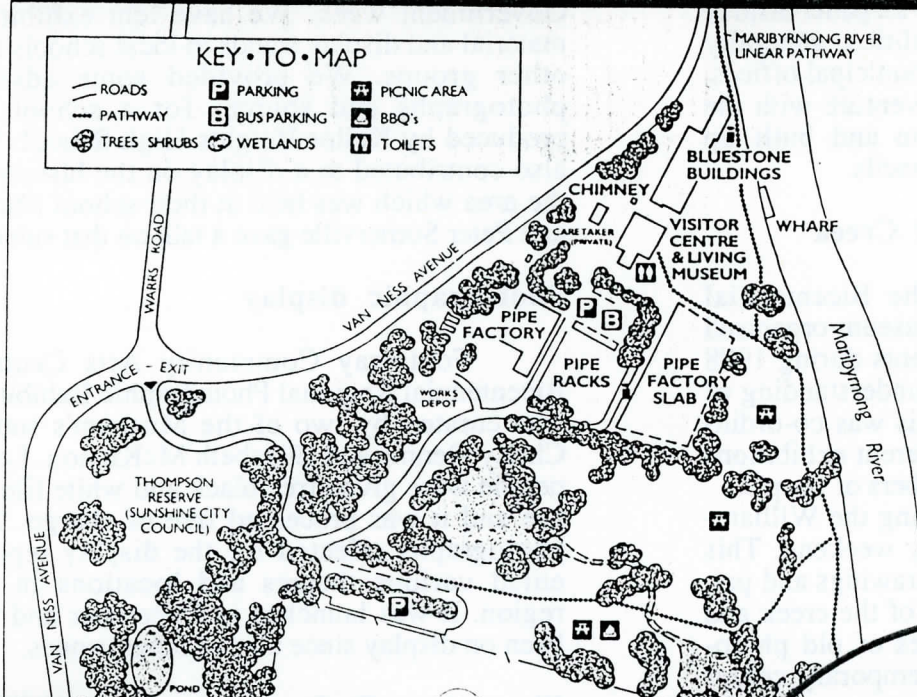
Westpac Exhibition Sunshine

The Museum was asked to prepare a local component on the history of Sunshine for the travelling Westpac exhibition. We greatly appreciate the loan of material from Sunshine and District Historical Society and the donation made by Westpac to the Museum.

Shire of Ballarat Bicentennial Display

This display was on the theme of H.V. McKay and his inventions. The Museum provided large photographs for a large community display which was held at the showgrounds in Ballarat. It included a splendid array of farm machinery, including a Sunshine Harvester, an early Sunshine tractor and a replica of McKay's smithy which was built by local farmers in one week.

PIPEMAKERS • PARK



THINGS TO SEE AND DO

- **PICNIC OR BARBECUE**
Electric barbecues are provided near the wetlands.
- **VISITOR CENTRE AND LIVING MUSEUM**
Look at displays or talk with staff from the Living Museum.
- **SELF-GUIDED TRAILS**
Pick up brochures from the Visitor Centre.
- **FISHING**
Try your luck from the wharf.
- **RIVER PATHWAY**
Go for a ride or walk.
- **GUIDED TOURS**
The Living Museum run guided tours. For more details ask at the Visitor Centre.
- **BOAT TRIPS**
Tour boats will stop at the park wharf regularly.



TOWARDS A NEW HEADQUARTERS

During 1988, the Museum's Committee of Management worked hard on negotiations with the Board of Works, to finalize a legal agreement for occupancy of a building on the Humes site. A legal agreement is now ready to be signed, and the only remaining problem relates to certification of the building.

Museum staff assisted the Board of Works in their planning and design of the new park, especially in relation to the renovation of the former Fitters & Turners' Workshop for a Visitors' Centre, the design of trails and the retention of historical features such as the site's important tramway system. The Premier of Victoria, John Cain, officially opened the new park, Pipemakers Park, in November 1988. In his address he acknowledged the contribution of local people, including Melbourne's Living Museum of the West. He said the development could truly be called a "people's park" because without the pressure and persistence of local people over the last 10 years, this area may well have been destroyed or become a residential area.

Work was completed on the Visitor Centre and the building was full of Museum displays for the opening day. About 3000 people attended the opening and enjoyed the stalls and entertainments and the colourful River Parade. The Museum arranged a "Pipemakers' Barbecue" for those who once worked at the Hume Pipe works - and their families. This was a great success, with about seventy at the barbecue. It has been suggested that this might become an annual event.

A caretakers cottage was completed and Peter Somerville offered, on behalf of the museum, to occupy the cottage on a temporary basis to ensure some form of security on the site, at no cost to the Board. His supervision was important in deterring vandalism at a crucial stage. The cottage is now occupied by a Board of Works ranger. We gratefully acknowledge Peter's contribution.

The completion of the Visitor Centre and the opening of the park in fact represents only one stage in the park's development. There are still several aspects which require attention if this historic site is to be truly accessible to the general public. The future of the main bluestone buildings is still being considered by the Board of Works. The "Bottom Factory" area and the Pipe Maze proposal are still under review. The "Top Factory" area is in urgent need of some repair. Since the Museum will be taking on the role of interpreting this

site and providing an interpretation and education program, we have to be concerned about the future planning and budgeting for the park.

We will be preparing a detailed interpretation program for the park, in consultation with representatives of the Education Ministry and others. This will be part of our total plan for interpreting the region. The new headquarters at Pipemakers Park will be an important jumping-off point from which to explore the region, a good place to get an overview and a sense of the region and its significance.

ABORIGINAL PARTICIPATION

In the past year, Koori people have taken part in the activities of this museum. When Kim Jowett of Deer Park launched the publication, *First Residents of Melbourne's Western Region*, in April 1988, at Footscray, it was her Koori perception that made all the difference to the occasion.

