

2019 / 2020

ANNUAL REPORT



Foundation
for the WA Museum





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Acknowledgement of Country

We acknowledge the Traditional Custodians of the land on which we work and live, and recognise their continuing connection to land, water and community. We pay respect to Elders past, present and emerging.

Cover image:

Necklace Seastar. *Fromia monilis*. Browse Island, WA. (C. Bryce)

Inside cover image:

Guests at the Foundation's 'Partnering for the Future' event, PwC office, Perth. (7 to 1 Photography)

02

From the Chair

The last quarter of the 2019 / 2020 financial year with the worldwide pandemic of COVID-19 was challenging and unprecedented. We are fortunate in Australia, and in particular our State, that the outbreak was under control and supported by the Government's immediate response to provide relief to the economy. Similarly, the Foundation has been affected by the pandemic and adapted promptly to achieve a year with positive outcomes.

Our CEO Jenny Allen, and her team, together with the Board, responded quickly and effectively to the COVID-19 situation. Throughout the year, we have consistently delivered on our strategic priorities to support the Western Australian Museum by building

on new partnerships that will have a lasting and positive impact on the work of the Foundation.

What has been most encouraging during the global pandemic, is that donors have continued to contribute and show their support for the Foundation and the development of the State's cultural and social history. It is our duty to ensure that every dollar donated to the cause offers the Western Australian Museum opportunities to bring world-class exhibitions to Perth, purchase relevant artefacts for the State Collection, support vital research across many scientific disciplines and enhance educational partnerships with local and global organisations.

Pictured below: Artefact Circle on a hardhat tour of the New Museum while under construction.





We are committed to sustainable and responsible business practices and celebrate our robust, fit for purpose ethics and governance priorities. I am proud to report that the Foundation has raised \$18 million in the 2019/2020 financial year for our Discovery Endowment Fund with the goal to achieve pledges of \$30 million by the end of December 2020. Our Artefact Circle Committee have also worked hard, despite various setbacks in planned event activities. I am pleased to report that due to several high-profile media opportunities, we have seen increased market exposure and brand equity for the Foundation. We will most certainly continue the momentum in raising our profile in the new financial year.

Backed by the ongoing support of our partners, donors, stakeholders, and the Board, I am confident and optimistic of the challenges and achievements in 2021. The Foundation for the WA Museum has set new strategic goals and targets as well as a number of projects to be completed in the new year. I would especially like to thank the CEO of the Foundation, Jenny Allen and her team, for the outstanding efforts together with our dedicated board members. I would also like to acknowledge the contributions by everyone mentioned in this Annual Report in assisting the Foundation through these challenging times. We look forward to reporting even greater accomplishments in 2021.

Nev Power
Chairman



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From the CEO

Despite COVID-19 being a huge challenge to many individuals, organisations and the economy, we have been very pleased with the outcomes achieved by the Foundation in this financial year – a year full of change yet full of progress.

Our role at the Foundation is to provide a conduit to promote support for the WA Museum in acquiring artefacts and assets for the State Collection, funding research, education programmes and bringing world class international exhibitions to Perth. Over the past year, the Foundation has made improvements to the internal processes including the revamp of our website

to further these aspirations. Most importantly, we have also made it easier for our supporters to contribute to our Discovery Endowment Fund. It has included a review of our governance to ensure best practice and meet what we believe are the community's expectations for a considered, ethical and prudent management. The investment strategy for the Foundation Discovery Endowment Fund is measured and cautious under the guidance of our Investment Committee. They have been successful in achieving healthy and consistent returns through the Investment Committee's disciplined oversight.





In the lead-up to the Official Opening of the New Museum for WA, I am very pleased with the success of the Foundation in raising \$18M for our Discovery Endowment Fund in the financial year 2019 /2020, and securing new Naming Rights Partners for a number of the Galleries.

The Foundation for the WA Museum has achieved good fiscal health at the close of the financial year 2019–2020. We have many new projects and targets, a commitment to existing partners and programs, and remain optimistic for the future. We highly value the continued goodwill and support of our philanthropic donors, sponsors and supporters to assist us in

securing the future of our State heritage and creating an internationally renowned Museum all Western Australians will be proud of.

I would like to thank our Chair, Nev Power together with the board directors and staff who have assisted the Foundation through the worst of COVID-19. I look forward to working together to accomplish much more for the Foundation and the WA Museum in the new year and into the future.

Jenny Allen
Chief Executive Officer



Pictured above: Jelling Stone Replica from Vikings. Warriors of the North. Giants of the Sea Exhibition (Museum Partners)

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Strength in our Foundation

The Foundation for the WA Museum is a private entity which supports and enriches the cultural, scientific and educational capacity of the WA Museum through the *Discovery Endowment Fund*. Having achieved Deductible Gift Recipient 1 (DGR 1) status in the previous year, the Foundation began trading as a company limited by guarantee on 1 July 2019.

Securing the future of the WA Museum is the Foundation's priority and individual donors, families, businesses, corporate organisations and community foundations are the cornerstone of the Foundation's efforts. Their remarkable generosity and commitment is creating a lasting legacy that will assist the WA Museum to compete on a global scale.

Established to unleash the WA Museum's potential, the *Discovery Endowment Fund* provides the level of financial independence required for the Museum to excel, with a focus on:

- Creating opportunities for world-class exhibitions and programs.
- Driving ground-breaking research, innovation and creativity.
- Contributing to a local and global exchange of knowledge through education.
- Deepening a sense of belonging through advocacy and activation.

There is great anticipation around the New Museum and its opening in November 2020. The people of Perth have watched the project rise from the ground to house four historical structures which all sit at different levels, under one roof. The Old Gaol built in 1855; the original WA Museum building – the Jubilee Building built in 1899; the original Art Gallery, built in 1908; and Hackett Hall – the State Library reading room built in 1913, seamlessly integrate into a fusion of old and new.

What the Foundation will provide the WA Museum in years to come, through the *Discovery Endowment Fund*, is equally exciting as the New Museum itself. **World class museums require investment to remain relevant and innovative** and the generosity of Foundation supporters will ensure the WA Museum is a place that is alive, dynamic, relevant and worthy of Western Australia.

Pictured right: WA Museum Scientists make new discoveries aboard the Schmidt Ocean Institute's RV Falkor

Board of Directors



Mr Nev Power

Chairman and Member of Investment Committee

In March 2020, Nev Power was handpicked by the Prime Minister to lead an expert advisory commission, the National COVID-19 Coordination Commission (NCCC). Nev is also Chairman of the Perth Airport, Royal Flying Doctors Federation Board and is the Deputy Chairman of Strike Energy Ltd. Nev held the position of Managing Director and CEO of Fortescue Metals Group Ltd for seven years, having joined in 2011. During his tenure Fortescue more than quadrupled production and achieved engagement with Aboriginal communities. In 2016 Nev was named WA Business Leader of the Year. He is a passionate advocate for health and development of regional and Aboriginal communities.



