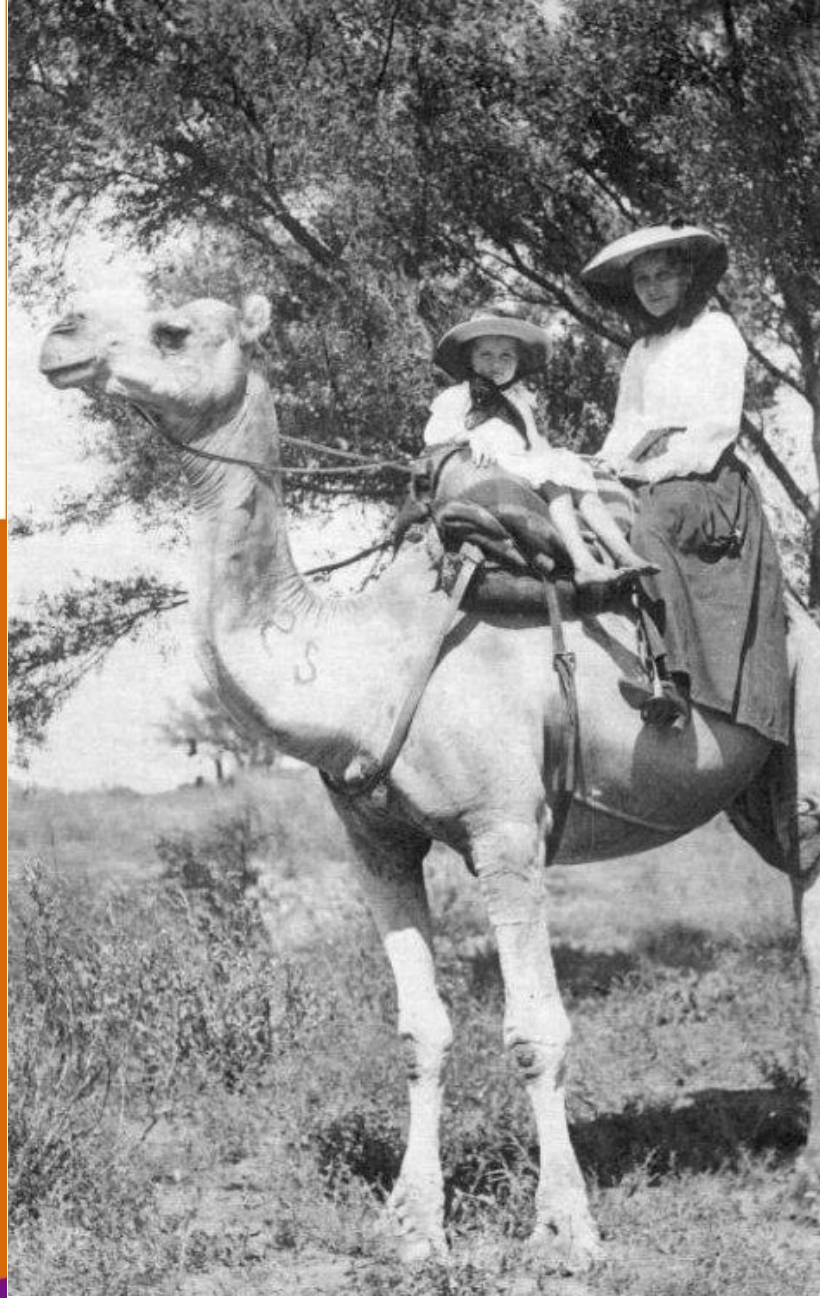




**WOMEN'S
MUSEUM
OF AUSTRALIA**
AND
OLD GAOL
ALICE SPRINGS



Annual Report of Women's Museum of Australia Inc. 2023- 2024



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PRESIDENTS REPORT

Dear Supporters and Friends,

As we approach the end of the 2024 Strategic plan we have a new strategic plan to 2026 which will be included in this report. I am pleased to report that the Women's Museum of Australia (WMA) and Old Gaol has emerged stronger despite facing numerous challenges. Our commitment to preserving and celebrating the contributions of women in Australia's history remains unwavering.