We have always realized that we could not expect Koorie involvement unless they were in control of any project undertaken. This is now occurring in the context of the Maribyrnong Valley exhibition. We talked to Wayne Atkinson of the Koorie Oral History Project and to officers and elders of the Wurrunjerrri Tribal Council. The result has been several joint visits to key Aboriginal sites in the Maribyrnong Valley, and some video sessions, videoing Robert Mate-Mate as he describes the tribes who once lived in and near the valley and Andrew Gardener as he tells of his Aboriginal forbears. Robert Mate-Mate will tell stories for the opening of the exhibition and the video material and Aboriginal artefacts will be part of the exhibition, by permission of the Wurrunjerrri Tribal Council. A Koorie artist, Sharon Hodges, is doing some screen printing for the exhibition.

Hopefully this first joint-venture will lead to further activities. Aboriginal leaders have had little to do with Melbourne's Western Region in recent times. Yet it is an area rich in Aboriginal history and many people now living here, especially school children, are interested in finding out more about the region's first residents.

The Maribyrnong Valley Exhibition is being organized by Elizabeth McKinnon, sculptor, who is producing a model of the river valley for the exhibition. Maps, photographic panels, artefacts and audio-visuals will also feature in the exhibition, which will be opened by the Minister for Conservation, Forests and Lands, Kay Setches.

The Richardson workforce 1899, outside the workshop in Whitehall St. Footscray. At the time this photograph was taken the company made perforated metal, pelton wheels and windmills, as well as a whole range of general engineering work.



THE TEN QUID TOURISTS



NEW WORLD ARTS
BRONWEN GRAY &
ALAN YOUNG

A LOCAL FACTORY HISTORY: RICHARDSON PACIFIC, BRAYBROOK

This project has been going for 18 months with Dianne Parsons as researcher and writer, assisted by other Museum staff and a steering committee which included company representatives. A draft version of the book was recently presented to the Directors of Richardson Pacific. They decided to approve and finance the next stage - publication, by the end of 1989, with the Living Museum as publisher, Dianne writes, 'One of the difficulties of the project has been to reconcile the conflicting demands involved in writing a company's history ... for instance, to balance the contribution made by workers on the factory floor, with the contribution made by engineers and executives.' Both groups have shared their knowledge and experience in this challenging history project. We expect the book to be a valuable resource for school students in the new Australian Studies course.

MARIBYRNONG: ACTION IN TRANQUILLITY

Sunshine City Council asked the Museum to undertake a history of the suburb of Maribyrnong. It is to be a pictorial history up to the present, with a strong oral history component. Pamela Lewis is working on the project, interviewing local people, who have been very supportive and enthusiastic. Olwen Ford has written the early chapters and Joan Carstairs has put in many hours of valuable research, on a voluntary basis. Chrisy Dennis and Peter Haffenden have been working on design and lay-out of the publication. Sunshine City Council and Melbourne's Living Museum of the West will be joint publishers of the book, which will be ready by mid 1989. Local papers have been most helpful in publicizing the project.



Cartoon by courtesy of *Community News*, 31 January 1989

THE TEN QUID TOURISTS: ALTONA ANGLO CELTIC ORAL HISTORY

The Museum has been the channel of funding for an exciting oral history project by New World Arts, led by Bronwen Gray and Alan Young, themselves Scottish migrants. The Ministry for the Arts provided funding and Altona City Council has also contributed.

"Over the last 3 months, New World Arts have been working with Anglo-Celtic migrants who came through the Brooklyn hostel and who have settled in Melbourne's Western Suburbs, specifically Altona. We have been collecting memorabilia, oral histories and photographic documentation and the collection of this material has been put together in a book called *The Ten Quid Tourists*.

Both personally and for historical purposes, we wanted to tell these stories, [as] well [as to] act as an avenue for these stories to be told and recorded. We wanted them to hold their place in history and to be placed in the context of Australia being a multi-cultural society, and in shaping Australia today.

Being Anglo-Celtic ourselves also made it a great deal easier, because they knew why we were there and that we had a vested interest in the preservation of the history. Perhaps also given that we were dealing with people aged between 50-70, and we were in our 20s their response to us was one of excitement."

The Museum has been pleased to support the project with loan of equipment, donation of audio-tapes and advice on publishing. We wish the new book every success.

The Ten Quid Tourists is to be launched at the Altona Gate Shopping Centre on 20 April 1989, by Senator Robert Ray, the Federal Minister for Immigration. Copies sell for \$8 and can be ordered by contacting Anne Banks, 11 Weerona Terrace, Altona Bay

THE CHANGING ENVIRONMENT OF MELBOURNE'S WEST : PUBLICATION

In this project, the Museum will produce a set of postcards from images which reflect changing landscapes and themes in the region's history. The cards will be historical reproductions in one colour, or contemporary photos in full colour. A pictorial book will present an overview of the changing environment of Melbourne's West, from earliest times to the present. Funding is from M.P.E., through the Regional Action Program.

What was life like at the saltworks?

The Living Museum of the West will receive \$5000 for a survey of Cheetham Saltworks.

Museum workers will study flora, fauna and Aboriginal and European sites and artifacts.

The work will be carried out on one of a series of grants announced for conservation and environment projects.

Conservation, Forests and Lands Minister, Ms Kay Setches, and Planning and Environment Minister, Mr Tom Roper, said the grants will be used for a range of innovative projects, including nature con-

servation, environmental protection, and cultural heritage.

They will also assist community groups in making submissions to government inquiries.

Some of the more interesting projects are:

- To help establish an association of retired professionals and technical volunteers to work on high-level environmental research.
- To develop community education programs on the marine environment of Westernport Bay.
- To produce information in Italian on Victoria's natural environment.

The ministers said the voluntary efforts of the groups assisted by the grants program provide tangible results which complement the government's own conservation and environment programs.

These government programs are outlined in the State Conservation Strategy.