Dr Marina Hogan

Deputy Chair and Chair of Nomination and Remuneration Committee

Marina Hogan has extensive experience in marketing services, both print and digital, particularly the areas of travel, lifestyle, events and the arts. She is also a part time lecturer at the School of Humanities at The University of Western Australia and sits on the Board of the Rottnest Island Authority and on the Australian Multicultural Advisory Council. Marina joined the Board of the Foundation for the WA Museum in December 2012.



Mr Nick Brasington

Director and Member of Nomination and Remuneration Committee

Mr Nick Brasington retired from PwC in 2018 after an international career spanning 35 years. Previously a member of the PwC Global Assurance Leadership Executive, he held international leadership and senior management roles based in Melbourne, London, Lisbon, Central and Eastern Europe (CEE) and Perth. His responsibilities across multiple geographical areas included that of CEO, Markets Leader, Quality and Risk Leader, and Senior Engagement Partner. Nick is a Trustee to the SAS Resources Fund Board, Chair of a private company Advisory Board and mentor and advisor to private company CEO's. Nick joined the Board of the Foundation for the WA Museum in June 2013.





Ms Mae Cardaci

Director and Chair of Artefact Circle Committee

Mae Cardaci is an Australian-law qualified solicitor experienced in contract negotiation and management, local and international dispute resolution and litigation in company law, contractual disputes and competition and consumer law. Mae joined the Board of the Foundation for the WA Museum in October 2016.



Mr Fred Chaney

Director and Member of Audit & Risk Committee

Fred Chaney has nearly 30 years of extensive experience in public architecture, master planning and the commercial sector and has delivered award-winning projects in the university sector, training and secondary education, justice, planning and urban design. Fred joined the Board of the Foundation for the WA Museum in October 2013.



Mr Torsten Ketelsen

Director

Torsten Ketelsen has a wealth of experience in foreign trade. He is currently the Managing Partner of Ketelsen Enterprise Pty Ltd and Founder and Non-Executive Director of GMA Garnet Group. He was the Honorary Consul of the Federal Republic of Germany in WA for the past ten years since 2010. Torsten received several notable awards and was presented the Medal of the Order of Australia for service to Australia-Germany relations to business and the community in 2018. Torsten joined the Board of the Foundation for the WA Museum in June 2015.





Mr Tim Lester

Director and Member of Nomination and Remuneration Committee

Tim Lester is a specialist in corporate transactions and cross border strategy and investment. His experience is built on more than 28 years spent in senior management and advisory roles leading global law firms and corporate advisory firms in Australia and Japan as well as time spent working in Hong Kong and London and chairing and advising industry and government bodies and not for profit organisations. Tim joined the Board of the Foundation for the WA Museum in December 2012.



Mr James McClements

Director and Member of Investment Committee

James McClements is the Co-founder and Managing Partner of Resource Capital Funds. James has extensive board experience having served on the boards of 11 FCF portfolio companies. James joined the Board of the Foundation for the WA Museum in November 2011.



Ms Michelle Tremain

Director and Chair of Audit & Risk Committee

Michelle Tremain is PwC Perth's Market Managing Partner and has 25 years' experience in the local market and is highly respected across the business community. She led the PwC Perth GST team for the last 15 years. Michelle joined the Board of the Foundation for the WA Museum in August 2018.



Ms Rubini Ventouras

Director and Member of Audit & Risk Committee

Rubini Ventouras is the General Counsel for Australian Capital Equity and has extensive leadership experience through her previously held the role as group executive, legal affairs Asia Pacific at Newmont Asia Pacific. Rubini also sits on the WA Museum Board of Trustees and joined the Board of the Foundation for the WA Museum in August 2016.

Investment Committee

- Mr Brendon Shepherd (Chair)
- Ms Kate Budiselik
- Mr James McClements
- Mr Nev Power

Pictured left: Sharing outcomes of the Woodside Kimberley marine surveys with Traditional owners. 2019 Expedition to the Kimberley Sea Country. (G. Moore)



Pictured above: Cody Frear – The University of Queensland, 2020 FameLab Australia National Final Winner, 'Out with the old, in with the Noo-Noo' presentation.

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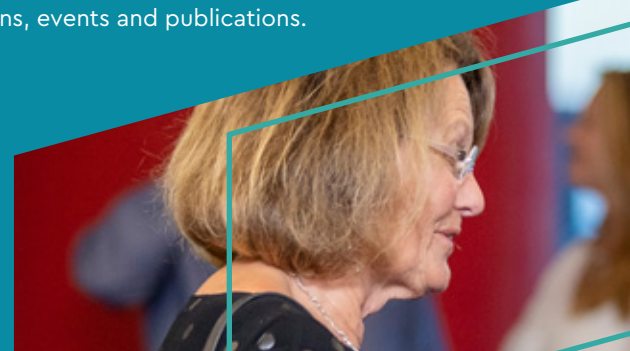
Partnerships that Deliver

The Foundation for the WA Museum's *Discovery Endowment Fund* delivered partnerships, research and education opportunities for the WA Museum prior and during COVID-19 restrictions. While the second half of the financial year saw most repurposing their homes into makeshift offices, studios or play centres to isolate themselves from each other, the Foundation experienced a sudden acceleration of digital transformation. With unwavering support from partners, the Foundation moved online at great speed as COVID-19 brought change to the world.

This financial year the Foundation's *Discovery Endowment Fund* delivered:

- 3 project outcomes that received funding through the Foundations Annual Grant Program in 2018/19.
- 2 online driven outreach and education programs developed specifically because of COVID-19, offering video content, live-streaming, interaction opportunities and social media engagement.
- 1 Principal Partner for a blockbuster exhibition.
- 43 cash and in-kind partnerships supporting major exhibitions, events and publications.

Pictured right: Guests at the Foundation's 'Partnering for the Future' event, PwC office, Perth. (7 to 1 Photography)



Delivering International Connections

FameLab is the world's leading science communications competition owned and created by Cheltenham Festivals, UK. A partnership with the British Council since 2007 has seen participation from more than 10,000 young scientists and engineers from over 30 countries. The British Council has been producing *FameLab* in Australia since 2014 with a view to equipping young STEM researchers to advocate for their work to industry, employers and grant bodies; inspire future STEM students and engage the general public.

As the producing partner of *FameLab Australia*, the Foundation for the WA Museum moved a live stage science communication experience into a digital format this year. The program was promoted via the Foundation website and was also shared extensively by the British Council and the WA Museum. With the additional support of participating partner universities and institutions, previous *FameLab Alumni* and the networks of our Media Partners, *FameLab Australia* 2020 received:

- 32,255 unique *FameLab* website views
- 51,111 *FameLab* website page views
- 35,189 video impressions
- 7,344 votes through the *FameLab* website
- 253,853 organic impressions across social media channels.

The 2020 *FameLab Australia* National Final was held on Wednesday, 29 April 2020 over Zoom. **Professor Steven Tingay**, Deputy Director, International Centre for Radio Astronomy Research, **Natasha Mitchell**, Presenter, ABC Radio National Science and podcast presenter on *Science Friction* and **Helen Salmon**, Director Australia, British Council joined contestants on-line to judge proceedings.