This year, we successfully launched the Saluting their Service exhibition, thanks to a generous grant from the Community Grants Hub Department of Veterans Affairs. We also celebrated International Women's Day with a successful event featuring Josie Petrick, celebrating her 100th Birthday.

Our dedicated volunteers continue to be the backbone of our organisation. We bid farewell to some long-standing volunteers. Despite these departures, our present volunteer commitment ensures we maintain high standards of service.

The museum has faced significant setbacks, including a 50% reduction in visitor numbers due to adverse media representation of Alice Springs.

We continue to seek unrestricted funds to support our day-to-day operations, staff expansion, and maintenance of our heritage buildings. These funds are crucial for our sustainability and ability to fulfill our mission.

We are grateful for the support from our Management Committee (all volunteers), who have been instrumental in maintaining our operations. We also appreciate the efforts of those who have stepped down from their roles.

Looking ahead, we are focused on innovative volunteer engagement strategies and securing financial support to ensure the museum's long-term sustainability. We remain dedicated to preserving women's histories, promoting gender equality, and fostering critical dialogue on societal norms.

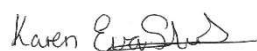
To continue our mission of advancing equity and preserving the stories of women from diverse backgrounds, we need essential financial resources. Thank you to our members who have donated to the Museum in our September drive. If you cannot donate in dollars, would you consider Volunteering your time at the Museum in areas of research, IT or letting us know what skills you can help us with.

Your support, whether through donations, volunteering your time and expertise, or spreading awareness about the museum's plight, can make a significant difference.

By coming together as a community, we can ensure the continued operation and preservation of these invaluable institutions for future generations.

I urge each of you to consider how you can contribute to supporting the Women's Museum of Australia and Old Gaol during this challenging time. Your generosity and solidarity are crucial in safeguarding the legacy of Australian women and telling the stories of the Old Gaol which are crucial to advancing equity in our society.

Thank you for your continued support. Together, we can ensure that the Women's Museum of Australia and Old Gaol remains a vital institution for future generations.



Karen Eva-Stirk Chairperson

MESSAGE FROM FINANCE

The result for the past financial year was an accounting loss of \$48,140. This includes depreciation and the provision for holiday pay. We have been able to reduce our accounting loss from 2023 (-\$59,443) to a reduction of \$11,303.

This was made possible by careful management of the budget by the Committee, Business manager Alexandra Drummond, Finance Officer Sania Sinwar and accountant Claudia Tee who hosted a budget session for the Committee in 2023.

Our maintenance and gardening team also significantly added to our cost savings by Volunteering their labour for jobs which if we brought in an outside team would have cost us quite a lot. Thanks to Adrienne, Eric and Ross.

There is no way that we can reduce the basic day today costs with revenue especially this year. The equipment and day to day costs are like the water main out the front starts with a drip and becomes a stream with aging facilities and equipment needing repair but is a necessary requirement.

As President I have been working with Sania our finance officer and Claudia Tee an independent Accountant to sort out finances and go forward due to the Treasurers position being vacant. This position has since been filled by Bev Rogers in May 2024.

For good Governance the Committee agreed in 2022 to appoint Claudia as our independent advisor although I have had the duty of signing off on BAS etc.

This has been a good collaboration with Bev, Sania and Claudia nutting out many issues and providing a comprehensive account to our auditors.

This again has added to our expenses, but it is necessary to follow good Governance procedures. Sania has been extremely diligent in her duties and has helped with identifying some financial savings or discrepancies which she quickly disputes.

Sania in this position was a great asset to us and we are sorry to see her go but she has been offered a full-time accounting position which she was seeking. We wish her well in her new position.

Expenses

Besides wages, repairs and maintenance continue to be our highest expense. The condition of the Old Gaol continues to be a concern with ongoing maintenance requirements.

Balance Sheet

All taxation commitments, GST and employee occupational superannuation have been paid.

The association can pay all its debts when they fall due.



CURATOR/ BUSINESS MANAGER REPORT

We would like to extend our thanks to our Business Manager/Curator Alexander Drummond for her dedication over the past two years. Alexandra's commitment and hard work have been instrumental in the success of our projects and initiatives at that time.