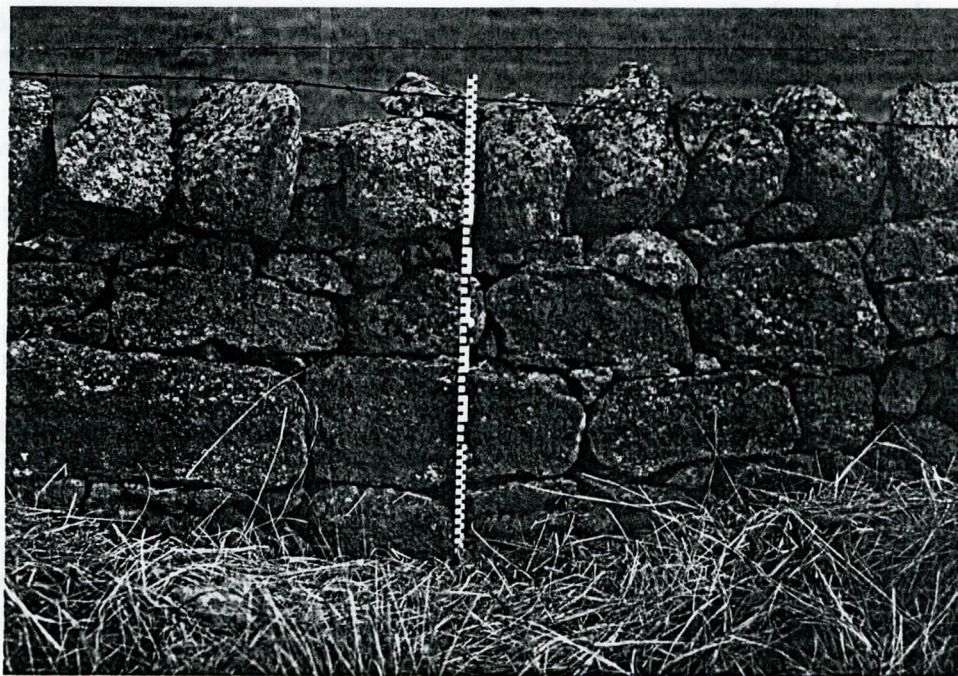
Ms Setches said the grants recognise the specialised knowledge of local communities and their commitment in time and energy to conservation and environment projects.

Mr Roper said grants made through the Ministry for Planning and Environ-

ment will help community groups to prepare responses and submissions to government inquiries, strategies and programs and assist groups to effectively participate in hearings and planning appeals.

He said these grants help to overcome the disadvantages that voluntary groups may experience in responding to proposals affecting the environment.

"The government is committed to proper consultation, and this assistance program encourages strong community input in the environmental decision making process," he said.



Dry stone wall, Boundary Road, City of Werribee

MUSEUM INPUT TO REGIONAL ASSETS

Heritage Surveys

Our archaeologist, Gary Vines, completed a Heritage Study of the **Albion Explosives Factory site**, in association with Andrew Ward. Gary identified several significant areas, including Aboriginal sites and industrial buildings. The study will contribute to the final plans for this major re-development.

In the Museum's **Dry Stone Walls Study**, Gary Vines has begun work on recording dry stone walls in this region, notably north of Werribee and between Deer Park and Bacchus Marsh. The study is involving the co-operation of the National Trust and the Victoria Archaeological Survey. It's a pioneer study of a distinctive landscape feature.

A study of **Cheetham Salt Works** has commenced. Gary Vines and Brett Lane will be surveying natural and cultural heritage and will produce a report and zoning maps. This is a very important site, because of the inter-dependence of natural and man-made environments, close to Melbourne.

Membership of committees

Through membership of committees, the Museum has had input to a number of important regional projects, at crucial stages of their development. Olwen Ford represents the Museum on the Hunt Club Committee of Management and is a member of the Werribee Park/Point Cook Advisory Committee. The Museum has a representative on the Western Region Arts Committee, ensuring close links with regional arts networks. Peter Haffenden is on the Board of the Footscray Community Arts Centre. We supported the idea of a river parade along the Maribyrnong and took part in the early planning stage. The Museum was also represented on the Hunes Site Bicentennial Committee and the Pipemakers Park Community Day Committee, preparing for the opening of the park.

Arts Activities

1988 saw this Museum closely involved with regional artists and arts projects. We provided resources to sculptor Elizabeth McKinnon, in her work on the Footscray Mural. On behalf of the Museum, Chrisy Dennis worked with Elizabeth to produce a souvenir booklet in honour of George Seelaf, for the launch of the George Seelaf Trust Fund. Chrisy

attended an Arts Law conference on artists and tax law and passed on information to arts networks, community arts centres and individual artists.

Mobile Museum Service

Through Mark Dawkins, the museum is developing a series of displays for Footscray council to be presented in a number of venues, including Footscray Mall. The Museum gave assistance to Sunshine & District Historical Society in developing a display for the opening of the Hunt Club Community Centre and provided a video for a meeting of the Essendon Historical Society.