The X-factor of *FameLab Australia* is the National Training Program that supports participants through

strategic partnerships with the Australian National Centre for the Public Awareness of Science, the National Broadcasting Network and ABC Science. The program encourages participants to prove their communication prowess in science, network with international experts and meet next generation STEM leaders.

The *FameLab Australia* National Final winner was Cody Fear from the University of Queensland. His presentation '**Out with the old, in with the Noo-Noo**' was a creative analogy using the Teletubbies' vacuum cleaner character Noo-Noo, to explain how paediatric burn injuries can heal faster and reduce scarring using a 'vacuum'.

Cody will represent Australia at the international *FameLab* competition at the Cheltenham Literature Festival in October, competing against scientists from 25 countries.

The Runner Up, Dr Madeleine Ferrari from the University of Sydney presented on the role of teaching self-compassion in adolescence to prevent mental health disorders like anxiety. The Public Vote was awarded to Nisharnti Duggan from the University of Sydney who is studying the funnel web spider, whose venom may minimise brain damage after a stroke.

The Foundation for the WA Museum and the British Council thank *FameLab Australia* supporters and partners all of whom understand that scientists must have a place, front and centre, in our public conversations to solve problems, discover the new and advance a better world for all of us: **Woodside, McCusker Charitable Foundation, Curtin University, Edith Cowan University, Murdoch University, the University of Western Australia, the Department of Jobs, Tourism and Innovation, the Community Broadcasting Foundation** and the **Fogarty Foundation**.

FameLab Academy

In 2020 the Foundation for the WA Museum secured an MOU agreement directly with Cheltenham Festivals to deliver *FameLab Academy* in Australia as a world first pilot project with lead partner school Cecil Andrews College – a high achieving low socio-economic school under the award-winning leadership of Stella Jinman, Principal.

Delivered as part of Science Week, three schools will send four students each to compete for the



title of *FameLab Academy* winner. The final will be live-streamed to WA schools through a partnership with the WA Museum Education Team.

FameLab Academy encourages Year Nine students to discover and present research outside curriculum in an area of interest in STEM. It inspires students, who believe science is not for them, to positively change their perception of career options in STEM. By providing training and resources for teachers, and linking with a STEM mentor, the priorities of the program align with the WA State Strategy to:

- Engage students from diverse backgrounds.
- Increase the number of women in STEM: Boost confidence with real-world experience.
- Create jobs of the future.

"In the scientific world we certainly need to recognise excellence in communication. It has become more and more obvious with COVID-19 and the number of researchers around the world working together. I believe FameLab personifies the enormous role to be played by research in guiding and implementing solutions, like those presented by the 2020 winner, Cody Frear."

Jenny Allen CEO, The Foundation for the WA Museum.

Delivering Research Projects

The Foundation for the WA Museum supports WA Museum scientists who collaborate nationally and internationally through the *Discovery Endowment Fund*. Although COVID-19 affected the second half of the financial year, the outcomes of three research projects funded through the *Discovery Endowment Fund* were delivered.

Every year the Museum conducts research projects, field trips and collaborations to develop a deeper understanding and appreciation of the origins, diversity and development of Western Australia's natural, cultural and scientific knowledge.



Field Guide to Shallow Water Seastars of Australia

To mark World Oceans Day in 2020, renowned Western Australian Museum scientist 90-year-old Loiset Marsh launched her magnum opus – Field Guide to the Seastars of Australia. One of only two scientists in Australia who specialise in echinoderms (the group of marine invertebrates that includes seastars, brittle stars, sea cucumbers, sea urchins, sand dollars, and crinoids) taxonomy, this book makes a significant contribution to science.

The Foundation assisted with sponsorship of this project enabled by a research partnership with Woodside spanning more than 20 years.

Pictured above: Cuming's Seastar. *Neoferdina cumingi*, Ashmore Reef. (G. Allen)



Pictured above: Remains of prehistoric shark teeth found in 6–10 million year old rocks in Cape Range National Park – Exmouth. (WA Museum)

The extinct shark *Carcharocles megalodon* and its progenitor *Carcharocles chubutensis*

The discovery of 38 teeth belonging to *Carcharocles megalodon*, a prehistoric shark that research suggests grew to between 15 and 19 metres in length, was made possible with the support of a Minderoo Grant.

Funded through the *Discovery Endowment Fund*, the fossil teeth were discovered in mid-2019 by a team of palaeontologists and volunteers led by Dr Mikael Siverson, Head of Earth and Planetary Sciences at the WA Museum.

The story of megalodon sharks will be shared in the Wild Life Gallery at the New Museum from November 2020 and displayed at the Ningaloo Visitor Centre and Milyer Discovery Centre.

Sharing outcomes of the Woodside Kimberley marine surveys with Traditional Owners

The Woodside Kimberley Collection Project (2008–2015) was a large multi-year, multi-taxa research project to document the biodiversity of the Kimberley. The project involved undertaking marine surveys across the Sea Country of several aboriginal communities in the Kimberley.

Sharing outcomes of Woodside Kimberley marine surveys with Traditional Owners was presented as a project and received funding via a Woodside Marine Biodiversity Grant from the *Discovery Endowment Fund*.

The project aimed to engage aboriginal communities in the Kimberley and share research findings and knowledge in a collaborative framework.

The key goals were:

- acknowledge the limited early consultation
- share WA Museum discoveries with Traditional Owners, Rangers and students
- educate and inspire local students, Rangers and emerging Elders
- share and link stories of WA Museum science and traditional knowledge
- promote open dialogue and long-term relationships built on trust and respect
- build important relationships into the future for WA Museum science programs, including the New Museum project.

Direct one-on-one marine science outreach engagement was undertaken with:

- 9 students and 5 staff members from the Kalumburu Remote Community School (years 3 – 12)
- 4 students and 1 staff member from the Kandiwal Community School – Mitchell Plateau (years 3 – 12)
- 6 Wunambal Gaambera Uunguu Rangers
- 2 Elders/Traditional Owners
- 1 Healthy Country Coordinator

Diving Deep: support for marine biodiversity exploration off Exmouth, WA

In October 2019, a second Woodside Marine Biodiversity Grant project was selected and awarded logistics monies through the *Discovery Endowment Fund*. The project, *Diving deep: support for marine biodiversity exploration off Exmouth WA* aimed to connect Western Australians with their deep sea environment and provide WA Museum staff an opportunity to collect valuable and hard-to access specimens for the States' Collections.

In early March 2020, researchers led by WA Museum Molecular Systematics Unit Manager, Dr Nerida Wilson and colleagues from the WA Museum's Aquatic Zoology team worked with researchers from the Bavarian State Collection in Munich and the Australian Museum to explore two deep-sea canyons off the Ningaloo Coast World Heritage Area.