As Alexandra embarks on a new chapter following maternity leave, we express our gratitude for her contributions and the positive impact she has made. Although Alexandra will not be returning, her legacy especially the new Saluting their Service exhibition will continue to inspire us.

We also want to acknowledge and thank everyone who supported and assisted Alexandra during her tenure.

Garden Guru-Ross Peterkin

HR Committee- Daniela Tama and Adrienne Blankenspor.

Maintenance Committee -Adrienne Blankenspor, Eric Blankenspor, Harry Martin, and Portia Peterkin.

Collections Committee- Patti Martin and Mel Harper.

Your efforts and collaboration have been invaluable.

Below is a brief summary of Alexandra's energy and effort expended towards achieving the Museum's aim and goals.

Business Manager and Curator Report

Meetings and Events:

Alexandra has attended the following meetings either one or monthly.

- Australian Women's Register in Melbourne, who are keen to work with the Museum next year.
- Met with the Running Rabbits RSL Museum, who were considering loaning items for the Searchlight exhibition.
- Artists in Residence project. Alexandra worked with George Mattingley to set up the Cell Block Studio, and an ASTC Grant was awarded to continue the program. Alexandra developed a marketing/advertising plan to attract artists to the studio.
- Equal Futures Fair -Alexandra applied for a \$3,000 grant and collaborated with ASTC, who also for applied a \$5,000 grant, to manage the Equal Futures Fair in 2024. Attended all meetings and was the Secretary for the Committee.
- The "Amazing Alice" project- Amazing Alice is a group of five attractions who have created a Multi attraction ticket for Visitors of which the Museums is one of the five.

Alexandra has been consulting with.

- The Glen Eira Historical Society about putting a link to your Her Story archives on their website to increase awareness of your museum.
- Bill Low Heritage Festival.
- Archive, Temora Aviation Museum, Darwin Military Museum, Australian War Memorial: For permission to use items for the Saluting Their Service.

CURATOR/ BUISNESS MANAGER REPORT

Training:

- Alexandra ended the Women in Leadership Development (WILD) program in Melbourne in December 2023.
- Zoom meetings with previous Curator with Cash Brown discussing the collection, collection management software, and the work she did.

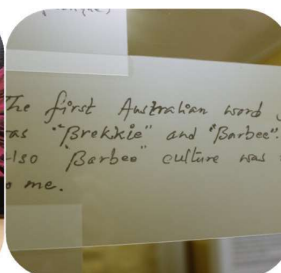
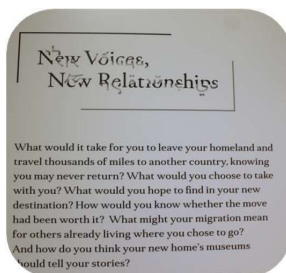
Collections Management: Alexandra has been actively involved in daily checks and maintenance of displayed objects, clearing up artefacts' storage areas, and managing the HerStory Archives.

Tours and social media: Alexandra delivered multiple tours and managed social media posts, significantly increasing followership. Consistently seeing an increase across all platforms, with significant growth on Facebook and Instagram.

Partnerships and Grants: Alexandra has been engaged in exploring potential partnerships and continuously monitored for suitable grants.

Shop Management: Alexandra also managed the museum shop, focusing on understanding what sells well and ordering accordingly.

Alexandra’s dedication and hard work have significantly impacted our success, and her presence will be missed.



INFRASTRUCTURE REPORT

Overview: The Infrastructure Sub-Committee at WOMA held detailed discussions on infrastructure management, focusing on setting priorities for shovel-ready projects, future projects, grant funding, and cyclic maintenance. The committee also emphasised the importance of systematic recording and communication of infrastructure-related information and the potential utilisation of working bees for maintenance tasks.

Key Points Discussed:

1. Terms of Reference:

- Development of a Terms of Reference document to define the committee's purpose, roles, and responsibilities.