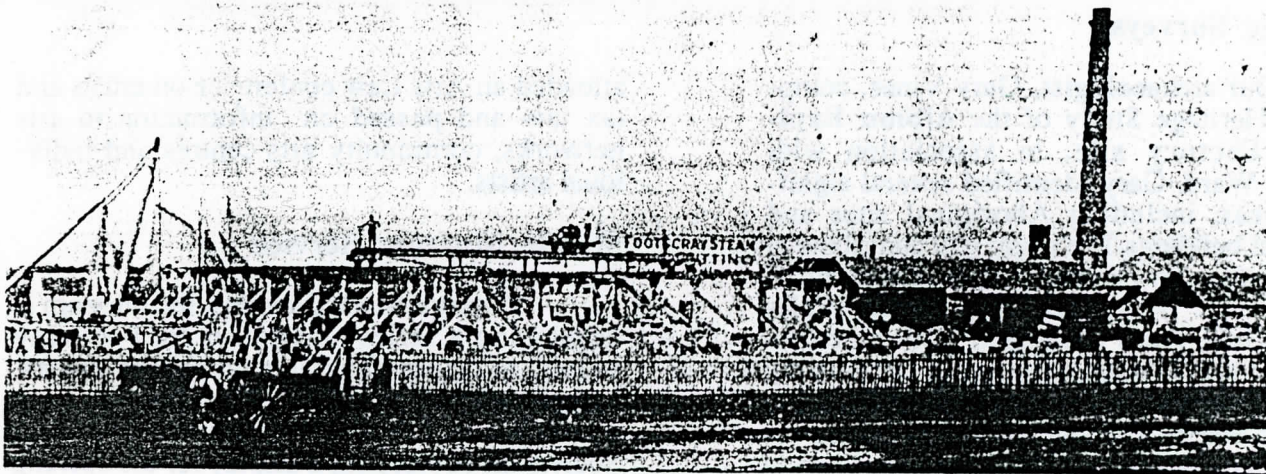
Service to local writers

The Museum has provided help to local people who have begun writing their memoirs or works of local history. We sometimes do typing and photocopying and, with their permission, make their work accessible to others through the Resource Centre

REGIONAL TELEVISION

During the year we became involved in the early stages of a new public television station, Television Unlimited. "TVU" produced what it described as the first test transmission of public television in Australia. Although TVU was based in Fitzroy, circumstances made it practicable for them to broadcast to the Western Suburbs for this first test. They perceived Melbourne's west as a mystery. In that they did not know where to begin. Contact was made with the Living Museum and we played a substantial role in their current affairs programs, which were the most popular. We also lent video equipment and received due acknowledgement for our support. Furthermore, the first video about the Western Suburbs from a local group shown on this historic broadcast was the Living Museum's video "Looking at Melbourne's Western Suburbs".

INDUSTRIES OF THE WEST



FOOTSCRAY Steam Stone Cutting Works. Nothing remains of this works.

Discovering the industrial heritage of the West

MOST of us are familiar with historic buildings like Como, public buildings like Parliament House and impressive churches. However, the less pleasant industrial buildings are often overlooked when we think of heritage.

These industrial buildings include fac-

ories, docks, railways, bridges, mines, quarries, meat-works, warehouses, workshops, flour mills, saw-mills, dairies, farms, chemical

works, public utilities and a great variety of commercial and retail premises. The list is almost endless. Historically, Victoria

is the industrial centre of Australia and the western suburbs, the industrial centre of Melbourne. The activities of the early entrepreneurs and workers have left a rich legacy of industrial relics. More of 19th century industrial engineering achievements survive here than in most developed countries.

The purposeful and functional buildings that these people built and worked in can sometimes tell us more about their personalities than the grand houses and public buildings.

Most of the residents of the western suburbs and the western region of Melbourne spend a great part of their lives working in these industries. And just as the industrial landscape is

an everpresent part of our lives, so it was for the past residents of the West.

There is a story in old factories which tells of skilled tradesmen and craftsmen, resourceful entrepreneurs and imaginative inventors.

A few industrial sites have been classified by heritage bodies but most are very little known. It is urgent that the remaining significant sites are identified and protected before evidence of our industrial heritage is lost.

The Living Museum of the West has begun an Industrial Heritage Project to identify, research and record the significant items of industrial heritage in the region. The project in-

volves talking to people who know of old industries such as retired workers and local historians, visiting sites and making a photographic and documentary record of them.

Once the site has been identified, historical research is carried out to find out when the industry operated, what it made, who owned or ran it, how it worked, how important it was, and what contribution it made to industrial and social development in the West.

To date, more than 350 sites have been recorded, ranging from huge complexes such as CSR in Yarraville where the 120-year-old refinery still stands among later buildings, to small one person factories like

the blacksmith shop in Bacchus Marsh.

From this record an assessment will be made of the most significant sites which will then be recommended for classification on the appropriate registers. Future planning can take into account the importance of the surviving relics of industrial heritage.

Anyone who would like to assist in the project, either by suggesting sites to investigate, or providing any background information, historical documents, and particularly old photographs for copying can contact Gary Vines at the Living Museum on 689 7293; or call in at the museum offices at 14 David St, Footscray.

Remember the past?

REMEMBER the SP bookies who operated around the Maribyrnong area in the pre-TAB days, mainly just before, during and in the years immediately after World War Two?

Or perhaps you remember picnics along the Maribyrnong River—in the suburb of Maribyrnong—in the same era?

Or the tea rooms that flourished in the same area and the same era?

The Living Museum of the West is anxious to hear from people who know anything of the history of Maribyrnong (the suburb, not the Federal electorate, that looks like becoming Calwell), with an emphasis on the last 50 years.

The information, for a pictorial history of Maribyrnong being sponsored by Sunshine Council, will be treated with the utmost care and respect, the Living Museum's Olwen Ford said last week.

Photographs or documents will be copied while their owners wait if necessary and memories of Maribyrnong, jotted down, are being sought also.

munition works and the Anglers Hotel—as well, of course, as the Maribyrnong (originally Saltwater) River.

Olwen says boat hire services were popular, as were swimming events, athletic meetings, family picnics.

It's photographs of such events that are being sought for the history and acknowledgement will be given.

If you can help, Olwen or Mark Dawkins are the contacts and can be phoned on 689 7293 to arrange for your contribution to be copied.

We doubt, however, if there'll be any photographs of the SP bookies in action—unless they're in police records!

editorial opinion

What the west can offer

THAT Melbourne's western region can offer a tremendous amount for industrial development has long been acknowledged and has brought to the region a big degree of financial and economic stability.

What has been slow in gaining recognition is the tourist potential of this same region, much of it linked directly or indirectly to the west's traditional industrial image.

This makes the campaign launched last week, aimed at promoting tourism in the western suburbs, welcome news.

It is a great pity it had not been a joint launch, taking in the neighboring northern suburbs also; because they too have much to offer in the way of tourism.

This, hopefully, may happen at some future date.

In the meantime, every business in the western region should give the tourism campaign all possible support.

Because every business, be it commercial, industrial, retail or service, has a vested interest in attracting tourists to the western suburbs.

The tourist industry is big business. This has been proved in many provincial centres.