Together, across over two decades, Woodside's partnership with the Foundation for the WA Museum and WA Museum has built one of the most comprehensive collections of marine fauna in the world. A highlight of this expedition project included the discovery of some 30 new species of marine creatures, including the world's longest animal – a siphonophore.

Pictured below: *Ocean Wonders* community program, Garden City Shopping Centre, Perth. (WA Museum)

Delivering Adaptable Programming

Without exception, COVID-19 has introduced a period of change in our lives. With the cancellation of community events and festivals, many engagement activities were directed online at hyper speed. With all eyes online, digital content became the new way to engage and educate audiences and our partner, Santos worked with us to deliver something new:

Distant Discoveries – a range of videos, photography and stories to read, watch or listen to from wherever you might be!

The Distant Discoveries program brought the Museum's collections and stories to life, temporarily replacing the Museum in a Container program which previously had a strong presence at major public outdoor spaces such as Elizabeth Quay, the Perth Cultural Centre, the Perth Royal Show, the Perth Zoo, the Mandurah Crab Festival and CineFestOZ over the last three years.

While COVID-19 restrictions may have locked people out of Museums, it didn't dampen the interest or enthusiasm for Museum content, with the WA Museum's social media presence never greater and website never richer:

- 1,814,517 people engaged with the WA Museum's content and collections either physically or virtually. Distant Discoveries reached over 100,000 viewers on social media alone in its first three posts.
- 576,063 people visited a WA Museum venue, or a non-Museum site offering WA Museum outreach programs.





Pictured above: Visitors at *The Art of Story Telling* exhibition, WA Shipwrecks Museum, Fremantle. (WA Museum)

Delivering and Engaging New Audiences

In the lead-up to the opening of the New Museum, the Foundation for the WA Museum has been working with the WA Museum and our forward thinking donors and partners to deliver programming options that reach and engage new audiences in a range of unique ways with fresh ideas.

Small Community Based Exhibitions

Funded from the Foundation's Discovery Endowment Fund and tied to a generous donation by the Minderoo Foundation, a 2019 Minderoo Grant supported a Small Community based Exhibitions project submitted by Gill Harrison, Site Manager Fremantle Museums.

The project presented community created exhibitions at the WA Museum's Fremantle sites, in the smaller exhibition spaces. Exhibitions shown included:

■ Fishing WA

(6 July – 25 August 2019)

Displayed in the WA Maritime Museum's Balustrade Gallery, *Fishing WA* was an exhibition that featured a photographic display and competition. Presented in collaboration with the WA Photographic Federation and Nikon, the exhibition showcased 50 stunning photographic images, reflecting the diversity of fishing in WA.

■ PrintWest

(26 October -15 December 2019)

The WA Maritime Museum's Balustrade Gallery featured 100 high quality mono and colour prints

from over 40 affiliated camera clubs across WA in the community exhibition, *PrintWest*. Presented in collaboration with the WA Photographic Federation, *PrintWest* provided visitors the opportunity to view the best in community photography in WA.

■ As Eye See It

(30 August – 20 October 2019)

The WA Shipwrecks Museum, in partnership with the Department of Communities showcased the *As Eye See It* exhibition in the Storehouse Gallery. Coinciding with Child Protection Week (1-7 September), the exhibition featured the photographic works of young people living in out of home care. The exhibition was opened by Hon Simone McGurk MLA, Minister for Child Protection and Ms Jacqui Tang, Assistant Director General, Department of Communities.

■ The Art of Storytelling

(23 December 2019 – 1 March 2020)

Created by United Nations Association of Australia WA Inc. *The Art of Story Telling* highlighted the importance of storytelling as a means to transfer knowledge, culture and identity. Displayed at the WA Shipwrecks Museum the exhibition explored how stories can be shared through spoken or written language, images and other visual depictions across generations.

The WA Shipwrecks Museum general site visitation increased by 43% due to *The Art of Storytelling* exhibition and associated January school holiday program.



Museum in a Container

The *Museum in a Container* sponsored by **Santos** embraces the importance of public education and engagement by providing visitors an opportunity to touch, feel and see WA Museum exhibits, research projects and specimens up close. A number of themed programs with a strong focus on conservation and the environment have been delivered from the converted shipping container over the past three years. Prior to COVID-19 restrictions these included free Virtual Reality (VR) adventures at Yagan Square during NAIDOC week and free VR and 3D exploration opportunities in Busselton during CinefestOZ.

Delivering Exhibitions and Events

The Foundation for the WA Museum collaborates with generous exhibition and event partners who continue to enhance Foundation events, offer additional resources and provide guests with unique experiences. Their added commitment to promote Foundation events and Museum exhibitions to their own networks, helps to raise awareness of the Foundation and the work it does in support of the WA Museum.

Many of the events listed below would not be possible without the on-going support of Gage Roads Brewing, Hedyer & Shears, PAV Events, Silverstream Wines and West Winds Gin.

Planet Shark: Predator or Prey

Principal Partner: **Santos**

Planet Shark: Predator or Prey opened on 6 July 2019 at the WA Maritime Museum to celebrate one of the oldest and most successful prehistoric predators ever to have lived. The exhibition took visitors on a journey through millions of years of evolution offering both an educational and entertaining experience. Supported

by onsite programming and a dedicated education program, the exhibition also offered a pilot School Loan box program.

Ocean Wonders: Exploring Sharks

Principal Partner: **Santos**

Activation Partner: **Garden City**

Garden City Shopping Centre was transformed into an engaging and interactive space offering fun and educational opportunities for families on weekends and during school holidays through *Ocean Wonders: Exploring Sharks*. The activation offered visitors the chance to learn about sharks and their prehistoric history through hands-on experiences including the Museum's Digital Aquarium which let visitors bring their own shark or sea creature to life.

Partnering for the Future

Proudly supported by: **PwC**

An evening of culture, history and innovation was offered to loyal friends and donors of the Foundation for the WA Museum in September 2019 at Brookfield Place for the *Partnering for the Future* event. Guests were treated to a sneak peak of the New Museum, an exclusive taste of the Foundation's future and a splash of science from 2019 FameLab Australia winner, Dr Paola Magni.

Tinsel & Good Tidings

Co-hosted by: **Artefact Circle**

Donors, friends and invited guests attended the Foundation for the WA Museum's annual Christmas fundraising party, at Bob's Bar at the end of 2019. Treated to the wonderful sounds of Perth's very own modern acoustic duo, Brooks, guests also heard from Corioli Souter of the WA Museum.

Pictured left: *Ocean Wonders* community program, Garden City Shopping Centre, Perth. (WA Museum)

Pictured below: *Planet Shark: Predator or Prey* exhibition, WA Maritime Museum, Fremantle. (WA Museum)



Financial Overview

Financial Overview 2019 / 2020

For the financial year ended 30 June 2020, the Board, Management and staff of the Foundation for the WA Museum continued their commitment to creating a viable financial future for the organisation.