2. Shovel-Ready Projects:

Identified projects include:

- Rising damp repairs for the clinic.
- Repairing the leaking roof in the Kitchen/Main Exhibition Hall.
- Addressing broken and uneven paths.
- Redesigning the disabled car park to meet disability standards.
- Mitigating trip hazards on the paths.
- Repairing water-damaged fascia boards and eaves.
- Implementing flood mitigation measures.
- Upgrading the carpark and driveway with gravel sealing.
- Replacing solar panels with optional battery storage.
- Upgrading electrical capacity for event power requirements.
- Implementing security report recommendations.
- Installing front bollards and chains for enhanced security.
- Assessing the feasibility of electric locking on the personal access door in the front gate.

The board will set the priorities for these projects.

3. Future Projects and Grant Funding:

Importance of identifying and preparing shovel-ready projects for potential funding grants to increase chances of securing funding.

4. Cyclic Maintenance:

- Regular cleaning and testing of solar panels.



- Periodic gutter cleaning to prevent water damage.
- Servicing and maintenance of air conditioning systems.
- Regular inspections and testing of fire systems.
- Regular electrical testing and tagging for safety.
- Garden maintenance, including pruning, weeding, and landscaping.

5. Recording and Communication:

- Establishing a systematic method for recording and communicating infrastructure-related information, including maintaining an asset register, a maintenance book, and a record of faults and maintenance works.

6. Working Bees:

- Potential utilisation of working bees for maintenance tasks such as garden and landscaping maintenance, painting and touch-ups, cleaning and decluttering, and minor repairs and construction.

Conclusion: The Infrastructure Sub-Committee has made significant progress in identifying and planning for various infrastructure projects and maintenance activities. The committee's strategic approach and emphasis on systematic recording and community engagement through working bees will ensure the ongoing upkeep and improvement of WOMA's facilities. The board's approval and prioritisation of shovel-ready projects will be crucial for the successful implementation of these initiatives.



EVENTS

Artist in Residence

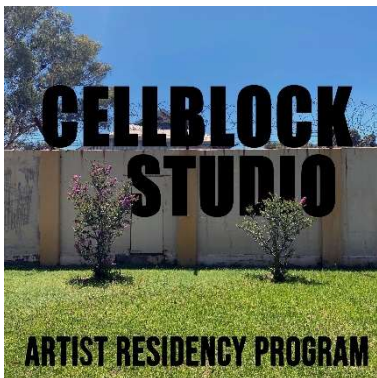
The Women's Museum and Old Gaol is more than simply a place for visitors to browse and soak in culture. Supporting up-and-coming artists is one of the many ways we can make an impact and contribute to the community.

Our Artist residency program was designed to cultivate artists and give them an immersive opportunity to work on their creative craft in a new environment. Removed from the distractions and burdens of everyday life, artists can devote themselves to developing new ideas, sharpening skill sets, and honing their craft.

Residents were given a cloistered environment in our Men's Cells of the old goal in which they focused entirely on their artworks. But at the same time, the museum residence is not typically a solitary experience.

In fact, it's the ability to interact with other professionals in the art world as well as patrons of the museum that makes this a truly unique and compelling experience for both up-and-coming and established artists.

While artists were in residence at the Men's cells at the Old Gaol, for 2 weeks visitors to the museum were encouraged to visit the studio space and witness art in production.



Searchlight Ladies

Our new exhibition promoted the appreciation and understanding of the women who served in World War II as Searchlight Ladies.

Alongside the interactive display the museum developed an informative display informing the visitors of the work that was carried out by the Searchlight Ladies.

A sculpture placed on the grounds in honour for the service and dedication of these women. The project is significant to the local community because the Searchlight ladies were based in the Northern Territory



Equal Futures Fair

The Combined services of Alice Springs are committed to diversity and achieving a more equitable and inclusive society.

The Equal Futures Fair was established to raise awareness of inequality in our workplaces, homes and community and is in its 5th year. We have received funding to continue to year 6, This is a family friendly event, with a live broadcast from 8CCC and a free healthy BBQ between 5-6pm.

The night in March 2024 was washed out by rain and relocated to OLSH undercover but we it will return to The WMoA and Old Gaol for 2025.



International Women’s Day

A special thank you to Minister Kate Worden and the Office of Gender Equity for generously contributing to this morning and making it possible.