Many civic leaders in such provincial cities as Echuca, for example, have gone on record as stating that if ever the tourist industry fades away from their centre, the centre itself will fade away in its wake.

Perhaps the situation is not so severe in the western suburbs. If the tourist

industry is not developed and exploited, other industry and retailing will keep the region afloat.

But the west's economy has the potential to become more buoyant if it can attract tourists, in growing numbers.

There is another aspect to be considered in the tourism campaign, too: it can provide a carriage for enhancing the west's image.

To many people who do not know the north west, the image is of heavy industries; often noisy or smelly industries. These people often do not know the beauty and history the region can offer.

A drive to bring tourists to the west—and hopefully the north also—can be nothing but beneficial.

FUNDING

The most urgent requirement for this Museum is the establishment of a permanent fund. This would enable us to build on what we have already done and extend our work in response to community demand. In 1988, a generous grant from the Peoples Hall Society, of \$40,000, became the first step towards a permanent fund for the Museum. The interest from the grant is being used initially to establish the Museum in its new headquarters at Pipemakers Park. A plaque will commemorate the gift and the founders of the Peoples Hall Society. We are grateful to Brian McKinlay for his work in initiating the contact which led to the grant. The next step is to build on this permanent fund until the Museum becomes self-supporting. We need to encourage sponsors to consider supporting our Museum with similar grants.

The Victorian Ministry for the Arts has provided core funding for our Museum in 1988 and we gratefully acknowledge this support. It enables us to provide a continuity and context for all our work, to continue implementing the ecomuseum concept and to enliven the museum scene. Because we have a core team, we are able to attract other sources of revenue. The Arts Ministry's grant increases almost three-fold. We thank the Victorian Ministry for Planning & Environment through the Regional Action Program; the Victorian Ministry for Conservation, Forests & Lands; the Australian Bicentennial Authority; local councils, especially the City of Sunshine and the City of Footscray; Richardson Pacific; Westpac Bank; the Board of Works; the National Estate; the Western Region Commission; TAFE WEST; and many organizations and individuals who have paid for our services and given us support.

It must be stressed that funding for the Museum is generally not a system of "hand-outs", but very much on a basis of "fee for service". The current situation is quite complex. Each project usually has its own project number, its own budget, its own steering committee. Since we are now up to Project Number 73, this gives some indication of the very substantial administrative and financial work involved for our staff.

THE FUTURE

We are working on a revised Business Plan for the next three years and this will be an important aspect of our future activities. The museum has now reached the stage where more people know about us and ask us to take on work. We are increasingly working on projects on a joint-venture basis with other organizations. But we also need to develop our own programs, programs which will yield enough revenue to pay for adequate staffing and extend our activities. We need more members and we need the support of a broadly-based group such as "Friends of Melbourne's Living Museum of the West" which we plan to set up shortly.

THANKS

Our Committee of Management has been most dedicated and supportive. We particularly thank them for their work on the negotiations with the Board of Works. The staff of the Museum have been tremendously hard-working and committed. They deserve our sincere thanks. We were sorry to lose Rod Faulkner who gave the museum four years of his life and who left in June to take up a more permanent job. All the current staff have helped in the compilation of this annual report. 1989 is already proving to be a year of important landmarks for our Museum and we look forward to an interesting future.

Olwen Ford
Museum Director
11 April 1989

STAFF (at the end of 1988)

Olwen Ford	Museum Director
Peter Haffenden	Media Co-ordinator
Gary Vines	Researcher/writer, Curator
Dianne Parsons	Researcher / writer
Mark Dawkins	Finance officer
Chrisy Dennis	Publications Manager
Judy Xenophou	Secretary (part-time)
Pam Lewis	Researcher/writer (Part-time)

Contract work

Elizabeth McKinnon, sculptor
Pam Harrison, photographer
Brett Lane, consultant

MAJOR SOURCES OF FUNDING 1988-89

Victorian Ministry for the Arts	\$75,000	Funding for 1988
Victorian Ministry for Planning & Environemnt	\$25,000	Industrial Heritage Study 1988-9
Ditto	\$25,000	Changing Environment of Melbourne's West:Publications
Ditto	\$ 5,000	Windows on Melbourne's West
Australian Bicentennial Authority	\$15,000	Kororoit Creek project
A.B.A., M.P.E.,Australia Council	\$18,000	Back In Your Own Backyard
Peoples Hall Society	\$40,000	For permanent establishment
National Estate	\$ 5,000	Dry stone walls study
Victorian Ministry for Conservation, Forests & Lands	\$12,000	Maribyrnong Valley exhibition
Ditto	\$ 5,000	Cheetham Saltworks study
Richardson Pacific	\$20,000	Commissioned history
Sunshine City Council	\$15,000	Maribyrnong History
Westpac	\$ 1,000	Sunshine display
TAFE WEST	\$ 700	Classes

AUDITOR'S REPORT

To the Members of the
Melbourne's Living Museum of the West Incorporated,

In my opinion the accompanying statements, being the Balance Sheet, the Profit and Loss Statement, and the source and Application of Funds Statement, have been properly drawn up so as to give a true and fair view of the financial position of the Museum at 30th June 1988 and of the state of its various grant disbursements for the year then ended.



Wol Borkut, AASA-CPA,
Auditor.

16th January, 1989.