The Foundation for the WA Museum is privileged to continue to receive strong support from partners and donors who have contributed towards the efforts to grow the Discovery Endowment Fund towards the target of \$35 million. We are thankful to all our supporters who give generously as we strive to advocate and build awareness of the new WA Museum and secure future funding and sponsorship opportunities for its exhibitions.

We are pleased to report a surplus for the financial year ended 30 June 2020, made possible through the generosity of Woodside, Santos and North West Shipping. In addition, new sponsorship contracts were secured this year with Santos, Tianqi Lithium and the Water Corporation which will be recognised post the opening of the New Museum. Donations from the Artefact Circle also contributed to the growth of the *Discovery Endowment Fund*.

The returns to our investment portfolio grew in 2019/20 and achieved an overall annual weighted average investment return of 25.91% (after expenses) for the fiscal year ended 30 June 2020.

There were several one-off expenses as the Foundation established new branding. General and Management staffing costs were maintained in line with the previous year in order to ensure the Foundation continues to strengthen relationships with sponsors and donors.

Income

Restricted Income	\$476,720
Endowment Income	\$517,022
Event Income	\$38,082
Investment Income	\$843,297
Other Income	\$157,829
Total Income	\$2,032,950

Expenses

Restricted Expenses	\$449,110
One-off expenses	\$12,159
Event Expenses	\$49,800
Management and General	\$250,321
Administration and IT	\$235,121
Operational	\$154,587
Endowment and Investment	\$177,045
Total Expenditure	\$1,328,144

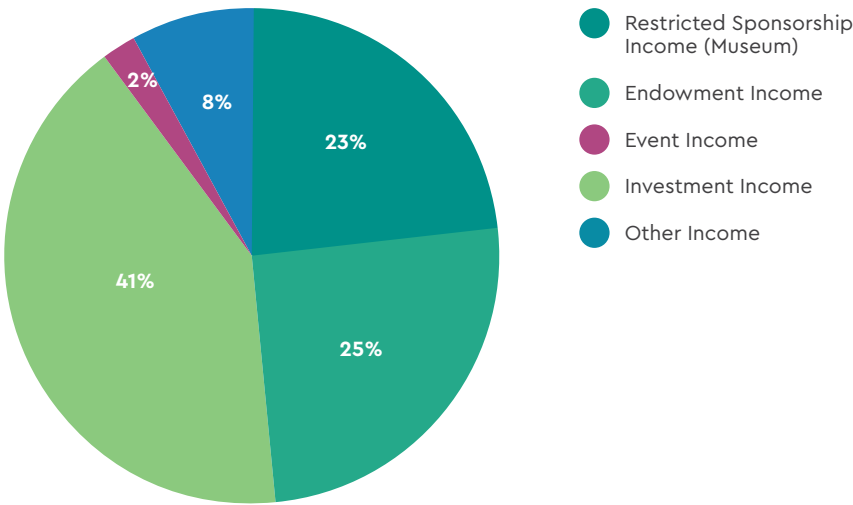
Pictured below: DownUnder Gallery, WA Maritime Museum, Fremantle. (WA Museum)



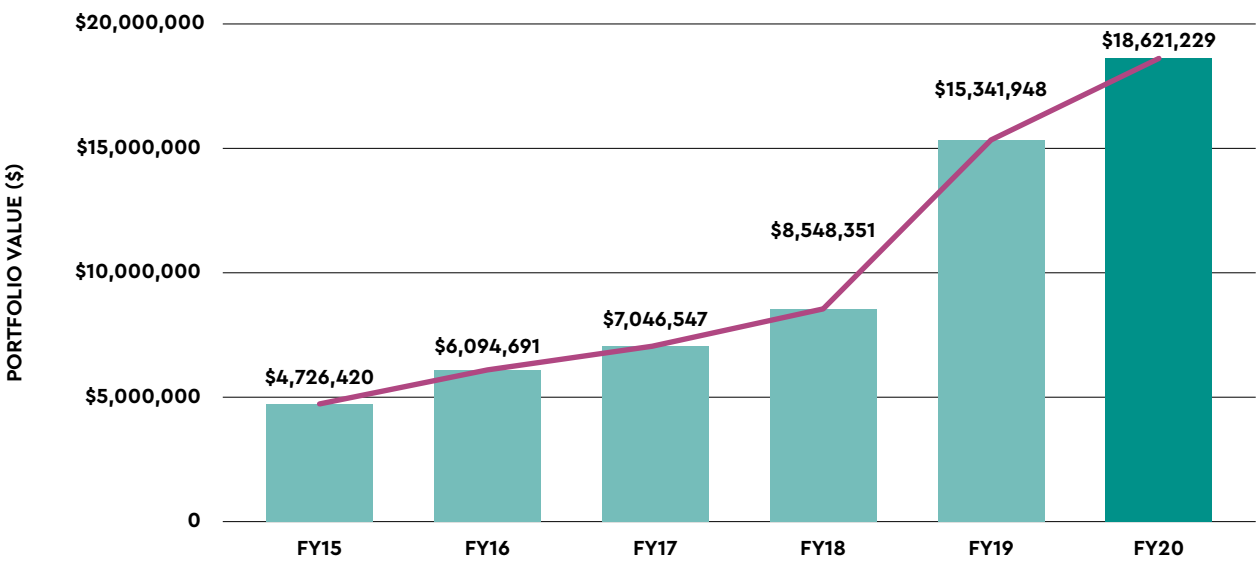


Pictured above: Planet Shark: Predator or Prey exhibition, WA Maritime Museum, Fremantle. (WA Museum)

Total Income



Foundation for the WA Museum Discovery Endowment Fund





Pictured above: Artefact Circle on a hard hat tour of the New Museum while under construction.

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Individual Giving

You can tell a lot about a community during difficult and unusual times. As the impact of COVID-19 was felt in our communities, safety became everyone's focus and there was much talk of social distancing. Physical distancing was experienced in our community, but Foundation staff did not feel socially distant. Our donors and supporters continued to engage with us throughout Western Australia's lock-down period. We received phone calls, emails and zoom meeting requests. We shared knowledge and engaged online. There was significant interest in our security and the security of culture and the arts more generally.

While the economic security of the WA Museum is seen as a government responsibility, the social security of the research, programs and activities delivered through the Foundation's Discovery Endowment Fund were clearly of concern. Social security arises from community, and during the last few months of the financial year, the importance of the cultural footprint museums have on our community became evident. Our donors understand the vital role museums play in building an understanding of our natural history, Indigenous cultures and social history and we are sincerely grateful for their generosity.



Iconic blue whale skeleton featured in the Stan Perron Treasures Gallery has a name

After a call for public submissions by the WA Museum, an announcement naming the 123-year-old blue whale was made in January 2020. Named in honour of the Museum's taxidermist, Otto Lipfert, the blue whale skeleton will be known as 'Otto'.

Pictured right: Guests at the Foundation's 'Partnering for the Future' event, PwC office, Perth. (7 to 1 Photography)



The Artefact Circle

At the end of 2019, construction of the New Museum reached practical completion and even before its opening in November 2020, the new WA Museum in the Perth Cultural Centre has made the "list of iconic buildings" that will shape the world, alongside the likes of the Grand Egyptian Museum in Cairo, The Berlin Brandenburg Airport and M+ Museum in Hong Kong.