We celebrated women all round the world, including Molly Clark who created our museum and the women and men of Alice Springs who have worked tirelessly over the years to keep it going.

The morning particularly celebrated the fabulous Jose Petrick who was 100.

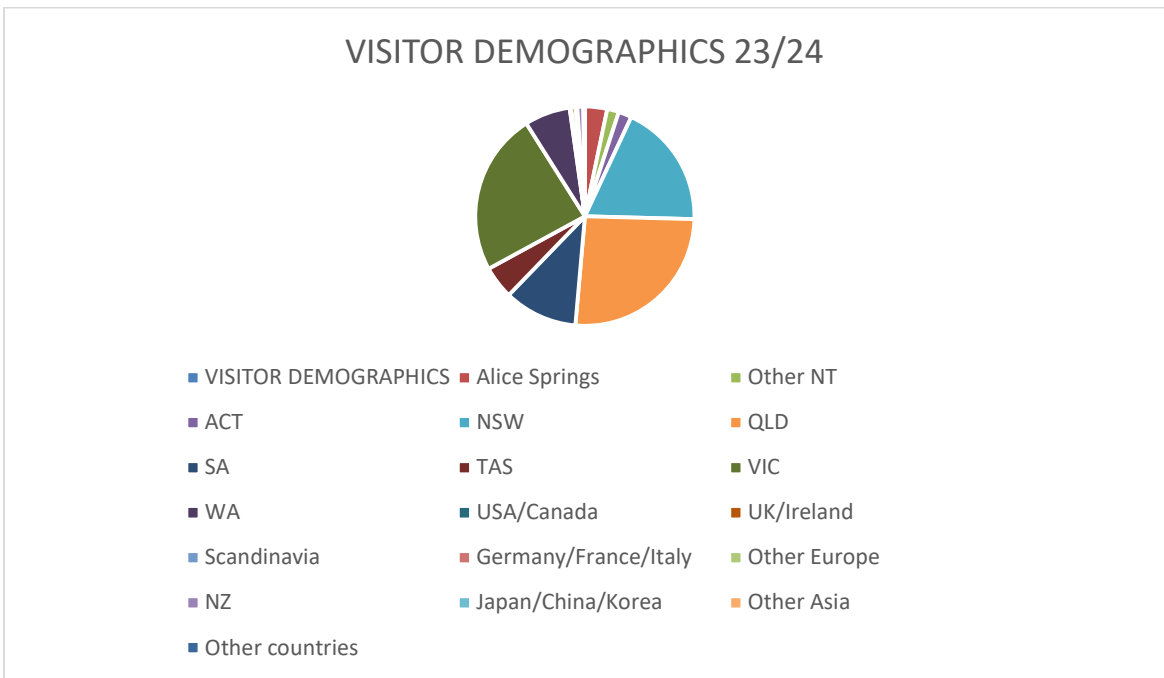
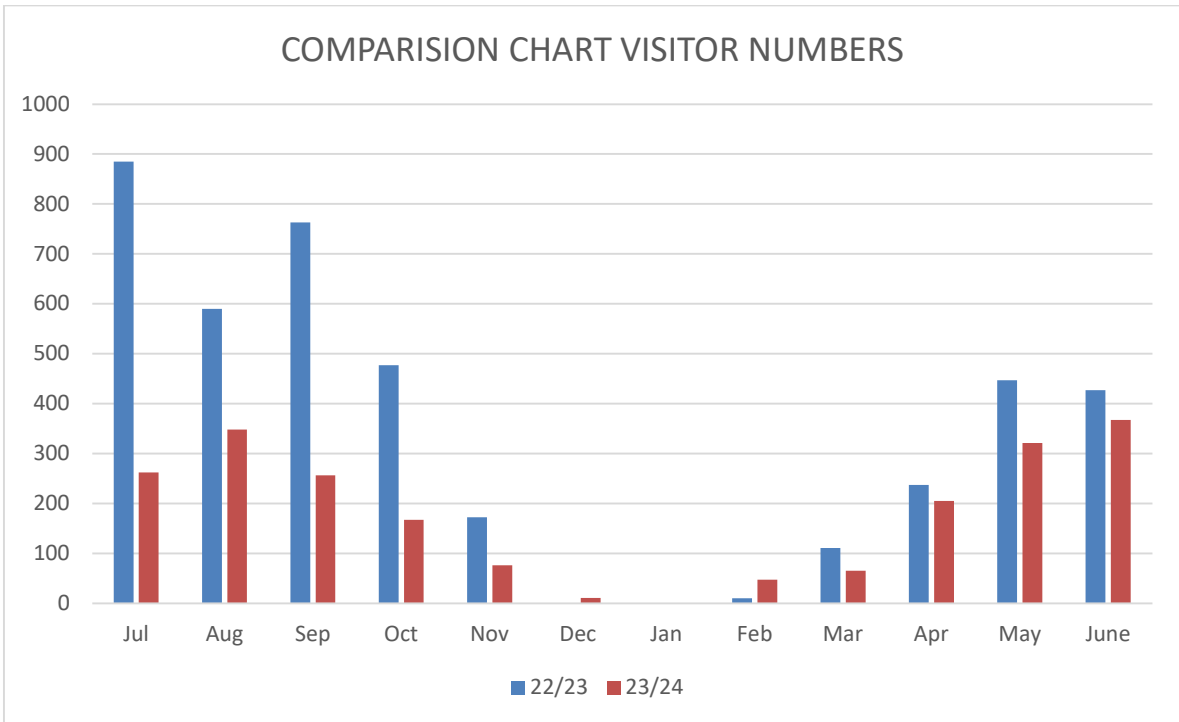
This breakfast is the major fundraising event for the year for our Museum.