MLM

MELBOURNE'S LIVING MUSEUM OF THE WEST Incorporated

BALANCE SHEET

As at 30th JUNE, 1988

	\$	\$
<u>TRUST FUND</u>		
Grants Not Spent From This Year	32,316	
Accumulated Surplus	56,022	
Grants Not Spent From Previous Year	1,588	
	-----	89,926

<u>TOTAL TRUST FUNDS</u>		89,926
		=====
 REPRESENTED BY:-		
 <u>CURRENT ASSETS</u>		
Cash at Bank	2,251	
Savings Account -National Australia	5,311	
Stock of Publications (at cost)	4,000	
Term Deposit	67,472	

TOTAL CURRENT ASSETS		79,034

<u>WORKING CAPITAL</u>		79,034
 <u>FIXED ASSETS</u>		
Office Machines	28,281	
Provision for Depreciation	(17,389)	

TOTAL FIXED ASSETS		10,892

<u>NET ASSETS</u>		89,926
		=====

MLM

MELBOURNE'S LIVING MUSEUM OF THE WEST Incorporated

PROFIT & LOSS ACCOUNT

For the Year Ended 30th JUNE, 1988

	\$	\$
<u>INCOME</u>		
Grants - General		138,142
Grants - Project		96,920
Publications		1,658
General		9,353
Interest - Short Term Investments		4,485
Donations		30
Membership Fees		2,861
Publications - External		365
Grants - Other		40,000

TOTAL INCOME		293,814
 <u>LESS EXPENSES</u>		
Accountancy fees		860
Advertising and Promotion		1,291
Audit Fees		920
Bank Account Charges		860
Depreciation		6,590
Exhibition Expenses		2,105
Hire of Equipment		1,281
Hire of Premises		3,174
Insurance - General		1,244
Insurance - Workcare		2,320
Consulting Fees		3,206
Photocopying Expenses		1,925
Photographic Materials		320
Photographic Services		1,768
Postages		1,052
Printing		4,393
Power and Light		1,031
Publication - New		1,221
Repairs & Replacements:-		
Office Machines	1,025	

		1,025
Salaries		204,948
Subscriptions and Memberships		221
Sundry Expenses		885
Stationery and Office Supplies		12,610
Staff Amenities		175
Seminars and Conferences		1,372
Telephone		1,369
Travelling		2,999
Training		333

TOTAL EXPENSES		261,498

<u>UNSPENT GRANTS CARRIED FORWARD</u>		32,316
		=====

MLM

MELBOURNE'S LIVING MUSEUM OF THE WEST Incorporated

SOURCE AND APPLICATION OF FUNDS STATEMENT

FOR THE YEAR ENDED 30th JUNE, 1988

DURING THE YEAR FUNDS WERE MADE AVAILABLE FROM :-

Unspent Grants carried forward	32,316	
ADD Charge not absorbing Cash - Depreciation	6,590	
	-----	38,906
Sale of:-		
Drawing Board Table	300	
	-----	300
Decrease in Cash at Bank		15,082
Decrease in Cash at Bank - C.E.P. Grant		6,874
Decrease in Stock of Publications (at cost)		1,609

		62,771
		=====

AND APPLIED IN THE FOLLOWING MANNER:-

Increase in Savings Account -National Australia	5,299	
Increase in Term Deposit	57,472	

	62,771	
	=====	

MELBOURNE'S LIVING MUSEUM

OF THE WEST Incorporated TIME and MOTION PROJECT

PROFIT & LOSS ACCOUNT

For the Year Ended 30th JUNE, 1988

	\$	\$
<u>INCOME</u>		
Grants - Project		14,650
General		3,463
Interest - Short Term Investments		385

TOTAL INCOME		18,498
 <u>LESS EXPENSES</u>		
Administration Services to Museum		500
Audit Fees		250
Bank Account Charges		93
Exhibition Expenses		401
Hire of Premises		1,044
Insurance - Workcare		140
Consulting Fees		724
Photocopying Expenses		53
Postages		183
Printing		642
Salaries		13,805
Sundry Expenses		92
Stationery and Office Supplies		149
Staff Amenities		157
Travelling		294

TOTAL EXPENSES		18,527

<u>NET DEFICIENCY</u>		(29)
		=====

AUDITOR'S REPORT

In my opinion the above Income and Expenditure Statement has been properly drawn up so as to give a true and fair view of the Time and Motion Grants disbursements for the year then ended.

Wol Borkut

Wol Borkut, AASA-CPA,
Auditor.
8th January, 1989.

MELBOURNE'S LIVING MUSEUM OF THE WEST Incorporated

Community Employment Program

MELBOURNE'S LIVING MUSEUM OF THE WEST Incorporated

PROFIT & LOSS ACCOUNT

For the Year Ended 30th JUNE, 1988

<u>INCOME</u>	\$
Grants - C.E.P.	58,642
Interest received	583
TOTAL INCOME	59,225

LESS EXPENSES

Advertising and Promotion
Bank Account Charges (Government)
Bank Account Charges
Insurance - Workcare
Postages

Repairs & Replacements:-
Office Machines

245

Salaries	245
Sundry Expenses	51,579
Stationery and Office Supplies	49
Staff Amenities	5,435
Seminars/Training - Employees	18
TOTAL EXPENSES	932

NET LOSS

(109)
=====

BALANCE SHEET
As at 30th JUNE, 1988

\$

TRUST FUND

Corpus Accretion (109)

TOTAL TRUST FUNDS (DEFICIT)

(109)
=====

REPRESENTED BY:-

CURRENT ASSETS

Cash at Bank 23

TOTAL CURRENT ASSETS

23

CURRENT LIABILITIES

Bank Overdraft 132

TOTAL CURRENT LIABILITIES

132

WORKING CAPITAL (DEFICIT)

(109)

NET ASSETS (DEFICIT)

(109)
=====

I, Wol Borkut of 14 Kennedy St., Sunshine, being a qualified independent auditor and having read the CEP guidelines and funding conditions do hereby certify that I have examined the books and financial documents of the MELBOURNE'S LIVING MUSEUM OF THE WEST INCORPORATED. In addition, I have satisfied myself that:

- (1) an amount equal to the total of all payments made to the above organisation as grants; and
- (2) that any revenue generated by use of grant funds have been applied in accordance with the guidelines and conditions of the grants.

Wol Borkut

Wol Borkut AASA-CPA
Registered Company Auditor
07th November, 1988

The west works on its image

THE tourism strategy for the western suburbs, developed by the Western Region Commission and the Melbourne Living Museum of the West, is to be commended.