On Friday, 7 February 2020, Committee Members from Artefact Circle, our Donor Giving group, were given a preview tour of the New Museum for WA by Alec Coles, WA Museum CEO.

The highlight of the tour was the giant blue whale which washed ashore at Busselton in 1897 and whose skeleton now hangs in a dramatic 'lunge-feeding' pose from the ceiling of the Stan Perron Treasures Gallery in the heritage-listed Hackett Hall.

Committee members were also impressed with the 170 year old grapevine near the old goal which is thought to have been planted by the first jailer and is one of Australia's oldest fruiting grapevines.

Artefact Circle is at the heart of the Foundation for the Museum's exclusive giving program, with proceeds directed to the Foundation's Discovery Endowment Fund. The Foundation provides multiple engagement opportunities for Artefact Circle Donors to become part of the rich tapestry of stories brought to life through the compelling collection of objects, ideas, exhibitions and programs of the WA Museum.

A Creative Legacy: the Ruth Tarvydas Collection

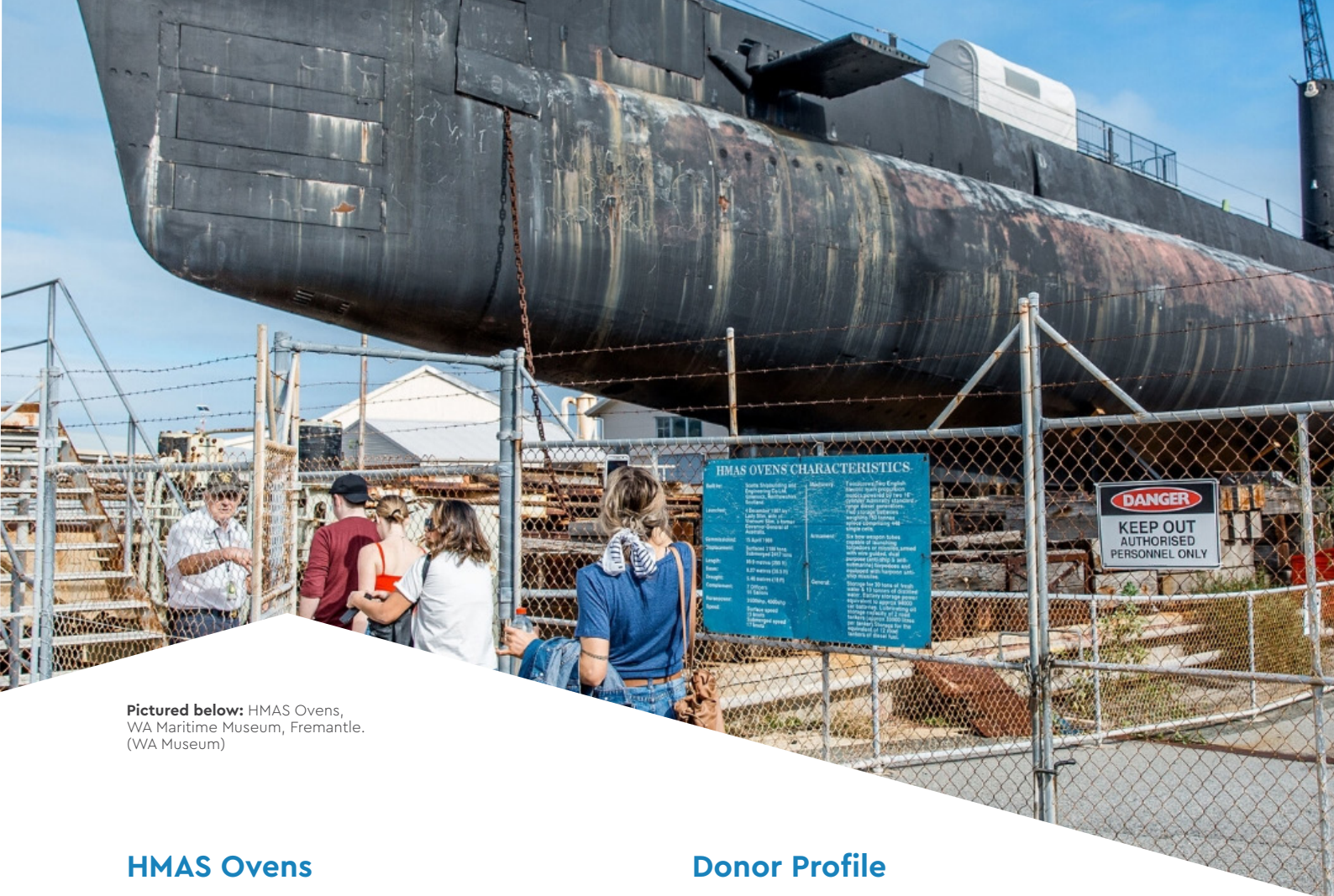
Through her designs Ruth Tarvydas showcased Western Australia to the world, garnering both national and international recognition throughout her 46-year career. With the blessing of her family, Ruth's story and achievements will be displayed at the new Museum following the inclusion of 35 iconic garments to the State Collection.

Financially supporting the conservation and curation required for the collection were three of the Foundation's long-term donors – **Ruth Phelps, Bridget Faye AM** and **The Friends of the WA Museum**. An additional contribution was also made from the Foundation's Discovery Endowment Fund to purchase new storage furniture to house the collection.

The Tarvydas Collection is an excellent example of contemporary collecting and will greatly strengthen the WA Museum's fashion and textile collection. The conservation and curation works allow the Museum to digitise, document, and conserve the garments to make them accessible to the wider public via exhibition and global online access.

Pictured below: Guests viewing the Ruth Tarvydas Collection, Harry Bulter Collection & Research Centre, Perth.





Pictured below: HMAS Ovens, WA Maritime Museum, Fremantle. (WA Museum)

HMAS Ovens

HMAS Ovens is an Oberon class submarine which served for over 30 years. Named after the Irish Australian Explorer John Ovens (1788–1825), Ovens is not only one of Fremantle's best known landmarks, it is a critical item in the State's museum collections and a significant part of Australia's naval history. After her decommissioning in 1995, she was gifted to the WA Museum and docked on the historic shipway beside the WA Maritime Museum in Fremantle.

In late December 2019 the Foundation for the WA Museum reached out to potential donors seeking support to repair and repaint the iconic submarine and will continue to provide support to the WA Museum to ensure Ovens remains accessible to future generations.

Donor Profile

Foundation for the WA Museum donors Bryan and Jan give beyond annual donations. In the course of updating their Wills, they made provision for Culture and the Arts through a bequest to the Foundation.

Bryan and Jan moved to Western Australia in 1980, founding a small engineering company which they owned for 25 years. Feeling indebted to WA for the opportunity, it gives them great pleasure to make a modest annual donation which in turn strengthens their connection to Western Australia through the Foundation.