Saluting their service

The Honourable Marie-Claire Boothby, the Hon Josh Burgoyne and the Hon Bill Yan where in attendance at the opening of Saluting their service exhibit at the Women’s Museum of Australia. They listened to an address from RSL Welfare Advocate and area co-ordinator for Women Veterans Network, Karyn Clark, who spoke about the developing role of women in the Australian defence force from the Boar War through to the modern day including the wonderful women of firsts.



VISITOR NUMBERS



Crime has negatively affected tourism in Alice Springs by contributing to a decline in visitor numbers. Negative publicity about crime levels has made potential tourists, including the grey nomads, anxious about their safety. As a result, many are choosing to bypass Alice Springs, stopping only briefly for necessities before moving on to other destinations. This has hurt the Women’s Museum, as over the years they are our major source of revenue. We have also seen a decline in our school tours (another primary source of our revenue) as parents are reluctant to let their children visit Alice Springs.

LOOKING AHEAD STRATEGIC PLAN



Mission

- To educate, inspire and empower people by exploring the distinctive history and contributions of Australian women.
- To share the stories and impact of the Old Alice Springs

Vision

An empowered community that recognises and understands Australia's diverse stories, and embraces a more inclusive future

Objectives

- establish a public museum for the purpose of recognising and honouring pioneering women who contributed to the development of Australia, which will be open and accessible to all members of the public during usual and reasonable business hours;
- assemble, exhibit, and preserve a collection of pioneering women's artefacts, photographs and memorabilia;
- develop a research library of pioneering women's literature, historical records, and personal manuscripts.
- promote knowledge and understanding by the Australian community of the special contribution of women.
- foster research into the role played by pioneering women in Australia.
- establish museum displays depicting aspects of the history of the Old Alice Springs Gaol.
- research and collect recollections of prison life from former staff and inmates;
- promote the use of the Old Gaol premises by other entities to enhance the attraction of the complex and to generate income.
- develop relationships and assist other organisations with similar aims.
- have a safe and accessible complex for all visitors.

Key Priority Areas & Projects 2024 - 2026

Museum/Exhibition

- Saluting Their Service
- Artist in Residence
- Stick Mob Podcasts partnership
- Shadows of the Past twilight tour - repurpose.