It tackles the tourism issue in an unconventional but practical way. The Minister for Tourism, Mr Crabb, hit the nail on the head when he reflected that the key to a successful tourism strategy was to work out what you have and flaunt it.

This is precisely what the WRC has done.

The strategy has gone much further than featuring well-known locations such as Brimbank Park, the Organ Pipes National Park, Werribee Gorge and local sporting facilities.

Its publicity campaign aims to be educational as well as promotional, giving it added depth.

Recognising that the history of the west is steeped in its industrial roots, the strategy makes the most of the region's past in the same way the founders of the Sovereign Hill complex used Ballarat's past.

It is ironic the history that has resulted in the west's negative image is now being used in a positive fashion to attract people to the western suburbs.

Furthermore, the increased focus on the Maribyrnong River, a far wider expanse of water than its better known sister, the Yarra, is finally getting the attention it needs.

Even Mr Crabb predicted the Maribyrnong River will be used far more extensively in the coming years than it has in the past.

One can only hope that increased use of the Maribyrnong River and awareness of the assets of the west will jolt politicians into an awareness of the region and the need to inject further funding into the area.

As well as increased awareness, an injection of government funding into the area is essential if the tourism strategy is to be successful.

As the president of the WRC, Commissioner Monica Hayes commented that the lack of government funding for the region had been one of the major barriers to bolstering the area's image and, as a result, its ability to attract tourists.



GAINING a swan's eye view of the attractions of the Maribyrnong are passengers on the *Blackbird*, the vessel used for the launch of a western tourism project.

The wild west cleans up for those tourist dollars

By JANET IZATT

WHEN the executive director of the Western Region Commission Mr Fred Madern said he was "going out to woo tourists in the most aggressive way" he knew, he was facing a tough battle.

Tourism is hardly a word associated with the west — an area that to most people is an industrial eyesore set to the din of Kenworth trucks and cranking machinery.

The Minister for Tourism, Mr Crabb, has said the key to tourism is to work out what you've got and flaunt it.

Furthermore, he concedes there are two fallacies with tourism — firstly, that tourists are Japanese or American and secondly, that if you travel you're a tourist.

By default, therefore, the western suburbs of Melbourne have never attracted the tourist dollar.

In fact, to have suggested the western suburbs be listed on a tourist's itinerary would have incurred the

mirth and ridicule of the tourist industry and the general public.

Still smarting from the United Transport chemical fire at Footscray, which further blackened the west's poor image, the Western Region Commission, with the help of the Mr Crabb, last week unashamedly launched its western suburbs tourism strategy.

It was a launch that defied the norms of exotic location launches — there were no palm trees, sandy beaches, tanned bodies or long, cool drinks. But then, as Mr Crabb joked, you would be bored if you had a holiday like that every year.

What the western suburbs tourism strategy offers is informative and educational outings. Mr Crabb coined a new phrase describing the west as offering "experiential" holidays.

Targeted as attractions in the west are the Maribyrnong River and the wealth of history along its banks and in parks such as Brimbank, Werribee, Point Cook and the Organ Pipe

parks which have been recorded in brochures and school kits.

Also listed are sporting facilities and events such as the Melbourne Cup and the Cox Plate at Flemington and Moonee Valley racecourses, the State Equestrian Centre at Werribee and the Calder Park Thunderdome raceway.

School groups will be one of the main groups targeted. One teacher from Mowbray College, Mr Danny Spooner, has already said that the brochures prepared on industry in the west will form a basis to his teaching of the new VCE subject The History of Work.

At a time when Melbourne is competing with Sydney to be Australia's tourism capital, Mr Crabb was less than complimentary about Victoria's attractions. He said it was necessary for people to rethink their concept of tourism.

"A lot of concern in the tourism industry is about image. I think it's fair to say that Melbourne is fairly dull and the western suburbs have that problem too," Mr Crabb said.

"We have to address our own recreation needs rather than ad-

dress those of the Japanese. If we don't use our assets, others won't."

"I'm not talking about having giant kangaroos and koalas, there is a giant koala somewhere but I wouldn't open something like that on principle.

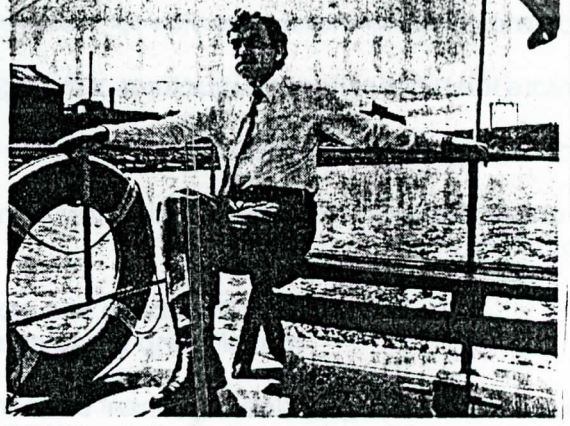
"You have to work out what you've got and flaunt it," he said.

WRC president, Commissioner Monica Hayes, acknowledged that attracting tourists to the west wouldn't be easy.

She spoke in glowing terms of the west's tourist assets, which include a number of parks, waterways, historic buildings and art and cultural attractions.

She placed much of the blame for the "continuing negative perception of the west as a featureless and industrial area" squarely on the shoulders of the State and Federal Governments, chiding them for not providing funds for the area.

The strategy was launched with a river cruise along Maribyrnong in the *Blackbird* with a stop at Pipe-makers Park, the home of the Melbourne Living Museum of the West.



THE Minister for Tourism, Mr Steve Crabb, officially launched the Tourism in the West promotion while sailing down the Maribyrnong River on 'The Blackbird' last week. Picture by ADAM ELWOOD.

Tourist boost for western suburbs

A PROJECT designed to bring more tourists to the western suburbs was launched by the Minister for Tourism, Mr Steve Crabb, last week.

The launch took place on 'The Blackbird' cruise boat, which takes tourists down the Maribyrnong River.

The Living Museum of the West and the Western Region Commission have come together to create glossy posters, a school kit and brochures designed to highlight the features of the west.