When asked what they would say to those considering a donation to the Foundation, the response received was: *Investing in the stock market is a "cheers and tears" experience. In contrast investing in the Foundation is a 100% positive experience and one not to miss!*



Pictured left: Foundation for the WA Museum donors Bryan & Jan at the 'Partnering for the Future' event, PwC office, Perth. (7 to 1 Photography)



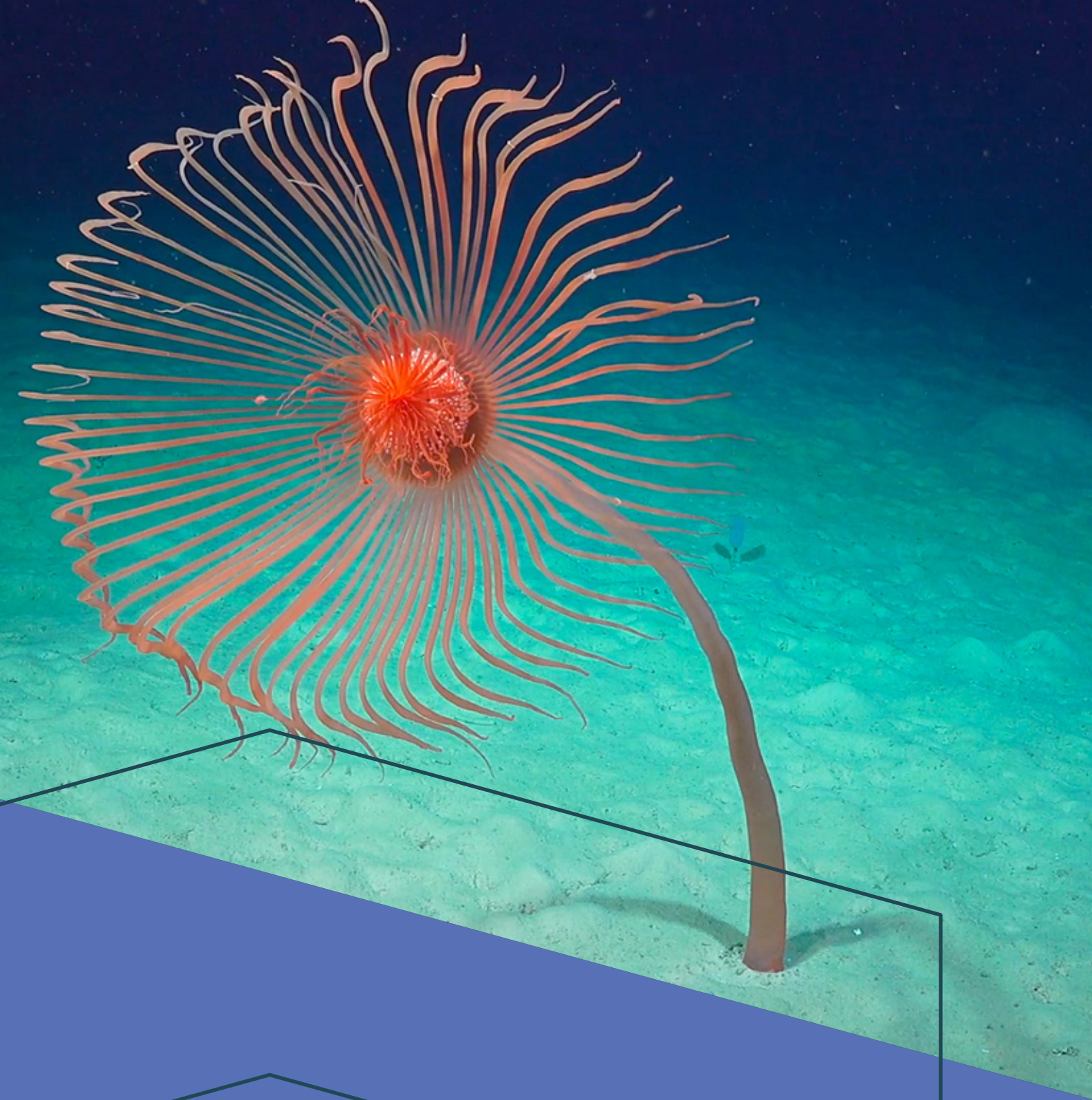
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With thanks

Museums are places where everyone feels a sense of belonging. When the New Museum for WA opens its doors in November 2020, it will be both reflective and worthy of Western Australia. The Foundation's fundraising initiatives have adopted this approach by providing opportunities, large and small, for everyone connected to our State.

The extraordinary generosity and commitment of individual donors, families, philanthropists, businesses, corporates and trusts continues to assist the Foundation to build the *Discovery Endowment Fund*, future proofing the WA Museum as a world-class cultural institution.

The work of the Foundation for the WA Museum would not be possible without support, and we sincerely thank all those acknowledged.



Pictured above: A rare hydroid, discovered thousands of metres deep on the sea floor of the Cape Range Canyon off WA. (Schmidt Ocean Institute)

Distinguished Partners

- Minderoo Foundation
- The Stan Perron Charitable Foundation
- Tianqi Lithium Australia
- Woodside Energy

Visionary Partners

- Estate of the late Dr Harry Butler AO CBE
- Nick Brasington
- City of Albany
- NWS Shipping
- Santos Limited
- Seven West Media
- Singapore Airlines
- Tim & Chris Ungar

Impact Partners

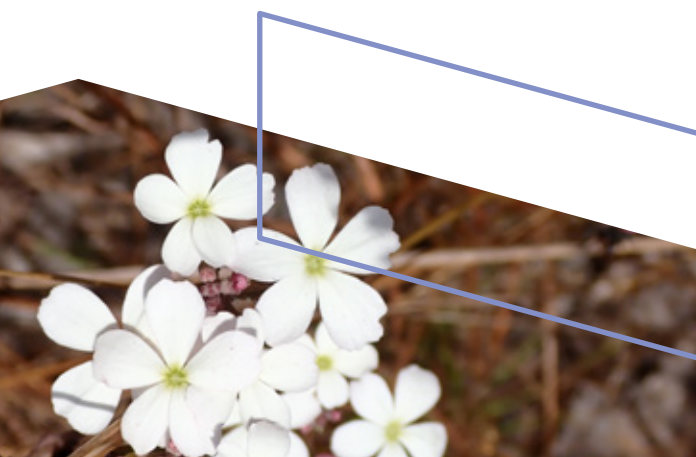
- British Council
- City of Perth
- Jock Clough
- Community Broadcasting Foundation
- Jeannine Cook
- Curtin University
- Department of Jobs, Tourism, Science and Innovation