Engagement

- School tours
- Ghan tours
- Caretakers
- Volunteers recognised, Volunteer events.
- Marketing Policy/plan - National exposure,
- Social Media - staff training
- Artists in Museums

Future Proofing

- Long term exhibitions program
- Aboriginal content
- Teams/Less emails,
- Music events
- Prisoners work exhibitions.
- Movies on site

What we will do

Museum & Exhibitions

- Implement a 12-month calendar including public events, volunteer appreciation and training, and pop-up exhibitions. Identify the events that will occur in 2024 and then implement all events.
- Create a grant spreadsheet and align exhibition goals with funding opportunities.
- Implement current grant projects and acquit on time.
- Leverage resources of larger institution Investigate and implement exhibition opportunities for local artists, ensuring they align with the vision/mission of the Museum and Old Goal.

Engagement

- Engage with tour groups, primary and middle schools and interstate groups to re-establish tours through the Museum.
- Engage caretakers for the museum, schedule in advance and advertise.
- Value volunteers, offer upskilling and training (including refresher training)
- Complete a skills audit for the Committee.
-
- Choose new Patron - young, high-profile and with influence.

Future Proofing

- Create a marketing plan to increase national exposure, increase visitor engagement/attendance.
- Offer staff training and upskilling.
- Implement technology that supports streamlined operations.
- Succession plan for the Committee positions
Create a financial sustainability plan
Governance training for the Committee
- Operational IT and information security
Ensure employment processes are in place for all positions and review annually.
- Plan for staff - Business Manager; part time Curator; Marketing and Admin

Annual Calendar 2024

Jan	Feb	March	April	May	June
Closed	<p>Museum opens Tuesday 6/2</p> <p>Volunteer Refresher/welcome back Saturday 3/2 @ 15:00 (Alexandra)</p>	<p>IWD Week</p> <p>EFF Saturday 2/3 @ 17:00 (Alexandra/ASTC)</p> <p>Breakfast Friday 8/3 @ 7:30 (Pres/Sec/VP - Deco/Patti - Josie)</p>	<p>Artist in Residence Exhibition Friday 5/4 @ tbc (Alexandra)</p> <p>ANZAC Day Fundraising - Adrienne Thursday 25/4 (All)</p>	<p>International Museums Day</p> <p>Launch of Saluting Their Service Exhibition Saturday 18/5 @ tbc (Alexandra)</p>	<p>Quiz Night Date and time tbc (Patti)</p>
July	Aug	Sept	Oct	Nov	Dec
<p>Volunteer Field Trip Date and time tbc (Adrienne)</p>	<p>Science Week TBC (Karen)</p>	<p>AGM Wednesday 25/9 @ 17:30 - TBC</p>	<p>Planning meeting - Communication and Budget Date and time tbc</p>	<p>Volunteer Christmas Party Date and time tbc</p>	<p>Museum closes Friday 13/12</p>

Business plan is built around this ca

SPONSORS

The Women's Museum of Australia would like to thank all donors for their generous donations during FY23/24.

To those whom we might have inadvertently left out, or who have contributed anonymously, we thank you warmly for your generosity and support.

Platinum Sponsors
\$100,000 and above
Gold Sponsors
\$10,000 and above
Department of People, Sport and Culture- Office of Gender Equity and Diversity
Department of Lands, Planning and the Environment- Heritage Grants Program
Community Benefit Fund-NT Government
Community grants Hub- Saluting Their Service Commemorative Grants Program
Silver sponsors
\$ 3,000and above
Alice Springs Town Council
Gavin Carpenter
Bronze Sponsors sponsors
\$5.00- \$2,999
Euan McClean
Mrs Louise Cox
Jan Dowson
Janie Mason
Heather Innes
Kit Bright
Mary Day
Tony Wilson

CORPORATE GOVERNANCE

The Women's Museum of Australia has complied fully with the Governance Evaluation Checklist for the Australian Charities and Not for Profit Commission. The full checklist is available via the Charity Portal at www.acnc.gov.au.

RESERVES POLICY

The reserves that have been set aside provide financial stability and the means for the development of our principle activity. We intend to maintain our reserves at a level that does not exceed two years of our annual operating expenditure, with the annual operating expenditure being the highest annual expenditure over the last two (2) years. Operating reserves exclude all building/ project funds, endowment and sinking funds. The Committee reviews annually the amount of reserves that are required to ensure that they are adequate to fulfil our continuing obligations.