The kit highlights natural and man-made features of the west.

The coastal areas of Werribee, Altona and Wil-

al for daytrippers and sightseers.

Brimbank Park, Werribee Park and Footscray Park are three of the great botanical gardens in the west.

The west also hosts many sporting events, including the Melbourne Cup and equestrian events at the State Equestrian centre in Werribee.

The Calder Park Thunderdome International Raceway is a host to major Australian race events with international competitors.

There is also the National Aviation Museum, the Victorian Railways Museum and the Maritime

held each year, with themes varying between agricultural, multicultural, arts and crafts and musical.

The west is also home to the largest shopping centre in Australia, Highpoint City.

The brochures and posters will be especially helpful to school teachers who want to teach students about the history of the western suburbs.

Two brochures are dedicated to the bluestone foundation of the area and the first irrigation

The kit is available from the Western Region Commission, Sunshine, or the Living Museum of the West.

MELBOURNE'S LIVING MUSEUM OF THE WEST

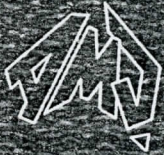
AIMS AND OBJECTIVES

The purposes for which Melbourne's Living Museum of the West Inc. is established are:

1. To establish a permanent ecomuseum within the context of Melbourne's Western Region, a concept whereby the total community, its environment and its heritage are considered as part of the Museum, focussing the main emphasis on the people of the region rather than on artefacts, and operating from one or more fixed bases throughout the region.
2. To develop a greater understanding of the history and culture of Aboriginal and non-Aboriginal peoples and the environment of Melbourne's Western Region.
3. To record and present the history of working people in Melbourne's Western Region, up to the present day.
4. To involve the people of the region in the collection, research and presentation of this history.
5. To use a wide range of presentation methods, including exhibitions, video, publications, theatre, public events, and other participatory activities.
6. To be a multi-cultural museum.
7. To create a mobile museum service for Melbourne's Western Region.
8. To relate the historic sites and structures of the region to the story of the people of the region.
9. To develop a Heritage Resource Centre for the region.
10. To undertake linking and bridging activities with other groups, projects and institutions in the Western Region.

In addition to the above, the project is also seen to have the following broad museological aims:

11. To act as the catalyst to development of ecomuseum activity in Australia.
12. To develop and promote community museum activity which is interactive and innovative.
13. To develop the techniques of presenting exhibitions and related activities as effective communication devices.
14. To undertake pilot projects in a number of areas within the ecomuseum context on an experimental basis.

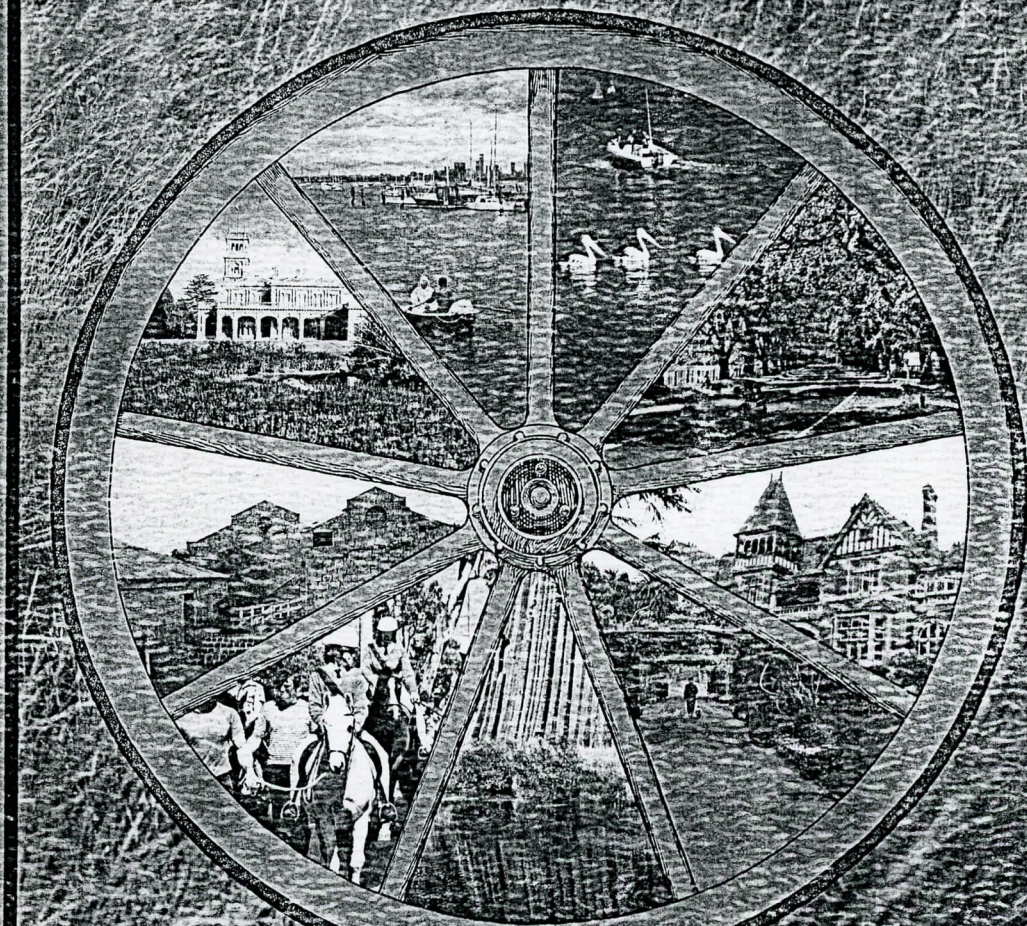


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MELBOURNE'S WESTERN REGION FULL OF SURPRISES



The Way Ahead: A strategy for the West

COVER:

This month's cover art is promotional material for the Western Region Commission's Living Museum of the West.

Starting on Page 67, the Journal features a bold new strategy which could mark a new beginning for an area that has been traditionally thought of as "the deprived West".