- Tina D'Orsogna
- Edith Cowan University
- Fogarty Foundation
- Gage Roads Brewing Company
- Great Scotland Yard by Hyatt
- Inspiring Australia
- Jackson McDonald
- JBWere
- Kailis Jewellery
- Torsten & Mona Ketelsen
- The McClements Foundation
- McCusker Charitable Foundation
- Hon John McKechnie QC & Beth McKechnie
- Murdoch University
- Rosalind-Ruth Phelps (nee Rowell)
- Jozef Putcuyps & Elena Mustafina
- Byran & Jan Rodgers
- University of Western Australia
- Fred Wehr
- West Winds Gin
- Wright Burt Foundation

Community Partners

- 4ZZZ
- ABC Science
- Abode Real Estate
- Alex Hotel

- Veronica Barker
- BDO Australia
- Kate Budiselik
- Prof Robyn Caddy
- Cecil Andrews College
- Bridget Faye
- FBi Radio
- Ian Fletcher AM & Christine Fletcher
- Garden City Shopping Centre
- Grand Hyatt Singapore
- Heyder & Shears
- Hyatt Regency Danang Resort
- Hyatt Regency London
- Meerkats
- Museum of Applied Arts and Sciences
- PwC
- Queensland Office of the Chief Scientist
- Queensland Museum
- Rob Ranalli & Mel Watts
- RTR FM
- Silverstream Wines
- State of Queensland – Department of Environment and Science
- State Theatre Centre of Western Australia
- Three Triple R
- David Wallace & Jamelia Gubgub



Pictured above: Wildflowers in the Kimberley, Woodside Biodiversity Fund Project. (WA Museum)



Pictured above: Corioli Souter, Curator Maritime Archaeology shares the story of Camden Harbour with guests at the Foundation's *Tinsel and Good Tidings* end-of-year Fundraising event. December 2019. (7 to 1 Photography)

Artefact Circle Donors

- David Alder
- Michael & Ileana Ashforth
- Dawn Barker
- Karen Bassett
- Melissa Black
- Darryl Bruce
- Pina Caffarelli
- Mae Cardaci
- Julia Clark
- Fred & Jody Chaney
- Hon John Chaney
- Meg Coffey
- Harvey Collins
- Andrew Cooper
- Carole Crommelin OAM
- Luca Crostella
- Robert Edel & Karen Lang
- Alan Ford
- Kate Frichot
- David Gardiner
- John Goodlad
- Mark Hanlon
- Timothy Hanlon
- Elizabeth Harris
- Martin Harris
- Dallas Hickman
- Janine Hughes
- Jim & Freda Irenic
- The late Dr Patricia Kailis OBE AM
- Karen & Paul Kopejtka
- David Kyle
- Dr Richard Lewis & Dr Michelle Johnston
- Lauren Major
- Timothy Malloch
- David Martin
- John McKay & Claire Brittain
- Dr Margaret Matthews
- Emma Milner
- Athan Mirmikidis
- Peter & Kerry Oliver
- Wayne Osborn
- Philippa Packer
- Julian Peet
- Rosemary Pratt
- David Pringle
- Prof Alan Robson AO CitWA
- Jacqueline Rowell
- Robert Rowell
- Felicity Ruse
- Linda Savage
- Steve Scudamore & Anne Last
- David Shallue
- Anna Sloboda
- Lloyd Smith
- Senator Dean Smith
- Mei Teo
- Phil Thick & Paula Rogers
- Sara Wordsworth
- Mary Ann Wright

The Year Ahead

The year ahead presents many engaging opportunities on the horizon. Here is a sneak peak of just some of the Foundation for the WA Museum's upcoming fundraising opportunities:

Gallery Naming Rights Opportunities On-going

Naming rights partnerships play a major role in growing our Discovery Endowment Fund and offer a unique opportunity to be part of history. All Naming Rights partnerships contracted prior to the New Museum opening in late 2020 will become Founding Partners in perpetuity.

A Night at the Museum November 2020

The Foundation for the WA Museum's 2020 fundraising Gala will treat guests to a magical evening of high-energy entertainment, Western Australian fine food and wines, gin cocktails, beer and a series of satellite performances scattered throughout the New Museum.

Opening Celebrations for the New WA Museum November 2020

Four years after the original Museum in the Perth Cultural Centre closed for redevelopment, the new WA Museum will open its doors to the public on Saturday, 21 November with a nine-day celebration. Free tickets will be available via an online ballot providing visitors with a self-guided two-hour tour that will give a taste of everything the Museum has to offer.

FameLab Australia From February 2021

FameLab is a global science communications competition run nationally across Australia with the winner set to compete against 25 countries in a global competition held in the UK. As the producing partner of FameLab Australia, the Foundation for the WA Museum will continue to raise the profile of science in the community with the national program in 2021. This project provides training for early career scientists to develop skills to become exemplary communicators of complex ideas to live audiences.

From mid-February 2021, the Foundation for the WA Museum is pleased to work with the Australian National University (ANU) Centre for the Public Awareness of Science (CPAS) to deliver the National Science Communication Training program. Developed by science communication trainers, Dr Merryn McKinnon and Dr Will Grant the programme is open to Higher Degree Research (HDR) students and early career researchers. It aims to grow the level and depth of FameLab Australia submissions and develop communication skills that will benefit the tertiary sector.

The closing date for the 2021 FameLab Australia submissions is on 30 April 2021.

Bayonets & Butterflies

March 2021

Postponed last year due to COVID-19, the Foundation for the WA Museum looks forward to welcoming guests to attend an exclusive film screening and Q&A with Associate Producer Julie Hobbs, depicting the poignant and true story: Bayonet & Butterflies.

"We LOVE Museums" Lottery

July 2021

The Channel 7 We Love Museums Lottery will offer one lucky winner a luxury, once-in-a-lifetime prize package in the Foundation for the WA Museum's annual fundraising Lottery. Further details will be announced closer to the launch date.

FameLab Schools Academy

Science Week 2021

Following the success of the 2020 FameLab Schools Academy pilot program, additional schools will be invited to showcase the knowledge and skills of their students in the areas of STEM in 2021. Five Western Australian teachers will also train with the Cheltenham Festivals, UK as part of the program.

Inscribe your name on a theatre seat at the WA Maritime Museum

Ongoing

There are few more magnificently located lecture theatres in the world than the NWS Shipping Lecture Theatre at the WA Maritime Museum. Opening the blinds to the Theatre allows guests to take in the view of the Fremantle harbour and the Indian Ocean beyond. Engrave your (or a loved one's) name on a personalised plaque on the backrest of a seat in the Theatre to claim your part in Western Australia's maritime history.

Bequest Program

Ongoing

Western Australia holds a unique place in the world's evolution and the Foundation will be offering opportunities to play a part in its preservation, so new generations continue to benefit. A promotional campaign to place the future of Western Australia's natural and cultural heritage in the hearts and minds of its citizen's will continue in 2021.

Pictured below: Invitation artwork for A Night at the Museum. (Diss & Co.)





Foundation for the WA Museum

Office Address

140 William Street
Perth WA 6000

Postal Address

PO Box 7328
Cloisters Square PO WA 6850

Phone

08 6552 7474

Email

foundation@fwam.com.au

Website

fwam.com.au

